



INTIMA ASIA

The only premium lingerie trade magazine for and from Asia

Intima Asia can be found on the following trade shows around the world

Salon International de la Lingerie (Paris - France)	Intima/ Network Dessous lounge
Interfilière (Paris - France)	Intima/ Network Dessous lounge
5 Elements (Berlin - Germany)	Sous/ Network Dessous booth
Imagine Italia (Florence - Italy)	Linea Intima/Network Dessous lounge
CurveNY (New York - USA)	The Best of Intima/Network Dessous lounge
CurveNV (Las Vegas - USA)	The Best of Intima/Network Dessous booth
Milano Unica (Milan - Italy)	Linea Intima/Network Dessous booth
Moda Lingerie (Birmingham - UK)	Underlines/Network Dessous booth
Milano Pret-à-Porter (Milan - Italy)	Linea Intima/Network Dessous booth
Milano Fashion Week (Milan - Italy)	Linea Intima/Network Dessous booth
Interfilière Hong Kong Mode Lingerie (Hong Kong)	Intima Asia/Network Dessous booth
Mode City (Paris - France)	Intima/Network Dessous lounge
Mare D'Amare (Florence - Italy)	Linea Intima/Network Dessous lounge
Prêt-à-Porter (Paris - France)	Intima booth
Who's Next (Paris - France)	Intima booth
Shanghai Mode Lingerie (Shanghai - China)	Intima Asia/Network Dessous booth
MarediModa (Cannes - France)	Intima/Network Dessous lounge
IntimodiModa (Cannes - France)	Intima/Network Dessous lounge



Online version at www.intimaasia.com

GENERAL INFORMATION

NetworkDessous

Intima Asia 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

Intima Asia

Launched in 1996, the magazine includes over 100 high-quality color pages per issue and counts among its advertising clients best practice and most relevant names in the intimate apparel business. Written both in English and Chinese, Intima Asia reaches a wider readership providing Asian professionals with major global information and updated fashion trends as well as introducing an insight into the Asian

market and its key players. See the latest and former editions of Intima Asia online free of charge at: www.intimaasia.com

Shop Scouting WorldWide

SSWW is a global retail scouting program which aims to discover and present the latest and more relevant intimate apparel and beachwear stores around the world. Each issue of Intima Asia starts with a section dedicated to the SSWW program, whilst a comprehensive and updated outlook on global retail trends is illustrated during Shop Scouting WorldWide presentations held on demand.

www.intimaasia.com
ssww@intimagroup.com

2011 PUBLICATION DATES

Issue	Month	Confirmation	Artworks submission
1/11 n.33	March	March 3 rd	March 10 th
2/11 n.34	October	September 12 th	September 19 th

2011 ADVERTISING RATES

Full page	4.000€	Outside front cover	10.000€
2 - Page spread	7.500€	Inside front cover	6.500€
2 - Page advertorial	8.000€	Inside front cover + page 1	8.000€
Facing editorial/content	4.500€	Outside back cover	8.500€

CIRCULATION

PRINT RUN 7.000 COPIES FREE OF CHARGE ON LINE ACCESS TO THE MAGAZINE

• BY COUNTRY

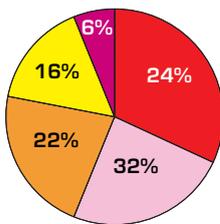
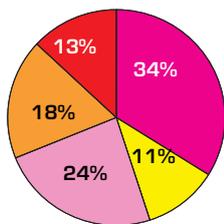
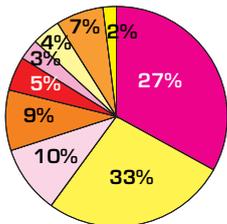
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• BY CHANNEL

Subscriptions:	34%
Trade shows:	11%
Libraries and bookshops:	24%
VIP buyers*:	18%
Promotion:	13%

• BY TARGET

Buyers:	32%
Brands:	24%
Fabric manufacturers:	22%
Trading companies:	16%
Other:	6%



* receive the magazine free of charge



www.intimaasia.com

Intima Asia ONLINE
 In order for the link to your website or e-mail address to be created, the address **MUST** be included on the page of advertising you send us.

TECHNICAL FEATURES

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

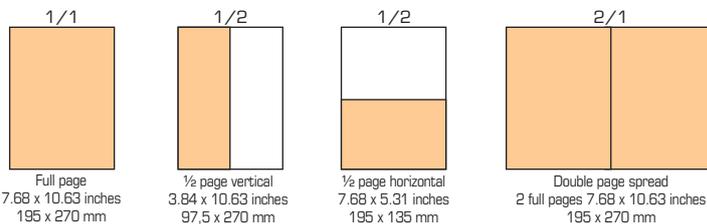
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