

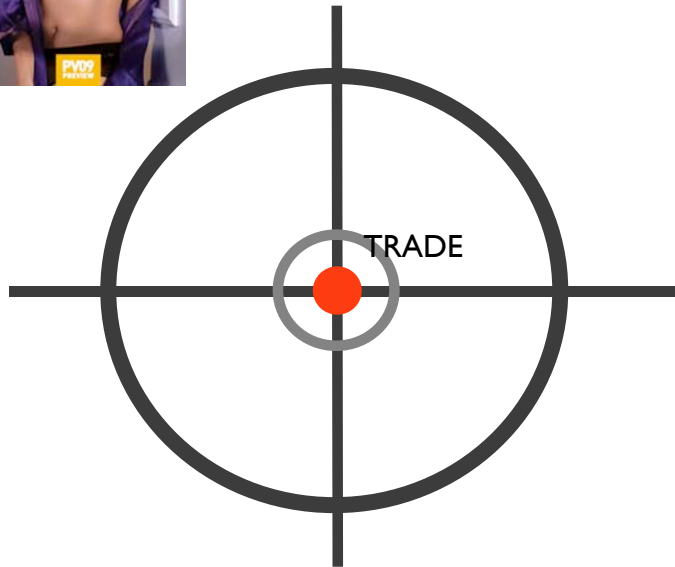
**CHICK INTIMATE CULT**  
**BUYER EDITION & CONSUMER EDITION**

**CHICK INTIMATE CULT FORMATS**  
**CHARACTERISTICS AND OBJECTIVES**



# CHICK INTIMATECULT

2 BUYER EDITION



## OBJECTIVE :

PROVIDE ALL THE INFORMATION  
TO THE BUYER SO THAT THEY CAN MAKE  
“AN ACCURATE SELECTION” IN EACH SEASON

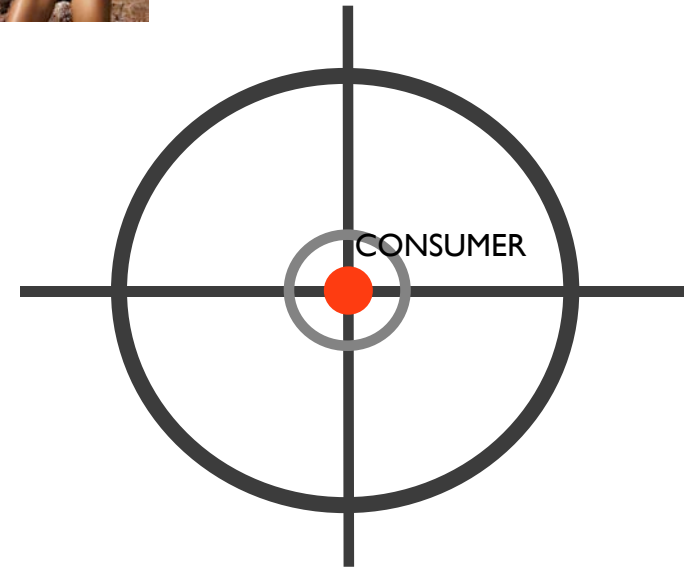
## CONTENT:

SPRING & SUMMER PREVIEW  
FALL & WINTER PREVIEW



# CHICK INTIMATECULT

3 CONSUMER EDITION



## OBJECTIVE:

MAXIMUM DIFFUSION FOR THE LABELS IN  
QUANTITATIVE AND QUALITATIVE WAY,  
PROMOTING THE BEST PRICE/DIFFUSION RELATION

## CONTENT:

SPRING & SUMMER + SAN VALENTINE  
BRIDES & SUMMER + BEACHWEAR  
WINTER & NEW YEAR



## CHARACTERISTICS OF EACH NEW FORMAT



### **TRADE**

Format  
MAGAZINE  
210 mm. X 290 mm.

### **ORIENTATION**

EDITION DEDICATED TO THE BUYER. ABSOLUTELY PROFESSIONAL. SUPPORT TO THE PRE-SALES TIME. PRESENTATION OF THE SUBJECTS PRESENTED BY THE LABELS IN THE SHOW-ROOMS (TRADE). EXCLUSIVELY LABELS THAT ARE TOTAL OR PARTIALLY) IN MULTIBRAND CHANNEL.

### **CONTENT**

DESCRIPTION OF THE COLLECTIONS PRESENTED BY THE LABELS. INFORMATION ABOUT THE COLORS, PATTERNS, THE MAIN TRENDS OF THE SEASON AND NEW FEATURES (TECHNIQUES).  
DEEP ARTICLES THAT EXPLAIN THE SECTOR DEVELOPMENT.

**DISTRIBUTION 3.000 UNITS - ESTIMATED DIFFUSION ABOUT 12.000 READERS IN EACH EDITION**  
BY SUBSCRIPTION AND DIRECT MAIL TO ALL THE PROFESSIONALS. PUBLIC SALE IN SELECTIONATED POINTS.  
PRESENCE AT FAIRS.



## CHARACTERISTICS OF EACH NEW FORMAT



### CONSUMER

Format  
COMPACT  
MAGAZINE  
148 mm. X 225 mm.

#### ORIENTATION

EDITION DEDICATED TO THE CONSUMER. LARGE DIFFUSION AND FREE DISTRIBUTION :  
PROMOTION MEDIUM OF INTIMATE FASHION. PRESENTATION OF SEASON COLLECTIONS FOR THE PUBLIC.  
FOCUS IN MAIN THEMES OF THE YEAR (SAINT VALENTINE, BRIDES, BEACHWEAR, NEW YEAR)

#### CONTENT

INTIMATE FASHION, BEACHWEAR AND LEGWEAR EXPLAINED TO THE PUBLIC: FINAL CONSUMER.  
THE PRODUCTS, TRENDS AND LATEST FASHION. FASHION ARTICLES, HEALTH, CUSTOMS, LIFESTYLE, ETC., ALWAYS  
CONNECTED TO ALL THE SECTOR

#### DISTRIBUTION OF 15.000 UNITS - ESTIMATED DIFFUSION ABOUT 60.000 READERS IN EACH EDITION

**FREE DISTRIBUTION** IN SELECTIVE POINTS: THE MOST TRENDY POINTS (250X50);  
SELECTIONATED RETAIL, DIRECT MAIL VIPS AND PROFESSIONAL DATA-BASE OF CHICK INTIMATE CULT

# MEDIA DATA 2009

## LISTING PRICES



### CHICK INTIMATE CULT – BUYER EDITION

1 PAGE	€ 2.200
1 DOUBLE PAGE	€ 3.200
1/2 PAGE	€ 1.350
I COVER	SPECIAL CONTRACT
II COVER	€ 2.400
III COVER	€ 2.400
IV COVER (with editorial approval)	€ 3.200
SPECIAL POSITIONS:	
1 <sup>ERST</sup> PAGE / FACING EDITO / FACING CONTENTS	€ 2.450



### CHICK INTIMATE CULT – CONSUMER EDITION

1 PAGE	€ 2.450
1 DOUBLE PAGE	€ 3.950
I COVER	SPECIAL CONTRACT
II COVER	€ 3.000
III COVER	€ 3.000
IV COVER (with editorial approval)	€ 4.500
SPECIAL POSITIONS:	
1 <sup>ERST</sup> PAGE / FACING EDITO / FACING CONTENTS	€ 2.940

RESERVED POSITION + 20%  
PRICES: VAT NOT INCLUDED

## ADVERTISING CALENDAR 2009

ISSUES	EDITION	DEADLINES	COLLECTIONS
1/09 Nº 68 FEBRUARY 08	CONSUMER	10/01/2009	S/S 2009
2/09 Nº 69 MARCH 08	BUYER	12/02/2009	PREVIEW A/W 09/10 <b>+ SPECIAL 20 YEARS</b>
3/09 Nº 70 MAY 08	CONSUMER	24/24/2009	SUMMER 2009
4/09 Nº 71 AUGUST 08	BUYER*	10/07/2009	PREVIEW S/S 2010
5/09 Nº 72 OCTOBER 08	CONSUMER*	18/09/2008	A/W 09/10

\*Issues present at the international trade fairs

## DISTRIBUTION

CONSUMER EDITION **15.000** (free distribution in the most trendy points)  
BUYER EDITION **3.000** (subscriptions and direct mail to all professionals data-base)

## SIZES

