

Rates 2009
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
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
Interfilière (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



On line version at www.thebestofintima.com

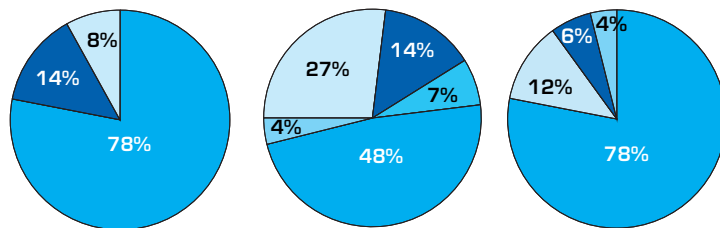
GENERAL INFORMATION

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
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 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 collaboration 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 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
Editorial	boi@intimagroup.com
Advertising	promotion@intimagroup.com
Subscription	subscription.world@intimagroup.com

CIRCULATION

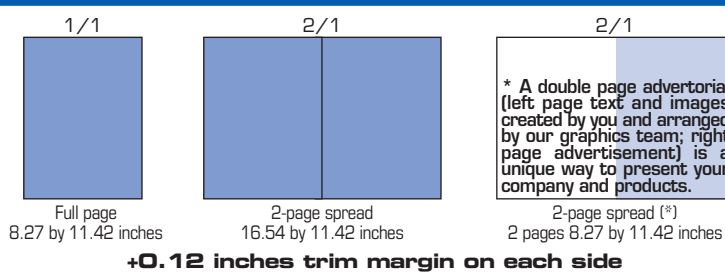
Number of issues per year: 2	Print run 7,000 copies
Issue date: February, August	Free of charge on-line access to the magazine

• BY COUNTRY USA: 78% Canada: 14% Abroad: 8%	• BY CHANNEL Subscriptions: 27% Trade shows: 14% Libraries and Bookshops: 7% BSA* and VIP retailers** : 48% Advertising purposes: 4%	• BY TARGET Retailers: 78% Brands: 12% Fabric manufacturers: 6% Other: 4%
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* Best Shop Awards nominees
 ** Key department store buyers

SIZES



ADVERTISING RATES 2009

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

DEADLINE AND SPECS (TECHNICAL DATA)

Issue	Month	Confirmation	PDF/CD-rom submission
1/09	January	09 December	12 December
2/09	August	06 July	13 July

Application supported

- QUARK 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 TRANSPPOSITION 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