



Intima

The magazine
for lingerie
and swimwear
professionals

Intima can be found at the following trade shows

Product

Salon International de la Lingerie (Paris)	Intima - Network Dessous stand
Prêt-à-porter (Paris)*	Distributor stand
CurvExpo (New York - Las Vegas)*	The Best of Intima - Network Dessous stand
Body Look (Düsseldorf)*	Sous - Network Dessous stand
Imagine Italia (Florence)*	Linea Intima - Network Dessous stand
Lingerie Americas (New York - Las Vegas)*	The Best of Intima - Network Dessous stand
BiancoCasa Mediterranea (Bar)*	Linea Intima - Network Dessous stand
Hong-Kong Mode Lingerie (Hong-Kong)	Intima - Network Dessous stand
SwimShow (Miami)	The Best of Intima - Network Dessous stand
Intimate London (London)	Underlines - Network Dessous stand
Punto & Seguido (Buenos Aires)	Punto & Seguido - Network Dessous stand
Lyon Mode City (Lyon)	Intima - Network Dessous stand
CPM Moscow (Moscow)*	Intima - Network Dessous stand
Lingerie Classique (Las Vegas)*	The Best of Intima - Network Dessous stand
Shanghai Mode Lingerie (Shanghai)	Intima Asia - Network Dessous stand

Fabrics

Interfilière (Paris)	Intima - Network Dessous stand
Première Vision (Paris)*	Distributor stand
Fast (Verona)	Linea Intima - Network Dessous stand
Interfilière (Lyon)	Intima - Network Dessous stand
Milano Unica (Milan)*	Linea Intima - Network Dessous stand
MarediModa (Cannes-Hong Kong-Shanghai)	Intima - Network Dessous stand
IntimodiModa (Cannes)	Intima - Network Dessous stand

(*) Two annual editions



Subscription department
subscription.world@intimagroup.com

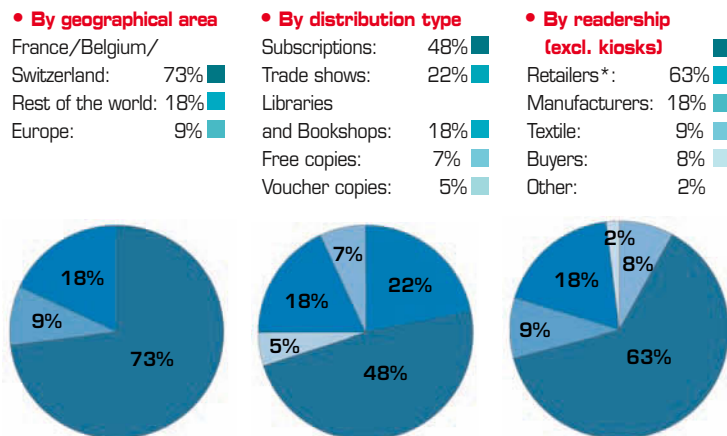
GENERAL INFORMATION

Editorial Office	Intima 10 Place Charles Béraudier - Immeuble l'Orient 69428 Lyon - France ph: +33 (0)4.26.68.70.11 fax: +33 (0)4.26.68.70.99
Publisher	Pisani Editore Via Guglielmo Guintellino 26 - 20143 Milan - Italy ph: +39 (0)2.89.15.93.73 fax: +39 (0)2.89.15.93.49
Network Dessous group	Intima is part of the Network Dessous Group - leading lingerie and swimwear trade press group that is present in France, Italy, Germany, Spain, UK, Portugal, Poland, USA, Argentina and Asia. Website: www.networkdessous.com
Shop Scouting Worldwide	Intima launched the Shop Scouting Worldwide initiative, an international program that selects and presents new distribution concepts
Main columns	<i>Best-sellers, Avant-premières, designer catwalks, Belles boutiques, international surveys, special reports</i>
• For all inquiries:	intimafrance@aol.com

INTIMA IN FIGURES

Number of issues per year	Issue dates	Print run
4 issues + 1 supplement <i>Intima Bain</i>	January, May, August, November, <i>Intima Bain</i> supplement (August)	Intima 12,000 <i>Intima Bain</i> 14,000

CIRCULATION 2007



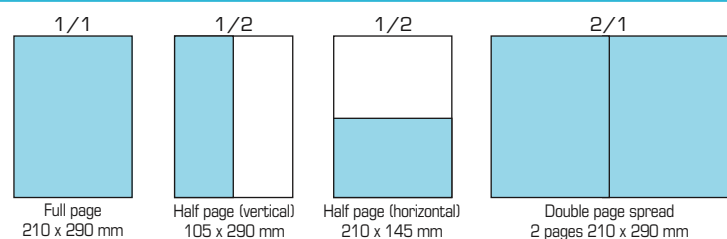
* Intima is the origin of the "Club Belles Boutiques de Intima", a program that selects the best boutiques in France and publishes them in the magazine's "Crémaillère" or "Pas comme les Autres" sections.

DEADLINE DATES

Issue	Issue Date	Purchase Deadline	Final PDF/Cd-rom
1	January	14 Dec	21 Dec
2	May	08 Apr	15 Apr
3*	August	04 Jul	11 Jul
4	November	10 Oct	17 Oct

* *Intima* and *Intima Bain* (supplement entirely dedicated to swimwear)

SIZES



+3 mm trim allowance on each side

ADVERTISING RATES 2008

Full page (5% surcharge for right-hand page)	4.500 €
Half page (vertical or horizontal)	2.300 €
Front cover	12.500 €
Inside front cover	8.500 €
Inside front cover (+ Page 1)	11.500 €
Outside back cover	10.500 €
Facing editorial or contents page	5.500 €

Other available services:

- Offprints on 150 gram paper or higher (minimum 4 pages)
- Production of single-sponsor supplements (*Cahiers de Intima*) to be included with the main issue
- Inclusion of advertising inserts

For all inquiries: intimafrance@aol.com

SPECS (TECHNICAL DATA)

Application supported

- QUARK XPRESS version 6.1 and previous
- ADOBE PHOTOSHOP version CS2 and previous
- ADOBE ILLUSTRATOR version CS2 and previous
- ADOBE IN DESIGN version CS2 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 method
- PostScript fonts
- Image formats: EPS, TIFF, JPG at maximum quality compression
- Maximum density of 375

(profile EURO Offset pos U375 K85)

Materials required

In order to reduce conception time and avoid incurring extra costs for production work, you must send us 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 allowance 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

3. Delivery address:

Pisani Editore srl

Production

Via Guglielmo Guintellino, 26 - 20143 - Milan - Italy

Contact: prod1@intimagroup.com - prod2@intimagroup.com

IN THE EVENT THAT THE PRINT MATERIALS SENT DO NOT COMPLY WITH THE SPECIFIED REQUIREMENTS, SET FEES WILL BE CHARGED FOR PRODUCTION WORK:

- CROMALIN REALIZATION: 30 EURO

- DIGITAL CONVERSION: 52 EURO
- DIGITAL SCAN: 103 EURO
- PAGE PRODUCTION: 155 EURO
- PHOTOGRAPHY WORK: FEES VARY ACCORDING TO REQUIREMENTS