



The leading **FRENCH MAGAZINE** for **LINGERIE** and **BEACHWEAR**

A FEW GOOD REASONS TO PICK INTIMA

- The leading French magazine in terms of total number of pages, quality and number of advertisers.
- The leading magazine exclusively chosen by the main international brands.
- The « Belles Boutiques » magazine, dedicated to the best lingerie and beachwear stores around the world.
- The parent-magazine of the famous «Cahier de Intima» Collector Edition Supplements.
- The French Network Dessous Magazine, the leading professional press group worldwide for lingerie and beachwear.
- The expert magazine, featuring international special reports and survey on distribution.
- The richest and most thorough visually-enticing magazine.
- The sponsor magazine for young designers via the «Talent de Intima» program.
- The magazine published in accordance with the industry calendar's major tradeshows, with ad hoc editions: Intima Défilés and the new Intima Fashion Beach.
- The only magazine to offer a clear trend analysis from fabrics to store window displays.

In 2010 They Picked Intima

Garments: Agogoa; Alba; Alba Bargiacchi; Andres Sarda; Anita Sport; Antigel; Antinea; Aqua Di Lara; Aubade; Avet Set; B&B Studio; Barbara; BBF Gambetti; Besana; Bestform; Billet Doux; Brodissima; Canat; Carioca; Cesare Paciotti; Chasney Beauty; China Briefing; Christies; Christies Femme; Colombo; Controlbody; Emporio Armani; Empreinte; Eprise; Ermanno Scervino; Eschler; Exilia; Fantasie; Fauve; Fashion Forms; Féraud; Fichissima; Fina; Freya; Gilsa; Gloria Baroni; Golden Beach; Hechter Lingerie; HJ Tempest; HJT Underwear; Huit; Implicite; Imec; Janine Robin; Jotta; La Perla Corsetteria; La Perla Studio; Lejaby; Les Copains; Levante; Lise Charmel; Lingadore; Lisca; Lisanza; Lou; Luna; Luna Di Seta; Lycra; Magie Italiana; Maison Close; Marie Jo; Master; Margherita Mazzei; Meri; Miss Bikini; Miss Bisbigli; Mura; Naory; Nemar; Ocean Blue; Oscalito; Pain De Sucre; Pain De Sucre Unlimited; Paladini; Parah Noir; Patrice Catanzaro; Pierre Mantoux; Pin-Up Stars; Pluto; PrimaDonna; Princesse Tam Tam; Rasurel; RCrescentini; Renata Male'; Ritratti; Rosapois; Simone Pérèle; Samantha; Solosole; Sublime; Taubert; Triumph; Valery; Valery Blu; Verde Veronica; Verdissima; Wacoal; Youkou; Zimmerli;

Fabrics and Fibers: Alge Elastic; Andre Avio; Bischoff; Boselli; Brugnoli; Brunet Dentelles; Chief You; Codentel; Broderies Deschamps; Deseilles; Elastic; Embrex; Sensitive by Eurojersey; Eurostik; Eusebio; ESF; Forster Rohner; Fulgar; Iebosa; Iemesa; Iluna; Inter Spitzen; Isco; Jersey Lomellina; Junior Ricamificio; Leveaux Broderies; Liberty Tex; Mayser; Mastex; Metric; Mokitex; Maglificio Ripa; Mauri; Muehlmeier; Nilit; Noyon; Plastimax; Rey Ping; Ricamificio Junior; Ricamificio Paolo; Ritex; Romatex; Sakae Lace; Sampietro; Solstiss; Sophie Hallette; Soulis Kuehnis; Swisstulle; Veropiz; Yu Yang;

Tradeshows and Organizations: 5 Elements; Curvexpo; Interfilère Evolution Days; Femmy Awards; Global Sources; Hong Kong Mode Lingerie; Ice; Imagine Italia; Interfilère; Intertextile; Italian Legwear; Mare D'Amare; MarediModa; Milano Prêt-à-Porter; Milano Unica; Moda Lingerie; ModAmont; Mode City; Pink Bra Bazaar; Salon International de la Lingerie; Simm.

PUBLICATION DATES AND EDITORIAL CONTENT

ISSUE	ADVERTISEMENT CONFIRMATION	MATERIAL RECEPTION	PUBLICATION DATE	TRADESHOWS	EDITORIAL CONTENT
Intima 1/2011 n. 83	16/12/2010	23/12/2010	January 2011	Salon International de la Lingerie Paris, Interfilière Paris, Who's Next Paris, Imagine Italia Florence, Milano Unica, Milan PàP, Milan Fashion Week, CurveNY/NV, Moda Lingerie Birmingham, CPM Mosca, Interfilière Hong Kong Mode Lingerie	-FW 2011-2012 Lingerie Collection Previews -Shapewear Survey Europe and U.S. -Couture and Lace Exhibition -Best Lingerie Boutiques Worldwide -Talent de Intima -SS 2012 Fabric Trends
Intima Défilés 2/2011 n. 84	16/03/2011	23/03/2011	May 2011	Pitti Uomo Florence	-FW 2011-2012 Fashion Shows -Talent de Intima, Parti Pris -History of the Alençon Lace -SS 2011 Bestsellers -Special Events
Intima 3/2011 n. 85	03/06/2011	10/06/2011	July 2011	Mode City Paris, Interfilière Paris, Mare D'Amare Florence, 5 Elements Berlin, CurveNY/NV, Moda Lingerie Birmingham	-FW 2011-2012 Lingerie and Beachwear Collection Previews -Best Boutiques Worldwide -Talent de Intima, Parti Pris -European Surveys -Fabric Trends FW 2012-2013
Intima Summer Fashion Week 4/2011 n. 86	18/07/2011	25/07/2011	September 2011	PàP Paris, Who's Next Paris, Milano Unica, Milan PàP, Milan fashion week, Shanghai Mode Lingerie.	-Paris Fashion Week Special -ss 2012 Bestsellers -Events
Intima Défilés 5/2011 n. 87	03/10/2011	10/10/2011	November 2011	MardiModa Cannes, IntimodiModa Cannes	-Summer 2013 Special Report on Beachwear -SS 2012 Fashion Shows -Talent de Intima

2011 ADVERTISING RATES

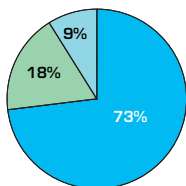
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Double spread	7.600 €	Inside front cover	8.500 €
Facing editorial/content	5.500 €	Inside front cover + page 1	11.500 €
Half page (vertical or horizontal)	3.000 €	Outside back cover	11.000 €
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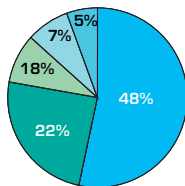
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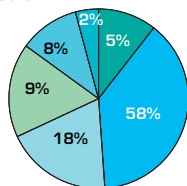
• By channel

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



• By target

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



* receive the magazine free of charge



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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

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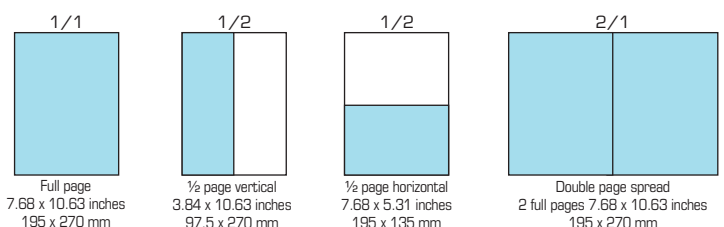
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Via Cristoforo Colombo, 1
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Tel. +39 02 89159373
Fax +39 02 89159349

e-mail
prod2@intimagroup.com

For FTP upload
Contact:
prod2@intimagroup.com



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