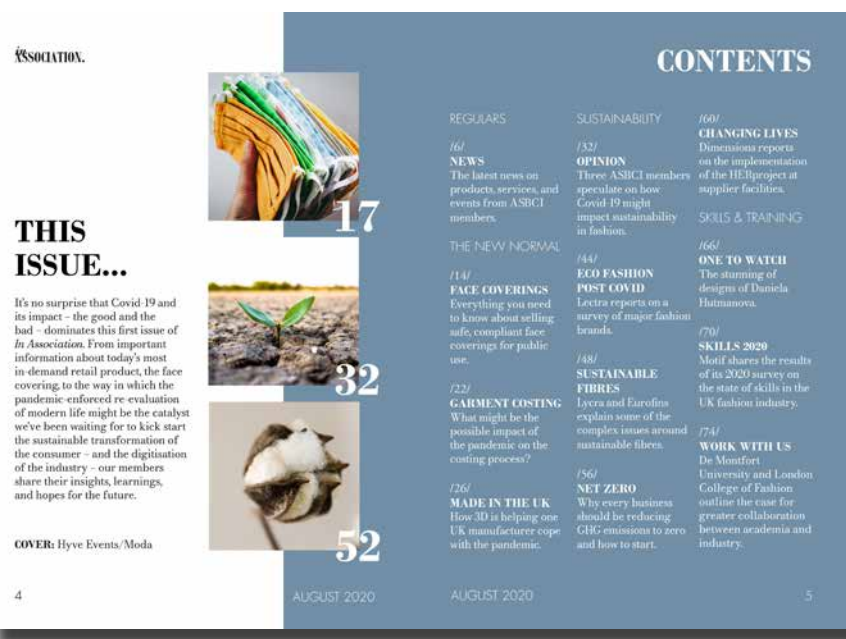


# *in* ASSOCIATION. Media Pack 2020







## WHO WE ARE

The Association of Suppliers to the British Clothing Industry brings together businesses from across the fashion and textile supply chain, with a membership that spans every sector from fibres and fabrics to retailing and aftercare.

The ASBCI is a centre of technical and commercial excellence, where companies at the forefront of their sectors can discuss, share, and develop best practices, processes, and initiatives to benefit their organisations and the UK clothing supply chain as a whole.

## WHAT WE DO

The ASBCI is concerned with new technology and new ideas, and has an effective representation of members' interests on the UK, European, and International standards committees. We promote the exchange of knowledge and development of best practice via conferences and seminars, technical visits, specialist publications, and networking opportunities.

The ASBCI has many academic and student members and supports the next generation of UK fashion and textiles talent through the work of its student membership committee.

## MEMBERSHIP

The ASBCI membership ranges across the whole fashion and textile industry, including: fibres, fabrics, linings, interlinings, adhesives, dyeing, sewing threads, buttons, zips, trims, sleeve head rolls, shoulder pads, machinery, presses, waistbands, garment processors, clothing consultants, clothing manufacturers, retailers, drycleaners, launderers, domestic detergent manufacturers, chemical suppliers, computer software and technology suppliers, textile testing houses, research organisations, universities, and training bodies.

## PUBLICATIONS

*In Association* is the quarterly digital magazine of the ASBCI, providing a platform for members to share key learnings, research, and technical and commercial insights from all stages of the supply chain and input from academia.

The magazine is delivered direct to members' inboxes and is published on the ASBCI's website and social media channels. It is also shared widely by our members on their social networks.

In addition to the magazine, the ASBCI also publishes a [monthly newsletter for members](#).

## CONTENT

*In Association* is a magazine for members, by members. In keeping with the core values of the ASBCI, it is a place for member organisations to share their insights, discuss industry issues, connect and collaborate, develop initiatives, and promote best practice.

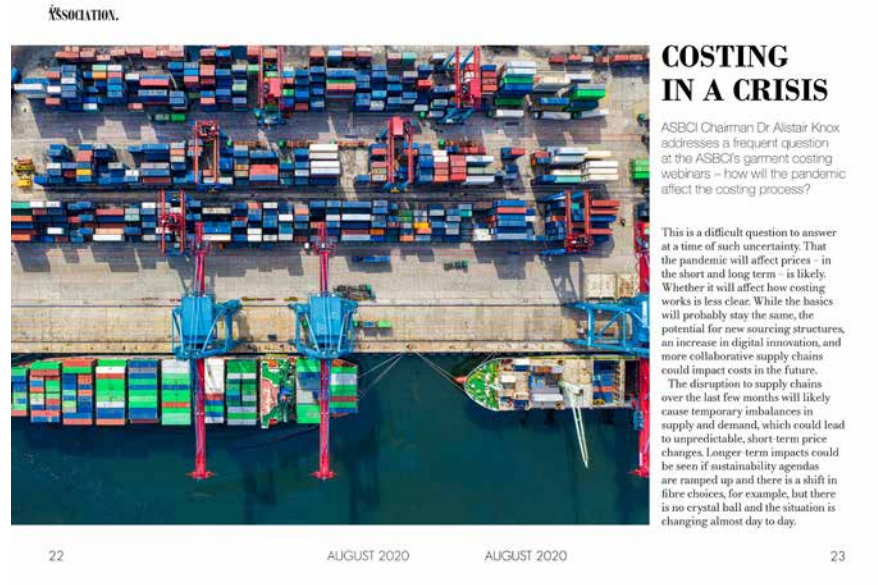
The magazine also features articles from the ASBCI's various technical experts and committee members, reports on the Association's activities, and news and events from across the industry. Key topics include supply chain, standards and testing, sustainability and ethics, digital transformation, and training and skills.

## HOW TO SUBMIT

Editorial submissions are only open to member organisations. All submissions are reviewed and edited according to the house style prior to publication. Please email your article to [asbcioffice@asbci.co.uk](mailto:asbcioffice@asbci.co.uk).

Max word length per article is 700 words. All articles and press releases must be accompanied by at least two high-res 300dpi images. Please ensure you have the rights to any image you send.

Non-members can place adverts and advertorials. Anyone can sign up to receive the magazine. All enquiries, email [asbcioffice@asbci.co.uk](mailto:asbcioffice@asbci.co.uk).





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## **ASBCI HEAD OFFICE**

LG1 Croft Myl, West Parade, Halifax HX1 2EQ  
01422 354666

[asbcioffice@asbci.co.uk](mailto:asbcioffice@asbci.co.uk)

[www.asbci.co.uk](http://www.asbci.co.uk)

## **GENERAL MANAGER**

Kirsty Holdsworth [Kirsty.holdsworth@asbci.co.uk](mailto:Kirsty.holdsworth@asbci.co.uk)

## **ADMINISTRATION MANAGER**

Carrie Depledge [Carrie.depledge@asbci.co.uk](mailto:Carrie.depledge@asbci.co.uk)

## **COMPANY SECRETARY**

Stephanie Ingham MBE

[Stephanie.ingham@asbci.co.uk](mailto:Stephanie.ingham@asbci.co.uk)

## **CHAIRMAN**

Dr Alistair Knox

**in**  
**ASSOCIATION.**

## **EDITOR**

Lotte Debell [Lottedebell@gmail.com](mailto:Lottedebell@gmail.com)

## **ADVERTISING**

01422 354666 or [asbcioffice@asbci.co.uk](mailto:asbcioffice@asbci.co.uk)