

# CRÉATIONS

lingerie

INTERNATIONAL

—  
**ADVERTISING  
RATES  
2012**  
—

—  
**Corsetry  
Loungewear  
Hosiery  
Beachwear  
Men  
Textile**  
—

Valisère - summer 2012

# CRÉATIONS lingerie INTERNATIONAL

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**ONE ISSUE = INTERNATIONAL PRESENCE GUARANTEED**  
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- Créations Lingerie offers the most complete, clear and reliable information on tendencies and evolution of the lingerie market.
- Créations Lingerie is present on major international trade shows: Salon International de la Lingerie, Mode City, Interfilère, Hong Kong Mode Lingerie, Shanghai Mode Lingerie, Curve NYC et LasVegas, Miami SwimShow, PremièreVision Paris, Mare Di Moda Cannes...
- Circulation: 12 000 copies / issue.
- One website: [www.creations-lingerie.com](http://www.creations-lingerie.com).

## EDITORIAL SCHEDULE

- **Mid-January:** issue dedicated to SIL and corsetry, The Best of Summer 2011, a special feature on the American market.
- **Mid-April:** Corsetry collections Autumn-Winter 2012-2013 follow-up, preview Winter 2013 textile collections.
- **Mid-July:** issue dedicated to Mode City and beachwear, Collections Summer 2013, Best of Winter 2012, special feature on the American market.
- **Mi-October:** Beachwear and Corsetry Summer 2013 follow-up, preview Summer 2014 textile collections. Special feature on Asia and Shanghai Mode Lingerie / Interfilère Shanghai.

and in every issue: product novelties, best of, shops in sight, textile collections, Asian sourcing, men's underwear, loungewear, hosiery, CNDL (National Chamber of Lingerie Retailers)...

## STANDARD PAGES

|  |   |   |  |  |  |
|--|---|---|--|--|--|
|  | <b>Page</b><br>230x300 mm<br>+5 mm<br>5 400 € |  | <b>Double page</b><br>460x300 mm<br>+5 mm<br>7 900 € |  | <b>1/2 page</b><br>200x135 mm<br>115x300 mm<br>3 400 € |
|--|---|---|--|--|--|

## PREFERENTIAL PAGES (WEB INCLUDED)

|  |          |                                     |          |
|--|----------|-------------------------------------|----------|
| Front cover  | 16 700 € | Back cover                          | 14 200 € |
| Inside front cover + 1 <sup>st</sup> right hand page | 16 300 € | Bookmark                            | 8 600 €  |
| Front flap (4 visuals)                               | 24 900 € | Pages 5, 7, 9                       | 8 300 €  |
| Inside back cover                                    | 9 900 €  | Web Page                            | 1 200 €  |
| Back flap (3 visuals)                                | 15 400 € | Information ad : fees for composing | 500 €    |

Special booklets, reports : contact us

# ANNUAIRE

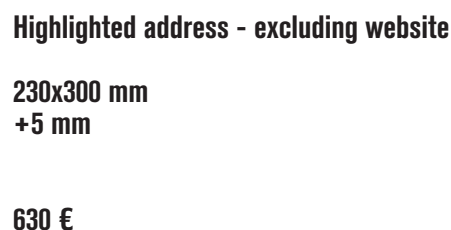
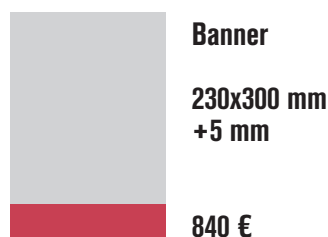
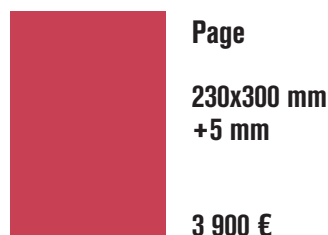
by CRÉATIONS  
lingerie

## LINGERIE DIRECTORY 2011-2012

- The only reference tool for professionals in lingerie (more than 1 000 brands listed with complete contact information).
- Lingerie Directory is distributed free of charge to French retailers.
- A constantly updated website seen by more than 1 million people in 2011.
- NEW : Your page visible all year long on [www.annuaire-lingerie.com](http://www.annuaire-lingerie.com) et lien sur votre site.

Publication : november 2012

### STANDARD PAGES



### PREFERENTIAL PAGES (WEB INCLUDED)

|  |          |   |         |
|--|----------|---|---------|
| Front cover  | 15 200 € | Facing editorial                                    | 5 300 € |
| Inside front cover + 1 <sup>st</sup> right hand page | 8 800 €  | Opening page of section                             | 4 600 € |
| Front flap (4 visuals)                               | 14 300 € | Bookmark  | 8 100 € |
| Inside back cover                                    | 5 900 €  | Single web page - 1 year                            | 1 700 € |
| Back flap (3 visuals)                                | 10 500 € | Couplage Créations Lingerie<br>+ Lingerie Directory | - 12 %  |
| Back cover   | 10 500 € |   |         |

# CRÉATIONS

PARIS  
lingerie  
INTERNATIONAL

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## YOUR CONTACTS

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## TECHNICAL DATA

Digital: CD, JPEG format, EPS,TIFF, high resolution (300 dpi minimum).  
Materials deadline: 4 weeks before publication.

## EXTRACT FROM THE CONDITIONS OF SALE

The advertiser undertakes to inform Créations Lingerie of the existence of an agency contract, as well as the nature of the services provided by the said contract. In all cases, the advertiser shall be liable for the payment of the advertisement order. Créations Lingerie cannot be held responsible for poor printing of an advertisement if the material provided by the advertiser does not conform to the technical specifications of the magazine. When an insertion cannot be performed, due to the advertiser or its agent, within the deadline set by Créations Lingerie, the note "position reserved for..." shall be printed in the reserved position and the insertion shall be billed according to the conditions of the order. Any dispute which may arise by application of the contracts shall fall within the sole jurisdiction of the Commercial Court of Paris.

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