

UNDERLINES MAGAZINE

MEDIA DATA 2006

01/12/05

UNDERLINES:

The First Choice for the Intimate Apparel Professional in the UK

UNDERLINES MAGAZINE:

The priority business publication for manufacturers, suppliers, retailers and distributors in the UK



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 Zip 100MB or CD. Files must be saved in Quark Xpress 4.1. Please note that all scanned images must be CMYK high-resolution minimum res 300 dpi at output size saved as a tiff. 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).

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

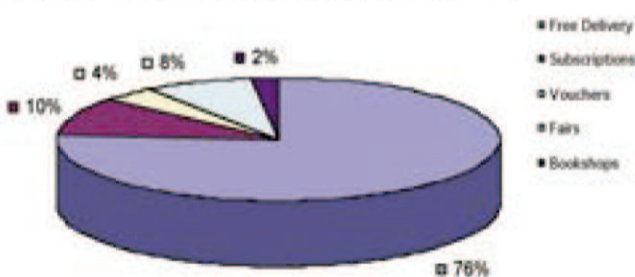
Metallic colours: including all other non-standard spot colours £500 (€800)

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.

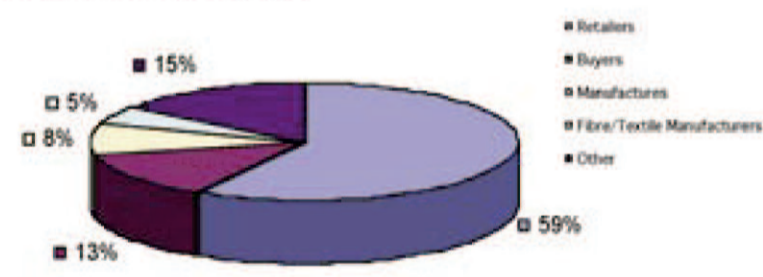
UNDERLINES CIRCULATION DATA

THE HIGHEST CIRCULATION OF ANY UK SPECIALIST TRADE MAGAZINE! AVERAGE NET READERSHIP OF 15,000 PER EDITION

Underlines Distribution: 6000 copies distribution



Underlines Readership Type



DISPLAY ADVERTISING: RATE CARD AND MECHANICAL DATA 2006

STANDARD POSITIONS

RUN OF PAPER

	COLOUR		MONO	
Quarter Page	£1225	€1980	£925	€1500
Half Page	£1775	€2880	£1225	€2000
Full Page	£2650	€4300	£1900	€3085
Double Page Spread	£4500	€7300	£3200	€5190

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%

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)	£2750	€4460
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	£2750	€4460
Bleed Advertisements		+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:	303mm x 426mm
(includes 6mm gutter allowance)	

FULL PAGE

Type Area:	270mm x 186mm
Page Trim:	297mm x 210mm

FULL PAGE BLEED

Bleed Area:	303mm x 216mm
Page Trim:	297mm x 210mm

HALF PAGE
(Vertical)
270mm
x 87mm

HALF PAGE
(Horizontal)
134mmx186mm

QUARTER BOX
125mm
x 87mm

WHY CHOOSE UNDERLINES?

- on time, every time;
- the highest and best targeted circulation;
- 16 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:
- Style File – unique to Underlines trends from the international catwalks;
- Shopping Around – the best shops in the UK & Europe;
- Unrivalled fashion photography;
- Infotex – all the latest news in fabrics, fibres and trimmings, the only trade publication that goes from fibre to finished product;
- Market Reports – analysis & statistics on the sector;
- Inside Retail – special point-of-sale events and shop openings;
- Show Previews & Reviews – from around the world;
- BestSellers – what's hot for swimwear, underwear and legwear;
- Insider – celebrity launches, the gossip ...

UNDERLINES MAGAZINE

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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. 81*	Dec 2005 – Jan 2006	19/12/2005	05/12/2005	05/12/2005	09/12/2005
Issue No. 82**	Feb – March 2006	20/02/2006	06/02/2006	06/02/2006	10/02/2006
Issue No. 83	April – June 2006	29/05/2006	15/05/2006	15/05/2006	19/05/2006
Issue No. 84**	July – August 2006	21/07/2006	07/07/2006	07/07/2006	14/07/2006
Issue No. 85*	Sept – Oct 2006	30/08/2006	14/08/2006	14/08/2006	18/08/2006
Issue No. 86**	Dec 2006 – Jan 2007	18/12/2006	04/12/2006	04/12/2006	08/12/2006
SWIMWEAR	2007 Edition	21/07/2006	07/07/2006	07/07/2006	14/07/2006

YEARBOOK

* International Show Edition ** National Show Edition

UNDERLINES MAGAZINE – FEATURES LIST FOR 2006

ISSUE DATE

ISSUE NO. 81
Dec 2005 - Jan 2006 Published 19/12/05

FEATURES

International Show Edition; Salon International de la Lingerie/Interfilie Preview; Designer Lingerie & Nightwear – BestSellers S/S 2006 Underwear; BestSellers Swimwear & Beachwear Summer 2006; Special – Mens Underwear; ANNUAL WALLPLANNER FOR 2006

ISSUE NO. 82

Feb - March 2006 Published 19/12/05

National Show Edition; Preview Harrogate Lingerie Show; Review of Salon International/Interfilie/Hosiery A/W 2006; A/W 2005 Underwear & Nightwear – photographic and editorial preview

ISSUE NO. 83

April - June 2006 Published 29/05/2006

Hosiery & Underwear Special; The Best Dressed Legs; report on legwear A/W 2006; BestSellers in Underwear A/W 2006; Special preview – Intimate London Body & Beach (July 2005); Special – Mens Underwear

ISSUE NO. 84

July - August 2006 Published 21/07/2006

National Show Edition; Full preview – Intimate London Body & Beach; Harrogate Lingerie and Swimwear Show; Swimwear & Beachwear 2007 – Forward Trends

ISSUE NO. 85

Sept - October 2006 Published 30/08/2006

International Show Edition; Lyon Mode City – Show Preview inc. Interfilie; Legwear for S/S 2007; Bestsellers Swimwear & Beachwear Summer 2007

ISSUE NO. 86

Dec 2006 - January 2007

International Show Edition; Salon International de la Lingerie/Interfilie Preview; Published 18/12/2006 Designer Lingerie & Nightwear – Mens Underwear; ANNUAL WALLPLANNER FOR 2007

SWIMWEAR YEARBOOK

2007 (6th Edition) Published 21/07/2006

International Swimwear Resources and Trends; Swimwear & Beachwear for 2007; International preview of all leading swimwear exhibitions; Fabrics and Styling Trends; International Best Swimwear Shops

EVERY ISSUE

Infotex (fabrics); Style File (from the Catwalk); Shopping Around; Newlines; Inside Retail; Insider; Network News (from around the world).