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 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 Body Look in Germany, Curve in New York and Las Vegas, Moda Lingerie & Beachwear in the UK, Milano Unica in Italy - to international events such as Salon International de la Lingerie and Paris 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 editorial the magazine has unparalled 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 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 and maternity/mastectomy by speaking and interviewing both retailers and suppliers. In 2010 sports bras will also be the subject of a special dossier. Underlines is unique in offering this service along with Infotex - the section that runs 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 Swimwear Yearbook is accompanied by Swim The Book, an international resources list of 1,000s of brands and companies. The Yearbook is known worldwide and has a circulation in excess of 14,000 (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 7 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

ISSUE NUMBER 101

DECEMBER 2009 – JANUARY 2010
INTERNATIONAL SHOW EDITION

- 30 page dossier on Large Cup Sizes Sector in underwear and swimwear;
- Salon International de la Lingerie/Interfiliere Preview;
- It's a Man's World - men's underwear;
- China - the new emerging middle classes;
- Designer Lingerie Collections;
- Style File from international catwalks;
- Legwear - first look at new collections and report from Verona;
- Bestsellers Swimwear 2010 and Underwear/ Nightwear SS2010;
- I Spy! innovative brands in swimwear and underwear.

Wallplanner 2010

Editorial Deadline: **7th December 2009**
Advertising Deadline: **9th December 2009**
Publication Date: **18th December 2009**

ISSUE NUMBER 102

FEBRUARY – MARCH 2010
NATIONAL SHOW EDITION

- Moda Lingerie & Swimwear Preview;
- Leglines: styles for AW2010;
- Show Reviews (Salon International, Bread & Butter, 5 Elements...)
- Nightwear Trends for Autumn;
- Intimate Apparel key trends;
- Lingerie on the Catwalk at the leading trade shows

Editorial Deadline: **29th January 2010**
Advertising Deadline: **3rd February 2010**
Publication Date: **12th February 2010**

ISSUE NUMBER 103

APRIL – JUNE 2010

- 26 page dossier on Shapewear;
- Leglines: Part II AW 2010/2011 and bestselling styles;
- It's a Man's World - men's underwear;
- Style File from international catwalks;
- Bestsellers Underwear/Nightwear AW2010-2011;
- Swimwear - early Summer and Cruise collections;
- I Spy! innovative brands in swimwear and underwear

Editorial Deadline: **3rd May 2010**
Advertising Deadline: **7th May 2010**
Publication Date: **17th May 2010**

ISSUE NUMBER 104

NATIONAL SHOW EDITION

- Moda Lingerie & Beachwear preview;
- Review of Body Look, Miami Swim Show, London Swimwear Week;
- Leglines Part I - first look at new styles forSS2011;
- Nightwear Special Dossier;
- Sports Bras to the Test!

Editorial Deadline: **20th July 2010**
Advertising Deadline: **23rd July 2010**
Publication Date: **2nd August 2010**

ISSUE NUMBER 105

INTERNATIONAL SHOW EDITION

- Paris Mode City Preview & Interfilierie Preview;
- 20 page Dossier on Maternity;
- Handle with Care - mastectomy product report;
- I Spy! innovative brands in swimwear and underwear;
- Leglines Part II - season's fashion for legs;
- Beachwear Survey.

Editorial Deadline: **13th August 2010**
Advertising Deadline: **16th August 2010**
Publication Date: **23rd August 2010**

ISSUE NUMBER 106

INTERNATIONAL SHOW EDITION

- 30 page dossier on Large Cup Sizes Sector in underwear and swimwear;
- Salon International de la Lingerie/Interfiliere Preview;
- It's a Man's World - men's underwear;
- Designer Lingerie Collections;
- Style File from international catwalks;
- Legwear - first look at new collections;
- Bestsellers Swimwear 2011 and Underwear/ Nightwear SS2011;
- I Spy! innovative brands in swimwear and underwear.

Wallplanner 2011

Editorial Deadline: **1st December 2010**
Advertising Deadline: **8th December 2010**
Publication Date: **17th December 2010**

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

SWIMWEAR YEARBOOK 2011 & SWIM THE BOOK

JULY 2010
INTERNATIONAL SWIMWEAR PUBLICATIONS

SWIMWEAR YEARBOOK

- Swimwear and beachwear styles for 2011;
- 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 Paris Mode City;
- Preview of Body Look;
- Shopping around at some of the best swimwear shops in the world;
- Fabrics and forward trends for 2012

SWIM THE BOOK listings of

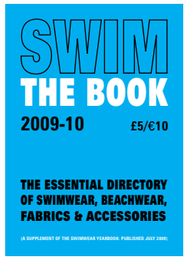
- fabrics, accessories and yarns in swimwear;
- swimwear and beachwear brands;
- trade show organisers worldwide;
- UK agents/distributors of swimwear/beachwear;
- useful contacts, associations*

* deadline for Swim the Book is two weeks before the dates below.

Editorial Deadline: **5th July 2010**
Advertising Deadline: **7th July 2010**
Publication Date: **16th July 2010**

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 a 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.



Swim The Book is an A5 handy booklet listing thousands of resources for yarns, accessories, swimwear and beachwear from the four corners of the world.

UNDERLINES: 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** and the resource guide called **Swim The Book**.
- In 2007 Underlines held the first ever 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 and the Far East. The magazines and personnel are at all the major international and national events with their Fashion Press stands.

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.

Seven categories of Award are presented: Personal Touch Shops, Reference Shops, Concept Shops, Department Store, Outstanding Achievement, Best Newcomer and a discretionary Award by the Editor of Underlines Magazine.

Stars
STARS
UNDERLINES
BEST SHOP AWARDS
starsunderlines@aol.com
www.networkdessous.com

WHAT OUR READERS SAY…

The team at Underlines are truly dedicated to the lingerie industry and providing relevant and interesting articles to their readers. Underlines is a fantastic portal which allows us to speak to our customers about our products.
EVEDEN (FANTASIE, FREYA AND FAUVE)

We have been with you since the very beginning and it was striking for me that in your first issue I could spot a new modern way of photo interpretation. Together with a content that showed efficiency and know how. This was and is always appreciated by our Press department, as well.
MARYAN MEHLHORN, MARYAN MEHLHORN BEACHWEAR

Underlines has grown over the years to become so attractive, popular, mature and knowledgeable but is still very fresh and youthful. That explains why the magazine is sought after by everyone in the lingerie industry!
SILK COCOON

Congratulations on staying on top for 20 years, constantly providing news and features on all things intimate.
AUSSIEBUM

Thanks for all your hard work and dedication to such a revolutionary magazine.
PANACHE (SUPERBRA, CLEO, PANACHE AND MASQUERADE)

Twenty years and still going strong. The magazine that champions the independent store and is one of the backbones to the whole industry.
GOSSARD

Underlines shapes, supports and underpins our wonderful industry with absolute integrity and professionalism. With its seductive fashion photography, newsy comments and astute market reports it is one of the few trade publications fit to grace any coffee table.
TRIUMPH INTERNATIONAL

Underlines always provides insight to what's happening in the market place with special features, interviews, show reports, fabric trends and photo shoots. It provides the most up-to-date information on the lingerie, hosiery and swimwear market.
VFB INTIMATES (VANITY FAIR, LOU)

Underlines provides accurate and unbiassed assessment, not only focusing on the diverse number of different brands and styles, but also looking at marketing strategies, product placement and growth plans. It continues to provide top quality industry information for professionals in the underwear business.
OBVIOUSLY, AUSTRALIA

Underlines has always been a great supporter of our brands and the editorial team offer really comprehensive round ups of industry news and new launches.
COURTAULDS LEGWEAR (PRETTY POLLY, ARISTOC)

The leading trade magazine in the UK for two decades! They know about every brand and every show internationally and at home and they go to every one!. Can't imagine the lingerie market without them.
LUPE CASTRO, LINGERIE AND SWIMEAR AGENT

Underlines has provided constant editorial support to Naturana over the past 20 years, helping us celebrate our 90th anniversary. They are always there with useful advice and information, on everything from planning a window display competition to sourcing a mannequin for a photo shoot!
NATURANA LTD

Hanro would like to thank the Underlines team for supporting the Hanro brand over the years and we have enjoyed the collaboration together.
HANRO

We have always been impressed with the knowledge and standing of Underlines. It has always been impartial, innovative and full of informative copy and the addition of the Swimwear Yearbook in recent years has been particularly well received. My customers are equally complimentary about the quality of Underlines.
ROY BARNES, ALBA ASSOCIATES (GOTTEX, GIDEON OBERSON)

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: 5
Underlines/Annual Swimwear Yearbook

DISTRIBUTION PER ISSUE: 8,000
(6,000 direct mail, 2,000 at trade shows/advertising)
(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 (300 dpi 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 CS3. 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 col, £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:	270mm x 87mm
HALF PAGE HORIZONTAL:	134mm x 186mm
QUARTER BOX:	125mm x 87mm

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