

Rates 2010  
in Euros



# The best of Intima

The One-Stop  
global guide  
to lingerie  
and swimwear's  
"best"

The Best of Intima can be found at the following trade shows around the world

Body Look (Dusseldorf - Germany)	Sous/Network Dessous lounge
Boudoir Berlin (Berlin - Germany)	Intima/Network Dessous stand
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
Evolution Days - Interfilère (Paris - France)	Intima/Network Dessous stand
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
Interfilère (Paris - France)	Intima/Network Dessous lounge
IntimodiModa (Cannes - France)	Intima/Network Dessous lounge
MarediModa (Cannes - France)	Intima/Network Dessous lounge
Mare d'Amare (Florence - Italy)	Linea 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



On line version at [www.thebestofintima.com](http://www.thebestofintima.com)

## GENERAL INFORMATION

### Network Dessous Group

The Best of Intima is part of the leading B to B press group Network Dessous, which counts 10 magazines worldwide specialized in the intimate apparel and beachwear business.

[www.networkdessous.com](http://www.networkdessous.com)

### Shop Scouting WorldWide

SSWW is a global retail scouting program which aims to discover and present the newest and more relevant intimate apparel and beachwear stores around the world. Each issue of The Best of Intima 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.thebestofintima.com](http://www.thebestofintima.com)

[ssww@intimagroup.com](mailto:ssww@intimagroup.com)

### Best Shop Awards

Launched in 2004 by The Best of Intima magazine, BSA is a yearly selection program of successful independent lingerie and beachwear boutiques throughout the US carried out with the collabora-

tion of a professional Jury comprising 18 to 21 renowned American and international brands. The Award ceremony is held in New York in August hosting some 250 selected guests.

[www.thebestofintima.com](http://www.thebestofintima.com)

[bsa@intimagroup.com](mailto:bsa@intimagroup.com)

### The Best of Intima

Launched in 2002 the magazine counts over **200 high-quality color pages**. A perfect mix of global fashion and information, The Best of Intima is the only premium magazine in the US and Canada with a complete focus on the intimate apparel and beachwear business. Published in correspondence with the two major intimate apparel fashion weeks, the magazine offers a unique preview of next year's collections by leading brands as well as the current season's best sellers. View the latest as well as former issues of The Best of Intima on line free of charge at:

[www.thebestofintima.com](http://www.thebestofintima.com)

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**Subscription** [subscription.world@intimagroup.com](mailto:subscription.world@intimagroup.com)

## CIRCULATION

Number of issues per year: 2

Issue date: February, August

Print run 7,000 copies

Free of charge on-line access to the magazine

#### • BY COUNTRY

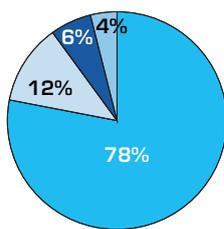
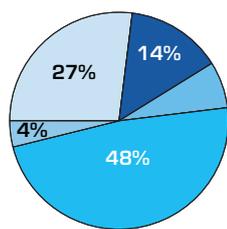
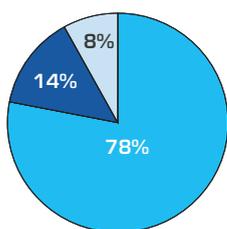
USA: 78%  
Canada: 14%  
Abroad: 8%

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Subscriptions: 27%  
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Libraries and Bookshops: 7%  
BSA\* and VIP retailers\*\* : 48%  
Advertising purposes: 4%

#### • BY TARGET

Retailers: 78%  
Brands: 12%  
Fabric manufacturers: 6%  
Other: 4%



[www.thebestofintima.com](http://www.thebestofintima.com)

**The Best of Intima 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.

## ADVERTISING RATES 2010

Full page	4,000 €
2 - Page spread	7,500 €
2 - Page advertorial	8,000 €
Facing editorial/content	4,500 €

Outside front cover	12,500 €
Inside front cover	8,000 €
Inside front cover + page 1	10,000 €
Outside back cover	10,500 €

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

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