



ITALY'S LEADING LINGERIE and SWIMWEAR MAGAZINE SINCE 1957

GENERAL INFORMATION

Linea Intima

Linea Intima is the n.1 Lingerie & Swimwear magazine in Italy with an extensive presence throughout the territory, while our **Stelle dell'Intimo** and **Shop Scouting WorldWide** programs qualify our distribution; we specialize in **high-end global retail**. Linea Intima brings retailers and buyers the highest number of advertising pages in the field, in particular of high-end and luxury brands which today include the most exclusive designer labels. The magazine, which founded the Network Dessous Group and benefits of its international support, is present on 54 major international trade fairs each year, from Italy to China, from Russia to the United States.

A number of the magazine's sections have become a reference for industry professionals: **Ambienti** presents the most exclusive stores of the moment and new openings, **What's Hot** unveils the season's not to be missed fashion trends and our exclusive **Dossiers** report on the biggest industry developments and fashion directions, thanks to hundreds of interviews developed on the field. Linea Intima is also involved in the **Shop Scouting WorldWide** program through which the 10 magazines in our press group identify over 200 exclusive stores throughout the world and document them through interviews and pictures. The magazine is the founder of "**Le Stelle dell'Intimo**", www.stelledellintimo.it, an award ceremony and program, supported by the best distributing brands on the territory to recognize the best performing and most

innovative stores in Italy. The annual competition defines the best of the best and honours them during an exclusive gala evening which has become the field's most significant event. The success of the Italian competition has led the Group to develop the event abroad and it currently takes place in Germany, the United Kingdom and the United States.

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Shop Scouting WorldWide

SSWW is a global retail scouting program which aims to discover and present the newest and most relevant intimate apparel and beachwear stores around the world. Each issue of Linea Intima starts with a section dedicated to the SSWW program. The Shop Scouting Worldwide presentations, held on demand, illustrate the program with a comprehensive and updated outlook on the global retail trends.

ssww@intimagroup.com

The Network Dessous Press Group

Linea Intima is part of the leading B to B Network Dessous Press Group, which counts 10 magazines worldwide specialized in the intimate apparel and beachwear business.

www.networkdessous.com

2011 ISSUE DATES AND CONTENTS

MAGAZINE	DATE OF ISSUE	TRADESHOW	CONTENT
1/2011 #311	January 18 th	Imagine Italia Florence, Milano Unica, Milan PàP, Milan Fashion Week, SIL Paris, IFL Paris, Who's Next Paris, Curve NY/NV, Moda Lingerie Birmingham, CPM Moscow, HKML	Lingerie and Intimate Apparel: FW 2011-2012 Collection Preview Special Report: Shapewear Europe and USA Fabrics: SS2012 Lingerie and intimate apparel trends
3/2011 #313	April 15 th	Pitti Uomo Florence	Fashion Show Special: Fashion Week and FW 2011-2012 Trends Men's Intimate Apparel Collection Special: FW 2011-2012 Trends and SS 2012 Collection Preview
5/2011 #315	June 30 th	Mare d'Amare Florence, MC Paris, 5Elements Berlin, Curve New York, Curve Las Vegas, Moda Lingerie&Swimwear Birmingham	2012 Beachwear Special: SS2011 Collections and SS 2012 Collection Preview Lingerie and Intimate Apparel: FW 2011-2012 Collections and SS2012 Collection Preview
6/2011 #316	August 20 th	Milano PàP, Milano Fashion Week, Who's next Paris	2012 Beachwear Special: 200 pages dedicated to beachwear fashion Beachwear Report Europe
7/2011 #317	September 1 st	Milano PàP, Milano Fashion Week, Milano Unica, Who's next Paris, SML Shanghai	Lingerie and Intimate Apparel: SS 2012 Fashion Focus and Collections Fabrics: FW 12-13 Lingerie and Intimate Apparel Trends
8/2011 #318	Novembre 15 th	Mare di Moda Cannes	Fashion Show Special: Fashion Week and SS 2012 Trends Fabrics: SS 2013 Beachwear Collection Preview

The Linea Intima Issues # 2, 4, 9 are trendsletters that do not accept advertisement

ADVERTISING RATES 2011

Full page	4.100 €
Half page (vertical or horizontal)	2.500 €
Front cover page	12.500 €
Inside front cover double page	10.000 €
Outside back cover	10.500 €
Facing editorial or contents page	5.000 €

Other available services:

- Offprints on 150 gram paper or higher (minimum 4 pages)
- Production of single-sponsor supplements (Gli Speciali di Linea Intima) to be included with the main issue
- Inclusion of advertising inserts

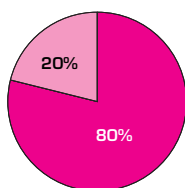
For all inquiries and rates: p.e@intimagroup.com

CIRCULATION

PRINT RUN 15,000 COPIES

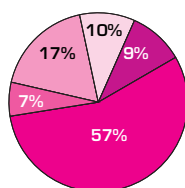
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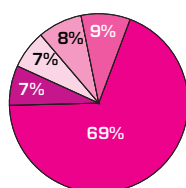
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www.lineaintima.net

TECHNICAL REQUIREMENTS

FULL PAGE

7.68 by 10.63 inches (195 x 270 mm) + 0.12 inches (3 mm) trim margin on each side and position/bleed marks

DOUBLE PAGE SPREAD

2 full pages 7.68 by 10.63 inches (195 x 270 mm) + 0.12 inches (3 mm) trim margin on each side and position marks

SPECIFICATIONS

B/W and color images: 300 dpi - Bitmap images: 1200/1400 dpi
Method: CMYK (four color) no RGB
File format: PDF, TIF, EPS or JPG, at maximum quality compression
Flat colors and Pantone colors must be converted to CMYK (four colors)
Text, logos and credits must be positioned at least 0.43 inches (7 mm) from the trim line
Attach a color proof calibrated on **Fogra 39** profile (eg. Digital Cromalin, Iris, GMG, Kodak Approval)

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Should material sent not conform to the specifications requested we cannot guarantee the quality of the print and will not be held responsible thereof.
Further, you will be charged for any additional work:

- Cromalin realization 15 €
- Insertion of logos and photos 50 €
- Page production 150 €

SUBMISSION OF MATERIAL

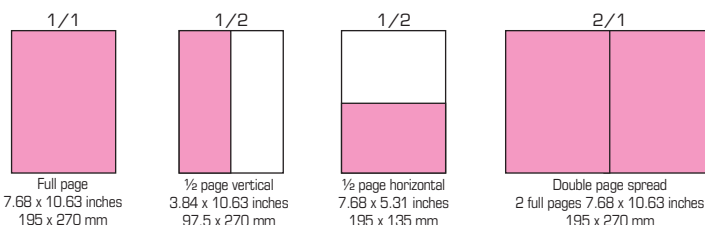
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