

BEACHWEAR

ON STAGE

media kit 2010

Ad page formats

Single page	€	2.000,00
2 contiguous right pages	€	3.300,00
Double page	€	3.000,00

Preferred positions

Front cover (granted only if 8 or more pages are purchased during the year)	€	7.750,00
Front cover (inside) + first page	€	4.000,00
Back cover (inside)	€	2.500,00
Back cover	€	4.150,00

editorial programme

25 Novembre

- Designers' beachwear 2011 collections from the mail fashion shows:

_ MILAN	_ BERLIN
_ PARIS	_ BURGOS
_ LONDON	_ VALENCIA
_ MADRID	_ LOS ANGELES
_ NEW YORK	_ RIO DE JANEIRO
_ MIAMI	_ SÃO PAULO
_ COPENHAGEN	_ GRAN CANARIA

- Special beachwear fabrics
- _ Summer 2012 preview

PRESS RUN: 5,000 copies

DISTRIBUTION:

- 2,380 beachwear producers worldwide
- 789 international designers
- 318 international BUYERS
- 1,500 issues distributed at fashion fairs

INTERNATIONAL FAIRS:

S.I.L. - Interfilière, Paris • Immagine 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/Interfilière, Paris • Mare di Moda,
Cannes • MilanoUnica, Milan • Hong Kong Fashion Week, Hong Kong

TECHNICAL SPECIFICATIONS

FULL PAGE:

mm 195 x 275 + 3 trim per side

DOUBLE PAGE:

2 single pages

FREQUENCY:

1 issue 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:

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or e-mail to:

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