

INTIMA ASIA

The luxury lingerie magazine for China and the Pacific area

Linea Intima Asia 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
Imagine 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 services
subscription.world@intimagroup.com

GENERAL INFORMATION

Publisher	Pisani Editore Via Guglielmo Guintellino 26 20143 Milan - Italy ph.: +39 (0)2.89.15.93.73 fax: +39 (0)2.89.15.93.49
Network Dessous Group	Linea Intima Asia is part of the Network Dessous Group - leading lingerie and swimwear trade press group that is present in France, Italy, Germany, Spain, UK, Portugal, Poland, USA, Argentina and Asia. <i>Website:</i> www.networkdessous.com
Shop Scouting Worldwide	Linea Intima Asia launched the Shop Scouting Worldwide initiative, an international program that selects and presents new distribution concepts
Main columns	<i>Shop Scouting Worldwide, Newer Notables</i> , exclusives, shopping, international reports, designer catwalks and <i>Infotex</i> for fabrics and yarns.

• For all inquiries: lia@intimagroup.com

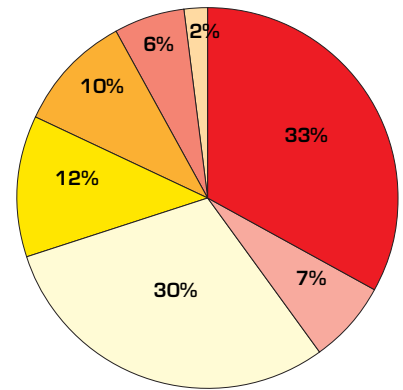
LINEA INTIMA ASIA IN FIGURES

Number of issues per year	Issue dates	Print run
2 issues	March, October	Linea Intima Asia 7.000

CIRCULATION 2007

• By geographical area

Mainland China:	33%	■
South Korea:	7%	■
Hong Kong:	30%	■
Japan:	12%	■
Taiwan/Singapore:	10%	■
Thailand:	6%	■
Others:	2%	■



* Linea Intima Asia participates in the **Shop Scouting Worldwide** program, which presents the most beautiful and interesting shops through an annual section.

DEADLINE DATES

Issue	Issue Date	Purchase Deadline	Final PDF/cd-rom
1	March	01 Feb	10 Feb
2	October	22 Sept	29 Sept

SIZES

1/1 Full page 210 x 290 mm	2/1 Double page spread 420 x 290 mm	2/1 Double page spread (*) 2 pages 210 x 290 mm
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+3 mm trim allowance on each side

* A double page advertorial (left page text and images created by you and arranged by our graphics team; right page advertisement) is a unique way to present your company and products.

ADVERTISING RATES 2008

Full page	4,000 €
Front cover	10,000 €
Inside front cover (+ Page 1)	8,000 €
Outside back cover	8,000 €
Facing editorial or contents page	4,400 €
Double page spread	7,500 €
Double advertorial page	7,500 €

ADVANCED PAYMENT IS REQUIRED

For all inquiries: lia@intimagroup.com

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)

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 - prod2@intimagroup.com

MATERIAL WITHOUT THE REQUESTED SPECIFIC REQUIREMENTS, WILL HAVE AN EXTRA COST FOR TRANSPPOSITION WORK:

- CROMALIN REALIZATION: 30 EURO

- DIGITAL CONVERSION: 52 EURO
- DIGITAL SCAN: 103 EURO
- PAGE PRODUCTION: 155 EURO
- CORRECTION OF PHOTOGRAPHS: TO BE DEFINED EACH USE