

# *in* ASSOCIATION.

MEDIA PACK 2024

Fashion and  
textile industry  
insight from  
members, for  
members.

 **ASBCI**  
ASSOCIATION OF SUPPLIERS TO  
THE BRITISH CLOTHING INDUSTRY



# Who we are.

## We are the ASBCI.

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.

## We share knowledge.

We promote the exchange of knowledge via conferences and seminars, technical visits, specialist publications, and networking opportunities. 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 share best practice.

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.

## We support the future.

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

# 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.

The ASBCI also publishes the ASBCI Yearbook, our annual round up of the association's activities, featuring event reviews, committee reports, expert contributions from our partner organisations, and a member directory.





# Content.

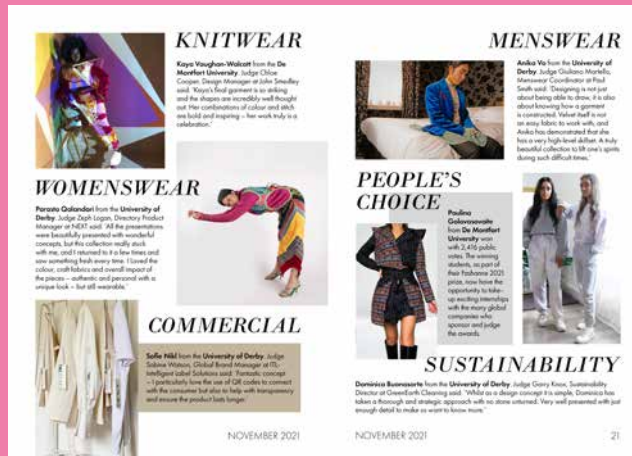
In Association is a magazine for members, by members. In keeping with the core values of the ASBCI, it is a place for members to share their insights, discuss industry issues, connect and collaborate, develop initiatives, and promote best practice. The magazine also features articles from ASBCI technical experts, reports on ASBCI activities, and news and events from across industry. Key topics include supply chain, standards and testing, sustainability, digital transformation, 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 features, news, and press releases to [asbcioffice@asbc.co.uk](mailto:asbcioffice@asbc.co.uk).

Max word length is 700 words for features and 250 words for news. All articles and press releases must be accompanied by at least two high-res images. **Please ensure you have the rights to images you send.**

Non-members can place adverts and advertorials. Anyone can receive the magazine. Enquiries to: [asbcioffice@asbc.co.uk](mailto:asbcioffice@asbc.co.uk).



1,500

SUBSCRIBERS

42K

MONTHLY PAGE VIEWS

18.8

AVERAGE MINUTES

# Advertising rate card.

## Issue dates for 2024

### In Association

**Feb:** Editorial 24.01/Advertising 05.02

**May:** Editorial 15.04/Advertising 24.04

**Aug:** Editorial 11.07/Advertising 25.07

**Nov:** Editorial 15.10/Advertising 4.11

## Yearbook 2025

Editorial 01.12/Advertising 15/12

Advert/Advertorial prices - excl VAT

## PER SINGLE ISSUE:

(In Association or Yearbook)

Double Page Spread

Members: £845

Non-members: £995

Full Page

Members: £495

Non-members: £595

Half Page

Members: £295

Non-members: £375

## SERIES BOOKING:

(per four issues)

Double Page Spread

Members: £2,350

Non-members: £2,850

Full Page

Members: £1,295

Non-members: £1,700

Half Page

Members: £825

Non-members: £1,200

## SERIES BOOKING:

(per five issues - 4x In Association + 1x Yearbook)

Double Page Spread

Members: £2,875

Non-members: £3,450

Full Page

Members: £1,595

Non-members: £2,000

Half Page

Members: £1,000

Non-members: £1,375

# Tech specs.

Double Page Spread

Trim: 297 (h) x 420 (w) mm

Full Page

Trim: 297 (h) x 210 (w) mm

Half Page Vertical

Trim: 270 (h) x 90 (w) mm

Half Page Horizontal

Trim: 133 (h) x 190 (w) mm

Quarter Page Vertical (newsletter only)

Trim: 133 (h) x 90 (w) mm

Ads should be supplied as high-res PDFs. Please note, this is a digital publication and some users may read it on a mobile device. Ads should be designed with this in mind. We recommend a minimum font size of 12pt.

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