

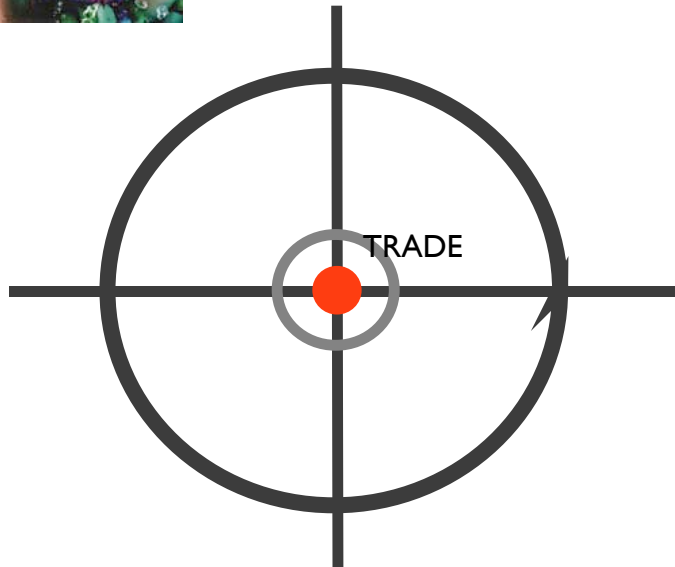
**CHICK INTIMATE CULT**  
**BUYER EDITION & CONSUMER EDITION**

**CHICK INTIMATE CULT NEW FORMATS**  
**CHARACTERISTICS AND OBJECTIVES**



# CHICK INTIMATECULT

2 BUYER EDITION



## OBJECTIVE :

PROVIDE ALL THE INFORMATION  
TO THE BUYER SO THAT THEY CAN MAKE  
“AN ACCURATE SELECTION” IN EACH SEASON

## CONTENT:

SPRING & SUMMER PREVIEW  
FALL & WINTER PREVIEW



# CHICK INTIMATECULT

3 CONSUMER EDITION



## OBJECTIVE:

MAXIMUM DIFFUSION FOR THE LABELS IN  
QUANTITATIVE AND QUALITATIVE WAY,  
PROMOTING THE BEST PRICE/DIFFUSION RELATION

## CONTENT:

SPRING & SUMMER + SAN VALENTINE  
BRIDES & SUMMER + BEACHWEAR  
WINTER & NEW YEAR



## CHARACTERISTICS OF EACH NEW FORMAT



### TRADE

Format  
MAGAZINE  
210 mm. X 290 mm.

ISSUE 2007  
N° 61 - AUGUST

### ORIENTATION

EDITION DEDICATED TO THE BUYER. ABSOLUTELY PROFESSIONAL. SUPPORT TO THE PRE-SALES TIME. PRESENTATION OF THE SUBJECTS PRESENTED BY THE LABELS IN THE SHOW-ROOMS (TRADE). EXCLUSIVELY LABELS THAT ARE TOTAL OR PARTIALLY) IN MULTIBRAND CHANNEL.

### CONTENT

DESCRIPTION OF THE COLLECTIONS PRESENTED BY THE LABELS. INFORMATION ABOUT THE COLORS, PATTERNS, THE MAIN TRENDS OF THE SEASON AND NEW FEATURES (TECHNIQUES).  
DEEP ARTICLES THAT EXPLAIN THE SECTOR DEVELOPMENT.

### DISTRIBUTION 3.000 UNITS - ESTIMATED DIFFUSION ABOUT 12.000 READERS IN EACH EDITION

BY SUBSCRIPTION AND DIRECT MAIL TO ALL THE PROFESSIONALS. PUBLIC SALE IN SELECTIONATED POINTS. PRESENCE AT FAIRS.



## CHARACTERISTICS OF EACH NEW FORMAT



### CONSUMER

Format  
COMPACT  
MAGAZINE  
148 mm. X 225 mm.

ISSUES 2007  
N° 60 - JUNE  
N° 62 - OCTOBER

### ORIENTATION

EDITION DEDICATED TO THE CONSUMER. LARGE DIFFUSION AND FREE DISTRIBUTION :  
PROMOTION MEDIUM OF INTIMATE FASHION. PRESENTATION OF SEASON COLLECTIONS FOR THE PUBLIC.  
FOCUS IN MAIN THEMES OF THE YEAR (SAINT VALENTINE, BRIDES, BEACHWEAR, NEW YEAR)

### CONTENT

INTIMATE FASHION, BEACHWEAR AND LEGWEAR EXPLAINED TO THE PUBLIC: FINAL CONSUMER.  
THE PRODUCTS, TRENDS AND LATEST FASHION. FASHION ARTICLES, HEALTH, CUSTOMS, LIFESTYLE, ETC., ALWAYS  
CONNECTED TO ALL THE SECTOR

**DISTRIBUTION OF 15.000 UNITS - ESTIMATED DIFFUSION ABOUT 60.000 READERS IN EACH EDITION**

**FREE DISTRIBUTION** IN SELECTIVE POINTS: THE MOST TRENDY POINTS (250X50); SELECTIONATED RETAIL,  
DIRECT MAIL VIPS AND PROFESSIONAL DATA-BASE OF CHICK INTIMATE CULT

# MEDIA DATA 2008

## LISTING PRICES



### CHICK INTIMATE CULT – BUYER EDITION

1/1	1 PAGE	€ 2.100
1/2	1 DOUBLE PAGE	€ 3.100
I COVER	SPECIAL CONTRACT	
II COVER		€ 2.350
III COVER		€ 2.350
IV COVER	(with editorial approval)	€ 3.100

#### SPECIAL POSITIONS:

1 <sup>ERST</sup> PAGE / FACING EDITO / FACING CONTENTS	€ 2.450
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### CHICK INTIMATE CULT – CONSUMER EDITION

1/1	1 PAGE	€ 2.450
1/2	1 DOUBLE PAGE	€ 3.950
I COVER	SPECIAL CONTRACT	
II COVER		€ 3.000
III COVER		€ 3.000
IV COVER	(with editorial approval)	€ 4.500

#### SPECIAL POSITIONS:

1 <sup>ERST</sup> PAGE / FACING EDITO / FACING CONTENTS	€ 2.940
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RESERVED POSITION + 20%  
PRICES: VAT NOT INCLUDED

## ADVERTISING CALENDAR 2008

ISSUES	EDITION	DEADLINES	COLLECTIONS
1/08 N° 63 FEBRUARY 08	CONSUMER	18/01/2008	S/S 2008
2/08 N° 64 FEBRUARY 08	BUYER	08/02/2008	PREVIEW A/W 08/09
3/08 N° 65 MAY 08	CONSUMER	05/05/2008	SUMMER 2008
4/08 N° 66 AUGUST 08	BUYER*	21/07/2008	PREVIEW S/S 2009
5/08 N° 67 OCTOBER 08	CONSUMER*	22/09/2008	A/W 08/09

\* Issues present at the internationsl fairs

## DISTRIBUTION

CONSUMER EDITION	15.000 (free distribution in the most trendy points)
BUYER EDITION	3.000 (subscriptions and direct mail to all professionals data-base)

## SIZES

