

ATTIRE

Accessories

PROFILE



Pranella

Attire Accessories is a magazine for the fashion accessories trade that is distributed to buyers in independent fashion shops, jewellers, boutiques, shoe shops, bag shops, accessory shops and buyers in national fashion chains and department stores seven times a year.

Attire Accessories is an invaluable tool for retailers, providing product and market analysis along with all the latest trends set to take the fashion accessories world by storm.

Attire Accessories provides retailers with detailed information on influential trade shows, financial and legal matters, and accurate reviews on new or innovative products to help retailers make informed and profitable buying decisions.

Created by our in-house design team, **Attire Accessories** contains incisive editorial, themed product features, event previews and much more, presented with aesthetically pleasing style and flair. For 2012 the magazine will undergo a re-design in both dimensions and layout. **Attire Accessories** is moving forward with a clean and contemporary look, which is totally in keeping with the demands and interests of the trade market.

Attire Accessories has a dynamic online presence at www.attireaccessories.com which acts as a comprehensive sourcebook giving thousands of international buyers immediate access to your business. The website www.attireaccessories.com includes a supplier directory, allowing readers to contact advertisers in the magazine for more information about their products or services. This service is FREE for current advertisers and it serves as an extra value benefit to those businesses advertising in the magazine.

To make sure we are in regular contact with our readers we also send out monthly email newsletters with updates and news about events and the contents of the magazine. Magazine advertisers have the opportunity to place advertisements on these newsletters.

To promote your latest products to over 6,000 fashion buyers across the UK contact Claire Rogers on +44 (0)1376 535 600 or email clairer@attireaccessories.com.

Attire Accessories, Broseley House, Newlands Drive, Witham, Essex CM8 2UL United Kingdom

Tel: +44 (0)1376 535 600 Fax: +44 (0)1376 535 608

Email: info@attireaccessories.com

www.attireaccessories.com

FEATURES SCHEDULE

October/November 2011

Boutique by Chic preview
Handbag trends
Jewellery trends
Travel goods
Eye wear
Summer shoes

Advertising deadline: 09/09/2011

Issue date: 26/09/2011

December 2011/January 2012

Year planner

Chic preview
Top Drawer Spring preview
Ethical accessories
Watches
Casual shoes

Advertising deadline: 25/11/2011

Issue date: 12/12/2011

February/March 2012

Spring Fair preview
Pure preview
Moda preview
London Fashion Week
Wallets and Purses

Advertising deadline: 11/01/2012

Issue date: 27/01/2012

April/May 2012

Workwear accessories
Hosiery
Shoe trends
Ethical accessories
Men's jewellery
Wet weather wear

Belts

Advertising deadline: 16/03/2012

Issue date: 02/04/2012

June 2012

Pulse preview
Chic preview
Weekend bags and holdalls
Hats, gloves and scarves
Watches

Boots

Advertising deadline: 04/05/2012

Issue date: 21/05/2012

July/August 2012

Pure London preview
Home & Gift preview
Moda preview
Women's jewellery
Hair accessories
Party shoes

Advertising deadline: 15/06/2012

Issue date: 02/07/2012

September 2012

IJL preview
Autumn Fair preview
Top Drawer preview
Bridal jewellery
Hats and fascinators
Clutch bags

Advertising deadline: 03/08/2012

Issue date: 20/08/2012

October/November 2012

Boutique by Chic preview
Jewellery trends
Handbag trends
Summer shoes
Eyewear
Travel goods

Holiday hats and scarves

Advertising deadline: 07/09/2012

Issue date: 24/09/2012

December/January 2013

Chic preview
Top Drawer preview
Casual footwear
Made in Britain
Mens' footwear
Special occasion wear

Advertising deadline: 23/11/2012

Issue date: 10/12/2012

Please note that this schedule is subject to change. For the latest version, please visit: www.attireaccessories.com

ADVERTISING RATES

ADVERT SIZE

NUMBER OF ISSUES

	1	3	6
Double Page Spread	£2800	£2600	£2250
Full Page	£1475	£1350	£1175
Half Page (Horizontal or Vertical)	£750	£690	£600
Quarter Page	£395	£365	£315
On Display	£195	£175	£150

Premium Positions

Inside Front Cover	£1625	£1500	£1300
Inside Back Cover	£1550	£1425	£1240
Outside Back Cover	£1625	£1500	£1300

Inserts

Loose inserts (per thousand)	£85		
Maximum weight:	15 grams per item		
Maximum size:	A4		
Bound In Inserts / Loose inserts (over 15 grams)	Price Available on Request		

Newsletter

	1	6	12
Banner (468 x 60 pixels)	£150	£125	£100
Side Ad (300 x 300 pixels)	£125	£100	£75

Website

	1	3	6
Banner (468 x 60 pixels)	£150	£125	£100
Side Ad (300 x 250 pixels)	£125	£100	£75

NB. Advertisement positions on the website and newsletters are available to magazine advertisers only.

MECHANICAL DETAILS

PRINTED ADVERT SIZES

	Width	Height
Double Page Spread (with bleed)	426mm	303mm
Double Page Spread (trim)	420mm	297mm
Full Page (with bleed)	216mm	303mm
Full Page (trim)	210mm	297mm
Half Page - Vertical	95mm	287mm
Half Page - Horizontal	195mm	141mm
Quarter Page	95mm	141mm
On Display	91mm	73mm

DESIGN SERVICE

If you wish for us to design your advert from artwork supplied please call the design department on +44 (0)1376 535 616 to discuss your requirements.

GETTING YOUR ADVERT TO US

Ideally adverts will arrive as high-resolution print-ready PDFs / TIFFs / JPEGs. All artwork must be **NO LESS than 300dpi in CMYK**. For suitability of all other formats please call the design department on +44 (0)1376 535 616.

Please email artwork to artwork@attireaccessories.com, with the company name in the subject field. Alternatively send a CD-ROM including a colour print out by first class post to **Attire Accessories**, Broseley House, Newlands Drive, Witham, Essex. CM8 2UL. We reserve the right to charge for any artwork not provided to specification.

If emailing large artwork please compress files using ZIP or STUFFIT.



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