



# Intima

The leading  
French Magazine  
for lingerie  
and beachwear

## INTIMA 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

## PREVIOUSLY FEATURED IN INTIMA...

**Brands:** Affinitas; Agogoa; Aimer; Amoena; Andres Sarda; Anita; Anita Active; Antigel; Antinéa; Artimaglia; Aubade; Axami, B&B Creazioni; BBF Gambetti; Barbara; Blumarine; Canat; Cheek; Christies; Corin; Cosabella; Cotonella; Cotton Club; Daniel Hechter; Elise Aucouturier; Eminence; Emporio Armani; Empreinte; Empreinte Bain; Eprise; Etna, Ewa Bien, Exilia; Fantasia, Fashion Forms; Fiore Calze; Foemina; Freya; Guess; Gottex; Hanky Panky; Hanro; Hudson; Huit; ID Sarrieri Bain; Impetus; Implicite; Inès de la Fressange; Jolidon; Joy de Villaret; Julie France; Kunert; La Tunisie; Lahco; La Perla; Le Cap; Le Chat; Lionella; Lise Charmel; Lou; Madame Supertrash; Madiva; Maison Close; Maison Lejaby; Marie Jo; Marie Jo l'Aventure; Marlies Dekkers; Maryan Mehlhorn; Milavitsa; Millesia; Mura; Naturana; Oscalito; Pain de Sucre; Paladini; Panache; Parah; Parah Mare; Parfait; Pepita; Pierre Mantoux; Pin-Up Stars Pop; Princesse Tam Tam; Primadonna; Primadonna twist; Rago; Rosa Faia; Rosapois; Roza; Sabine de Brumes; Selmark; Simone Pérèle; Sumarie; Tata; Triumph; Valery; Valery Prestige; Valisere; Vanity Fair; Veneziana; Verde Veronica; Verdissima; Wacoal; Weiss; Wolf; Wolford; You Verdissima; Yummie; Zimmerli; Zeybra.

**Fabrics and Fibers:** Alge Elastic; Aronne Group; Art Martin; Avio; Besana; Bischoff; Bischoff Roja; Boselli; Bright Sun; Brugnoli; Brunet Dentelles; Cap Sud; Cheynet; Codental; Colombo Tessitura; Dentelle Clement; Eisenhut; Embrex; ESF; Eurostick; Filbon; Forster Rhoner; Glory Star; Hämmerle & Vogel; Iebosa; Iemesa; Iluna; Inplet, Inter Spitzen; Junior; LCPP; Lenzing; Broderies Leveaux; Liebaert; Lila; Lior; Lycra; Magificio Ripa; Mastex; Miroglgio; Muehlmeier; Nastrotex; Nilit; Nuova Ritex; Potencier; Reyping; Ricamificio Emme; Rimteks; Ritex; Roica Dorlastan; Siva; Solstiss; Sophie Hallette; Soulis Kuehnis; Swisstulle; Tessile; Tianhai; Veropiz; Weberlace.

**Tradeshows:** Bodywear India; CPM Moscow; China Sourcing Fair; Curvexpo; Dessous Wallau; Galleria Intima; Interfilière Hong Kong; Interfilière Shanghai; Lingerie Expo; Mare d'Amare; Mare di Moda; Miami Swimshow; Milano Prêt à Porter; Milano Unica; Moda Lingerie; Modamont; Mode City; Monaco Swim; Première Vision; Riviera; Salon International de la Lingerie; Shanghai Mode Lingerie; Supreme Body & Beach; Swim Collective; Swimshow Miami; Texbridge; Textilgprom; The Netherlands.

**Others:** Bonnet Assure Finance; Calao; Convivio; E-Biscus; Femmy Awards; Gadh; Lingerie Française; Maestro; MM Textile Conseil; Moov'Up; Reporters sans frontières; River Pack; VIP.

Online version at [www.intima.fr](http://www.intima.fr)

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# 2015 ISSUE DATES

ISSUE	ADVERTISEMENT CONFIRMATION	ARTWORK DEADLINE	RELEASE DATE
1/15 (100)	12/12/2014	18/12/2014	January 21 <sup>nd</sup>
2/15 (101)	26/02/2015	09/03/2015	March 20 <sup>th</sup>
3/15 (102)	10/06/2015	16/06/2015	July 1 <sup>st</sup>
4/15 (103)	20/10/2015	23/10/2015	November 6 <sup>th</sup>

## 2015 ADVERTISING RATES

Full page	4,500 €	Outside front cover	13,500 €
Double page spread	7,600 €	Inside front cover	8,500 €
Facing editorial/content page	5,500 €	Inside front cover + page 1	11,500 €
Half page (vertical or horizontal)	3,000 €	Outside back cover	11,000 €
Advertorial realization fee	200 € per page	5-page fold-out with back cover	19,500 €

## AD-SPECIAL

▶ Multi-page cover

▶ Banderole

▶ Pull-out supplement

▶ Fold-out page

▶ Booklet within the magazine

▶ Supplement

▶ Bookmark

▶ Mix & Match-Disc

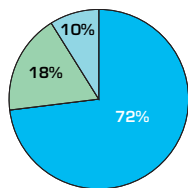
Rates for AD eMag specials (such as pull-out supplement, adhesive label, video clip etc.) on request.

## CIRCULATION

### PRINT RUN 12,000 COPIES

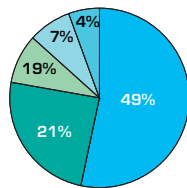
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Europe:	10%
Rest of the world:	18%



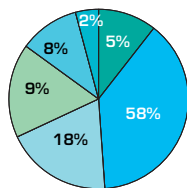
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Subscription:	49%
Tradeshows:	21%
Distributors:	19%
VIP retailers*:	7%
Promotion:	4%



#### • By target

Retailers:	58%
Brands:	18%
Textile manufactures:	9%
Buyers:	8%
Importers:	5%
Other:	2%



\* receive the magazine free of charge



[www.intima.fr](http://www.intima.fr)



### Intima 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  
**Pisani Editore**

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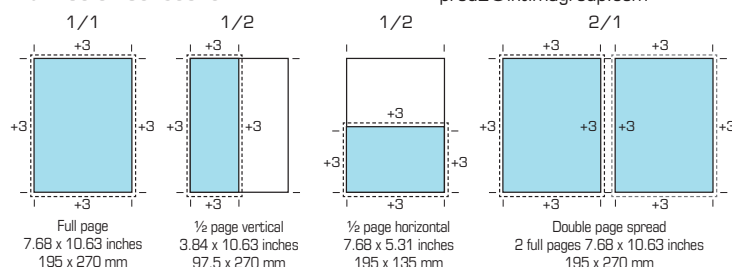


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**0.12 inches (3 mm)**  
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