



The leading **FRENCH MAGAZINE** for **LINGERIE** and **SWIMWEAR**

INTIMA CAN BE FOUND AT THE FOLLOWING TRADE SHOWS

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
Sun&Swim (London - UK)	Underlines/Network Dessous stand
Who's Next (Paris - France)	Distributor stand



Discover the magazine at www.intima.fr

GENERAL INFORMATION

Network Dessous

Intima is part of the leading BtoB press group NetworkDessous, which counts 10 magazines worldwide specialized in the field of intimate apparel, beachwear and hosiery.

www.networkdessous.com

Shop Scouting WorldWide

SSWW is an ongoing retail scouting program which aims to discover and present the newest and most relevant intimate apparel and beachwear stores around the world.

A selection of the SSSWW stores is presented in the Pas Comme les Autres section of Intima as well as in the corresponding sections of the other Network Dessous magazines. Further, a comprehensive and updated outlook on global retail trends and developments in lingerie and beachwear stores is illustrated during Shop Scouting WorldWide presentations held on demand.

www.networkdessous.com

ssww@intimagroup.com

Intima

Launched in 1989 Intima is today the leading trade magazine for intimate apparel in France, both in terms of the number of pages as well as for the number and the caliber of its advertisers. With trade show editions counting over **350 pages**, and catwalk and swimwear editions over **200 pages**, Intima has become the undisputed major communication tool for the lingerie and beachwear fields.

A total of 5 issues provide comprehensive year round coverage: the January and August editions focus on the presentation of new collections as well as exclusive portraits and interviews with the industry's major players. The May and October issues of Intima Défilés complete information through a transversal study of trends, particularly focusing on lingerie and beachwear collections presented at catwalk shows in fashion's major capitals.

Intima Bain is dedicated entirely to beachwear and is the only magazine in France with a 100% focus on beachwear!

Strong of its quality editorial structure and clearly presented sections Intima provides comprehensive updated information perfectly targeted to the needs of industry professionals at all stages of the chain: *Belles Boutiques* for distribution and merchandising, *Ca bouge* for industry news, *Best Sellers* for the season's best selling items, *C'est Nouveau, Avante-Garde, Attention Talent, A Noter* and *Parti Pris* for fashion, *R&D* and *Ecotextile* for developments in textiles, as well as the *Tendance Matières* section which previews fabric trends presented in major brand collections six months later. An exhaustive and systematic guide which also benefits from being part of the international Network Dessous press group.

www.intima.fr

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CIRCULATION

Number of issues per year	Issue date	Print run
2 Intima	January, August	12.000 copies
2 Intima Défilés	May, November	12.000 copies
1 Intima Bain	August	14.000 copies

• BY COUNTRY

France/ Benelux/

Switzerland: 73%

Rest of the world: 18%

Europe: 9%

• BY CHANNEL

Subscription: 48%

Trade shows: 22%

Distributors: 18%

VIP retailers*: 7%

Promotion: 5%

• BY TARGET

Retailers: 58%

Brands: 18%

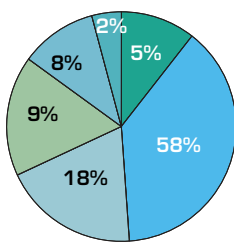
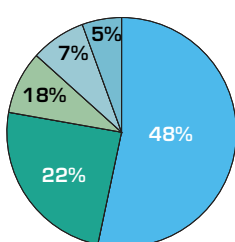
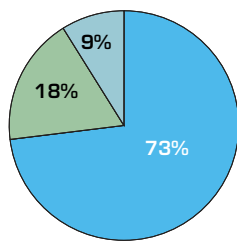
Textile

manufacturers: 9%

Buyers: 8%

Importers: 5%

Other: 2%



* receive the magazine free of charge



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ADVERTISING RATES 2010

Full page	4.500 €
Double spread	7.600 €
Facing editorial/content	5.500 €
Half page (vertical or horizontal)	3.000 €
Advertorial realization fee	200 € per page

Outside front cover	13.500 €
Inside front cover	8.500 €
Inside front cover + page 1	11.500 €
Outside back cover	11.000 €
5-page fold-out with back cover	19.500 €

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