

FASHIONLINE

promoting creativity



fashion
interiors
art
music
photography
architecture

media information... play ▶

FASHIONLINE Promoting Creativity

ethos

Fashionline proactively promotes new design talents; be it in fashion, art, design, architecture, photography, textiles, music, illustration or interior design.

Fashionline encourages the cream of new fashion design talents to showcase their skills to professionals, scouts, audience who are watching and taking notes of the future of up and coming fashion designers..... cherry pickers, poachers, coup chasers and good ol' fashion spying peers, fashionline is consumed by all!



audience

Audience; pretty damn hot, brand savvy 22-45 year old graduates and professionals actively involved in all genres of fashion design. 53% male 47% female. Trendsetting high achievers, consummate consumers, witty wordsmiths, cutting edge cosmopolitans, well travelled free thinkers, erudite mavericks and proactive ABC1s. Innovators of raw new fashion designers of the 21st century, instigators of coo's of appreciation from the 22nd.



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Distribution

Fashionline is distributed internationally; pan European, Asia, North America and Canada. We have key alliances with design colleges and universities and furnish them with 500-750 free copies per issue. Fashionline publishes bi monthly; 6 main issues a year with 2 or more additional supplements/specials editions planned.

Fashionline has an acutely targeted geographic distribution; news-stands, galleries, museums, independent retail outlets, bars, design colleges & universities etc.,

All issues of Fashionline published from 2003 have been supported by a comprehensive promotional campaign using various methods of ambient media, in-store retail promotions, news stand and internet campaign.

Circulation

Fashionline's distribution has risen steadily from issue 2. issue 1 had a bulked out starter circulation of 25,000, used to heavily market the Magazine in line with media activities tied in with the launch campaign. We now have a settled down circulation of 175,000, a little over half of this is international distribution. 17% of Fashionline's circulation is paid for subscribers.

Fashionline is in the process of applying for an ABC audit.

market place

There has never been a more apt time to launch a magazine such as Fashionline. With the world's leading design houses crowning young British designers kings and queens of their sartorial emporiums, it would seem everyone is keen to catch the new fashion design bode to make international waves. In an urban magazine market that seems to be growing every day with constant claims of being the next new raw title to truly create a roar, Fashionline choose to truly make a difference and be different. We seduce not merely flirt with our readers and deliver a gorgeous juicy title that is as beautiful as it is resourceful. Fashionline place us in the urban consumer marketplace as the key catalyst to launching new British talent and the only place to peek if you're looking to find the next big thing in design.



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rate card

Full Page	
ROP	£2,150.00
Full Page right hand	£2,500.00
Full Page opposite contents, stockiest, contributors	£2,950.00
Half page	£ 750.00
Inside Front Cover	£5,150.00
Inside Front Cover DPS	£6,500.00
Inside Back Cover	£4,950.00
Outside Back Cover	£6,950.00
DPS ROP	£4,150.00
1ST, 2ND & 3RD DPS	£4,500.00

As we are keen to showcase all aspects of the design industry irrespective of size.

Fashionline has devised a unique, beautifully designed classified section that truly benefits the advertisers by presenting their products in a befitting environment. These sections are available in four main sizes.

SIZE A £150	lineage ads with image perfect for new designers and grads.
SIZE B £250/£350	4-6 ads per page
SIZE C £450	9 ads per page with space for approx 50 words ideal for shops, bars, restaurants, independent retailers etc.,
SIZE D £750	3-4 ads per page plus 100-120 words ideal for universities galleries and companies looking to show their products in a little more depth. Editorial can be written by our own editorial team or your own in house pr.

Mock ups of classified sections are available on request.

Fashionline offer a comprehensive range of bespoke marketing and advertising solutions to gain maximum benefits from our audience and optimum exposure of your products. Information on our

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services to tailor makes; bound in and out supplements, cover mounts, loose inserts, events and online promotions are available on request. Rates are subject to VAT at the current rate.

Specifications

MECHANICAL DATA

SINGLE PAGE

	<u>depth</u>		<u>width</u>
Type	2600 mm	x	185 mm
Trim	300 mm	x	225 mm
Bleed	306 mm	x	231 mm

DPS

	<u>depth</u>		<u>width</u>
Type	260 mm	x	410 mm
Trim	300 mm	x	450 mm
Bleed	306 mm	x	456 mm

GUTTER

Please accommodate for 10mm/12.5mm loss of visibility in gutter.

QUARTER PAGE AD

	<u>depth</u>		<u>width</u>
Type	127 mm	x	90mm

Paper Stock

Inside Pages 115 gsm

Cover stock 250 gsm

GENERAL REPRO DETAILS

Images should be supplied on disk and saved as CMYK TIFF, 300 dpi at 100% final print size. Colour proof by post is required. Please email this to The Productions Manager, Fashionline Magazine, ITELL Media Group, 17, Ensign House, Admirals Way, Canary Wharf, London EC14 9XQ. England, United Kingdom.

Images can also be loaded straight unto our http address. Please contact us for details.