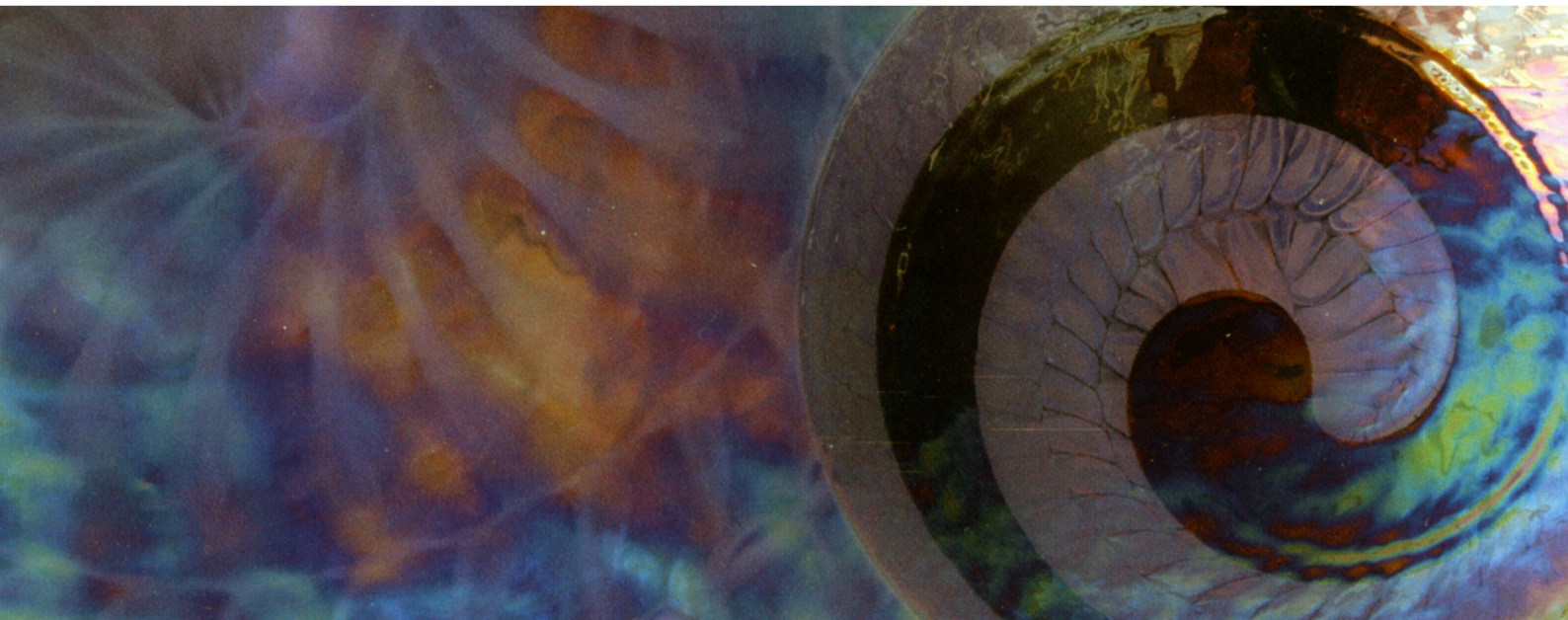




MADE IN ITALY IN THE WORLD

ITALY OBJECTS OF DESIRE: THE QUINTESSENTIAL ITALIAN LIFESTYLE



FAQ - MAGAZINE

0) IS IT A MAGAZINE OR A CATALOGUE?

It is a Magazine focused on Italy at its best in Architecture, Art, Furniture, Design, Fashion, Tourism, Food&Wine, Lifestyle.

Most of the Ad pages are actually promotional Articles, because if the brand is not well known it is wise to provide details about the product or service features.

Made in Italy in the World Magazine's Director is Architetc Laura Villani, who also is in charge of the MadeinItaly events setting. Laura has a longtime experience as a Director of Architecture Magazines and in Exhibition Organization.

1) WHY SUCH A SMALL FORMAT? (16x27)

a) Because it is distributed to all of the visitors, and a small product is taken away easily.

b) Beacuse it i salso meant to be taken to Italy when traveling to the Country and can be used as a Guide to the best of it.

2) IT IS DISTRIBUTED IN REAL ESTATE AND YACHT FAIRS. WE ARE NOT IN THOSE BUSINESSES

Actually what matters is the Target, not the content of the Event. If you want to contact the most affluent potential customers you have to be at those events, and we are there.

3) WHERE IS IT DISTRIBUTED, AND HOW MANY ISSUES PER YEAR?

Two issues in China, one in April distributed at the Luxury Property Show in Beijing, at the Jet&Car Show in Hainan and at the Luxury China Fair in Beijing, and the second distributed at the China Luxury Fair, at the Shanghai Luxury Property Show and at the Yacht Show in Tianjin.

One issue in the Emirates at the Homestyle Show.

5) HOW MANY COPIES SHALL BE DISTRIBUTED?

First issue China (April): 10.000 copies

Second Issue China (July): 15.000 copies

Emirates issue: 7000 copies

6) DO I HAVE TO TRANSLATE IN CHINESE?

Yes, we need a text in English and in Chinese. We can provide a mother tongue translator on demand.

7) WHY THE SECOND PAGE COSTS JUST 500€?

Because in such a small format is much better a two page ad or article, and we want to support this choice.

Because new Product or Services need some space to be introduced.

8) IS THE MAGAZINE HELPFUL IN FINDING COMMERCIAL PARTNERS?

Yes, very much because the Target to whom the Magazine is distributed is made by 90% of Entrepreneurs averaging 39 years, so very dynamic and attracted by new opportunities.

