

BodyWares^{international}

FABRICS • ACCESSORIES • STRATEGY TRENDS FOR INTIMATE APPAREL + BEACH + HOSIERY + FITNESS + DANCE

media kit 2010

Ad page formats

Double page	€	6,265.00
Single page	€	4,475.00
Half page (horizontal or vertical)	€	2,355.00
Quarter page	€	1,490.00

Preferred positions

Inside front cover	€	5,595.00
Inside back cover	€	5,145.00
Back cover	€	5,595.00
Special colours	€	5,370.00
Guaranteed right-hand page	€	5,150.00

Quantity discounts

Advertising in 2 consecutive issues	5% discount
Advertising in 3 consecutive issues	10% discount
Advertising in 4 consecutive issues	15% discount

editorial programme

8 January

Trends for S-S 2011 intimate apparel and beachwear fabrics

- Collections, fabrics and accessories news
- Reportage from the main fairs
- Special on designer fashion shows

30 July

Trends for A-W 2011/12 intimate apparel fabrics

- Collections, fabrics and accessories news
- Reportage from the main fairs
- Special on designer fashion shows

TECHNICAL SPECIFICATIONS

PRESS RUN:

8,000 copies

FULL PAGE:

mm 195 x 275 + 3 trim per side

DOUBLE PAGE:

2 single pages

FREQUENCY:

2 issues per year

PRINTING PROCEDURE:

offset

BINDING METHOD:

perfect bound

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

If the material supplied does not comply with the above technical data, we will not accept any objection regarding the printing quality.

DELIVERY OF MATERIAL:

25 days prior to publishing date to:

Editoriale Moda srl

via Giardini, 476/N - 41124 Modena - Italy
tel. +39 059342001 - fax +39 059351290

or e-mail to:

fventuri@editorialemoda.com

(if the material should be over 10 MB contact us for transmit with FTP)

INTERNATIONAL FAIRS directly or through distributors:

S.I.L. - Interfilère, Paris • Body Look mit bodytex, Düsseldorf • Imagine Italia & Co., Florence • Indigo, Paris • The Harrogate Lingerie & Swimwear Exhibition, Harrogate • Mare d'Amare, Florence • Sun & Swim London, London • Salão Lingerie Brasil 2008, São Paulo • Mode City/Interfilère, Paris • Mare di Moda, Cannes • MilanoUnica, Milan • Hong Kong Fashion Week, Hong Kong • Mod'Amont, Paris • Première Vision, Paris • Interstoff Asia Essentials, Hong Kong • Filo, Milan • InterTextile, Shanghai • Intimate World Asia, Singapore • MilanoVendeModa, Milan • White!, Milan • Touch_Neozone_Cloudnine, Milan • Pitti Immagine Uomo, Florence • Pitti Immagine Filati, Florence • Prêt-à-porter, Paris

EDITORIALEMODA SRL

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PRESS RUN = 8,000 copies

WORLDWIDE DISTRIBUTION = 100%

EUROPE	64%	CANADA	2%
EASTERN EUROPE	2%	SOUTH AMERICA	5%
JAPAN	3%	OCEANIA	2%
SOUTH-EAST ASIA	4%	AFRICA	2%
OTHER ASIAN COUNTRIES	4%	MIDDLE EAST	1%
USA	8%	OTHERS	3%

EUROPEAN DISTRIBUTION = 100%

GREAT BRITAIN	4,10%	SWITZERLAND	2,00%
GERMANY	9,40%	BELGIUM	2,20%
FRANCE	30,10%	SCANDINAVIA	1,01%
SPAIN	10,60%	TURKEY	3,11%
ITALY	27,40%	CYPRUS	0,05%
HOLLAND	1,20%	GREECE	2,31%
PORTUGAL	1,10%	EASTERN EUROPE AND OTHERS	4,07%
AUSTRIA	1,35%		

DISTRIBUTION BY PRODUCT CATEGORY = 100%

Producers of lingerie and intimate apparel	52,10%	Producers of hosiery	3,00%
Producers of swimwear	30,50%	Mass formats	2,50%
Producers of fitness-, dance- & sportswear	3,50%	Fabrics, yarns, accessories	8,40%

READER TITLE = 100%

Owners, presidents, managing directors	30,50%	Sales managers, marketing managers	12,00%
Vice-directors	16,50%	Others (head buyers, PR managers)	8,00%
Designers, art directors, stylists	33,00%		

READER DIVISION = 100%*

Executive office, administration dept.	45,00%	Purchase dept.	49,00%
Marketing, Products office	55,00%	Design dept.	41,00%
Sales dept.	22,00%	Production, Collection office	39,00%

* The total does not equal 100 as the readers may belong to more than one category