



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
Boudoir Berlin (Berlin - Germany)	Intima/Network Dessous stand
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
Evolution Days - Interfilière (Paris - France)	Intima/Network Dessous stand
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
IntimodiModa (Cannes - France)	Intima/Network Dessous lounge
MarediModa (Cannes - France)	Intima/Network Dessous lounge
Mare d'Amare (Florence - Italy)	Linea 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
SIUF (ShenZhen - China)	Intima Asia 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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• BY COUNTRY

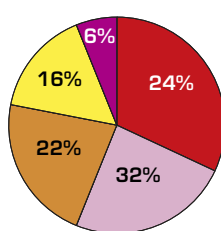
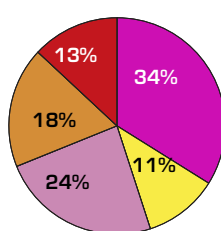
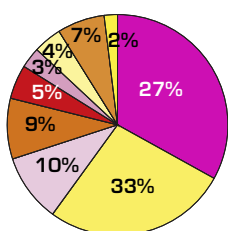
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• BY CHANNEL

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%



www.intimaasia.com

Intima Asia ONLINE

In order for the link to your website or e-mail address to be created the address **MUST** be included on the page of advertising you send us.

ADVERTISING RATES 2010

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 €

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