



Linea intima

Italy's leading
lingerie and swimwear
magazine
since 1957

LINEA INTIMA CAN BE FOUND AT THESE TRADESHOWS

Bodywear (Mumbai - India)	Intima Asia/Network Dessous booth
Cabana (Miami - USA)	The Best of Intima/Network Dessous booth
Cabana (California - USA)	The Best of Intima/Network Dessous booth
CurveNY (New York - USA)	The Best of Intima/Network Dessous lounge
Curve@Magic (Las Vegas - USA)	The Best of Intima/Network Dessous booth
Fimast (Montichiari (BS) - Italy)	Linea Intima/Network Dessous lounge
Galleria Intima (New Delhi - India)	Intima Asia/Network Dessous booth
Hammock (Miami - USA)	The Best of Intima/Network Dessous booth
Immagine Italia (Florence - Italy)	Linea Intima/Network Dessous lounge
Interfilière Hong Kong (Hong Kong - China)	Intima Asia/Network Dessous booth
Interfilière (New York - USA)	The Best of Intima/Network Dessous lounge
Interfilière (Paris - France)	Intima/Network Dessous lounge
Interfilière Shanghai (Shanghai - China)	Intima Asia/Network Dessous booth
International Textil Fair (Dubai - UAE)	Intima Asia/Network Dessous booth
Lingerie Show-Forum (Moscow - Russia)	Intimoda/Network Dessous booth
Lingerie Fashion Week (New York - USA)	The Best of Intima/Network Dessous booth
Mare d'Amare (Florence - Italy)	Linea Intima/Network Dessous lounge
MarediModa (Cannes - France)	Intima/Network Dessous lounge
MCFashionWeek (Monte Carlo - Monaco)	Intima/Network Dessous booth
Milano Fashion Week (Milan - Italy)	Linea Intima/Network Dessous booth
Milano Prêt-à-Porter (Milan - Italy)	Linea Intima/Network Dessous booth
Milano Unica (Milan - Italy)	Linea Intima/Network Dessous booth
Moda Lingerie (Birmingham - UK)	Underlines/Network Dessous booth
Mode City (Paris - France)	Intima/Network Dessous lounge
Mode Lingerie & Swim Moscow (Moscow - Russia)	Intimoda/Network Dessous lounge
Première Vision (Paris - France)	Intima/International Press booth
Pure London (London-UK)	Underlines/Network Dessous booth
Riviera (Cannes - France)	Intima/Network Dessous lounge
Salon International de la Lingerie (Paris - France)	Intima/Network Dessous booth
SIUF (Shenzhen - China)	Intima Asia/Network Dessous lounge
Super (Milan - Italy)	Linea Intima/Network Dessous booth
Supreme Body & Beach (Munich - Germany)	Network Dessous booth
Swim Collective Trade Show (Huntington Beach - CA - USA)	The Best of Intima/Network Dessous booth
SwimShow (Miami - USA)	The Best of Intima/Network Dessous booth
Textilegprom (Moscow - Russia)	Intimoda/Network Dessous booth
TMC (Zurich - Switzerland)	Network Dessous booth
White (Milan - Italy)	Linea Intima/Network Dessous booth

GENERAL INFORMATION

Linea Intima

Linea Intima is the leading lingerie and swimwear magazine in Italy with extensive national coverage. Amongst its exclusive content, a number of columns have become a main point of reference for industry professionals: **Ambienti** presents the most beautiful boutiques worldwide as well as new store openings; **What's Hot** unveils the season's hottest trends and our exclusive **Dossier** reports offer hundreds of interviews from professionals in the field.

Linea Intima is also involved in the **Shop Scouting WorldWide** program through which the 10 magazines in our press group identify over 200 exclusive stores from around the world, documenting them through interviews and pictures and discovering current areas for development in the trade industry.

The magazine manages "**Le Stelle dell'Intimo**" the Best Italian Shop Contest which, together with a jury of top brands, recognizes the most innovative stores in Italy. The annual competition defines the *crème de la crème* of these stores and honors them during an exclusive Gala evening which has become one of the most exclusive events within the field. The success of the Italian competition has led to the event being introduced abroad and now takes place in Germany, the UK, the USA and France.

Shop Scouting WorldWide

SSWW is a global retail scouting program which aims to discover and present **the most prestigious lingerie and beachwear shops from around the world**. Launched in 2000, SSWW is now well-established thanks to the support of the other magazines in the **Network Dessous** press group and the collaboration of an international network of **Shop Hunters**. The selected stores are recognized for their innovation, style and individuality, identified by **four categories: Concept Stores, Reference Shops, Personal Touch Shops and Brand Names Shops**.

ssww@intimagroup.com

The Network Dessous Group

Linea Intima is part of the number one press group Network Dessous, which publishes 10 international magazines specializing in the intimate apparel and beachwear business.

www.networkdessous.com

2016 ISSUE DATES

ISSUE	RELEASE DATE	ADVERTISEMENT CONFIRMATION	ARTWORK DEADLINE
1/16 (355)	January 20 th	10/12/2015	15/12/2015
3/16 (357)	April 4 th	11/03/2016	18/03/2016
5/16 (359)	July 6 th	14/06/2016	21/06/2016
7/16 (361)	September 20 th	01/09/2016	07/09/2016
9/16 (363) EXTRA	November 1 st	10/10/2016	17/10/2016

Linea Intima issue numbers 2, 4, 6 and 8 are "trendsletters" and do not contain advertising

ADVERTISING RATES 2016

Full page	4,100 €
Half page (vertical or horizontal)	2,500 €
Outside front cover	12,500 €
Inside front cover + page 1	10,000 €
Outside back cover	10,500 €
Facing editorial/content page	5,000 €

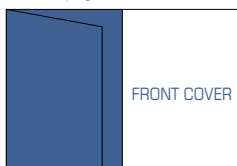
Other services available:

- Offprints on 150 gram paper or higher (minimum 4 pages)
- Production of single-sponsored supplements (Gli Speciali di Linea Intima), included with the main issue
- Inclusion of advertising inserts

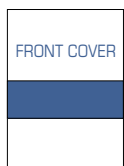
For all inquiries and rates: p.e@intimagroup.com

AD-SPECIAL

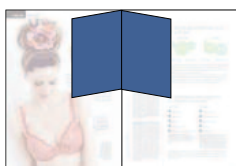
▶ Multi-page cover



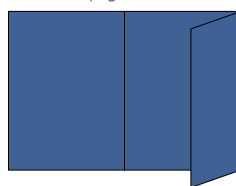
▶ Banderole



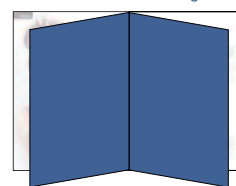
▶ Pull-out supplement



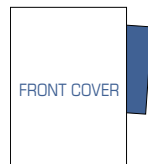
▶ Fold-out page



▶ Booklet within the magazine



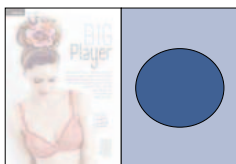
▶ Supplement



▶ Bookmark



▶ Mix & Match-Disc



Rates for AD eMag specials (such as pull-out supplement, adhesive label, video clip etc.) on request.

CIRCULATION

PRINT RUN 14,000 COPIES

• BY COUNTRY

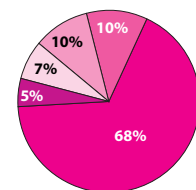
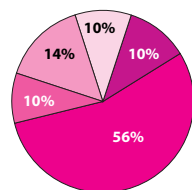
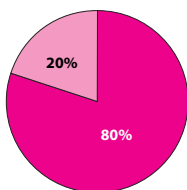
Italy and (It) Switzerland:	80%
Rest of the World:	20%

• BY CHANNEL

Subscriptions:	14%
Trade shows:	10%
Libraries and Bookshops:	10%
Free copies:	56%
Voucher copies:	10%

• BY TARGET

Retailers:	68%
- Top lingerie boutiques (from the Stelle dell'Intimo and Shop Scouting Worldwide) and Top Pap	16%
- Luxury boutiques	20%
- High-end boutiques	25%
- Middle-end boutiques	40%
Fabric/textile manufacturers:	5%
Producers:	7%
Buyers:	10%
Other:	10%



www.lineaintima.net



Linea Intima ONLINE

To include a link to your website or an e-mail address on the online edition, be sure to include it in the advertising page you send us.

TECHNICAL REQUIREMENTS

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 in high resolution, 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)

FILES GENERATED WITH MICROSOFT OFFICE APPLICATIONS ARE NOT ACCEPTED

Should material sent not conform to the specifications requested we cannot guarantee the quality of the print and will not be held responsible thereof.

Please note, you will be charged for any additional work:

- Cromalin realization **15 €**
- Insertion of logos end photos **50 €**
- Page production **150 €**

SUBMISSION OF MATERIAL

CD or DVD plus color proof to be sent 25 days before each publication date to



by mail

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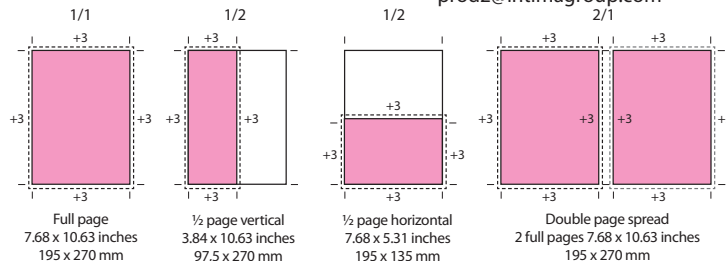


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trim margin on each side and position/bleed marks