

# ATTIRE

Accessories

## PROFILE



**Attire Accessories** is a bi-monthly 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.

**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.

**Attire Accessories** has a dynamic online presence at [www.attireaccessories.com](http://www.attireaccessories.com) which acts as a comprehensive sourcebook giving thousands of international buyers immediate access to your business. The website [www.attireaccessories.com](http://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. Simple to use and available world-wide 24 hours a day, the supplier directory is a reader reply service for the 21<sup>st</sup> century.

To promote your latest products to over 6,000 fashion buyers across the UK contact Helen Connelly on +44 (0)1376 535 600 or email [helenc@attireaccessories.com](mailto:helenc@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](mailto:info@attireaccessories.com)

[www.attireaccessories.com](http://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)	£75
Maximum weight:	20 grams per item
Maximum size:	A4
Bound In Inserts / Loose inserts (over 20 grams)	Price Available on Request

## FEATURES SCHEDULE

### January 2010

Chic preview  
Top Drawer Spring preview  
Ethical Accessories  
Watches  
Casual Shoes  
**Advertising deadline: 04/12/2009**  
**Issue date: 21/12/2009**

### May/June 2010

Pulse preview  
Men's Jewellery  
Weekend Bags  
Belts  
Hats, Gloves & Scarves  
Wet Weather Wear  
Boots  
**Advertising deadline: 23/04/2010**  
**Issue date: 10/05/2010**

### September/October 2010

IJL preview  
Autumn Fair preview  
Top Drawer Autumn preview  
London Fashion Week  
Special Occasion Shoes  
Hats & Fascinators  
Bridal Jewellery  
**Advertising deadline: 06/08/2010**  
**Issue date: 23/08/2010**

### February 2010

Spring Fair preview  
Pure preview  
Moda preview  
London Fashion Week  
Activewear  
**Advertising deadline: 15/01/2010**  
**Issue date: 01/02/2010**

### July/August 2010

Chic preview  
Home & Gift preview  
Pure preview  
Moda preview  
Hair Accessories  
Clutch Bags  
Party Shoes  
Women's Jewellery  
**Advertising deadline: 11/06/2010**  
**Issue date: 28/06/2010**

### November/December 2010

**Year Planner 2011 issue**  
Boutique preview  
Handbag Trends  
Jewellery Trends  
Travelgoods  
Eyewear  
Summer Shoes  
**Advertising deadline: 01/10/2010**  
**Issue date: 18/10/2010**

### March/April 2010

Boutique preview  
Handbag Trends  
Made In Britain  
Children's Jewellery  
Wallets and Purses  
Hosiery  
**Advertising deadline: 12/03/2010**  
**Issue date: 29/03/2010**

Please note that this schedule is subject to change. For the latest version, please visit: [www.attireaccessories.com](http://www.attireaccessories.com)

## MECHANICAL DETAILS

### PRINTED ADVERT SIZES

	Width	Height
Double Page Spread (with bleed)	468mm	325mm
Double Page Spread (trim)	462mm	319mm
Full Page (with bleed)	237mm	325mm
Full Page (trim)	231mm	319mm
Half Page - Vertical	101mm	296mm
Half Page - Horizontal	208mm	145mm
Quarter Page	101mm	145mm
On Display	101mm	69.5mm

### 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 PDF's / TIFF's / JPEG's. 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](mailto: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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