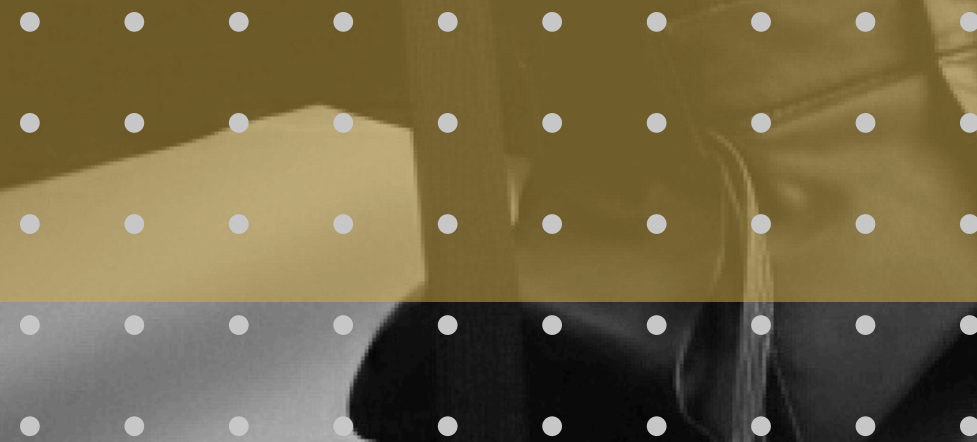
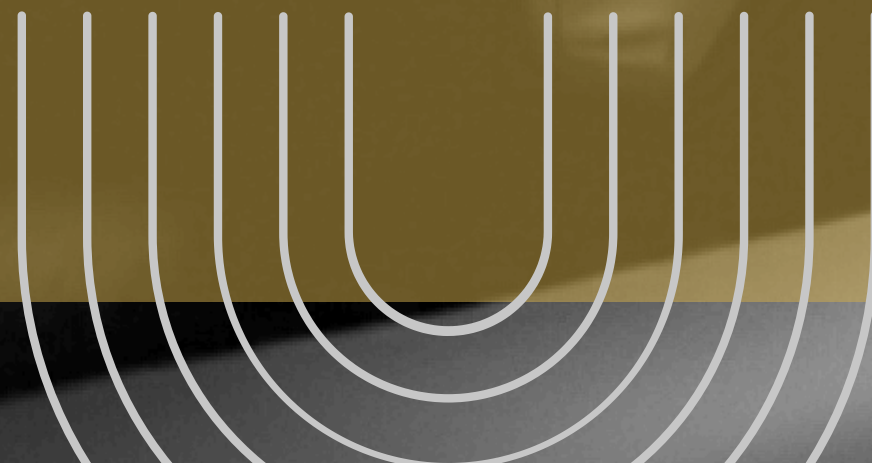


The INTERLINE

ADVERTISING & MEDIA KIT

2025



ABOUT THE INTERLINE.

Through online editorial, deep-dive reports, support for the brand and creator community, and partnerships with cornerstone events, The Interline remains become a key voice in fashion.

We use that voice to advance two things: informed investments in technology that really serve fashion's strategic objectives, and the vision for fully-free-to-read, informed journalism that serves the diverse and fast-growing audience of fashion professionals who are making and shaping those investments.

The Interline is the leading technology publication for the fashion industry. As well as being a bookmark for decision-makers in the brand community, it also remains a key channel for technology vendors to educate and engage their target customers around the world.





Ben Hanson has been a fashion technology researcher, writer, analyst, speaker and host for fifteen years.

Today he oversees our editorial calendar, writes opinion pieces and key collaborations, and helps bring technology to fashion events worldwide.

Daniel Butt oversees branding and operations at The Interline, including both core fashion technology initiatives and expansion into new markets.

Lydia Mageean has worked in fashion technology for 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.

The Interline continues to add new voices to our **roster of contributors**, and our objective is to present new perspectives. Our carefully-selected writers come from publications like Forbes, Jing Daily, Vogue Business, FashNerd, and others.

READER PROFILE.

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

A typical reader is an I.T. or process decision-maker, 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 many more.

Our readers consume our web content, join social media discussions, participate in our research projects, attend live and virtual events, and download (and sometimes write for) our reports.

In 2025, we will continue 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 – as well as exploring new perspectives and new product categories.



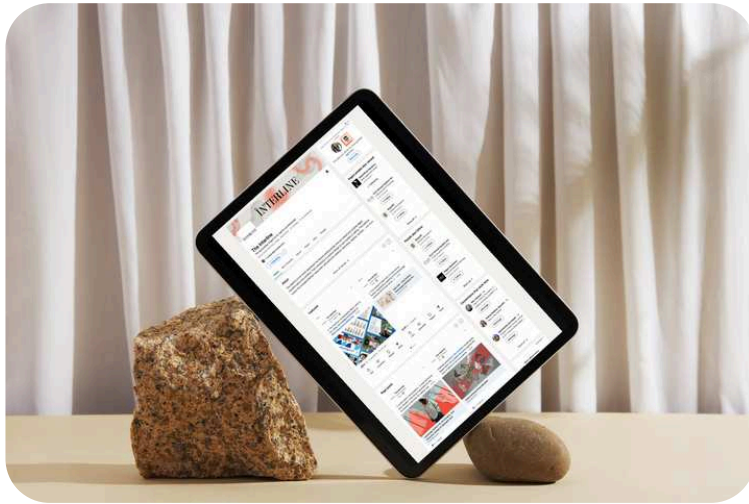
SAMPLE BRAND AUDIENCE

Acne Studios – Adidas – Amer Sports – American Eagle Outfitters – Arc'teryx – ASOS
Authentic Brands Group – Benetton Group – Bestseller – Boohoo Group – Burberry
Caleres – CALIDA – Carolina Herrera – Carter's – Chanel – Charles & Keith – Christian Dior
– Coach Inc. – Columbia Sportswear – Converse – Deckers – Devred 1902 – Diesel – Dolce
& Gabbana – Dr Martens – ECCO – Emilio Pucci – Farfetch – FitFlop – Flâneur – G-Star
RAW – Gant – Gap Inc. – GIVENCHY – Gucci – Guess – H&M – Hanes Brands – Heidi Klein
Hermès – Hugo Boss – Inditex – Kering – Kookaï – Lambs & Ivy – Landmark Group – LC
Waikiki – Lindex – LK Bennett – Lojas Renner – Louis Vuitton – LPP S.A. – Macy's – Maison
Margiela – MANGO – MAS Group – Michael Kors – Moncler – Monsoon Accessorize – New
Balance – Next – Nike – Nordstrom – Nudie Jeans – Oscar De La Renta – O'Neill – Pandora
– PANGAIA – Pepe Jeans – Polo Ralph Lauren – Puma – PvH Corporation – Rag & Bone
Ralph Lauren – Richemont – River Island – s.Oliver – Salomon Group – Salvatore
Ferragamo – SCOTT Sports – SMCP – Strellson – Steve Madden – Superdry – Swarovski
Tapestry – The Children's Place – The Foschini Group – Top Form International – Urban
Outfitters – Varner – Victoria's Secret – Visottica SpA – Vivienne Westwood – VF
Corporation – White House Black Market – Wolverine Worldwide



475,000+

Website visits annually



54,000+


Social media followers



5,000

Direct mail audience

**KEY
STATS.**



GEOGRAPHY & BEHAVIOUR

The Interline has a strong presence in both mass-market fashion and luxury – especially in the USA, UK & 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 deep-dive reports on vital topics like AI, DPC, and Sustainability are also highlights in the calendar.

USA 26%

UK 15%

Germany 7%

India 6%

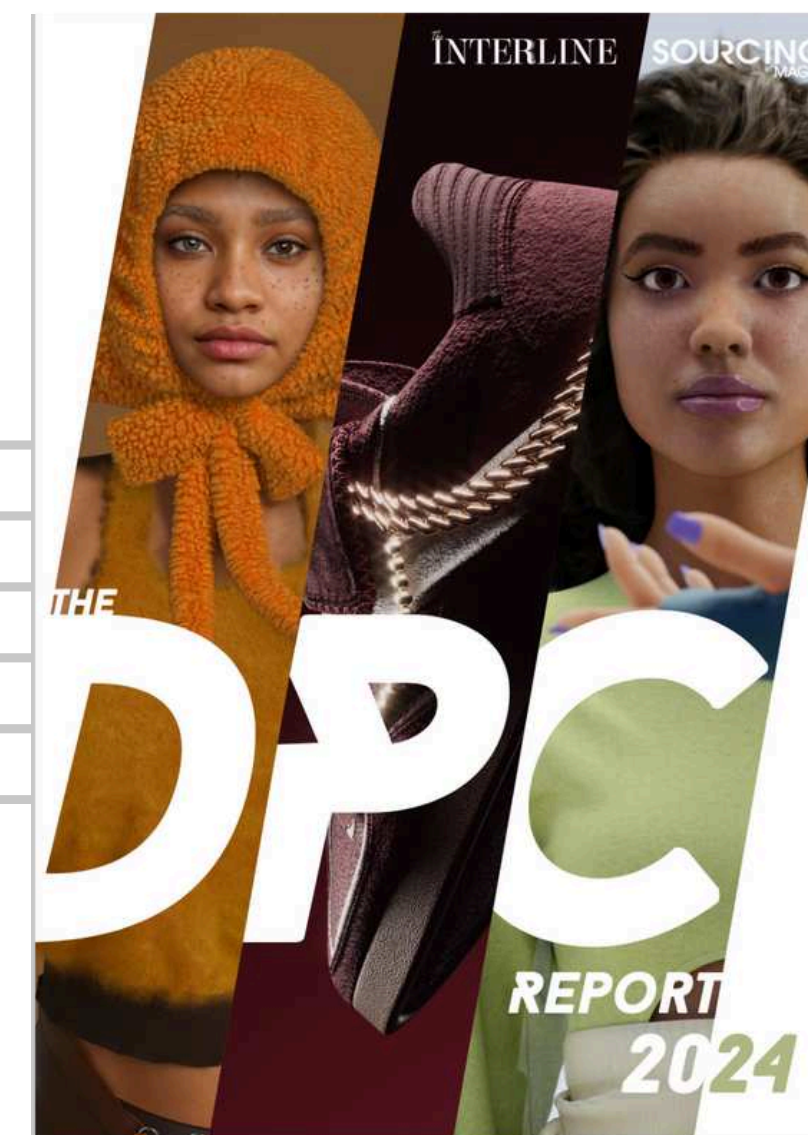
France 5%

OUR DEEP-DIVE REPORTS

The Interline will continue to produce deep-dive industry reports throughout 2025 including our popular AI and DPC Reports in the Spring and Winter respectively.

**Sign-ups for all reports accepted
from January 2025.**

// £3,150 each //



CONTENT COLLABORATIONS

Hero Takeover

Occupy the largest area on The Interline's homepage for two weeks with an exclusive collaborative feature – co-written with our core team – accompanied by extensive social media promotion.

£3,675

Editorial Collaboration

Work with a senior writer from The Interline's core team to scope out and tell a fresh story, for publication on The Interline – accompanied by promotion across our social media channels.

£2,625

Brand Case Study

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.

£3,675

Whitepaper / Research Project

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.

£POA

BANNER PLACEMENTS

Newsletter Banner

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

£525
per week

Content Area Banner

Appear in banner advertising in The Interline website's core content area, with a banner of your choice – for an entire month – linked directly to your specified landing page.

£630
per month

Sidebar Banner

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

£420
per month



CONTENT COLLABORATIONS

Interline Insights Subscription

A two-part subscription. Be discovered through a Tech Hub Listing – your backbone on The Interline, linked to every piece of your content. Plus, get trend and audience insights delivered to your inbox every month for a whole year.

£3,675

Sponsored Social Media

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.

**£525
per post**

Promotional Email

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

£630

Website Pop-Up

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.

**£790
per week**

MIXED MEDIA

Webinar / Roundtable Support

Have The Interline support your virtual event in the form of: preliminary scope definition, moderation, social promotion and other possibilities.

£POA

Podcast Sponsorship

Renewed for 2024, The Interline will be producing an audio special each month, including industry guests. Each episode can be individually sponsored, with a prominent sponsor mention.

£2,625

Live Event Hosting, Speaking & Coverage

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.

£POA

Annual Packages & Campaigns

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

£POA

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.



digital@theinterline.com



[@the-interline](https://www.linkedin.com/company/the-interline)



[@the.interline](https://www.instagram.com/the.interline)



[@theinterline](https://twitter.com/theinterline)