



The best of Intima

The One-Stop
global guide
to lingerie
and swimwear's
“best”

The Best of Intima can be found on the following trade shows around the world

Salon International de la Lingerie (Paris - France)	Intima/ Network Dessous lounge
Interfilière (Paris - France)	Intima/ Network Dessous lounge
5 Elements (Berlin - Germany)	Sous/ Network Dessous booth
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 Mode Lingerie (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
Prêt-à-Porter (Paris - France)	Intima booth
Who's Next (Paris - France)	Intima booth
Shanghai Mode Lingerie (Shanghai - China)	Intima Asia/Network Dessous booth
MarediModa (Cannes - France)	Intima/Network Dessous lounge
IntimodiModa (Cannes - France)	Intima/Network Dessous lounge



Online version at www.thebestofintima.com

GENERAL INFORMATION

Network Dessous

The Best of Intima is part of the leading B to B Network Dessous press group, which counts 10 magazines worldwide specialized in the intimate apparel and beachwear business. www.networkdessous.com

Shop Scouting WorldWide

SSWW is a global retail scouting program which aims to discover and present the latest and more relevant intimate apparel and beachwear stores around the world. Each issue of The Best of Intima starts with a section dedicated to the SSWW program, whilst a comprehensive and updated outlook on global retail trends is illustrated during Shop Scouting WorldWide presentations held on demand.

www.thebestofintima.com

The Best of Intima Awards

Launched in 2004 by The Best of Intima magazine, the Best Shop Awards is a yearly selection program of successful independent lingerie

and beachwear boutiques throughout North America carried out with the collaboration of a professional Jury made of 18 to 21 renowned American and international brands. The award ceremony is held in New York City in August hosting some 250 selected guests. As of May 2010, all coverage and information related to the program is available at: www.bestshopawards.org - bsa@intimagroup.com

The Best of Intima

Launched in 2002 the magazine counts over 200 high-quality color pages. A perfect mix of global fashion and information, The Best of Intima is the only premium magazine in the US and Canada with a complete focus on the intimate apparel and beachwear business. Published in accordance with the two major intimate apparel fashion weeks, the magazine offers a unique preview of next year's collections by leading brands as well as the current season's best sellers. View the latest as well as former editions of The Best of Intima on line free of charge on www.thebestofintima.com

2011 PUBLICATION DATES

Issue	Month	Confirmation	Artworks submission
1/11	February	January 19th	January 26th
2/11	August	June 27th	July 4th

2011 ADVERTISING RATES

Full page	4.000 €	Outside front cover	12.500 €
2 - Page spread	7.500 €	Inside front cover	8.000 €
2 - Page advertorial	8.000 €	Inside front cover + page 1	10.000 €
Facing editorial/content	4.500 €	Outside back cover	10.500 €

CIRCULATION

PRINT RUN 7.000 COPIES FREE OF CHARGE ONLINE ACCESS TO THE MAGAZINE

• BY COUNTRY

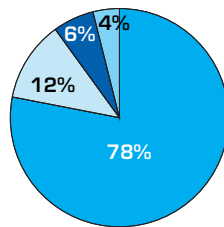
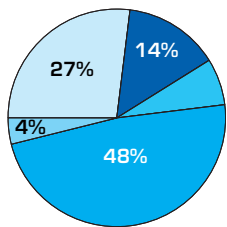
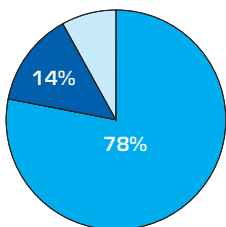
USA: 78%
Canada: 14%
Abroad: 8%

• BY CHANNEL

Subscriptions: 27%
Trade shows: 14%
Libraries and Bookshops: 7%
BSA* and VIP retailers** : 48%
Advertising purposes: 4%

• BY TARGET

Retailers: 78%
Brands: 12%
Fabric manufacturers: 6%
Other: 4%



* The Best of Intima Award nominees ** Key department store buyers



www.thebestofintima.com

The Best of Intima 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, 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)

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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

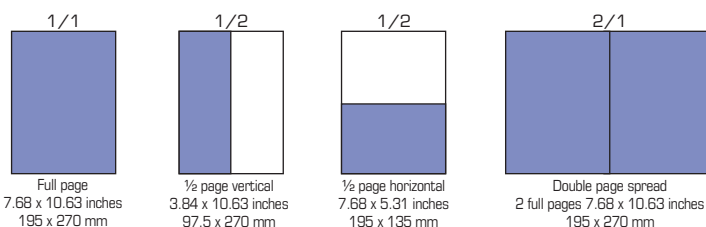
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