

Intimo

più mare

media kit 2012

Ad page formats

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editorial programme

1 _ 20 January

- Intimate apparel a-w 2012/13 preview
- Intimate apparel s-s 2012 collections

2 _ 28 February

- Intimate apparel a-w 2012/13 • **Night- and loungewear SPECIAL**
- **Men's SPECIAL** - a-w 2012/13 collections
- Beachwear 2012 collections
- Exhibition final reports
- **Focus fibre** - Fabrics, fibres and accessories s-s 2013

3 _ 1 July

- **Beachwear SPECIAL** - 2013 preview
- Intimate apparel s-s 2013 preview
- Intimate apparel a-w 2011/12 collections
- All the designer fashion shows from the fashion capitals

4 _ 1 September

- **Beachwear SPECIAL** - 2013 preview
- Intimate apparel s-s 2013 collections
- Exhibition final reports
- **Focus fibre** - Fabrics, fibres and accessories a-w 2013/14

5 _ 15 November

- Intimate apparel s-s 2013 collections
- **Continuous foundation-garment SPECIAL**
- All the designer fashion shows from the fashion capitals
- **Christmas 2012 SPECIAL**

Supplement:

BEACHWEAR
ON STAGE



PRESS RUN: 5000 copies

Special issue for
MARE DI MODA, Cannes
November 2012

TECHNICAL SPECIFICATIONS

PRESS RUN:
13,000 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), file 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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EDITORIALE MODA SRL

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world circulation

total 2.082

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Belgium	170	Japan	34	South Africa	17
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Canada	16	Greece	20	Sweden	43
China - Hong Kong	32	India	16	Switzerland	108
Corea	18	Ireland	12	Taiwan	20
Denmark	21	Mexico	12	Turkey	11
Finland	12	Norway	16	USA	96
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circulation in Italy

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region	town	province	region	town	province	region	town	province
Piedmont	774		Veneto	839		Emilia Romagna	910	
Turin	190	153	Venice	73	99	Bologna	131	85
Cuneo	19	68	Treviso	34	90	Piacenza	35	23
Vercelli	21	36	Belluno	21	31	Modena	55	71
Asti	27	22	Padova	64	84	Reggio Emilia	41	44
Alessandria	27	60	Vicenza	40	101	Parma	53	40
Novara	24	35	Verona	65	89	Ferrara	35	35
Biella	16	28	Rovigo	21	27	Forli	30	36
Verbania	18	30	Abruzzi	280		Ravenna	33	71
Valle d'Aosta	58		L'Aquila	18	40	Rimini	38	64
Aosta	27	31	Teramo	22	47	Liguria	489	
Lombardy	1.225		Pescara	55	30	Genova	126	81
Milan	217	152	Chieti	20	48	Savona	35	70
Varese	31	82	Lazio	822		Imperia	20	71
Como	40	51	Rome	259	232	La Spezia	46	40
Sondrio	14	31	Viterbo	30	50	Umbria	195	
Bergamo	55	83	Rieti	28	14	Perugia	40	92
Brescia	65	96	Frosinone	25	65	Terni	35	28
Cremona	25	32	Latina	38	81	Sardinia	205	
Pavia	32	40	Calabria	292		Cagliari	39	36
Mantova	37	43	Reggio Calabria	28	41	Sassari	31	45
Lecco	24	27	Cosenza	31	40	Nuoro	10	27
Lodi	21	27	Catanzaro	16	53	Oristano	11	6
Trentino A. A.	177		Crotone	17	22	Campania	571	
Trento	38	60	Vibo Valentia	15	29	Neaples	153	136
Bolzano	38	41	Puglia	680		Caserta	27	59
Friuli V.G.	282		Bari	94	174	Benevento	24	16
Trieste	65	10	Foggia	47	101	Avellino	20	29
Pordenone	22	28	Brindisi	22	53	Salerno	40	67
Udine	36	82	Lecce	36	67	Marche	348	
Gorizia	14	25	Taranto	40	46	Ancona	44	65
Tuscany	1.075		Sicily	573		Pesaro	30	48
Florence	141	83	Palermo	78	36	Macerata	16	42
Pistoia	36	48	Trapani	13	27	Ascoli Piceno	22	81
Arezzo	40	58	Agrigento	13	32	Basilicata	65	
Siena	30	55	Caltanissetta	12	15	Potenza	12	22
Massa Carrara	17	47	Enna	8	14	Matera	19	12
Lucca	25	71	Catania	61	67	Molise	52	
Pisa	39	75	Siracusa	33	33	Campobasso	16	28
Livorno	50	60	Ragusa	19	30	Isernia	3	5
Grosseto	53	60	Messina	40	42			
Prato	57	30						