

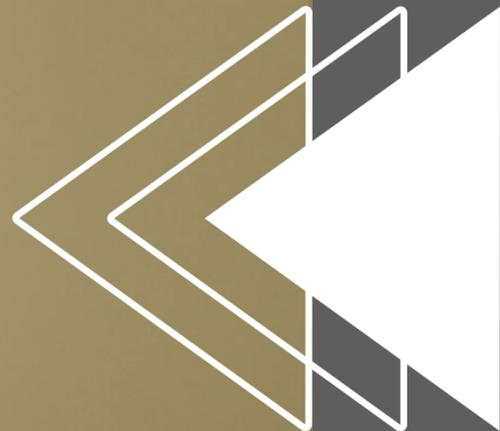
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*The*  
**INTERLINE**

**ADVERTISING & MEDIA KIT**

**2023**

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# CONTINUED EXPANSION. INDUSTRY REPUTATION.

The Interline is now established as the go-to destination for fashion professionals looking for detailed, practically-oriented technology coverage, written by proven experts and trusted influencers. Our audience – made up of key decision-makers within brand and retail businesses around the world – engages with our content on the web, in audio format, in virtual workshops, and in new live event partnerships in the UK, Europe, and the USA.

In 2023, The Interline is still laser-focused on technology, distinguishing itself from traditional retail trade publications in the depth of our analysis and our uncompromising eye for detail.

As always, we remain committed to being fully free-to-read.





▶▶ **EDITOR-IN-CHIEF**  
**BEN HANSON**

Ben has been a fashion technology researcher, writer, analyst, speaker and host for more than a decade.

Today he oversees our editorial calendar, writes opinion pieces and key collaborations, and hosts industry events worldwide.



▶▶ **DIGITAL EDITOR**  
**LYDIA MAGEEAN**

Lydia has been working in our industry for close to a decade, joining The Interline as a core team member in late 2021.

She coordinates digital content and supports our growing list of strategic sponsors.



▶▶ **BOARD ADVISOR**  
**MARK HARROP**

A fashion technology expert of 40+ years' standing, Mark serves as our process and technology advisor.



# CONTRIBUTORS

The Interline continues to add new voices to our roster of contributors. Our carefully-selected writers come from publications like Forbes, Jing Daily, and FashNerd, and each brings their own unique, technology-first perspective.

**MUCHANETA KAPFUNDE**



**EMMA FELDNER-BUSZTIN**

**TIFFANY LUNG**





# READER PROFILE



Our audience is segmented into roughly 75% brand and retail readers, 10% manufacturers, and 15% consultants and technology vendors.



A typical reader is an I.T. or process decisionmaker, with job titles that include: CTO, CIO, Digital Transformation Manager, President, VP Sourcing, Creative Lead, Brand Manager, SVP Product Creation, Digital Design Manager, Sustainability Leader and more.



# READER PROFILE (cont.)



Profiles are consistent across editorial topics, but with some variance during coverage of particularly hot topics such as 3D. And our most loyal readers consume our web content, join social media discussions, attend our virtual workshops, and participate in our research projects.



In 2023 and beyond, we will be actively working to expand our reach into the significant untapped market of brands, retailers, and value chain partners who have not yet joined the fashion technology conversation.



**230,000**

WEBSITE VISITORS PER YEAR



**45,000**

SOCIAL MEDIA FOLLOWERS



**6,000**

DIRECT MAIL AUDIENCE



**85% / 15%**

BRAND & RETAIL VISITORS /  
TECHNOLOGY VISITORS



**75% / 25%**

RETURN READERS / NEW VISITORS

# SAMPLE BRAND AUDIENCE

ADIDAS - ALLBIRDS - ALIBABA - AMAZON - ARC'TERYX -  
ASOS - BESTSELLER - BOOHOO - BURBERRY - CARESTE -  
CARHARTT WIP - CLARKS - COACH - CUBITTS - DECKERS -  
DIESEL - DIOR - DISNEY - ECCO - EMILIO PUCCI - EVERLANE -  
FERRAGAMO - GAP - GIVENCHY - GUCCI - GUESS - HACKETT -  
HERMES - HERSCHEL - HUGO BOSS - ICEBREAKER - JACK  
WOLFSKIN - KAREN KANE - KOHL'S - L.L. BEAN - LACOSTE -  
LANDS' END - LEVI'S - LINDEK - LORO PIANA - LULULEMON -  
LVMH - MAMIYE BROTHERS - MANGO - MARC CAIN - MICHAEL  
KORS - MR. PORTER - NEW BALANCE - NIKE - PANDORA -  
PANGAIA - PAUL SMITH - PERRY ELLIS - PRIVATE WHITE V.C.  
- PUMA - PVH - QUIKSILVER - REEBOK - UNIQLO - SALOMON  
- SPANX - SWAROVSKI - TARGET - TED BAKER - UNDER  
ARMOUR - VF CORPORATION - VIVIENNE WESTWOOD -  
WOLVERINE WORLDWIDE - WRANGLER - YEEZY



# GEOGRAPHY & BEHAVIOUR

The Interline has a strong presence in fashion and luxury – especially in the USA, UK, China & throughout Europe. Web readers consume, on average, three articles per session, with typical visits spanning several minutes. Long-form editorial content – particularly collaborations and case studies – remains popular, but our work on live events and new sponsored reports is opening up entirely new audiences and opportunities.

**USA 23% UK 19% India 7% Germany 5% Italy 3%**



# JAN



# FEB



# MAR

## A Smart Start To 2023

As a new year begins, DTC brands and retailers will be examining their product mixes and go-to-market strategies, and evaluating how to respond to another twelve months of uncertainty.

Does technology have the answers?

## All About AI & BI

With technology adoption increasing across a range of different processes and disciplines, it has never been more important for brands, retailers, and their suppliers to be able to orchestrate, analyse, and improve their operations with data-driven insights.

And beyond BI, is AI ready to rip up the rulebook upstream and down?

## Is The Metaverse Moving?

More than a year after a household name in social media, AR, and VR underwent a high-profile rebrand, fashion has road-tested various "Metaverse" initiatives.

How far have they found success? How deep does the market for digital fashion run? And what else can real-time rendering do?



# APR



# MAY



# JUN

## Can Fashion Find Better Fit?

The future of fit is personal, inclusive, adaptive, and built on a foundation of objective, demographic-specific body data.

Can solutions for capturing, communicating, and making use of that data, combined with integrations to digital design and development tools, usher in a new era of fashion creation and consumption?

## Material Innovation

From sustainable, organic natural materials to a new breed of high-performance, low-impact synthetics, a lot is happening in physical materials. At the same time, digital fabrics have become fundamental to every creative and commercial decision.

Is fashion ready for a material revolution at scale?

## A Production Revolution?

On-demand production, supply chain collaboration, digital printing, IoT and on-demand fashion manufacturing technologies –the “next” industrial revolution has been quietly taking place for several years.

How far has the vision been realised? And where is it applicable?



# JUL



# AUG



# SEP

## Supply Chain Risk & Uncertainty

Historic disruption has showcased the fragility of fashion's supply chains and exposed risk throughout its sourcing bases. That risk exposure has not faded with the pandemic, and uncertainty in international business still reigns.

How will technology help?

## Sustainability & Circularity

The era of fashion industry self-regulation is coming to an end, creating an increased sense of urgency around sustainability and transparency strategies.

But with consumer, government, and investor scrutiny demanding more first-party data, is fashion ready to open its books?

## Shifts In Buying & Sourcing

The way finished products reach buyers has changed. Both end consumer experiences and business-to-business fashion relationships are now being managed digitally, and a new category of solutions and approaches are springing up around that demand.

How are buying and sourcing changing?



# OCT



# NOV



# DEC

## Multi-Channel Commerce

After the COVID-catalysed explosion of eCommerce and digital engagement, fashion is responding to a world where digital assets and experiences transcend channels.

What does this holiday season hold for brick-and-mortar and online retail? And what role will technology play?

## Digital Product Creation

Digital product creation for fashion goes far beyond 3D. It's now a full ecosystem of tools, processes, and solutions that collectively contribute to the generation of digital twins of physical products.

Fashion has moved fast to adopt and scale DPC, but how much has changed in a year?

## 2023: A Year In Review

Through our contributor network, and with our technology and education partners, The Interline looks back at how technology for fashion has evolved over the last twelve months.

What will 2024 have in store?

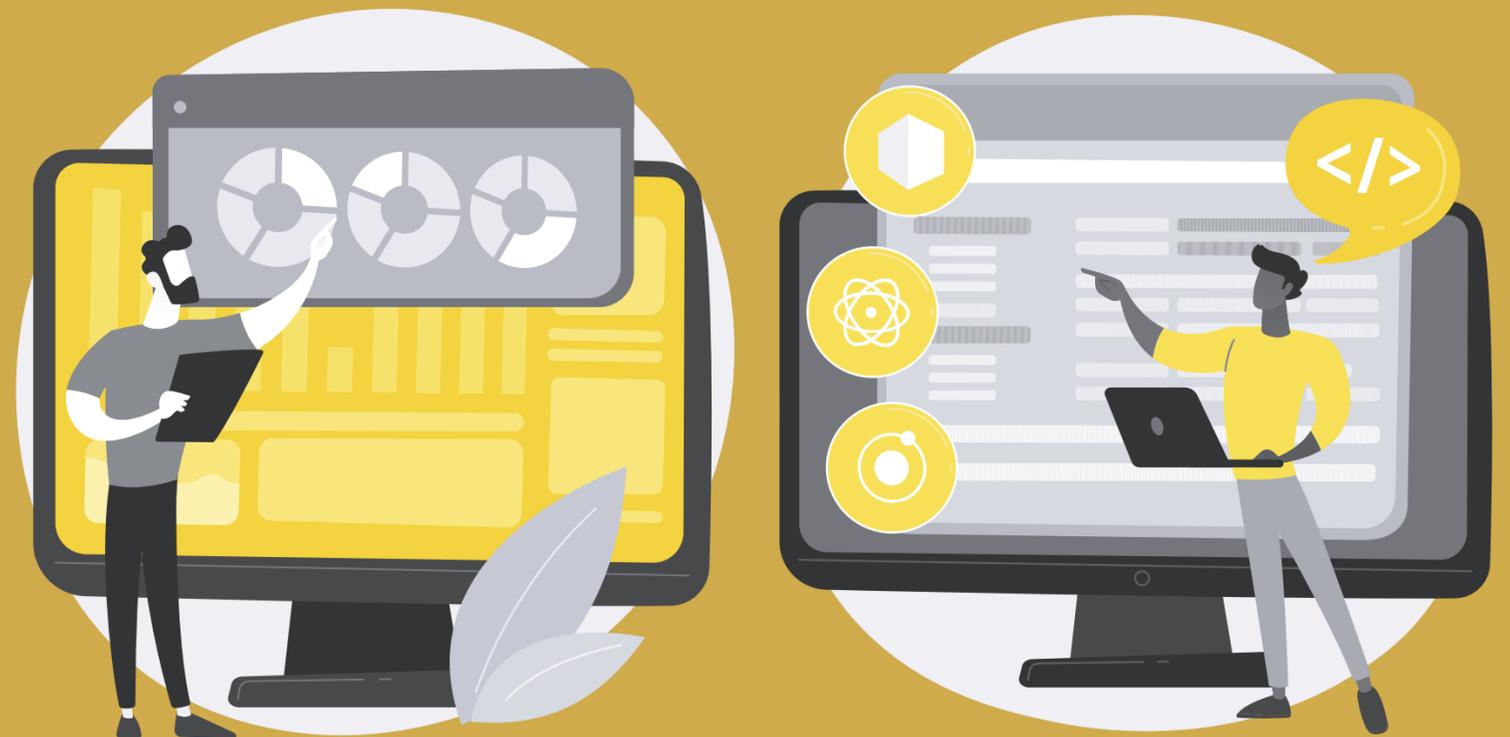


## WEBSITE PLACEMENTS

We provide both passive and hands-on ways to reach our audience. Write or collaborate on an editorial that taps into our calendar; take over our hero area, working with us on telling a truly special story; partner with us on a brand-sensitive case study; pick some banner placements, or push for a wallpaper takeover. Advertising on The Interline is a unique opportunity to tap into a readership that's ready to take action on digital transformation across the entire fashion technology ecosystem.

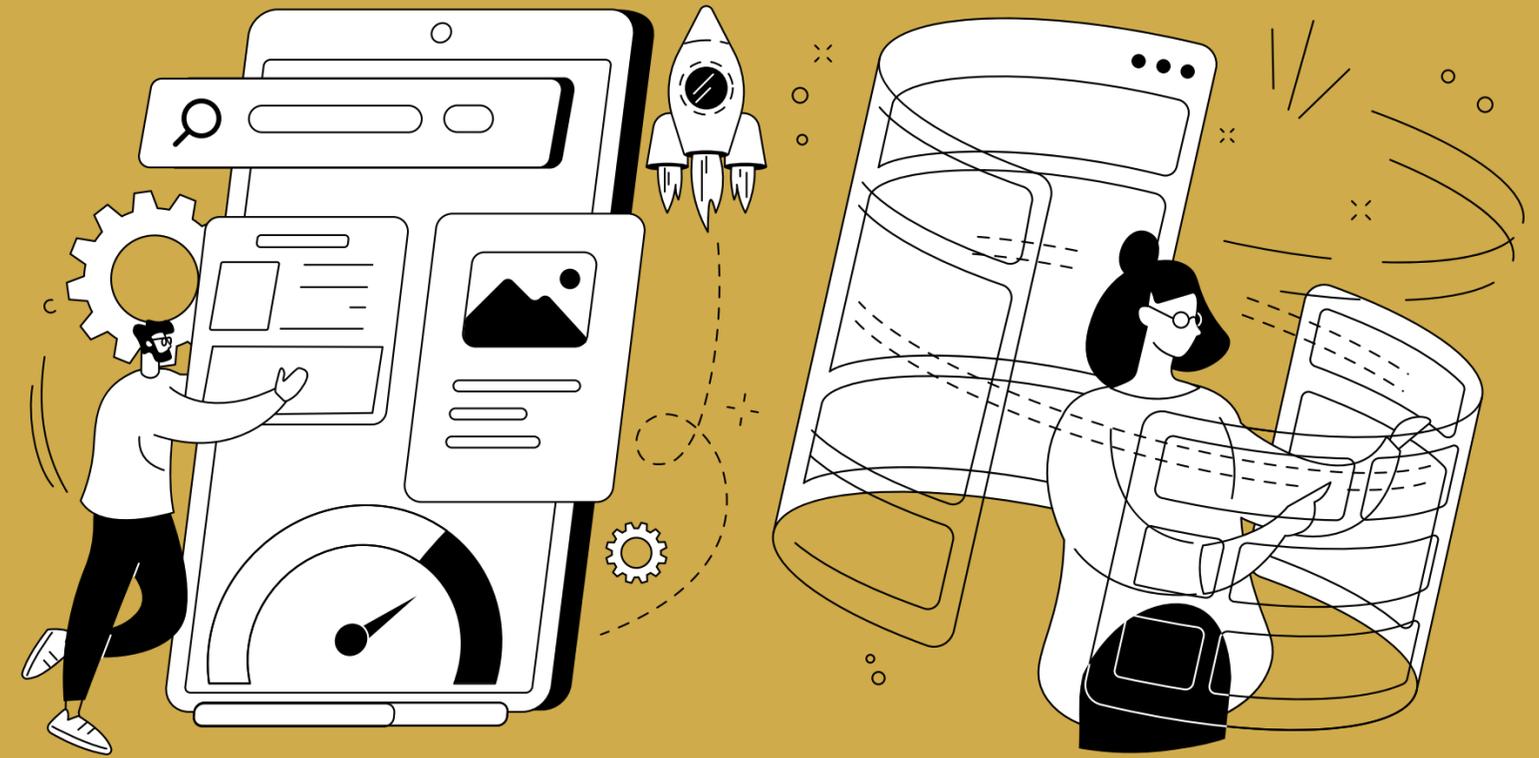
## SPONSOR SUCCESS STORIES

The Interline has been honoured to work with some of the fashion industry's biggest technology companies, alongside some of its rising stars. Our sponsors tell us that our collaborations have helped to raise the baseline of understanding, enabled sales strategies to start beyond the basics, and translated into direct leads and new interest in their solutions and services. We have produced successful content collaborations with companies like Adobe, CLO, Coats Digital, Cotton Incorporated, Gerber Technology, LUKSO, Modern Mirror, Swatchbook, Z-Emotion and more.



## OTHER MEDIA

2023 will see us extend the opportunities we already offer far beyond website placements. Advertisers can create their own email campaigns and tap into our mailing list, or reserve banners in our weekly Interline Insiders news round-ups. We also offer the opportunity for sponsors to collaborate with The Interline's expert hosts to bring existing events (virtual and physical) to life, or to create entirely new ones..



## INTRODUCING: DIGITAL HUBS

Content on The Interline is targeted specifically at readers who understand and are ready to invest in technologies to improve their businesses and power their digital transformation strategies. And those readers often grace our pages with a particular topic in mind. Because The Interline covers the entire landscape of technology for fashion, we've made the exciting decision to launch digital hubs for different categories across the technology spectrum. In 2023, businesses can take advantage of company listings (microsites), and be placed front and centre within a dedicated topic.

# CONTENT COLLABORATIONS

## Hero Takeover £5,000

Occupy the largest area on The Interline's homepage for a full month, timed to align with our editorial calendar, with an exclusive collaborative feature and extensive social media promotion.

## Editorial Collaboration £2,500

Work with a senior writer from The Interline's core team to scope out and tell a fresh story, and to create the unique style of cobranded collateral that our audiences engage with the most often.

## Brand Case Study £3,500

Cast your customer stories in a new light, working with The Interline to conduct a sensitive brand interview, and to craft a standout, cobranded story that articulates the value of your solution / service.

## White Paper / Research £4,000 / POA

Collaborate with our inhouse fashion technology experts to produce an exclusive co-branded white paper that's yours to use across channels. Or partner with us on a bespoke research project.

# BANNER PLACEMENTS

## Wallpaper Banner £1,000



Take over the background of the entire The Interline website for a full month, making your product, service, or event one of the most visible elements our readers see.

## Content Area Banner £600 p/m



Appear in banner advertising near the top of The Interline's content area, and again near the middle of the homepage with a banner of your choice – linked directly to your specified landing page.

## Sidebar Banner £400 p/m



Appear in banner advertising in The Interline's sidebar – adjacent to the main content on our homepage, and alongside all of our features.

## Newsletter Banners £500 p/w £1,500 p/m



Arrive in our reader's inboxes with a prominent position in our Interline Insiders newsletters – linked directly to your specified landing page.

# ADDITIONAL PLACEMENTS

## Annual Microsite £2,500



Showcase your company within one of our dedicated hubs on The Interline's website, curated by a member of your team and linked to your other content across the website. A microsite is your home away from home.

## Sponsored Social Media £500



Promote a specific message to our dedicated social media following, to be shared by both our corporate account and across our core team's extended network of brand and retail decision-makers.

## Promotional Email £600



Target The Interline's 6,000+ strong email subscriber directly, with an email you design. Particularly useful when paired with a content collaboration, to increase awareness beyond web and social media.

## Website Pop-up £750 p/w



Advertise an upcoming event or the release of a new piece of collateral with a pop-up displayed to every visitor to The Interline website. To be linked to a URL or landing page of your choosing.

# MIXED MEDIA

## Interline Workshops £6,000

Work with The Interline to host a live, virtual workshop for up to 500 attendees. Pre-event promotion, registrations, scripting, hosting, and post-event reporting will all be handled by The Interline.

## Interline Insights Sponsorship £2,500

New for 2022, The Interline will be producing an audio wrap-up of each month's editorial topic, including industry guests. Each episode can be individually sponsored, with a prominent sponsor mention.

## Event Hosting, Speaking & Coverage POA

Our Editor-In-Chief is an experienced event host and moderator, and they and other core team members can also be booked for speaking engagements. Our writers can also cover and report on your event.

## Annual Packages & Campaigns POA

Our most successful sponsors have engaged with our audience using different options, spanning multiple editorial topics. Annual packages and ongoing campaigns can be priced on request.

# *The* INTERLINE

The Interline is a registered trademark of The Interline Group Limited, a limited company incorporated in the United Kingdom.

All advertising, promotional, and collaboration opportunities identified in this Media Kit are available to reserve by contacting The Interline using the adjacent details. Where placements are limited by space, sponsors are allocated on a first-come, first-served basis, so some placements will be withdrawn as the year progresses and advance bookings are made.

All content collaborations, workshops, and event hosting services are provided by The Interline's core editorial and commercial team unless otherwise notified. All social media promotion is delivered through both The Interline's corporate profile and the profiles of its core editorial team.



[advertise@theinterline.com](mailto:advertise@theinterline.com)



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