

CYLA

MODA ÍNTIMA

DATA 2010



THE 1ST SPANISH
MAGAZINE
SPECIALIZED IN INTIMATE
AND SWIMWEAR FASHION

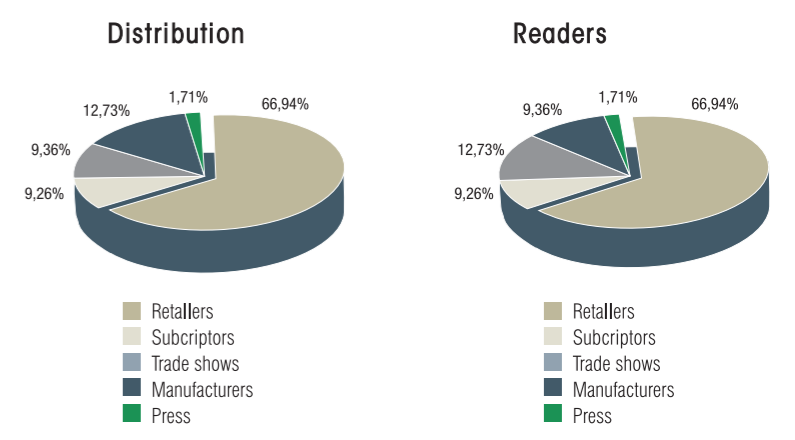


- A magazine that informs manufactures and retailers of all the hot topics each season, completely produced in Spain.
- A staff of people who are passionate about fashion, information and design.
- Extremely extensive fashion content: international catwalks, fashion looks, events, interviews, sector analyses, diverse reports and photography editorials composed by our Section 8 team.
- Contests- CYL Moda Íntima is active in the promotion of young talents holding two annual contests: a swimwear design contest and a window dressing contest. These projects are carried out in collaboration with two of the best schools: Felicidad Duce and ÀRTIDI.
- The ONLY publication that dedicates several pages to direct contact with retailers in the POINT OF SALE section, providing you the information you need to sell your new products better and also showing you the best European intimate wear and swimwear outlets.
- The ONLY magazine specializing in intimate wear and swimwear published QUARTERLY (4 issues a year) that promptly arrives at sector businesses.
- The largest and most tried and tested circulation.
- The best and most updated database with the best intimate wear and swimwear shops.
- A magazine that is in day-to-day contact with manufacturers and retailers.
- Proven effectiveness as the best work tool for intimate wear professionals.

45 YEARS
OF EXPERIENCE
BACK US UP

CYL Distribution and Readers

- **FREQUENCY:**
4 times a year
- **PRINTS:**
JANUARY / JULY / APRIL / NOVEMBER:
4.000 copies each number
Total annual 16.000 copies
- **DISTRIBUTION:**
Free and by subscription.
- **READERS:**
Retailers, wholesalers, chains of purchase, ready-made clothiers and manufactures of matters for the intimate sector
- **FOCUS ON:**
The latest in fashion, catwalks, interviews, marketing, studies of market and opinion, formation, channels of distribution and shopwindows



DATES OF PUBLICATION 2010			
Month	Number	Delivery material	Apparition
1 / JANUARY	n° 175	4.12.09	11.01.10
2 / APRIL	n° 176	16.03.10	20.04.10
3 / JULY	n° 177	18.06.10	20.07.10
4 / NOVEMBER	n° 178	11.10.10	9.11.10

CYL is published since 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 always looking for the present time and events. To be presented in CYL represents: near to the leaders

brands in sector. To reach practically the totality from the intimate and bath retailers of the Spanish market. To complete and to make profitable its actions of marketing with the tool that offers the best relation of cost by advertising impact, with an image and single representation that CYL offers.

TECHNICAL CHARACTERISTIQUES

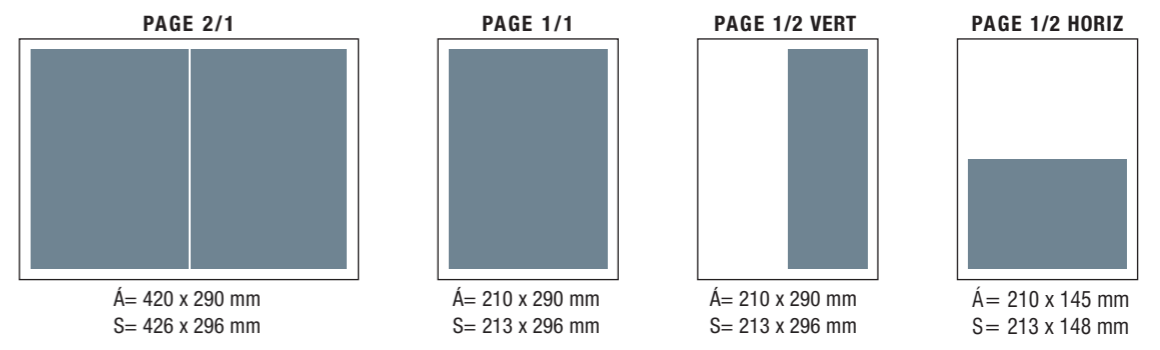
- **Size:** 210x290 mm. + 3 mm. Blood
 - **Operative System:** Macintosh
 - **Photography Resolution:** 300 dpi (pixels/inch)
 - **Programmes:** FreeHand / Photoshop / QuarkXpress / Illustrator / Indesign
 - **Format:** TIF / EPS / PDF 300 dpi
 - **Soportes de utilización:** CD - rom / DVD for Macintosh
- 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:** iris

SURFACE (WIDE X HIGH)

A= No blood surface
S= Blood surface 3mm



PRIZE LIST

Pages	Rates in €
Page of announcement	2.500.-
Double page of announcement	4.500.-
1/2 interior page	1.260.-
Cover 1 ^a	3.570.-
Inside cover 2 ^a	3.045.-
Outside back cover 4 ^a	3.360.-
Inside back cover 3 ^a	2.835.-
First Page	3.045.-
Second Cover	3.045.-