

DATA CYL 2008

C MODA **Y** ÍNTIMA **L**

The best choice

**The latest
fashion!**

The **first spanish
magazine** specialized
in intimate and swimwear fashion

C MODA **Y** ÍNTIMA **L**

43 years of experience in the sector

Why to choose CYL?

- The amplest and proven diffusion with a 66,66% more than the next competitor.
- The best and most actual data base with the best shops.
- A magazine, totally made in Spain, that informs to retailers and manufacturers about all in each season.
- Great fashion contents: international catwalks, look moda, events, also Photographic Editorials of own elaboration with the last ones trends.
- Interviews, dossiers, reports and the section Sale Point, dedicated to the retailer, where consults them for a better sale and shows the best stores in Europe.
- The best tool of work for the professionals of the intimate fashion

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CYL is published from year 1965 and investigates, informs and advises to near all the trends into the market constructing the sector of the future. CYL is a present magazine and in constant evolution that counts on a team of professionals of the information always looking for the present time and present in events, catwalks or fashion presentations.

To be present in CYL represents: it is present at next to the brands leaders in the sector. To reach practically the totality from the retailers of intimates and bath from the Spanish market, since it is the magazine of the sector with a greater diffusion (according to OJD).

To complete and to make profitable its actions of marketing with the tool that offers the best relation to him of cost by advertising impact its products and to arrive at all its potentialclients, with an image and single presentation that CYL offers.

- **FREQUENCY:**
4 times a year (three months)
- **DISTRIBUTION:**
JANUARY / JULY / APRIL / NOVEMBER:
5.000 copies each number
Total annual 22.000 copies
controlled by OJD (Oficina Justificación de la Difusión) / www.ojd.es

- **DISTRIBUTION:**
Free and by suscription controlled by OJD
- **READERS:**
Retailers, wholesalers, chains of purchase, ready-made clothiers and manufacturers of matters for the intimate sector
- **FOCUS ON:**
The latest in fashion, catwalks, interviews, marketing, studies of market and opinion, formation, channels of distribution

DATES OF PUBLICATION 2008

Month	Number	Deliverymaterial	Apparition
1 / JANUARY	nº 167	5.12.07	18.01.08
2 / APRIL	nº 168	16.03.08	20.04.08
3 / JULY	nº 169	19.06.08	20.07.08
4 / NOVEMBER	nº 170	10.10.08	9.11.08

TECHNICAL CHARACTERISTIQUES

- **Size:** 210x290 mm. + 3 mm. Blood
 - **Operative System:** Macintosh
 - **Photography Resolution:** 300 dpi (píxels/inch)
 - **Programmes:** FreeHand / Photoshop / QuarkXpress
 - **Format:** TIF / EPS / JPG
 - **Support use:** CD - rom / DVD for Macintosh
- Inclusive typographies**

NECESSARY MATERIAL

- **DIGITAL MATERIAL:** In order to reduce the time of accomplishment, it is precise that the sending of the material to publish is carried out with digital support containing all the elements necessary to carry out the publicity page:
 - **Photos in high resolution (300dpi 210x290)**
 - **Logos**
 - **Sources (used typesetter characters)**
- **COLOR PROOF:** chromalin or iris

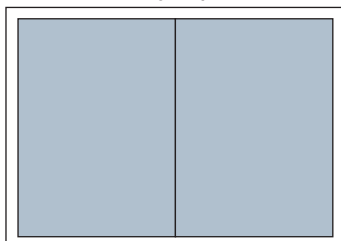
TARIFAS DE PUBLICIDAD

Pages	Rates in €
Page of announcement	2.400.-
Double page of announcement	4.300.-
1/2 interior page	1.200.-
Cover 1 ^a	3.400.-
Inside cover 2 ^a	2.900.-
Outside back cover 4 ^a	3.200.-
Inside back cover 3 ^a	2.700.-
First Page	2.900.-
Second Cover	2.900.-

SURFACE (WIDE X HIGH)

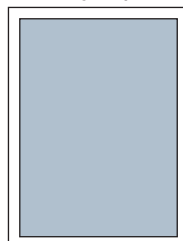
A= No blood surface
S= Blood surface 3mm

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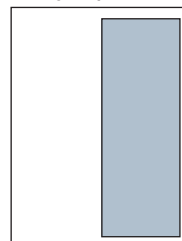
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S= 426 x 296 mm

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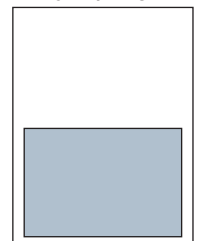
Á= 210 x 290 mm
S= 213 x 296 mm

PAGE 1/2 VERT



Á= 105 x 290 mm
S= 108 x 296 mm

PAGE 1/2 HORIZ



Á= 210 x 145 mm
S= 213 x 148 mm