

WHY UNDERLINES?

10 GOOD REASONS WHY

1. CIRCULATION AND PUBLICATION

Underlines Magazine has the highest and best targeted circulation (6,000 minimum every issue* representing some 18,000 readers). Trade fair issues arrive at least 10 days before the event so your advertisement, pr/ editorial and coverage are seen well before retailers visit and are a reference tool.

2. PRESENCE AT TRADE FAIRS

Underlines is present at every relevant trade fair in the world - from national shows such as Moda Lingerie & Beachwear in the UK, Curve in New York and Las Vegas, Milano Unica in Italy and specialist events such as the London Swimwear Event and Mare d'Amare in Italy - to international events such as Salon International de la Lingerie and Mode City.

3. INDEPENDENT AND TRUSTED

Underlines is not only the oldest established trade magazine in the UK (est'd 1989) but also the most trusted as it is the only truly independent trade title, privately owned. The magazine can offer a balanced and true presentation of the market, of trade shows, supply and retail.

4. RETAILER FOCUS

Underlines is closer to all levels of retail than any other trade title. Through its regular dossiers with retailers, its organisation of Stars: Underlines Best Shop Awards, and its Shopping Around (national and international) editorial the magazine has unparalleled access and two-way conversation with retail.

5. INTERNATIONAL PROFILE

As well as being the priority business publication in the UK, Underlines is a founding member of the Network Dessous Group (10 independent publishers throughout Europe, Asia, Russia and the Americas). The Network Dessous is represented worldwide at all important trade fairs. News on a national level is syndicated to an international audience.

6. INFORMATIVE MARKET FOCUS REPORTS

Underlines again is the only magazine in its field that researches and supplies market facts in dossiers on specialised areas of the sector e.g. shapewear, large cup sizes, swimwear and beachwear, sports underwear and maternity/mastectomy by speaking and interviewing both retailers and suppliers. Underlines is unique in offering this service along with Infotex - the section that covers developments from raw materials to finished garments.

7. BUSINESS CLIENTS

In Underlines you will find all brands are represented, from the haute couture to mass market, commercial ranges. As readership is wide, content is aimed at all levels of retail from high street, internet, small and medium chains, independent and department stores, boudoir and specialist fitting shops. It means that Underlines is a one-stop shop for information providing an invaluable marketing and press tool.

8. FIRST FOR SWIMWEAR!

Since the year 2000, Underlines has created the only trade publication for swimwear, beachwear and accessories - The Swimwear Yearbook - now the 'bible' of the swimwear business. The Yearbook is known worldwide and has a circulation in excess of 15,000 (representing some 42,000 readers throughout the world).

9. STARS: UNDERLINES BEST SHOP AWARDS

Created by the Shop Scouting programme worldwide, Underlines organises the Best Shop Awards with the assistance of 21 leading UK and international brands. The shops vary from department stores to best newcomers and there are 8 categories of shop awards - independently judged and culminating in a Gala Award Ceremony once a year.

10. THE LOOK OF UNDERLINES

The layout and structure of Underlines is modern, elegant, stylish and incisive. Clearly defined areas of interest make it an interesting and immediate read for retailers and suppliers alike. Underlines not only shows the widest range of intimate apparel, swimwear, nightwear and legwear but twice a year shows the trends from the ready to wear catwalks in Style File.

* For trade fair issues in excess of 8,000 issues are published.

FEATURES AND DEADLINES

NOTE: the deadlines listed are FINAL. For special features and dossiers, the editorial deadline is one week prior to those listed.

ISSUE NUMBER 116

DECEMBER 2012 - JANUARY 2013 INTERNATIONAL SHOW EDITION

- 30 page dossier on Large Cup Sizes Sector in underwear and swimwear;
- **European** report on shapewear;
- Salon International de la Lingerie/Interfilere Preview;
- It's a Man's World - men's underwear;
- The Lingerie Collective – preview;
- Style File from international catwalks;
- Bestsellers Swimwear 2013
- I Spy! innovative brands in swimwear and underwear.

WALLPLANNER 2013

Editorial Deadline: **3rd December 2012**

Advertising Deadline: **10th December 2012**

Publication Date: **17th December 2012**

ISSUE NUMBER 117

FEBRUARY - MARCH 2013 NATIONAL SHOW EDITION

- 40 page comprehensive Moda Lingerie & Swimwear Preview;
- Leglines: styles for AW2012;
- Show Reviews (Salon International, Lingerie Collective...)
- Nightwear Trends for Autumn;
- Intimate Apparel key trends;
- Lingerie on the Catwalk at the leading trade shows

Editorial Deadline: **25th January 2013**

Advertising Deadline: **30th January 2013**

Publication Date: **8th February 2013**

ISSUE NUMBER 118

APRIL - JUNE 2013 INTERNATIONAL SHOW EDITION

- 30 page dossier on Shapewear in the UK;
- Leglines: AW 2013 and bestselling styles;
- Salon International & Beachwear Mode City preview;
- It's a Man's World - men's underwear;
- Style File from international catwalks;
- Swimwear - early Summer and Cruise collections;
- Preview of the London Swimwear Event;
- I Spy! innovative brands in swimwear and underwear

Editorial Deadline: **17th May 2013**

Advertising Deadline: **24th May 2013**

Publication Date: **3rd June 2013**

SWIMWEAR YEARBOOK 2014

JULY 2013 - INTERNATIONAL SWIMWEAR PUBLICATION

SWIMWEAR YEARBOOK

- Swimwear and beachwear styles for 2014;
- Essential beachwear accessories;
- European dossier on swimwear and beachwear from retailers and suppliers;
- Preview of London Swimwear Week;
- Preview of Moda Beach
- Preview of Mare d'Amare;
- Preview of Mode City;

- Preview of Curve USA;
- Preview of Miami Swim Show;
- Men's Room (men's swimwear developments);
- Shopping around at some of the best swimwear shops in the world;
- Fabrics and forward trends for 2014-2015

Editorial Deadline: **17th June 2013**

Advertising Deadline: **24th June 2013**

Publication Date: **1st July 2013**

ISSUE NUMBER 119

AUGUST 2013 NATIONAL SHOW EDITION

- 40 page comprehensive Moda Lingerie & Beachwear preview;
- A Sporting Chance – review of sports underwear;
- Review of Mare d'Amare, Miami Swim Show, London Swimwear Week;
- Leglines Part I - first look at new styles for SS2014;
- Nightwear Special Dossier;
- STARS: The nominations revealed for the 2013 Competition!

Editorial Deadline: **19th July 2013**

Advertising Deadline: **24th July 2013**

Publication Date: **2nd August 2013**

ISSUE NUMBER 120

OCTOBER - NOVEMBER 2013 RETAILER SPECIAL EDITION & STARS: UNDERLINES BEST SHOP AWARDS FINALISTS

- Shopping Around – best shops from around the world;
- Stars: Underlines Best Shops in the UK and Ireland – the finalists!;
- Special Feature on merchandising and point of sale;
- Maternity and Mastectomy product report.

Editorial Deadline: **14th October 2013**

Advertising Deadline: **21st October 2013**

Publication Date: **30th October 2013**

ISSUE NUMBER 121

DECEMBER 2013 - JANUARY 2014 INTERNATIONAL SHOW EDITION

- 30 page dossier on Large Cup Sizes Sector in underwear and swimwear;
- Salon International de la Lingerie/Interfilere Preview;
- It's a Man's World - men's underwear;
- Style File from international catwalks;
- Bestsellers Swimwear 2014
- I Spy! innovative brands in swimwear and underwear.

WALLPLANNER 2014

Editorial Deadline: **2nd December 2013**

Advertising Deadline: **6th December 2013**

Publication Date: **16th December 2013**

REGULAR FEATURES IN EVERY ISSUE!

- Shopping Around in some of the world's best shops;
- Inside Retail in the UK
- Infotex - update on fabrics, trims, yarns
- Head to Head - with industry personality
- Market View - company interview
- Network News from around the world
- Brand Watch and company profiles

UNDERLINES (founded 1989): ACCESS ALL AREAS

- In 1990 Underlines formed an alliance with European trade magazines to form the **Network Dessous**.
- In 2000 Underlines launched the first ever solely swimwear publication for retailers - **The Swimwear Yearbook**.
- In 2007 Underlines held the first ever independent retail awards for the sectors of intimate apparel and swimwear - **STARS: UNDERLINES BEST SHOP AWARDS**.

THE NETWORK DESSOUS

10 magazines in different languages

10 national editorial teams

135 people at your disposal worldwide

332,000 copies every year

1,162,000 average readers per year

8,000 pages and more throughout the year

1 interactive website

www.networkdessous.com

The members of Network Dessous span continental Europe, the Americas, Russia and the Far East. The magazines and personnel are at all the major international and national events with their Fashion Press stands.



THE SWIMWEAR YEARBOOK

Since 2000 Underlines has created and updated the only trade magazine exclusively aimed at swimwear supply and retail. It is the bible of its industry, introducing new brands and products to the market in an unrivalled fashion setting, charting swimwear from yarns and prints right through to final product and features on swimwear shops and departments all over the world.

STARS: UNDERLINES BEST SHOP AWARDS

The high spot of the year for retailers in the UK and Ireland is the Gala Reception where retailers are recognised and rewarded for their achievements. Judged by a panel of 21 intimate apparel, nightwear and swimwear brands, the Stars Evening is now the 'Oscars' of the sector.

Eight categories of Award are presented: Personal Touch Shops, Reference Shops, Concept Shops, Standalone Department Store, Large Department Store, E-tail/Direct Selling, Outstanding Achievement, Best Newcomer and a ninth discretionary Award by the Editor of Underlines Magazine.

www.facebook.com/stars.underlinesbestshopawards



SWIMWEAR

2013
TRENDS

Price £15.00/€20.00/US\$25
July 2012



YEARBOOK

THE SWIMWEAR YEARBOOK™ IS PUBLISHED BY UNDERLINES MAGAZINE

ADVERTISING RATES & DATA

STANDARD POSITIONS (run of Paper)		
Quarter Page	£1225	€1980
Half Page	£1775	€2880
Full Page	£2750	€4450
Double Page Spread	£4500	€7300

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
Early Right Hand Facing Matter	£2850	€4600
Bleed Advertisements		+10%

CLASSIFIED DIRECTORY		
Classified Buyers' Guide/Recruitment	£25.00	per scc
Lineage	£10.00	per line
Loose insert	£1850	

AGENCY COMMISSION
10% commission is given to recognised Agencies. VAT is charged as applicable. Pre-Payment 5%.

CANCELLATION
Cancellation of advertising space must be in writing to the Publisher not later than:

- 45 days prior to the listed copy deadline for standard positions;
- 90 days prior to the listed copy deadline for special and cover positions.

UNDERLINES CIRCULATION

ANNUAL ISSUES:	
Underlines Magazine	5
Annual Swimwear Yearbook	1
DISTRIBUTION PER ISSUE:	
(6,000 direct mail, 2,000 at trade shows/advertising)	8,000
(90% national, 10% international)	

READERSHIP TYPE	
Retailers:	64%
Buyers/Merchandisers	15%
Manufacturers/Suppliers	8%
Fibre/Yarns Suppliers	5%
Others (PR & adv agencies, sales reps, etc)	8%

DISTRIBUTION CHANNEL	
Free controlled circulation	78%
Subscriptions	5%
Vouchers/Advertising Purposes	5%
Trade Shows	10%
Bookshops	2%

MECHANICAL DATA

MEASUREMENTS: All measurements quoted are height x width. Preferred format - high resolution PDF (CMYK, 300 dpi at output size)

DIGITAL FORMAT: Please ensure that all files are supplied in Apple Mac format, on a CD or DVD. Files must be saved in InDesign CS5. Please note that all scanned images must be CYMK high-resolution (300 dpi minimum) 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 CYMK files with editable background. We cannot accept PC fonts. (A hard copy must be sent with all digital files in colour where appropriate).

SPECIAL COLOURS: £250 (€400) for 1st spot colour, £150 (€240) for 2nd spot colour, 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.

DIMENSIONS

PRINTED SIZE:	297mm x 210mm
DOUBLE PAGE:	297mm x 420mm (bleed 303mm x 426mm)
FULL PAGE:	297mm x 210mm (bleed 303mm x 216mm)
HALF PAGE VERTICAL:	277mm x 92mm
HALF PAGE HORIZONTAL:	136mm x 190mm
QUARTER BOX:	136mm x 92mm

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Gossard



UNDERLINES MAGAZINE:
THE NO. 1 CHOICE FOR OVER 23 YRS
(founded 1989)

INTIMATE APPAREL, NIGHTWEAR, SWIMWEAR
& LEGWEAR

MEDIA DATA 2013
EFFECTIVE 03.12.2012

UNDERLINES
LINGERIE
HOSIERY
SWIMWEAR