



# Linea intima

Italy's leading  
swimwear and lingerie  
trade magazine  
since 1957

Linea Intima can be found at the following trade shows

## Product

Salon International de la Lingerie (Paris)	Intima - Network Dessous stand
Prêt-à-porter (Paris)*	Distributor stand
CurvExpo (New York - Las Vegas)*	The Best of Intima - Network Dessous stand
Body Look (Düsseldorf)*	Sous - Network Dessous stand
Immagine Italia (Florence)*	Linea Intima - Network Dessous stand
Lingerie Americas (New York - Las Vegas)*	The Best of Intima - Network Dessous stand
BiancoCasa Mediterranea (Bari)*	Linea Intima - Network Dessous stand
Hong-Kong Mode Lingerie (Hong-Kong)	Intima - Network Dessous stand
SwimShow (Miami)	The Best of Intima - Network Dessous stand
Intimate London (London)	Underlines - Network Dessous stand
Punto & Seguido (Buenos Aires)	Punto & Seguido - Network Dessous stand
Lyon Mode City (Lyon)	Intima - Network Dessous stand
CPM Moscow (Moscow)*	Intima - Network Dessous stand
Lingerie Classique (Las Vegas)*	The Best of Intima - Network Dessous stand
Shanghai Mode Lingerie (Shanghai)	Intima Asia - Network Dessous stand

## Fabrics

Interfilière (Paris)	Intima - Network Dessous stand
Première Vision (Paris)*	Distributor stand
Fast (Verona)	Linea Intima - Network Dessous stand
Interfilière (Lyon)	Intima - Network Dessous stand
Milano Unica (Milan)*	Linea Intima - Network Dessous stand
MarediModa (Cannes-Hong Kong-Shanghai)	Intima - Network Dessous stand
IntimodiModa (Cannes)	Intima - Network Dessous stand

(\* ) Two annual editions



Subscription department  
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## GENERAL INFORMATION

<b>Publisher and editorial staff</b>	Pisani Editore Via Guglielmo Guintellino, 26 - 20143 Milan - Italy ph: (00 39) 02 89 15 93 73 fax: (00 39) 02 89 15 93 49 <a href="mailto:p.e@intimagroup.com">p.e@intimagroup.com</a> <a href="http://www.networkdessous.com">www.networkdessous.com</a>
<b>Network Dessous Group</b>	Linea Intima is part of this world-leading lingerie and swimwear trade press group that is represented by 10 magazines in 10 countries: Italy, France, Spain, Portugal, Germany, UK, Poland, USA, Argentina and Asia. <i>For more information:</i> <a href="http://www.networkdessous.com">www.networkdessous.com</a>
<b>Shop Scouting Worldwide</b>	Linea Intima launched the Shop Scouting Worldwide initiative, an international program that selects and presents new distribution concepts
<b>Main columns</b>	<i>Ambienti</i> , <i>Ambienti Novità</i> , european surveys, special reports, <i>Tendenze</i> and <i>What's Hot</i> , international reports, <i>Best Sellers</i> , <i>Club dell'Intimo Magazine</i> , catwalk updates, <i>Infotex</i> for upstream materials
<b>For all inquiries:</b>	<a href="mailto:p.e@intimagroup.com">p.e@intimagroup.com</a>

## DEADLINE DATES

Issue	Issue date	Purchase deadline	Final PDF/Cd-rom
1	January	14 Dec	21 Dec
2 - 3	April	22 Feb	29 Feb
4 - 5	June	12 May	19 May
6 - 7*	August	4 Jul	11 Jul
8 - 9**	October - November	12 Sep	19 Sep

\* Linea Intima and Linea Intima Mare (supplement entirely dedicated to swimwear)  
\*\* Linea Intima lingerie and beachwear fabrics

## ADVERTISING RATES 2008

Full page	4.000 €
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 €

5% SUPPLEMENT FOR RIGHT SIDE PAGE

## SPECS (TECHNICAL DATA)

### Application supported

- QUARK XPRESS version 6.1 and previous
- ADOBE PHOTOSHOP version CS2 and previous
- ADOBE ILLUSTRATOR version CS2 and previous
- ADOBE IN DESIGN version CS2 and previous
- FREEHAND version MX and previous
- ADOBE PAGEMAKER version 6.5 and previous

WE DO NOT ACCEPT ARTWORK GENERATED USING MICROSOFT OFFICE APPLICATIONS

### Storage media supported

- CD-ROM
- DVD for Macintosh

### Image Resolution

- For black & white and colour: 300 dpi
- For bitmap images: 1200/1400 dpi
- CMYK method
- PostScript fonts
- Image formats: EPS, TIFF, JPG at maximum quality compression
- Maximum density of 375

(profile EURO Offset pos U375 K85)

**IN THE EVENT THAT THE PRINT MATERIALS SENT DO NOT COMPLY WITH THE SPECIFIED REQUIREMENTS, SET FEES WILL BE CHARGED FOR PRODUCTION WORK:**

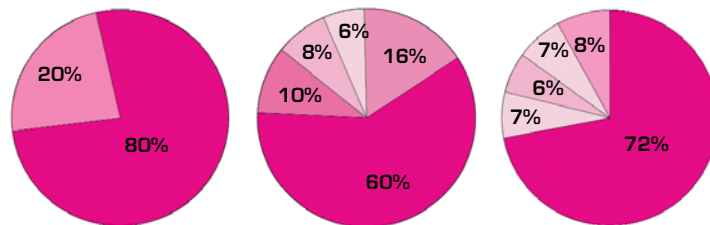
- CROMALIN REALIZATION: 30 EURO

## LINEA INTIMA IN FIGURES

Number of issues per year	Issue dates	Print run
5 issues + 4 supplements	January, April, June, August, October	Linea Intima 18,000 Supplements 18,000

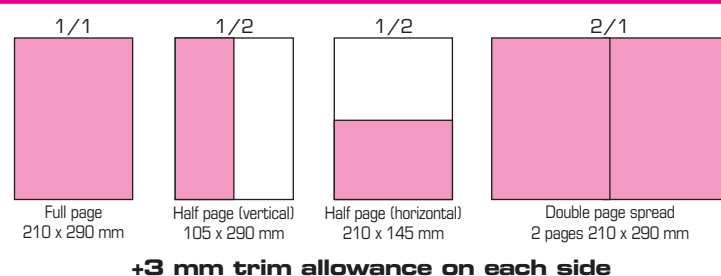
## CIRCULATION 2007

<b>• By geographic area</b>	<b>• By distribution type</b>	<b>• By readership (excl. kiosks)</b>
Italy and (It)	Subscriptions: 16%	Retailers*: 72%
Switzerland: 80%	Trade shows: 8%	Textile: 6%
Rest of the World: 20%	Libraries and Bookshops: 10%	Manufacturers: 7%
	Free copies: 60%	Buyers: 7%
	Voucher copies: 6%	Other: 8%



\* Linea Intima created the *Ambienti* section that regroups all of the sector's best shops and drives the *Club dell'Intimo*, a club that gathers the best shops selected by Linea Intima and, through the annual "*Le Stelle dell'Intimo*" contest, which is organised in collaboration with the sector's leading brands, selects the best-in-class on the market.

## SIZES



## 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](mailto:p.e@intimagroup.com)

## Materials required

In order to reduce conception time and avoid incurring extra costs for production work, you must send us the following:

1. a **digital storage media** containing all the elements required to create the advertisement page:
  - Hi-res photos (300dpi 210 x 290mm) **+3 mm trim allowance on each side**
  - Images and logos in CMYK (flat colours and Pantone colours must be converted to CMYK) (converted for **profile EURO Offset pos U375 K85**)
  - Fonts used
2. a **contract colour proof (calibrated for Euro Offset pos U375 K85 profile)**, using one of the following devices:
  - Cromalin
  - Iris
  - Kodak Approval

## 3. Delivery address:

Pisani Editore srl

Production

Via Guglielmo Guintellino, 26 - 20143 - Milan - Italy

Contact: [prod1@intimagroup.com](mailto:prod1@intimagroup.com) - [prod2@intimagroup.com](mailto:prod2@intimagroup.com)

- DIGITAL CONVERSION: 52 EURO
- DIGITAL SCAN: 103 EURO
- PAGE PRODUCTION: 155 EURO
- PHOTOGRAPHY WORK: FEES VARY ACCORDING TO REQUIREMENTS