



# *lifestyle* magazine

LIFESTYLE MEDIA PLATFORM  
REVIEW - DIGITAL - EVENTS

*"I have something to say.  
Italian style is recognized"*



The whole communication platform is designed to appeal a refined readership with prestigious contents. This is what Lifestyle Magazine, the linked thematic portals and the Italian and international events organized directly or connected to solid partnerships, deal with; it is led with extreme virtuosity joining development and consolidation strategies of high-level brands together with niche realities which find their values in the exclusiveness, the absolute quality and the made in Italy, even towards foreign markets in addition to the Italian one.

The editorial product is realized with prestigious paper and printed with the best finishing techniques to welcome contents of equally prestigious level, thus giving life to issues that will be treasured for a long time, presented in Italian as well as with full texts in English and, starting from next issue, even in Russian, with strong attention being paid to those markets with an affirmed spending power.



Sfoggia la rivista



Flip the Soft Edition

*and enjoyed everywhere.”*

The new biannual issue, which has now achieved its fifth year, respects the distribution dynamics worldwide promoting an increased availability to promotional – commercial messages from partners hosted in one single issue, together with an enlarged distribution. A transversal and wide-ranging visibility on the portals is often adopted as well.

For important occasions there is the possibility to realize monographs and special issues dedicated to single events or brands, with complete customization, thanks to the use of Authoritative Publisher Solution by Luxadvertising, which realizes these projects together with the Publisher.

Direttore - Publisher

*Allo Federico Nobile*  
direttore@lifestylemagazine.it



# Distribuzione

## CIRCULATION • РАСПРЕДЕЛЕНИЕ

Every day millions of influential people come into contact or are involved by our media and authoritative connection platform. Specifically, the distribution of the magazine guarantees 400,000 copies a year, with strong attention in Italy as well as worldwide with over 480 delivery points.

Particular attention is paid to the distribution points in the airports worldwide and in the main European cities, the distribution logistics spreads from the Russian Federation, to the United Arab Emirates, China and New York, the same areas where the releases in the local language of the reference websites are fully enjoyed, such as [lifestylemagazine.ru](http://lifestylemagazine.ru), [lifestylemagazine.cn](http://lifestylemagazine.cn), [lifestylemagazine.ae](http://lifestylemagazine.ae), [lifestylemagazine.qa](http://lifestylemagazine.qa) (Qatar).

The magazine is available for free for a wide range of influential and selected readership, the paper version is available with a subscription, as well as the soft-edition (Apple Store) distributed in selected world events where Lifestyle media platform is a partner.



Bugatti - Veyron



# Target ~ audience

ДВИЖОК ~ ПУБЛИКА

Lifestyle media Platform engages relationships with a middle-highbrow culture readership, with a strong overlay as for personality and international high-management, which naturally tends towards high range.

We have observed a readership which stands in the accomplished level of the social ladder, extraordinarily aware of its purchase choices, who determines its own lifestyle and personal growth with qualitative and cultural choices aiming at the appreciation of its own habits through tailor-made and high-craftsmanship products and solutions.

A type of readership that can be included within the sociologic typology of the "great evangelizer" who enlarges the message with specific competence towards his counterparts. Man, aware, well-off or definitely wealthy, over 36 years of age, a gentleman. Woman, well-off or in career, refined style, over 28 years of age.

Lifestyle Media Platform is able to communicate even digitally with an extremely wide and heterogeneous audience worldwide with identical characteristics, with the ability to attract and satisfy the attention thanks to thematic portals dedicated to luxury goods, golf, food and catering, fashion and design, tourism and real estate.

# Editorial suggestions

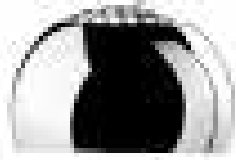
## РЕДАКЦИОННЫЕ ПРЕДЛОЖЕНИЯ

The editorial line suggested on Lifestyle Platform is inspired by the activities, the goods, the discoveries, the emotions that gratify us every day, specifically when we manage to treasure some time for ourselves, the most precious moments in which we truly look for our own lifestyle. In the magazine, on the portals we

essentially deal with several different lifestyle areas, ranging from entertainment to culture, to business related interests.

Our landmark is the a classy man or woman, with in-depth analysis and six special sections dedicated to food, Italian style, travel & real estates, luxury goods,





- AUTHORITATIVE PUBLISHER SOLUTION  
Worldwide editorial offices
  - LUXADVERTISING  
Art Direction & Creativity
- [www.luxadvertising.it](http://www.luxadvertising.it)

golf with constant attention to novelties, craftsmanship, high-quality level. Lifestyle platform does not welcome what cannot be achieved, tailor-made and one-of-a-kind together with customized services are a permanent feature though, but it does not exclude quality productions,

less well-known or niche elements, which are instead given value. The articles are laid out and can be read in English, Russian or in Italian according to the editorial choice; the reader can anyway decide to enjoy the full-text translation of the three languages in the magazine.



# Web, mobile e digital marketing

ПАУТИНА, МОБИЛЬНЫЙ И ЦИФРОВОЙ МАРКЕТИНГ

Over 1,500,000 are the yearly readers that constitute the Network of “Lifestyle” portals, made of the Main portal Lifestylemagazine.it, the five thematic portals dedicated to art, golf, tourism and real estates, food, luxury goods in addition to the five area websites dedicated to Qatar and United Arab Emirates, Russia, Cina, Japan, the USA, with constant attention to the classy and quality contents and to marketing, advertising or viral experience for our partners.

All the independent portals and websites are simultaneously linked to the shared technological platform endowed with a refined editorial line, features that guarantee a pleasant consultation and the strength of a content structure which is never trivial even when it includes solutions of press visibility or advertising visuals.



[lifestylemagazine.it](http://lifestylemagazine.it) - [lifestylegolf.it](http://lifestylegolf.it) - [lifestylefood.it](http://lifestylefood.it)  
[lifestyleclub.it](http://lifestyleclub.it) - [lifestyleselection.it](http://lifestyleselection.it) - [lifestyleart.it](http://lifestyleart.it)

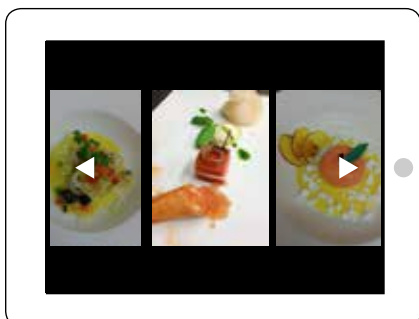


# INTERACTIVE APPLICATION



## PHOTOGALLERY

The photo gallery will allow the investor to show a higher number of images and pictures compared to what can be found in the paper issue.



## EMOTIONAL VIDEO

Every single editorial will be accompanied by videos that guide the reader to the enjoyment of a unique emotional experience through the sense of sight.

## WEB

The access to the brand website or to the reality within the published article is just a click away, therefore it will be possible to consult extra interactive material.



## PARTNERS CATALOGUE

All Lifestyle Magazine partners' catalogues will be available in digital format within a dedicated section of the application.



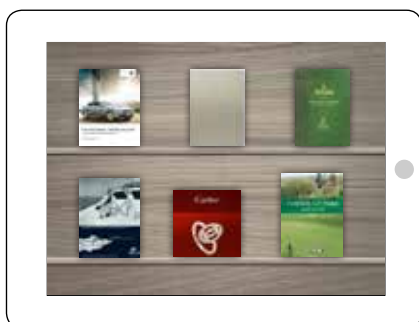
## LIFESTYLE NEWS

Have a look at the breaking news of the Lifestyle world collected in a dedicated section of the app.



## PAST ISSUES

It is a section dedicated to the browsing of the past issues of Lifestyle Magazine in digital format.



# Internationality

## INTERNATIONALITY • ИНТЕРНАЦИОНАЛЬНОСТЬ

The publisher has a solid network of international relationships the partners can have access to and Lifestyle Platform is its complement thanks to the worldwide distribution of the magazine and its penetration into the web portals. The magazine contains articles in Italian, English, Russian, also the contents in the portals can be read in these three languages.

Internationality is a strong element of this quality platform, made of qualified relations, culture, Italian taste which meet other cultures thanks to the craftsmanship and Made-in-Italy products, with a specific distribution awareness with over 500 distribution points worldwide, ranging from the Arabian market to the Russian, the Chinese, the Japanese, and the American one, in addition to the European market, which represent areas where the Publisher works logistically and operationally both from Italy and with local references.

Alongside the main portal [www.lifestylemagazine.it](http://www.lifestylemagazine.it) and the six portals dedicated to golf, food, travelling, art etc. the publisher implements a few reference area sites for the different linguistic markets. Starting from early 2014 the multimedia Multilanguage App with rich content will be released.

Several are the international events that Lifestyle Platform supports with media partnerships and collaborations, prestigious moments that represent a further direct contact with a readership with high spending power, all over the different continents, thus bestowing its investor partners with new possibilities for visibility and its relation web with direct statistics, taking care of it along time and keeping it informed and affectionate to our media.



### FULL ITALIAN, RUSSIAN AND ENGLISH TEXT

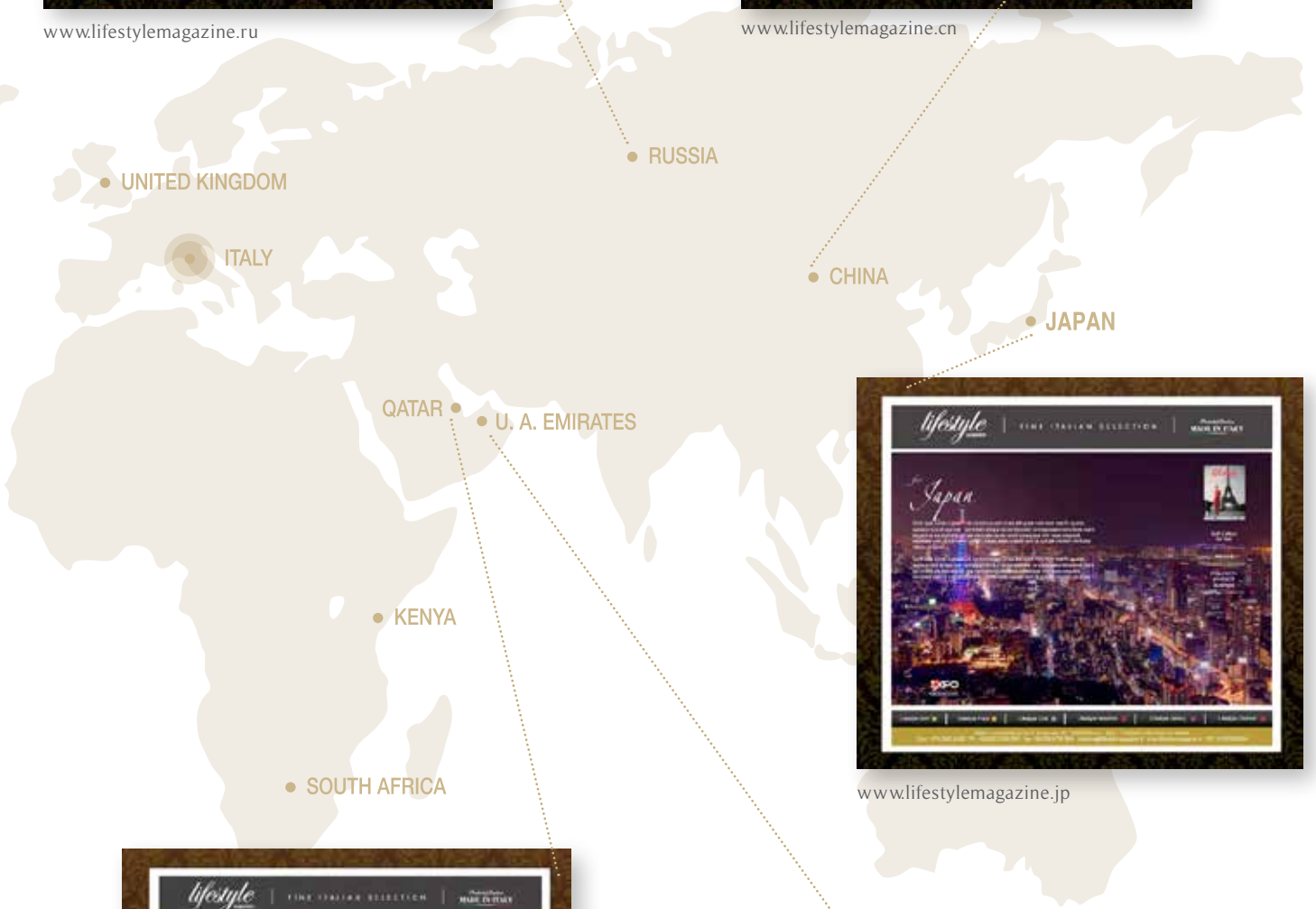
Each article or report is edited and translated fully into Italian, Russian and English and it is laid out using one of these languages according to the editorial choice. The last pages of the magazine host the translation into the other two languages. Lifestyle is the only magazine in the world that can be so inclusive and that conveys the contents in the chosen language also on the web platform.



[www.lifestylemagazine.ru](http://www.lifestylemagazine.ru)



[www.lifestylemagazine.cn](http://www.lifestylemagazine.cn)



[www.lifestylemagazine.jp](http://www.lifestylemagazine.jp)



[www.lifestylemagazine.qa](http://www.lifestylemagazine.qa)



[www.lifestylemagazine.ae](http://www.lifestylemagazine.ae)

# Partnership ~ Events

ПАРТНЕРСТВО ~ СОБЫТИЯ

## *Relational Marketing in the top range*

Having a net of partners of established and recognized competence is the model pursued as for contents, specific distribution of the magazine, marketing policies to advantage our advertisers, who are often interested in making the message pervading and complete to its readers, the multimedia users and, through the mobile, the audience in well-known places and localities over the world, which we manage to reach also with our physical presence.

The marketing & communication management matrix which characterizes a strong percentage of our board pervades the whole activity and life of Lifestyle Media Platform, which is also a useful instrument, with measurable results, for branding, consolidation, viral politics etc., towards careful and articulated audience niches. Several variables and segmentations constitute the panel we aim at, both in a technological yet discreet way and directly, thus realizing the most varied strategies and marketing practicality.

A world of opportunities: inaugurations of boutiques, important art exhibitions, exhibitions dedicated to the top range, boat shows and lifestyle at the marinas and yacht clubs, golf competitions and club houses, trade shows or private events dedicated to food and tasting of the agro-food and wine excellences, car shows and vintage cars exhibitions, auctions and art circuits, sessions at award-winning restaurants and gourmand boutiques, present at relais and renowned hotels, operations with the support of the main international department stores, club and vip services/lounges of executive or first class airline companies.

These and other moments allow us to reach influential people and interest segmentations, giving a support to the completion of the strategies of artisans, companies, brands, professionals with calibrated interventions on the Media Platform magazine + web + events + app so as to directly use all our relations in a single way.



Lifestyle Magazine is partner or exhibitor in the most prestigious initiatives and trade shows both nationally and internationally, moving from sport to sailing, from culture to tourism, from luxury to fashion.

INTERNATIONAL GOLF TRAVEL MARKET  
27-30 ottobre 2014, Villa Erba Como  
[www.igtm.co.uk](http://www.igtm.co.uk)

MIA FAIR  
24-26 ottobre 2014, Singapore  
[www.miafair.it/singapore/](http://www.miafair.it/singapore/)

BUND CLASSIC  
18-20 ottobre 2014, Shanghai  
[www.bundclassic.com](http://www.bundclassic.com)

WELCOME ITALIA  
26-28 settembre 2014, Londra  
[www.welcome-italia.co.uk](http://www.welcome-italia.co.uk)

LUXURY CHINA  
4-6 luglio 2014, Cina  
[www.luxurychina.com.cn](http://www.luxurychina.com.cn)

MIA FAIR  
23-25 Maggio 2014, Milano  
[www.miafair.it/milano/](http://www.miafair.it/milano/)

BASELWORLD  
27 marzo-3 aprile 2014, Basilea  
[www.baselworld.com](http://www.baselworld.com)

UNICA FINE ART EXPO  
15-23 febbraio 2014, Modena  
[www.unicaexpo.it](http://www.unicaexpo.it)

SALON NAUTIQUE INTERNATIONAL  
DE PARIS  
7-15 dicembre 2013, Parigi  
[www.salonnautiqueparis.com](http://www.salonnautiqueparis.com)

53° SALONE NAUTICO INTERNAZIONALE  
2-6 ottobre 2013, Genova  
[www.genoaboatshow.com](http://www.genoaboatshow.com)

LIFESTYLE ART - DIGIGRAFIA ITALIA  
Luglio-Agosto 2013, Exedra Boscolo  
Hotel Milano  
[www.lifestyleart.it](http://www.lifestyleart.it)

MIART  
5-7 aprile 2013, FieraMilanoCity  
[www.miart.it](http://www.miart.it)

MADE IN ITALY QATAR  
10-13 maggio 2012, Doha - Qatar  
[www.madeinitalyqatar.com](http://www.madeinitalyqatar.com)

TEETIME - TOURIST GOLF EXPO  
24-27 febbraio 2012, Verona Fiere  
[www.teetimeitaly.it](http://www.teetimeitaly.it)

GAGÀ - INAUGURAZIONE FLAGSHIP  
STORE  
Dicembre 2011 - Milano  
[www.gagamilano.com](http://www.gagamilano.com)

WATCHES LUXURY FAIR  
11-13 novembre 2011, Palazzo Biscari - Catania  
[www.wlfair.com](http://www.wlfair.com)

PORSCHE SCI CLUB ITALIA  
Courmayeur, Val d'Ultimo, Madonna di Campiglio  
[www.porsche.it](http://www.porsche.it)

LUXURY FASHION STORE  
9-11 marzo 2012, Vibo Valentia  
[www.luxuryfashionshow.com](http://www.luxuryfashionshow.com)

SALONE ITALIANO DEL GOLF  
24-27 febbraio 2012, Verona Fiere  
[www.golftown.it](http://www.golftown.it)

LUXURY&YACHTS  
24-27 Novembre 2011, Verona Fiere  
[www.luxuryyachts.it](http://www.luxuryyachts.it)

COMO LUXURY  
13-16 ottobre 2011, Villa Olmo - Como  
[www.comoluxury.eu](http://www.comoluxury.eu)

CHEF'S CUP SUDTIROL  
16 - 21 Gennaio 2011, Alta Badia - Dolomiti  
[www.chefcup.it](http://www.chefcup.it)

UNICA  
12-20 Febbraio 2011, Modena Fiere  
[www.unicaexpo.it](http://www.unicaexpo.it)

MEDITERRANEAN LUXURY CLUB  
28- 30 Marzo 2011, Parco dei Principi  
Grand Hotel  
[www.mediterraneanluxuryclub.com](http://www.mediterraneanluxuryclub.com)

MY JET  
Tratte nazionali ed internazionali  
[www.my-jet.net](http://www.my-jet.net)

LUGANO NAUTICA  
17-20 Marzo 2011, Centro Esposizioni -  
Lugano  
[www.luganonautica.ch](http://www.luganonautica.ch)

ITALIA TERME BENESSERE  
26-28 Novembre 2010, Quartiere  
Fieristico Lucca  
[www.italiatermebenessere.it](http://www.italiatermebenessere.it)

BALLO DEL DOGE  
5 Marzo 2011, Palazzo Pisanu Moretta -  
Canal Grande  
[www.ilballodeldoge.com](http://www.ilballodeldoge.com)

TRE - TOURISM REAL ESTATE  
4-6 Maggio 2011, Arsenale di Venezia  
[www.tre-expo.com](http://www.tre-expo.com)

ANTIBES YACHT SHOW  
7-10 Aprile 2011, Port Vauban - Antibes  
[www.antibesyachtshow.com](http://www.antibesyachtshow.com)

COUNTRY LIFE  
3-8 Dicembre 2010, Fiera di Verona  
[www.countrylife.it](http://www.countrylife.it)

LUXURY GARAGE E LUXURY  
CHRISTMAS  
18-21 Novembre 2010, Fiera di Vicenza  
[www.luxuryyachts.it](http://www.luxuryyachts.it)

L'ANTICO E IL PREZIOSO  
6-14 Novembre 2010, Fiera di Verona  
[www.anticoe prezioso.it](http://www.anticoe prezioso.it)

VIAREGGIO POLO BEACH CLUB  
8-10 Ottobre 2010  
[www.viareggiopolobeachcup.it](http://www.viareggiopolobeachcup.it)

COMO LUXURY  
24-26 Settembre 2010, Villa Olmo, Lago  
di Como  
[www.comoluxury.it](http://www.comoluxury.it)

PORSCHE CLUB NURBURGRING  
23-26 Settembre 2010, Autodromo  
Monza  
[www.monzanet.it](http://www.monzanet.it)

GOLF SUL LAMBER  
23 Settembre 2010, Centro Monza  
[www.golfsullamber.it](http://www.golfsullamber.it)

RACING COM  
12 Novembre 2010, Villa Montalvo -  
Campi Bisenzio  
[www.racingcom.it](http://www.racingcom.it)

# LIFESTYLE MAGAZINE - FINE ITALIAN SELECTION®

Via Giuliani, 10 - 20900 Monza (MB) - Tel. +39 039 2308568 - Fax +39 039 9796304 - www.lifestylemagazine.it

## HEAD EDITOR

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## ART DIRECTION AND CREATIVITY

Luxadvertising  
info@luxadvertising.it

## EDITORIAL CALENDAR

Fall/Winter 15 <sup>th</sup> November	Spring/Summer 15 <sup>th</sup> May
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## MONOGRAPHS AND SPECIAL EDITIONS

Dedicated to events or single brands

## READERS/CONSUMERS per area <sup>2013/2014</sup>

	EUROPE	ASIA	FAR EAST	AMERICA	TOTAL
MAGAZINE	52%	13%	25%	10%	100%
	208.000	52.000	100.000	40.000	400.000

## MECHANICAL REQUIREMENTS / SPECIFICATIONS

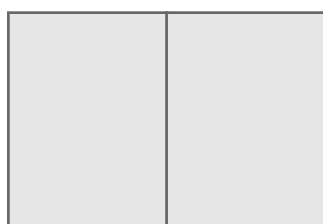
MAGAZINE SIZE	210 x 285 mm page trim size	LANGUAGE	Italian / English full text / Russian full text
COVER PAPER	400 gr cardboard - Matt laminate	PERIODICITY	biannual + special editions or monographs
INNER PAPER	4 colours printing - 170 gr gloss coated paper	CIRCULATION	40.000 copies per number
EDITION BINDING	paperback cotton thread	WEIGHT	400 gr each
PAGES	160 pages	PACKAGING FOR DIRECT MAILING	envelopement for each single copy, 300 gr/mq cellophan transparent envelope

## ADVERTISING RATES

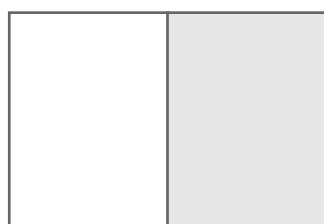
ADVERTISING	EURO	DOLLARS
Single inner page - undifferentiated position	€ 3.300	\$ 4463
Double inner page - undifferentiated position	€ 5700	\$ 7700
Inside front/back cover	€ 4.500	\$ 6.100
Quarter page	€ 5.200	\$ 7.050
First Roman page/ Last Roman page	€ 3.800	\$ 5.140
Inside front/back cover spread (double page)	€ 6.500	\$ 8.800

EDITORIAL PAGE	EURO	DOLLARS
Two editorial pages	€ 2.300	\$ 3.110
Three editorial pages	€ 3.100	\$ 4.200
Four editorial pages	€ 3.600	\$ 4.870

## MAGAZINE ADVERTISEMENT DIMENSIONS



DOUBLE PAGE  
420 x 285 mm

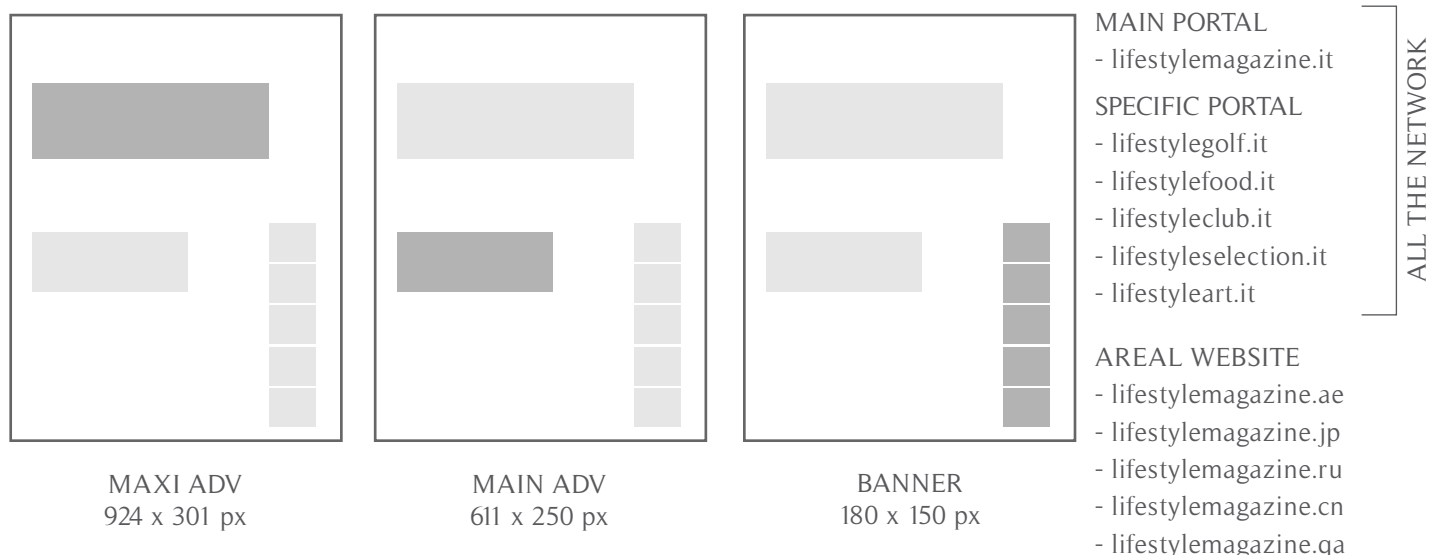


SINGLE PAGE  
210 x 285 mm

## TECHNICAL REQUIREMENTS

- PDF or Tiff files
- 5mm safety from all trim edges
- all images must be high resolution (300 dpi)
- all colour files must be CMYK
- all fonts must be linked or converted to outlines

## WEB ADVERTISEMENT DIMENSIONS



TECHNICAL REQUIREMENTS: jpeg file, RGB colour, 72 dpi resolution

## READERS/CONSUMERS WEB per area <sup>2013/2014</sup>

	EUROPE	ASIA	FAR EAST	AMERICA	TOTAL
<b>WEB</b>	37%	18%	35%	13%	100%
Consulted pages	3.885.000	1.890.000	3.675.000	1.365.000	10.815.000
Entries	485.625	236.250	459.375	170.000	1.358.875
<b>APP</b> delivery on Dec. 2014	-	-	-	-	-
<b>NEWSLETTER/DEM</b>	58%	8%	24%	10%	100%
	99760 x data transmission	13760 x data transmission	41.280 x data transmission	17.200 x data transmission	172.000 x data transmission

## ADVERTISING RATES WEB

WEB		1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
MAXI ADV	SPECIFIC PORTAL	€ 1.000	€ 2.000	€ 3.500	€ 5.200
	MAIN PORTAL	€ 1.500	€ 3.000	€ 5.000	€ 8.000
	ALL THE NETWORK	€ 2700	€ 4.800	€ 7.000	€ 10.000
MAIN ADV	SPECIFIC PORTAL	€ 800	€ 1.600	€ 2.800	€ 4.000
	MAIN PORTAL	€ 1.200	€ 2400	€ 3.800	€ 6.000
	ALL THE NETWORK	€ 2.000	€ 3.300	€ 5.000	€ 8.800
BANNER	SPECIFIC PORTAL	€ 200	€ 500	€ 850	€ 1.500
	MAIN PORTAL	€ 350	€ 700	€ 1.200	€ 2400
	ALL THE NETWORK	€ 800	€ 1400	€ 2400	€ 4.300
ADVERTORIAL	SPECIFIC PORTAL	€ 300	€ 600	€ 1.000	€ 1700
	MAIN PORTAL	€ 450	€ 1.000	€ 1700	€ 3.000
	ALL THE NETWORK	€ 1.200	€ 2.000	€ 3.000	€ 5.000
SKIN	SPECIFIC PORTAL	€ 1.500	€ 4.000	€ 7.500	€ 12.000
	MAIN PORTAL	€ 2.500	€ 5.000	€ 9.000	€ 16.000
	ALL THE NETWORK	€ 5.000	€ 12.000	€ 20.000	€ 30.000
DEM	€ 350 each. Every 5 dems 20% discount				

*Products & Emotions*  
**MADE IN ITALY**



Sfoggia la rivista



Flip the Soft Edition

*lifestyle*  
magazine

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