



Linea intima

Italy's leading
swimwear and lingerie
trade magazine
since 1957

Linea 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
Immagine 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



GENERAL INFORMATION

Publisher and editorial

Pisani Editore

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Subscription

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Linea Intima

Linea Intima is the n.1 magazine in Italy with an extensive presence throughout the territory, while our **Stelle dell'Intimo** and **Shop Scouting WorldWide** programs qualify our distribution; we are **the specialists in high-end global retail**. Linea Intima is the means which brings retailers and buyers the highest number of advertising pages in the field, in particular of high-end and luxury brands which today comprehend the most exclusive designer labels. The magazine, also thanks to the international structure of the Network Dessous Group of which it is founder, is present at all major global trade fairs, for a total of 54 fairs a year, from Italy to Asia, from Russia to the US. A number of the magazine's sections have become a referen-

ce for industry professionals: **Ambienti**, presenting the most exclusive stores of the moment and new openings, **What's Hot** unveiling the season's not to be missed fashion trends and our exclusive **Dossiers** developed on the field thanks to hundreds of interviews, to name just a few.

Linea Intima is also involved in the **Shop Scouting WorldWide** program through which the 10 magazines in our press group identify over 200 exclusive stores throughout the world and document them through interviews and photographs. The program's aim is to define on a yearly basis contemporary development trends in the business and identify the most significant characteristics. The magazine is the founder of "Le Stelle dell'Intimo", a selection program carried out in collaboration with the best brands distributed on the territory of the best performing and most innovative stores. The annual competition defines the best of the best and honours them during an exclusive Gala evening which has become the field's most significant event. The success of the Italian competition has led the Group to develop the event abroad as well and it currently takes place in Germany, GB and the US.

www.lineaintima.net

www.networkdessous.com

CIRCULATION

Number of issues per year	Issue date	Print run
5 issues + 4 supplements	January, April, June, August, October	16,500 copies

• BY COUNTRY

Italy and

(It) Switzerland : 79%

Rest of the World: 21%

• BY CHANNEL

Subscriptions: 17%

Trade shows: 10%

Libraries and

Bookshops: 10%

Free copies: 57%

Voucher copies: 6%

• BY TARGET

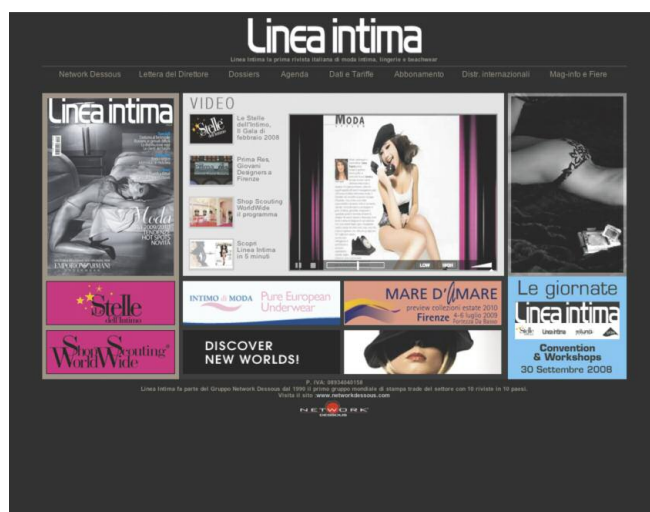
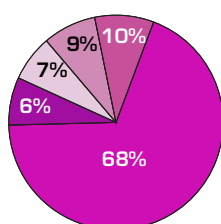
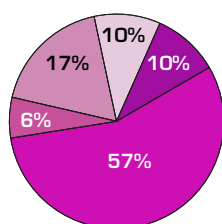
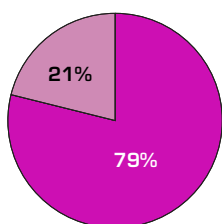
Retailers: 68%

Textile: 6%

Manufacturers: 7%

Buyers: 9%

Other: 10%



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ADVERTISING RATES 2010

Full page	4.100 €
Half page (vertical or horizontal)	2.500 €
Front cover page	12.500 €
Inside front cover (+ page 1)	10.000 €
Outside back cover	10.500 €
Facing editorial or contents page	5.000 €

Other available services:

- Offprints on 150 gram paper or higher (minimum 4 pages)
- Production of single-sponsor supplements (Gli Speciali di Linea Intima) to be included with the main issue
- Inclusion of advertising inserts

For all inquiries: p.e@intimagroup.com

5% SUPPLEMENT FOR RIGHT SIDE PAGE

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