

Maglieria Italiana

media kit 2011

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We make estimates for fashion features

Special prices

2 editions: 5% • 4 editions: 10%

editorial programme

1 _ 10 February

- A-W 2011/12 collection preview
- S-S 2011 collections
- **A-W 2011/12 fashion shows**
- Yarns Special: S-S 2012 collections

2 _ 10 May

- A-W 2011/12 collection preview
- S-S 2011 collections
- **A-W 2011/12 fashion shows**

3 _ 10 September

- A-W 2011/12 collections
- S-S 2012 collection preview
- **S-S 2012 fashion shows**
- Yarns Special: A-W 2012/13 collections

4 _ 10 November

- S-S 2012 collections
- A-W 2011/12 collections
- **S-S 2012 fashion shows**

TECHNICAL SPECIFICATIONS

PRESS RUN:

10,500 copies

FULL PAGE:

mm 195 x 275 + 3 trim per side

DOUBLE PAGE:

2 single pages

FREQUENCY:

4 issues per year

PRINTING PROCEDURE:

offset

BINDING METHOD:

perfect bound - tread sewing

ADVERTISING MATERIAL:

PDF high resolution
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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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Maglieria Italiana

readership

Maglieria Italiana is distributed all over the world to international buyers, department stores, wholesalers, importers, **boutiques and specialized shops**, trade exhibitions.

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Liguria	384	92	Ravenna	67	16	Salerno	124	22
Genova	219	49	Rimini	88	22	Puglia	461	120
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Milan	576	141	Siena	22	9	Taranto	41	10
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