



# INTIMODA

by Intimagroup

Take your  
business to  
the next level

## INTIMODA CAN BE FOUND AT THESE TRADESHOWS

CurveNY (New York - USA)	The Best of Intima/Network Dessous lounge
CurveNV (Las Vegas - USA)	The Best of Intima/Network Dessous booth
Fimast (Montichiari (BS) - Italy)	Linea Intima/Network Dessous lounge
Galleria Intima - Intimate Apparel Association of India	Intima Asia/Network Dessous
Imagine Italia (Florence - Italy)	Linea Intima/Network Dessous lounge
Interfilière Hong Kong (Hong Kong)	Intima Asia/Network Dessous booth
Interfilière (Paris - France)	Intima/Network Dessous lounge
Kiev Fashion (Kiev - Ukraine)	Intimoda/Network Dessous lounge
Lingerie Expo (Moscow - Russia)	Intimoda/Network Dessous booth
Lingerie Fashion Week (New York - USA)	The Best of Intima/Network Dessous booth
Mare d'Amare (Florence - Italy)	Linea Intima/Network Dessous lounge
MarediModa (Cannes - France)	Intima/Network Dessous lounge
Milano Fashion Week (Milan - Italy)	Linea Intima/Network Dessous booth
Milano Prêt-à-Porter (Milan - Italy)	Linea Intima/Network Dessous booth
Milano Unica (Milan - Italy)	Linea Intima/Network Dessous booth
Moda Lingerie (Birmingham - UK)	Underlines/Network Dessous booth
Mode City (Paris - France)	Intima/Network Dessous lounge
Moscow Mode Lingerie & Swim (Moscow - Russia)	Intimoda/Network Dessous lounge
Niksan Info Media PVT. LTD (Mumbai - India)	Network Dessous
Première Vision (Paris - France)	Intima/Network Dessous booth
Riviera (Cannes - France)	Intima/Network Dessous lounge
Salon Allure (Miami - Florida)	The Best of Intima/Network Dessous booth
Salon International de la Lingerie (Paris - France)	Intima/Network Dessous lounge
Shanghai Mode Lingerie (Shanghai - China)	Intima Asia/Network Dessous booth
SIUF (Shenzhen - China)	Intima Asia/Network Dessous lounge
Supreme Body & Beach (Munich - Germany)	Network Dessous
Swim Collective Trade Show (Huntington Beach - CA)	The Best of Intima/Network Dessous booth
SwimShow (Miami - Florida)	The Best of Intima/Network Dessous booth
Textilegprom (Moscow - Russia)	Intimoda/Network Dessous booth
TMC (Zurich - Switzerland)	Network Dessous

## GENERAL INFORMATION

### Intimoda

#### The original lingerie and beachwear specialist

Intimoda is the brand new magazine launched by the world leading Intimagroup Network Dessous lingerie and beachwear press group.

Originally founded in Italy in 1989 and now counting 10 BtoB publications in Europe, North America, Asia and today in Russia and the CIS ([www.networkdessous.com](http://www.networkdessous.com)), the group is known within the industry for its excellent reputation and professionalism.

#### A strong and targeted project

Over 300 colour pages

Bilingual Russian and English

2 major editions per year

5,000 copies plus on line version

Present at all major BtoB tradeshows around the world

Online version at [www.intimoda-magazine.com](http://www.intimoda-magazine.com)

## 2015 PUBLICATION DATES

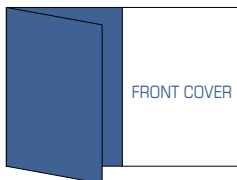
Issue	Month	Confirmation	Artworks submission
1/2015 (6)	February	January 16 <sup>th</sup>	January 20 <sup>th</sup>
2/2015 (7)	August	July 23 <sup>rd</sup>	August 7 <sup>th</sup>

## 2015 ADVERTISING RATES

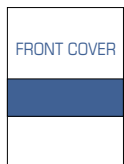
Outside front cover	12,500 €	Full page	4,000 €
Inside front cover + page 1	10,000 €	Half page	2,500 €
Outside back cover	10,500 €		

## AD-SPECIAL

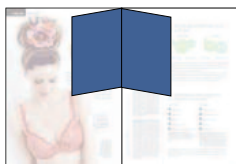
▶ Multi-page cover



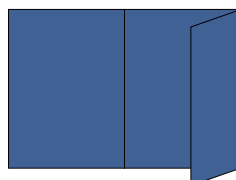
▶ Banderole



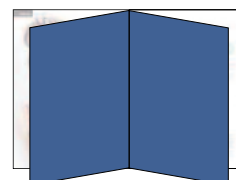
▶ Pull-out supplement



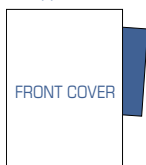
▶ Fold-out page



▶ Booklet within the magazine



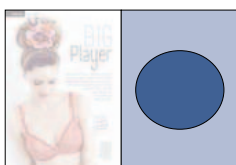
▶ Supplement



▶ Bookmark



▶ Mix & Match-Disc



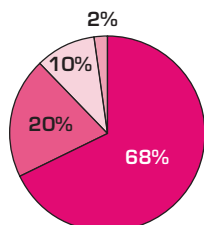
Rates for AD eMag specials (such as pull-out supplement, adhesive label, video clip etc.) on request.

## CIRCULATION

**PRINT RUN 5,000 COPIES  
FREE OF CHARGE ONLINE ACCESS  
TO THE MAGAZINE**

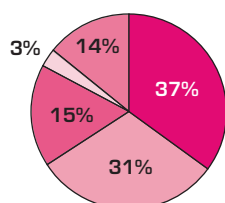
### • BY AREA

Russia:	68%
CIS countries:	20%
Europe:	10%
Rest of the world:	2%



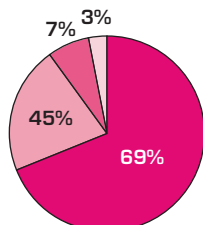
### • BY CHANNEL

Partner dealers:	37%
Trade shows:	31%
Subscriptions:	15%
Promotion:	3%
Distribution agencies:	14%



### • BY TARGET

Retailers:	69%
Brands:	21%
Fabric manufacturers:	7%
Other:	3%



[www.intimoda-magazine.com](http://www.intimoda-magazine.com)



### Intimoda ONLINE

To include the link to your website or e-mail address on the online edition, be sure to add it to the advertising page you send us.

## TECHNICAL FEATURES

### FULL PAGE

7.68 by 10.63 inches (195 x 270 mm) + 0.12 inches (3 mm) trim margin on each side and position/bleed marks

### DOUBLE PAGE SPREAD

2 full pages 7.68 by 10.63 inches (195 x 270 mm) + 0.12 inches (3 mm) trim margin on each side and position marks

### SPECIFICATIONS

B/W and color images: **300 dpi** - Bitmap images: 1200/1400 dpi  
Method: **CMYK** (four color) **no RGB**  
File format: PDF in high resolution, TIF, EPS or JPG, at maximum quality compression  
Flat colors and Pantone colors must be converted to CMYK (four colors)  
Text, logos and credits must be positioned at least 0.43 inches (7 mm) from the trim line  
Attach a **color proof** calibrated on **Fogra 39** profile (eg. Digital Cromalin, Iris, GMG, Kodak Approval)

### FILES GENERATED WITH MICROSOFT OFFICE APPLICATIONS ARE NOT ACCEPTED

Should material sent not conform to the specifications requested we cannot guarantee the quality of the print and will not be held responsible thereof.

### Further, you will be charged for any additional work:

- Cromalin realization **15 €**
- Insertion of logos and photos **50 €**
- Page production **150 €**

### SUBMISSION OF MATERIAL

CD or DVD plus color proof to be sent 25 days before each publishing date to



by mail

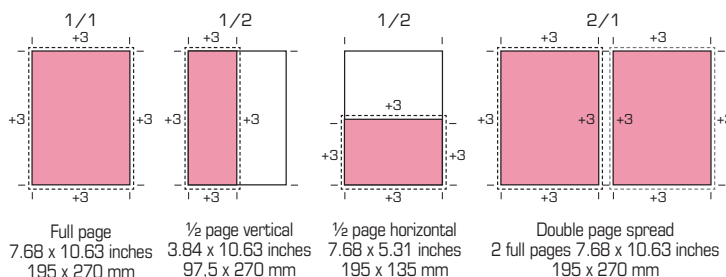
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e-mail

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(no size limit)

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**0.12 inches (3 mm)**  
trim margin on each side and position/bleed marks