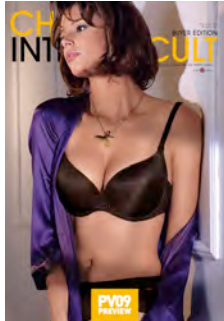


CHICK INTIMATE CULT

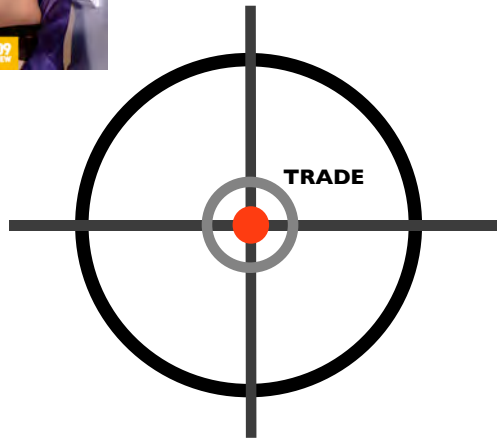
BUYER EDITION & CONSUMER EDITION

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

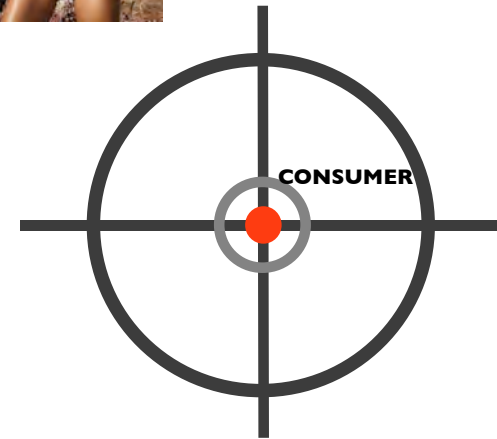
CONTENT:

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

CHICK INTIMATE CULT

BUYER EDITION & CONSUMER EDITION

FORMATS, CHARACTERISTICS AND OBJECTIVES

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.

CHICK INTIMATE CULT

BUYER EDITION & CONSUMER EDITION

FORMATS, CHARACTERISTICS AND OBJECTIVES

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

CHICK INTIMATE CULT

BUYER EDITION & CONSUMER EDITION

FORMATS, CHARACTERISTICS AND OBJECTIVES

MEDIA DATA 2010

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^{ER}ST 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
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SPECIAL POSITIONS:
1^{ER}ST PAGE / FACING EDITO / FACING CONTENTS € 2.940

RESERVED POSITION + 20%
PRICES: VAT NOT INCLUDED

ADVERTISING CALENDAR 2010

ISSUES	EDITION	DEADLINES	COLLECTIONS
1/10 Nº 73 FEBRUARY 10	CONSUMER	15/01/2010	S/S 2010
2/10 Nº 74 MARCH 10	BUYER	19/02/2010	PREVIEW A/W 10/11
3/10 Nº 75 MAY 10	CONSUMER	23/24/2010	SUMMER 2010
4/10 Nº 76 AUGUST 10	BUYER*	09/07/2010	PREVIEW S/S 2011
5/10 Nº 77 OCTOBER 10	CONSUMER*	17/09/2010	A/W 10/11

*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

