



# The best of Intima

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

The Best of 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
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](mailto:subscription.world@intimagroup.com)

## GENERAL INFORMATION

<b>Publisher</b>	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
<b>Network Dessous Group</b>	The Best of Intima 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> <a href="http://www.networkdessous.com">www.networkdessous.com</a>
<b>Shop Scouting Worldwide</b>	The Best of Intima launched the Shop Scouting Worldwide initiative, an international program that selects and presents new distribution concepts
<b>Main columns</b>	<i>Shop Scouting Worldwide, Newer Notables</i> , cover story, exclusives, shopping, international reports, designer catwalks and <i>Infotex</i> for fabrics and yarns.
<b>For all inquiries:</b>	<a href="mailto:boi@intimagroup.com">boi@intimagroup.com</a>

## DEADLINE DATES

Issue	Issue Date	Purchase Deadline	Final PDF/Cd-rom
1	February	15 Dec	22 Dec
BOI'S Preview	July	09 Jun	16 Jun
2	August	24 Jun	30 Jun

## ADVERTISING RATES 2008

Full page	4,000 €
Front cover	12,500 €
Inside front cover (+ Page 1)	10,000 €
Outside back cover	10,500 €
Facing editorial or contents pages	4,500 €
Double page spread	7,500 €
Double advertorial page	7,500 €

## 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)

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

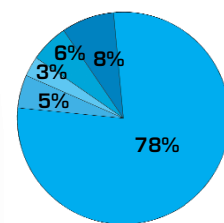
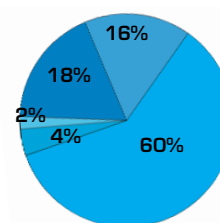
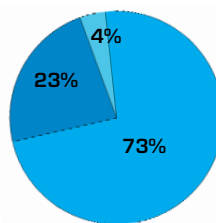
- CROMALIN REALIZATION: 30 EURO

## THE BEST OF INTIMA IN FIGURES

Number of issues per year	Issue dates	Print run
2 issues + 1 supplement <i>BOI'S Swimwear Preview</i>	February, August <i>BOI'S Preview</i> supplement (July)	The Best of Intima 7.000 <i>BOI'S Preview</i> 3.000

## CIRCULATION 2007

<b>• By geographical area</b>	<b>• By distribution type</b>	<b>• By readership</b>
USA: 73%	Subscriptions: 2%	Retail*: 78%
Canada: 23%	Trade shows: 18%	Fabric manufacturers: 3%
Abroad: 4%	Libraries and Bookshops: 16%	Manufacturers: 8%
	Free subscription: 60%	Buyers: 6%
	Advertising purposes: 4%	Other: 5%



\* The Best of Intima is the origin of the column "Best Shop Awards", national yearly contest. The most prestigious brands collaborate with The Best of Intima to discover and select the best commercial concepts worldwide.

## SIZES

1/1 	2/1 	2/1 
Full page 210 x 290 mm	Double page spread 420 x 290 mm	Double page spread (*) 2 pages 210 x 290 mm

**+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.

## 5% SUPPLEMENT FOR RIGHT SIDE PAGE

For all inquiries: [boi@intimagroup.com](mailto:boi@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
- CORRECTION OF PHOTOGRAPHS: TO BE DEFINED EACH USE