



The leading French magazine for lingerie and swimwear

Intima can be found at the following trade shows

Body Look (Dusseldorf - Germany)	Sous/Network Dessous lounge
CPM Lingerie (Moscow - Russia)	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 lounge
Harrogate Lingerie&Swimwear (Harrogate - UK)	Underlines/Network Dessous stand
Hong Kong Mode Lingerie (Hong Kong - China)	Intima Asia/Network Dessous stand
Imagine Italia (Florence - Italy)	Linea Intima/Network Dessous lounge
Interfillière (Paris - France)	Intima/Network Dessous lounge
Intimo di Moda (Cannes - France)	Intima/Network Dessous lounge
Mare d'Amare (Florence - Italy)	Linea Intima/Network Dessous lounge
Mare di Moda (Cannes - France)	Intima/Network Dessous lounge
Milano Unica (Milan - Italy)	Linea Intima/Network Dessous stand
Milano Moda Donna (Milan - Italy)	Linea Intima/Network Dessous stand
Mode City (Paris - France)	Intima/Network Dessous lounge
Première Vision (Paris - France)	Distributor stand
Prêt-à-Porter (Paris - France)	Distributor stand
Punto & Seguido (Buenos Aires - Argentina)	Punto & Seguido/Network Dessous lounge
Salon International de la Lingerie (Paris - France)	Intima/ Network Dessous lounge
Shanghai Mode Lingerie (Shanghai - China)	Intima Asia/Network Dessous stand
Sun&Swim (London - UK)	Underlines/Network Dessous stand
Who's Next (Paris - France)	Distributor stand



Discover the magazine at www.intima.fr

GENERAL INFORMATION

Network Dessous Intima is part of the leading BtoB press group NetworkDessous, which counts 10 magazines worldwide specialized in the field of intimate apparel, beachwear and hosiery.
www.networkdessous.com

Shop Scouting WorldWide SSWW is an ongoing retail scouting program which aims to discover and present the newest and most relevant intimate apparel and beachwear stores around the world. A selection of the SSWW stores is presented in the Pas Comme les Autres section of Intima as well as in the corresponding sections of the other NetworkDessous magazines. Further, a comprehensive and updated outlook on global retail trends and developments in lingerie and beachwear stores is illustrated during Shop Scouting WorldWide presentations held on demand.
www.networkdessous.com
ssww@intimagroup.com

Intima Launched in 1989 Intima is the leading trade magazine for intimate apparel in France, both in terms of pages and for the superior quality of its advertisers. With trade show editions counting over 350 high-quality pages, Intima has become the undisputed major communication tool for the lingerie and beachwear fields. Following a transformation in the market, Intima Bain, which started off as an Intima supplement, has since 2008 become a magazine in its own right with 200 pages entirely devoted to beachwear trends. Strong of its quality editorial structure and clearly presented sections Intima provides comprehensive updated information perfectly targeted to the needs of industry professionals: Belles Boutiques for distribution and merchandising, Ça bouge for industry news, Best Sellers for the season's best selling items, C'est Nouveau, Avante-Garde, Attention Talent, A Noter and Parti Pris for fashion, R&D and Ecotex tile for developments in textiles, as well as the Tendence Matières section which previews fabric trends presented in major brand collections six months later. An exhaustive and systematic guide which also benefits from being part of the international Network Dessous press group.
www.intima.fr

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Subscription subscription.world@intimagroup.com

CIRCULATION

Number of issues per year	Issue date	Print run
4 Intima + 1 Intima Bain	January, May, August, November <i>Intima Bain</i> : August	12.000 copies Intima 14.000 copies Intima Bain

• BY COUNTRY

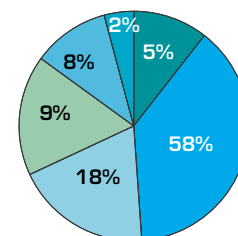
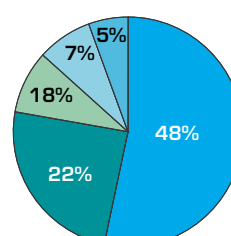
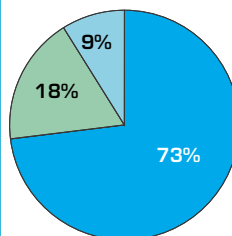
France/ Benelux/ 73%
Switzerland: 73%
Rest of the world: 18%
Europe: 9%

• BY CHANNEL

Subscription: 48%
Trade shows: 22%
Distributors: 18%
VIP retailers*: 7%
Promotion: 5%

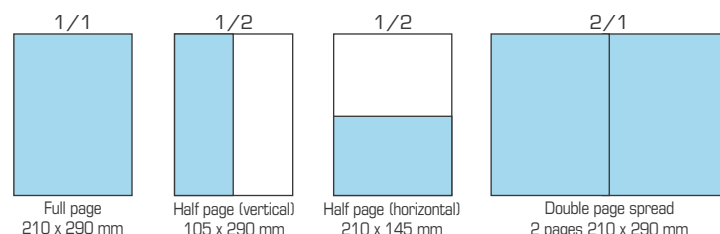
• BY TARGET

Retailers: 58%
Brands: 18%
Textile manufacturers: 9%
Buyers: 8%
Importers: 5%
Other: 2%



* receive the magazine free of charge

SIZES



+3 mm trim allowance on each side

ADVERTISING RATES 2009

Full page	4.500 €
Double spread	7.600 €
Facing editorial/content	5.500 €
Half page (vertical or horizontal)	3.000 €
Advertorial realization fee	200 € per page

Outside front cover	13.500 €
Inside front cover	8.500 €
Inside front cover + page 1	11.500 €
Outside back cover	11.000 €
5-page fold-out with back cover	19.500 €

PAYMENT TERMS - 50% AT BOOKING 50% 30 DAYS AFTER RECEIPT OF INVOICE

DEADLINE AND SPECS (TECHNICAL DATA)

Numéro	Mois	Confirmation	Réception PDF/CD
1	January	09/12	12/12
2	May	06/04	13/04
3	August	20/07	27/07
Intima Bain	August	20/07	27/07
4	November	16/10	23/10

Application supported

- GUARK XPRESS version 6.1 and previous
- ADOBE PHOTOSHOP version CS3 and previous
- ADOBE ILLUSTRATOR version CS3 and previous
- ADOBE IN DESIGN version CS3 and previous
- FREEHAND version MX and previous
- ADOBE PAGEMAKER version 6.5 and previous

WE DO NOT ACCEPT ARTWORK GENERATED USING MICROSOFT OFFICE APPLICATIONS

Storage media supported

- CD-ROM
- DVD for Macintosh

Image Resolution

- For black & white and colour: 300 dpi
- For bitmap images: 1200/1400 dpi
- CMYK mode
- PostScript fonts
- Image formats: EPS, TIFF, JPG at maximum quality compression
- Maximum density of 375

(profile EURO Offset pos U375 K85)

Material required

In order to reduce conception time and avoid incurring in extra costs for production work, please send the following:

1. A digital storage media containing all the elements required to create the advertisement page:

- Hi-res photos (300dpi 210 x 290mm) +3 mm trim margin on each side
- Images and logos in CMYK (flat colours and Pantone colours must be converted to CMYK)
(converted for profile EURO Offset pos U375 K85)
- Fonts used

2. A contract colour proof (calibrated for Euro Offset pos U375 K85 profile), using one of the following devices:

- Cromalin
- Iris
- Kodak Approval

Delivery address:

Pisani Editore srl

Production

Via Guglielmo Guintellino, 26 - 20143 - Milan - Italy

Contact: prod2@intimagroup.com

MATERIAL WITHOUT THE REQUESTED SPECIFIC REQUIREMENTS WILL HAVE A SURCHARGE FOR TRANSPOSITION WORK:

- CROMALIN REALIZATION: 30 EURO

- DIGITAL CONVERSION: 52 EURO
- DIGITAL SCAN: 103 EURO
- PAGE PRODUCTION: 155 EURO
- CORRECTION OF PHOTOGRAPHS: TO BE DEFINED IN EACH CASE