

2012 Rates  
in Euros

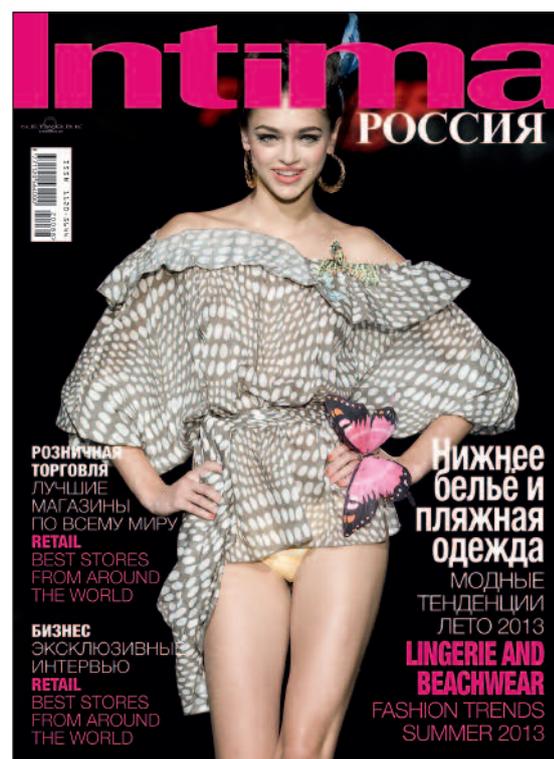


# Intima РОССИЯ

Take your  
business to  
the next level

Intima Russia can be found on the following tradeshows around the world

Salon International de la Lingerie (Paris - France)	Intima/ Network Dessous lounge
Interfilière (Paris - France)	Intima/ Network Dessous lounge
Imagine Italia (Florence - Italy)	Linea 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 booth
Milano Unica (Milan - Italy)	Linea Intima/Network Dessous booth
Moda Lingerie (Birmingham - UK)	Underlines/Network Dessous booth
Milano Pret-à-Porter (Milan - Italy)	Linea Intima/Network Dessous booth
Milano Fashion Week (Milan - Italy)	Linea Intima/Network Dessous booth
Interfilière Hong Kong (Hong Kong)	Intima Asia/Network Dessous booth
Mode City (Paris - France)	Intima/Network Dessous lounge
Mare d'Amare (Florence - Italy)	Linea Intima/Network Dessous lounge
Shanghai Mode Lingerie (Shanghai - China)	Intima Asia/Network Dessous booth
MarediModa (Cannes - France)	Intima/Network Dessous lounge
CPM Moscow (Moscow - Russia)	Intima Russia/Network Dessous lounge
Textilegprom Moscow (Moscow - Russia)	Intima Russia/Network Dessous booth
Premier Vision (Paris - France)	Intima/Network Dessous booth



## GENERAL INFORMATION

### Intima Russia

#### The original lingerie and beachwear specialist

Intima Russia is the brand new magazine launched by the world leading Intima NetworkDessous lingerie and beachwear press group. Originally born in Italy in 1989 and now counting 10 BtoB publications in Europe, North America, Asia and today Russia and the CIS ([www.networkdessous.com](http://www.networkdessous.com)). The group is known within the industry for its 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 25 trade shows per year worldwide

*\*from 2013 Intima Russia will be published in February (1/13 issue) and in September (2/13 issue)*

## 2012 PUBLICATION DATES

Issue	Month	Confirmation	Artworks submission
2012 issue*	September	July 20th	July 27th

\*from 2013 Intima Russia will be published in February (1/13 issue) and in September (2/13 issue)

## 2012 ADVERTISING RATES

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

## CIRCULATION

### PRINT RUN 5.000 COPIES FREE OF CHARGE ONLINE ACCESS TO THE MAGAZINE

#### • BY AREA

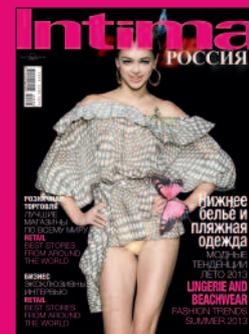
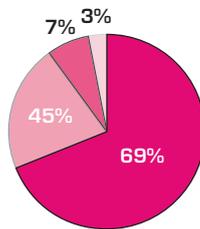
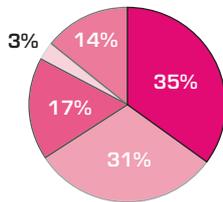
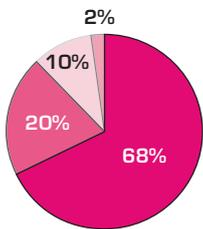
Russia: 68%  
CIS countries: 20%  
Europe: 10%  
Rest of the world: 2%

#### • BY CHANNEL

Partner dealers: 35%  
Trade shows: 31%  
Subscriptions: 17%  
Promotion: 3%  
Distribution agencies: 14%

#### • BY TARGET

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



### Intima Russia ONLINE

In order for the link to your website or e-mail address to be created, the address **MUST** be included on 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

#### Pisani Editore

Traffic and Production Office  
Via Cristoforo Colombo, 1  
20094 Corsico MI - Italy  
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Fax +39 02 89159349

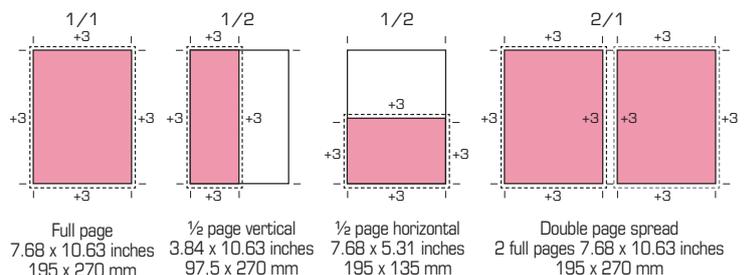


e-mail

prod2@intimagroup.com  
(no size limit)

For FTP upload

Contact  
prod2@intimagroup.com



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