



PRESSKIT 2016

BI-MONTHLY MAGAZINE
SIZE: 165X240 mm
CIRCULATION:
140.000 COPIES/YEAR
ENGLISH, RUSSIAN
& CHINESE LANGUAGE

DIFFUSED IN CAREFULLY SELECTED CIRCUITS
TO HOMOGENEOUS GROUPS OF CONSUMERS
WITH A HIGH-SPENDING POWER



FLORENCE CONCIERGE
WIDELY REACHES
ELITE TOURISTS THAT
CHOSE THE BEST
HOTELS AND THE MOST
EXCLUSIVE RESIDENCES



5 STARS TRAVELING

Since 1981 Florence Concierge reaches opinion leaders from all over the world with editorials in English, Russian, and Chinese language.

As Florence's most diffused up-market magazine, it provides inspiration and advice for discerning travelers looking for unique, unforgettable, and luxurious travel experiences.

READERSHIP

Our readers are experienced travelers with high spending power, from various areas of the world.

A quarter of visitors come from UK and Europe, more than 20% come from United States, Canada and Australia. Around 20% from China, Japan and other Asian countries, more than 15% from Russian and Latin America.

Our readers are sensitive to beauty and know how to recognize the style and exclusive elements of the Tuscan lifestyle and turn to Florence Concierge for an edited choice of shops, restaurants, and opportunities off the beaten track; looking for the true sense of the city without compromising on luxury and style.

CIRCULATION

23,000 copies per issue

The partnership with the Golden Keys Concierges ensures an exclusive presence at the reception desk where the concierge offers the magazine to the best clients, thus maximizing the potential of what is already an exclusive circulation. Copies are also distributed in advertisers' retail outlets.

OUR READERS ARE A
PRIME MARKET FOR
LUXURY SHOPPING,
EXCELLENCE OF
CRAFTSMANSHIP AND
GOURMET DINING

HOTEL PARTNERS

BERNINI PALACE	ADRIATICO	EXECUTIVE	PARK PALACE
CASTELLO DEL NERO	ALBANI	FENICE PALACE	PIERRE
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REGENCY	BERCHIELLI	LAURUS AL DUOMO	ROOM MATE LUCA
RELAIS SANTA CROCE	BERNINI PALACE	LONDRA	SAN GALLO PALACE
SAVOY	BORGHESE PALACE	LUNGARNO	SANTA MARIA NOVELLA
ST. REGIS	BOSCOLO ASTORIA	MEDITERRANEO	SERRISTORI PALACE
THE WESTIN EXCELSIOR	BRUNELLESCHI	MERCURE	STROZZI PALACE
VILLA CORA	C ALZAIUOLI	MICHELANGELO	TORNABUONI 1
VILLA LA MASSA	CALIFORNIA	STARHOTEL	TORNABUONI BEACCI
VILLA LA VEDETTA	CAVOUR	MINERVA	UNA VITTORIA
VILLA MEDICI	CELLAI	MONNA LISA	VILLA GAMBERAIA
VILLA OLMI	CERRETANI	NH ANGLO AMERICAN	VILLA CARLOTTA
VILLA SAN MICHELE	CONTINENTALE	NH FIRENZE	
VILLA TOLOMEI	CROCE DI MALTA	NH PORTA ROSSA	WINDOWS OF ITALY
VILLE SULL'ARNO	DEGLI ORAFI	NILHOTEL	LUXURY APARTMENT
	DE LA VILLE	NUMBER NINE	CONSOLATO USA
AC FIRENZE	DE ROSE PALACE	PALAZZO DAL BORGO	INFOPOINT TURISTICI
ADLER CAVALIERI	DOMUS FLORENTIAE	PAL. MAGNANI FERONI	PITTI IMMAGINI EVENTS





EACH ISSUE INCLUDES
RECOMMENDATIONS,
RESOURCES, AND
INFOTAINMENT IN AN
EASY-TO-READ, HIGHLY
ENGAGING FORMAT

EDITORIAL

Florence Concierge leads the readers to discover what only the well-informed city experts know.

WHAT'S ON

A selection of the top events, museums, and exhibitions. A snapshot of what's hot in the city featuring tips on the restaurants, shops, galleries, and attractions.

SHOPPING

Florence Concierge spotlight trends in beauty and fashion with profiles of designers and shops and the latest trends in fashion, accessories, watches, jewelry, and more.

DINING

The latest developments in the food scene, discovering original products and culinary traditions, highlighting specific restaurants that are must-visit dining destinations.

PROMOTING THE RIGHT PRODUCT WHILE THE CUSTOMER IS LOOKING FOR IT

IN THE CONDÉ NAST JOHANSENS 2015 RESEARCH "BEHAVIOUR OF TRAVELLERS OF THE LUXURY SEGMENT" 23% OF THE INTERVIEWED PEOPLE WOULD LIKE TO VISIT FLORENCE IN THE COMING 24 MONTHS, IN SECOND PLACE AFTER NEW YORK (28%)

WHY PLAN?

Thanks to the partnership with Golden Keys Concierge, Florence Concierge has for over 35 years been an influential source of reliable information and suggestions on all things unique in this city for visitors; from high-end shopping to luxury manufacturing, from the best local restaurants to cultural offerings and entertainment.

Florence Concierge is the most direct and effective way to reach elite tourism; the ideal channel to showcase the excellence of manufacturing and guide guests of the best hotels on their discovery of Made in Tuscany, highlighting creative forces and the quality of the brands and products.

57% OF AFFLUENT TRAVELERS RELY ON ON-SITE STAFF (CONCIERGES) TO DECIDE ON ACTIVITIES ONCE ON THEIR TRIP

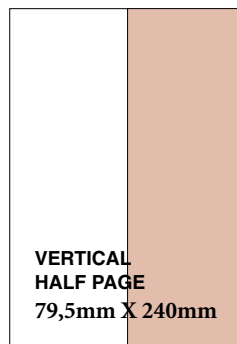
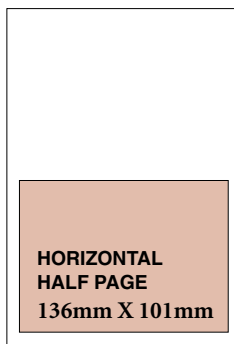
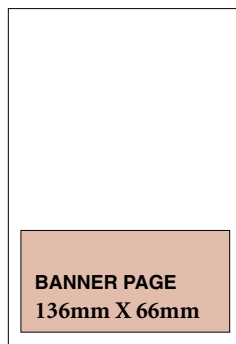
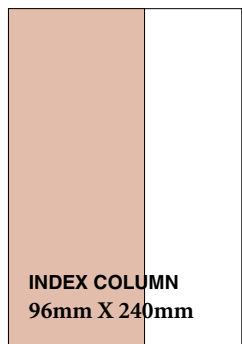
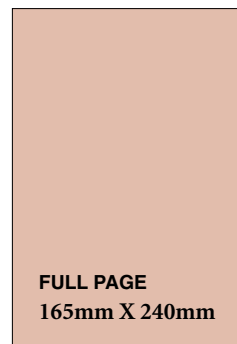
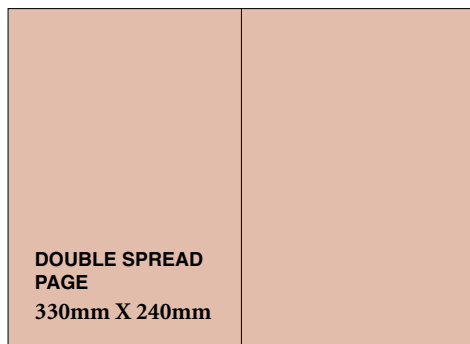
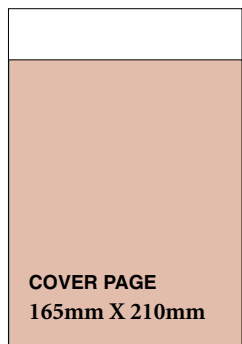
(SOURCE: IPSOS MEDIACT, GOOGLE TRAVEL STUDY, 2013)

THE NUMBERS OF TOURISM IN FLORENCE

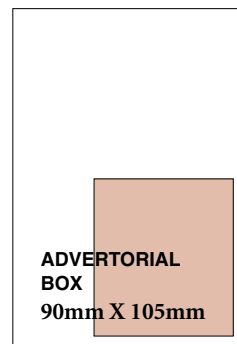
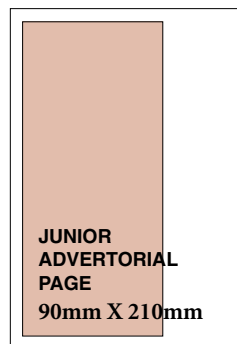
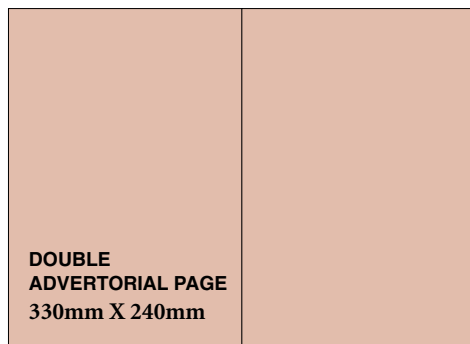
7 MILLION VISITORS ARE HOSTED IN FLORENCE HOTELS
1,2 MILLION OF THEM STAYING IN FLORENCE CONCIERGE HOTELS
IN 2015, FLORENCE GENERATED \$3 BILLIONS IN VISITOR SPENDING
OF WHICH APPROXIMATELY 25% COMES FROM HIGH-END TOURISM



ADVERTISING



ADVERTORIAL



SIZE & POSITIONING

POSITIONING

- Opening Pages (pg. 1-16)
- Focus Pages (pg. 17-32)
- Shopping Pages (pg. 33-48)
- Inner Pages

PREMIUM POSITIONING

- Front Cover Page
- Back Cover Page
- First Double Page
- Index Double Page (pg. 10-11)
- Inside Back Cover Page
- Last Double Page

ADVERT ACQUISITION TIMING

Edizione	Dead-Line	Distribuzione
JAN/FEB	07 DEC	1 JAN
MAR/APR	07 FEB	1 MAR
MAY/JUNE	07 APR	1 MAY
JULY/AUG	07 JUNE	1 JULY
SEPT/OCT	25 JULY	1 SEPT
NOV/DEC	07 OCT	1 NOV

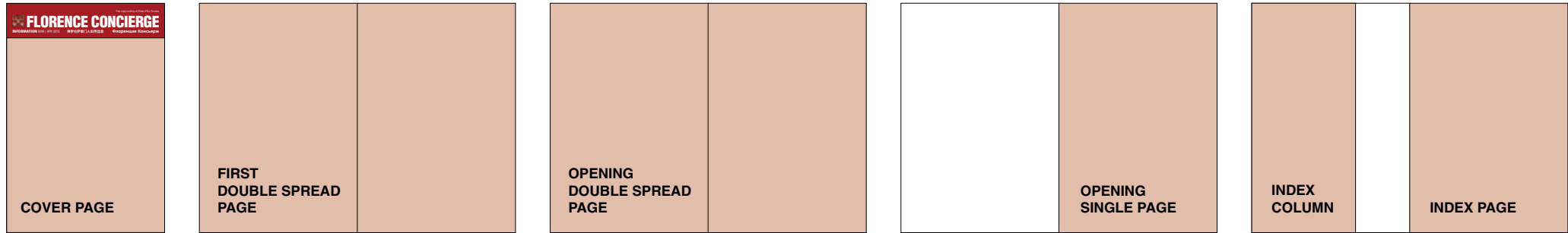
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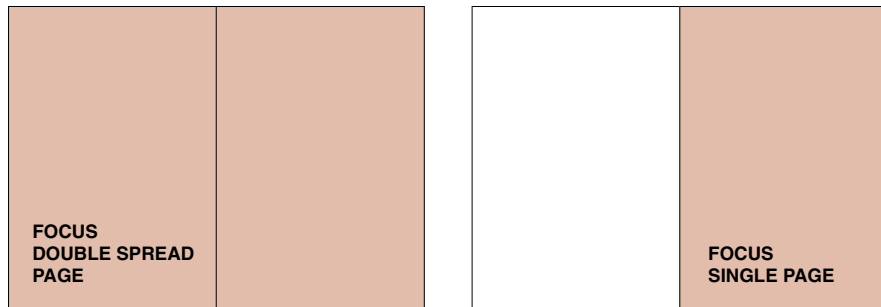
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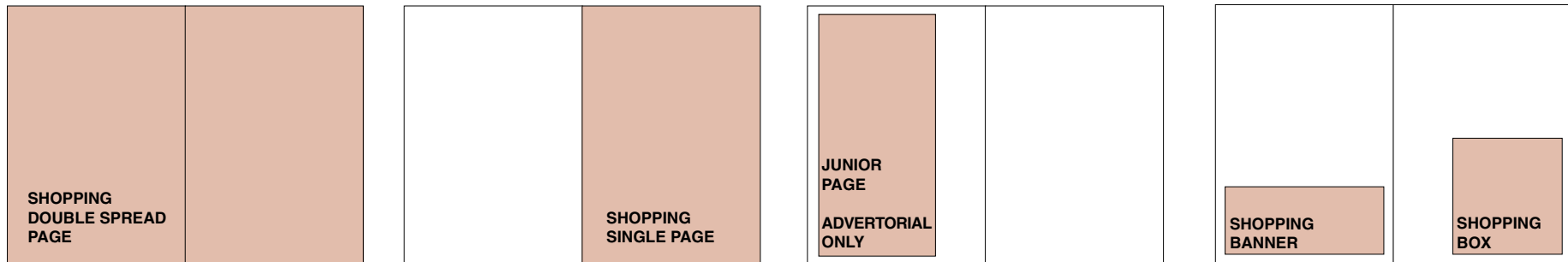
1ST Sixteenth: OPENING Section -----> (pg 1-16)



2ND Sixteenth: FOCUS Section -----> (pg 17-32)



3RD Sixteenth: SHOPPING Section -----> (pg 33-48)



4TH Sixteenth on: INNER Section -----> (pg 49 on)

