

Intimo

più mare

media kit 2010

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editorial programme

1 _ 20 January

- Intimate apparel a-w 2010/11 preview
- Intimate apparel s-s 2010 collections

2 _ 28 February

- Intimate apparel a-w 2010/11
- Men's special - a-w 2010/11 collections
- Intimate apparel and beachwear s-s 2010 collections
- Exhibitions final report • Fashion shows special
- Focus fibre - Fabrics, fibres and accessories s-s 2011

3 _ 30 June

- Special beachwear - s-s 2011 preview
- Preview - Intimate apparel s-s 2011 collections
- Intimate apparel a-w 2010/11 collections

4 _ 1st September

- Special beachwear s-s 2011
- Intimate apparel s-s 2011 collections
- Intimate apparel a-w 2010/11 collections

5 _ 15 November

- Intimate apparel s-s 2011 collections
- Continuous foundation-garment special
- Special beachwear cruise
- Christmas 2010 special • Exhibitions final report • Fashion shows special
- All the designer fashion shows from the fashion capitals
- Focus fibre - Fabrics, fibres and accessories a-w 2011/12

Supplement:

BEACHWEAR
ON STAGE



PRESS RUN: 5000 copies

Special issue for
MARE DI MODA, Cannes
November 25-27

TECHNICAL SPECIFICATIONS

PRESS RUN:
15,000 copies

FULL PAGE:
mm 195 x 275 + 3 trim per side

DOUBLE PAGE:
2 single pages

FREQUENCY:
5 issues per year

PRINTING PROCEDURE:
offset

BINDING METHOD:
perfect bound - tread sewing

ADVERTISING MATERIAL:
PDF high resolution
(registered in composite, register mark,
centred within the set up dimensions
mm 215 x 295). Add color proof

EDITORIAL FEATURES:
images must be in high resolution
(300 dpi), cmyk (no rgb), f
ile in eps/tif/jpg

- Do not use Pantoni; instead, convert everything into 4 color
- Text, credits and logos at least 10 mm from the bordered format

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(if the material should be over 10 MB
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INTERNATIONAL FAIRS:

S.I.L. - Interfilière, Paris • Body Look mit bodytex, Düsseldorf • Immagine Italia & Co., Florence • The Harrogate Lingerie & Swimwear Exhibition, Harrogate • Mare d'Amare, Florence • Mode City/Interfilière, Paris • Mare di Moda, Cannes • MilanoUnica, Milan

EDITORIALE MODA SRL

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Aosta	27	31	L'Aquila	18	40	Liguria		544
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Milan	257	83	Pescara	65	30	Savona	35	80
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Brescia	85	32	Rieti	28	14	Terni	40	28
Cremona	25	40	Frosinone	25	75	Sardinia		231
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Mantova	37	27	Calabria		324	Sassari	31	65
Lecco	24	27	Reggio Calabria	35	41	Nuoro	10	27
Lodi	21		Cosenza	31	45	Oristano	11	6
Trentino A. A.		188	Catanzaro	16	73	Campania		641
Trento	38	41	Crotone	17	22	Neaples	177	156
Bolzano	43		Vibo Valentia	15	29	Caserta	27	59
Friuli V.G.		302	Puglia		772	Benevento	24	16
Trieste	85	28	Bari	101	204	Avellino	20	29
Pordenone	22	82	Foggia	67	126	Salerno	46	87
Udine	36	25	Brindisi	22	53	Marche		372
Gorizia	14		Lecce	36	77	Ancona	54	69
Tuscany		1.127	Taranto	40	46	Pesaro	30	48
Florence	163	48	Sicily		628	Macerata	16	42
Pistoia	36	58	Palermo	98	36	Ascoli Piceno	22	91
Arezzo	45	60	Trapani	13	27	Basilicata		65
Siena	30	47	Agrigento	13	32	Potenza	12	22
Massa Carrara	17	71	Caltanissetta	12	15	Matera	19	12
Lucca	25	75	Enna	8	14	Molise		52
Pisa	39	60	Catania	71	87	Campobasso	16	28
Livorno	60	60	Siracusa	33	38	Isernia	3	5
Grosseto	53	30	Ragusa	19	30			
Prato	67		Messina	40	42			