

UNDERLINES MAGAZINE



MEDIA DATA 2009

THE FIRST CHOICE FOR THE INTIMATE APPAREL & SWIMWEAR BUSINESS IN THE UK

UNDERLINES MAGAZINE:

THE PRIORITY BUSINESS PUBLICATION FOR MANUFACTURERS, SUPPLIERS, RETAILERS & DISTRIBUTORS IN THE UK

2009 - 20 YEARS AT YOUR SERVICE!

01.12.2008

Photograph: Rod Howe

MECHANICAL DATA

Preferred format: High resolution pdf

Measurements: All measurements quoted are height x width.

Mono: Bromide or finished positive film, right reading, emulsion side down (150 Screen minimum)

Colour: 4 colour separated, positive film, right reading, emulsion side down (300 Screen minimum)

Digital Format: Please ensure that all files are supplied in Apple Mac format, on a CD or DVD. Files must be saved in InDesign CS2 (or higher). Please note that all scanned images must be CMYK high-resolution minimum res 300 dpi at output size saved as a tiff or EPS. All fonts must be Apple Mac and supplied with screen and printer files, all logos must be supplied as EPS CMYK files with editable background. We cannot accept PC fonts. (A hard copy must be sent with all digital files in colour where appropriate).

Spot colours: £250 (€400) for 1st spot colour, £150 (€240) for 2nd spot colour

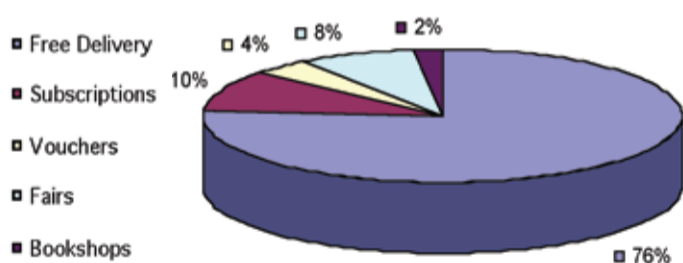
Special colours: including metallics £500 (€800)

Whilst photographs may be e-mailed to the Editor on pamunderlines@aol.com NO electronic transfers of advertisements will be accepted to this e-mail address unless as a high resolution pdf folder.

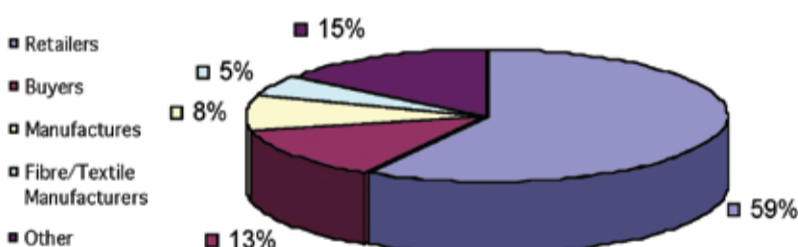
UNDERLINES CIRCULATION DATA

THE HIGHEST CIRCULATION OF ANY UK SPECIALIST TRADE MAGAZINE! AVERAGE NET READERSHIP OF 18,000 PER EDITION

Underlines Distribution: 6000 copies distribution



Underlines Readership Type



DISPLAY ADVERTISING: RATE CARD AND MECHANICAL DATA 2009

STANDARD POSITIONS

RUN OF PAPER

	COLOUR		MONO	
Quarter Page	£1225	€1980	£925	€1500
Half Page	£1775	€2880	£1225	€2000
Full Page	£2750	€4450	£1900	€3085
Double Page Spread	£4500	€7300	£3200	€5190

SPECIAL POSITIONS (subject to availability)

Front Cover	£4750	€7700
Inside Front Cover as Gate-Fold	£4750	€7700
Inside Front Cover + P3 (1st DPS)	£5250	€8500
Inside Front Cover	£3500	€5680
Page 3 (1st Right Hand Page)	£2950	€4785
Pages 4 + 5 (2nd Double Page Spread)	£4750	€7700
Page 7 (Facing Contents/Right Hand)	£2950	€4785
Inside Back Cover	£3000	€4860
Outside Back Cover	£3950	€6400
Centre Spread	£4500	€7300
Early Right Hand Facing Matter	£2850	€4600
Bleed Advertisements	+10%	

ADVERTORIAL PROMOTIONS/PROFILES

Double Page Spread	£3800	€6165
Full Page	£2900	€4700

Cost is fully inclusive of editorial concept, design, layout, typesetting, reprographics, and plate making, utilising your supplied photography. Published to approval clearly devoted as 'advertising promotion'. Cost excludes agency commission where advertising agency is involved.

INSERTS

Bookmark, tip-on, bound-in: subject to availability. Prices on request.

Discounts: 2 = 4%, 3 = 5%, 4 = 8%, 5 = 10%

AGENCY COMMISSION

10% commission is given to recognised Agencies.

VAT is charged as applicable. Pre-Payment 5%.

DOUBLE PAGE SPREAD	
Type Area:	270mm x 390mm
Page Trim:	297mm x 420mm
Bleed Area: (includes 6mm gutter allowance)	303mm x 426mm

FULL PAGE	FULL PAGE BLEED
Type Area: 270mm x 186mm	Bleed Area: 303mm x 216mm
Page Trim: 297mm x 210mm	Page Trim: 297mm x 210mm

HALF PAGE (Vertical) 270mm x 87mm	HALF PAGE (Horizontal) 134mm x 186mm	QUARTER BOX 125mm x 87mm
---	--	------------------------------------

WHY CHOOSE UNDERLINES?

- the highest and best targeted circulation (6,000 minimum every issue – 18,000 readers);
- 20 years' experience in the sector;
- present at every international trade event;
- authoritative, informative and relevant;
- up-to-the-minute news and in depth reports;
- your window to Europe with membership of the Network Dessous: a group of 10 individual publishers at your service!

UNDERLINES OFFERS YOU...

An unrivalled medium for advertising and promotion in a unique and stylish format:

- First for Future Forecasts;
- First for Fashion Photography;
- First for Market Reports;
- First for International Catwalks (Style File);
- First for Show Previews & Reports (Show Update);
- First for Retail Developments (Inside Retail & Shopping Scouting);
- First for Fabrics and Technical News (Infotex);
- First for New Design and Talent (I Spy);
- First for News and Gossip (Insider)
- First for indepth features – large cup sizes, maternity and shapewear
- First for Trend Scouts and International Retail Surveys

STARS: UNDERLINES BEST SHOP AWARDS 2009

Underlines is sponsor and host of the 3rd edition of these stunning retail awards. Nearly 300 shops took part in 2008 nominated by 21 leading lingerie, intimate apparel, swimwear and legwear brands. Categories include Best Reference Shop, Best Personal Touch Shop, Best Concept Shop, Best Department Store, Best Newcomer Award and Award for Excellence and Outstanding Contribution.



UNDERLINES MAGAZINE

Publishers:	Underlines Ltd, Room 102, 134-146 Curtain Rd, London EC2A 3AR
Tel:	+ +44 (0) 20 7729 3664
Fax:	+ +44 (0) 20 7729 3701
E-mail:	infounderlines@aol.com
Web:	www.networkdessous.com
Managing Editor:	Pamela Scott pamunderlines@aol.com
News Desk:	newsunderlines@aol.com
Advertising Director:	Sue Hall sueunderlines@aol.com
Copy Price:	£12.00/€17
Frequency:	5 Times a Year (and one Special Swimwear Yearbook)
Printed Size:	297mm x 210mm
Print Run:	6,000 per issue (7,500 for Show Issues)

Underlines Magazine is a founder member of the Network Dessous, a group of independent publishers in Europe, Asia and South America.

UNDERLINES MAGAZINE

UNDERLINES DEADLINE DATES – AT A GLANCE:

ISSUE NUMBER	ISSUE DATE	PUBLICATION DATE	EDITORIAL DEADLINE	ADVERTISING DEADLINE	FINAL PDF/ CD-ROM
Issue No. 96*	Dec 2008 – Jan 2009	19/12/2008	05/12/2008	08/12/2008	10/12/2008
Issue No. 97**	Feb – March 2009	16/02/2009	02/02/2009	04/02/2009	06/02/2009
Issue No. 98	April – June 2009	18/05/2009	04/05/2009	06/05/2009	08/05/2009
Issue No. 99**	July – August 2009	03/08/2009	20/07/2009	22/08/2009	24/08/2009
Issue No. 100*	Sept – Oct 2009	24/08/2009	10/08/2009	12/08/2009	14/08/2009
Issue No. 101*	Dec 2009 – Jan 2010	18/12/2009	07/12/2009	09/12/2009	10/12/2009
SWIMWEAR YEARBOOK	2010 Edition	20/07/2009	06/07/2009	08/07/2009	10/07/2009

Note: Swimwear: The Book (resource listing) has an earlier deadline of 22nd June 2009

* International Show Edition ** National Show Edition

UNDERLINES MAGAZINE – FEATURES LIST FOR 2009

ISSUE DATE	FEATURES
ISSUE NO. 96 Dec 2008 - Jan 2009 Published 19/12/2008	International Show Edition; Salon International de la Lingerie/Interfilere Preview; Large Cup Sizes Special Report; Designer Lingerie & Nightwear – BestSellers S/S 2009 Underwear – BestSellers Swimwear 200; Special – Mens Underwear; Special –Canada Report ANNUAL WALLPLANNER FOR 2009 .
ISSUE NO. 97 Feb - March 2009 Published 16/02/2009	National Show Edition; Preview Harrogate Lingerie Show; Special dossier on Loungewear and Sleepwear; Review of Salon International/Interfilere/Hosiery A/W 2009; A/W 2008 Underwear & Nightwear – photographic and editorial preview; I Spy – Who's who in innovative design. Entry and Announcement to Stars: Underlines Best Shop Awards 2009.
ISSUE NO. 98 April - June 2009 Published 18/05/2009	Hosiery & Underwear Special; The Best Dressed Legs; report on legwear A/W 2009 BestSellers in Underwear A/W 2009/2010; Special – Mens Underwear Special – Special Sizes/ Shapewear; Stars: Underlines Best Shop Awards 2009.
ISSUE NO. 99 July - Aug 2009 Published 03/08/2009	National Show Edition; Sun & Swim Show, Body Look; Harrogate Lingerie and Swimwear Show; Swimwear & Beachwear 2010 – Forward Trends; Finalists in Stars: Underlines Best Shop Awards 2008
ISSUE NO. 100 Sept - Oct 2009 Published 24/08/2009	International Show Edition; Paris Mode City – Show Preview inc. Interfilere; Legwear for S/S 2009; I Spy – Who's who in innovative design; Special – Maternity Underwear and Swimwear; Announcement of 2008 Winners of Stars: Underlines Best Shop Awards.
ISSUE NO. 101 Dec 2009 - Jan 2010 Published 18/12/2009	International Show Edition; Salon International de la Lingerie/Interfilere Preview; Designer Lingerie & Nightwear Bestsellers 2010 – Underwear, Nightwear and Swimwear Special – Mens Underwear ANNUAL WALLPLANNER FOR 2010 .
SWIMWEAR YEARBOOK 2010 (9th Edition) Published 20/07/2009	International Swimwear Resources and Trends; Swimwear & Beachwear for 2010; International preview of all leading swimwear exhibitions; Fabrics and Styling Trends; International Best Swimwear Shops; European Swimwear Market Survey.
SWIM:THE BOOK Published 20/07/2009	The Definitive Guide to Swimwear and Beachwear with the most comprehensive listings of swimwear brands and fabric resources.
EVERY ISSUE	Infotex (fabrics); Style File (from the International Catwalk); Shopping Around; Newslines; Inside Retail; Trends Scouts; Network News (from around the world).