

INTIMA ASIA

The only premium lingerie trade magazine for and from Asia

Intima Asia 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.intimaasia.com

GENERAL INFORMATION

NetworkDessous Intima Asia 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 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

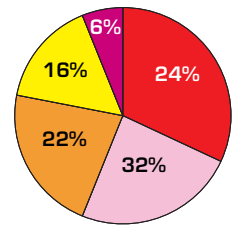
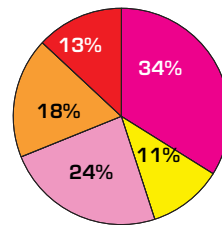
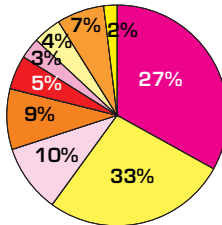
Intima Asia Started in 1996, the magazine reaches over 100 high-quality color pages per issue and counts among its advertising clients best practice and most relevant names in the intimate apparel business. Written in English, Intima Asia reaches a wider readership providing Asian professionals with major global information and updated fashion trends as well as introducing to the world an insight into the Asian market and its key players. View the latest as well as former editions of Intima Asia on line free of charge at:
www.intimaasia.com

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CIRCULATION

Number of issues per year: 2	Print run 7,000 copies
Issue dates: March, October	Free of charge on-line access to the magazine

• BY COUNTRY China mainland: 33% Hong Kong: 27% Japan: 10% Taiwan/Singapore: 9% South Korea: 5% Thailand: 3% Other: 4% Europe: 7% North America: 2%	• BY CHANNEL Subscriptions: 34% Trade shows: 11% Libraries and bookshops: 24% VIP buyers*: 18% Promotion: 13%	• BY TARGET Buyers: 32% Brands: 24% Fabric manufactures: 22% Trading companies: 16% Other: 6%
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* receive the magazine free of charge

SIZES

1/1 Full page 8.27 by 11.42 inches	2/1 2-page spread 16.54 by 11.42 inches	2/1 * A double page advertorial (left page text and images created by you and arranged by our graphics team; right page advertisement) is a unique way to present your company and products. 2-page spread (*) 2 pages 8.27 by 11.42 inches
+0.12 inches trim margin on each side		

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	10,000 €
Inside front cover	6,500 €
Inside front cover + page 1	8,000 €
Outside back cover	8,500 €

PAYMENT TERMS - 50% AT BOOKING 50% BEFORE PRINTING DATE

DEADLINE AND SPECS (TECHNICAL DATA)

Issue	Month	Confirmation	PDF/CD-rom submission
1/09	March	02 March	09 March
2/09	October	14 September	21 September

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