

# Artribune

FOCUS FASHION AND FRAGRANCES  
MEDIA KIT

# About us

Artribune is a platform dedicated to culture in the broadest and most inclusive way possible. Fast, daily, accurate, authoritative, feared, widespread, viral and interactive. Artribune it is the absolute reference point for information, 24-hour updates, communication in the world of art and culture in Italy.

Thanks to the paper magazine, the web platform with its web TV, the web app and a presence on all social media, Artribune is aimed at a transversal and heterogeneous audience that loves art, creativity, architecture, design, fashion, music, literature, cinema and research theatre, quality travel, food and wine, communication and urban planning.

Directed by Massimiliano Tonelli and chaired by Paolo Cuccia, it has over 400 collaborators throughout Italy and abroad: a group of professionals, journalists, curators, critics and art historians, bloggers, communication experts, philosophers, university professors, intellectuals.



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# Artribune.com

Attentive, fast and lively, updated all day and every day, the website is an essential tool for those who work in the world of culture but also for the entire universe of enthusiasts.

Innovative and contemporary, it constantly communicates with social media (Facebook, Instagram, Pinterest, YouTube, TikTok, Twitch and Twitter) with update contents, of critical, journalistic and opinion analysis published daily.

With an innovative language Artribune.com combines multimedia and information for a reading that is articulated through news and event listening, current affairs, journalistic investigations, previews, interviews, political positions thanks to the involvement of one selection of opinion leaders and journalists from the world of culture, politics and economics.

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## Analytics

 VISUALIZZAZIONI / MESE **1.800.000**

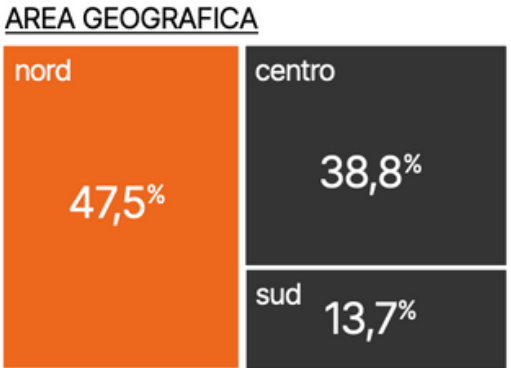
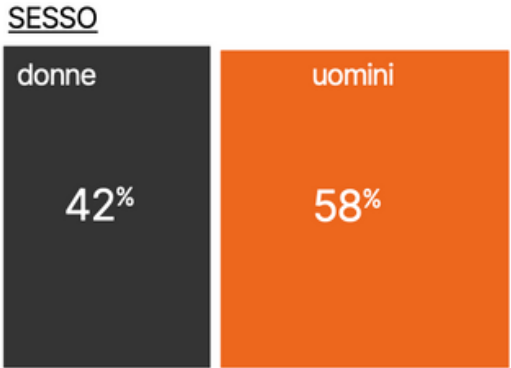
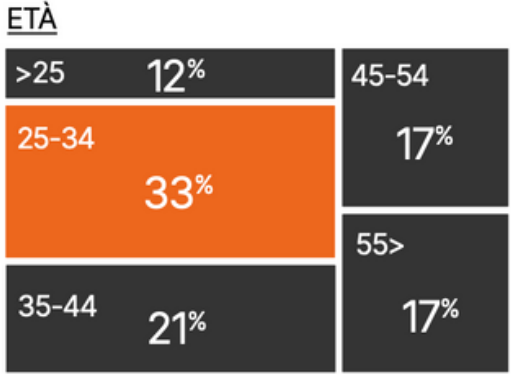
 VISITATORI UNICI / MESE **900 MILA**

 VISITE SESSIONI / MESE **1.400.000**

 MEDIA PAGINE VISTE PER VISITA **1,5**

 MEDIA DURATA DI VISITA **50"**

## Readership



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# Social media

Artribune is present on social media with an attentive and lively community and with new content published every day. Present on all relevant social media, Artribune boasts a user base of almost 1 million followers, the largest in Italy in terms of culture.



Artribune oltre 415mila



Grandi Mostre oltre 96mila



115mila follower



288mila follower



oltre 90mila follower



oltre 10mila follower



oltre 6200 iscritti



6900 iscritti 96.000 mi piace



1200 iscritti



400 iscritti

totale: 950mila iscritti



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# Artribune FOCUS FASHION AND FRAGRANCES

For over a year, Artribune has decided to give space to the culture of fashions and costumes with a new hybrid editorial team between Millennial and Gen Z, aimed at investigating the entire international panorama. Insights, trends, interviews, know-how and craftsmanship but also exhibitions and archives to be discovered.

The restyling of Artribune's fashion and fragrance section also brought with it the creation of new formats, suitable for every reality and capable of finding a meeting point between the product and art, culture.

The aim is to reach both the lover of fashion and fragrances, who seeks a different and profound approach, and those who are closest to the world of culture. These formats wink at a contemporary visual language and dialogue with the different platforms and their respective social audiences, combining everything with analytical articles that pay attention to the peculiarities of the sectors and topics covered. How? Through a fresh communication, capable of convincing the youngest, and not only.



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# Artribune FOCUS FASHION AND FRAGRANCES

the paper issue

Artribune's first Focus Moda publication has been released with a look at perfumes.

A new six-monthly editorial project by Artribune, entirely dedicated to Italian fashion and trends: Focus Moda aims to help people rediscover the cultural identity of the Italian fashion industry across the peninsula. Often the victim of clichés, Made in Italy is identified here as a vast "exhibition space" produced with artisanal care, aiming to stimulate the feeling of beauty promoted by the educational institutions participating in the story.

With a mosaic of unique images produced by 40 talents, which can be traced back to a simple and deductive visual alphabet, the itinerary travels across the country narrating the art of fashion between past and present, illustrating at the same time the creative technical skills and constituting the study of a fragrance. Because even artistic perfumery, part of the Italian "beautiful and well-made," can work and ennoble the material in a design and aesthetic sense.



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# Artribune FOCUS FASHION AND FRAGRANCES

## DIFFUSION

The publication enjoys wide but targeted distribution. Sent to Artribune Magazine subscribers (15,000 of which 9,000 DB Artribune VIPs), it is present at the most important trade fairs in the sector and in which Artribune Magazine participates with 25,000 copies:

### FIRST SEMESTER (February / August)

#### Trade fair contexts related to Fashion and Fragrances

Mido  
Homi  
Micam  
White  
Milan Fashion Week  
Exsence  
Pitti Immagine Uomo

#### Art and design fairs

Miart  
Venice Biennale



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# Artribune FOCUS FASHION AND FRAGRANCES

## DIFFUSION

SECOND SEMESTER (September / January)

Trade fair contexts related to Fashion and Fragrances

Pitti Fragrances

Homi

Micam

White

Milan Fashion Week

Pitti Immagine Uomo

Art and design fairs

Artissima

Arte in nuvola

Artefiera

## Format and numbers

the FOCUS has a format of 20,5 x 28,5 cm  
Internal paper: 60 4+4 color pages on glossy paper  
Cover: 4 pages printed in color 4+4 on glossy paper  
Circulation: 40,000 copies distributed with Artribune Magazine

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# Formats

## FASHION AND FRAGRANCE OBSERVATORY

An overview of the latest trends in fashion and fragrances

## COLLECTING

A discussion with collectors and curators of hidden heritage

## STORIES - REPORTAGE

Behind the scenes of the artisanal production process

## STORIES - INTERVIEWS

to creative directors, noses and CEOs

## INSIDERS

The operators of the fashion system: buyers, cool hunters, visual

## EXHIBITION SPACE

Thematic collective on both paper and digital media



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## START UPS TO WATCH

The fashion and fragrance start-ups to keep an eye on

## CURRICULUM

Focus on the training panorama of creativity

## TALENTS

Meeting with fashion, cinema, music and art talents in dialogue with the world of fashion and fragrances

## FASHION WEEKS

Backstage coverage of international Fashion Weeks with productions signed by Artribune's visual talents

## FAIR APPOINTMENTS

A special Best of the event with mention and photos in the gallery

All formats are customized  
Price: upon estimate

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# Some projects from Artribune's FOCUS FASHION AND FRAGRANCES - the paper issue

HERE IS THE BROWSEABLE VERSION



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# Some projects from Artribune's FOCUS FASHION AND FRAGRANCES

BACKSTAGE FASHION SHOWS WITH EXCLUSIVE VISUAL STORYTELLING

ANDREADAMO

Blumarine

Cormio

JordanLuca

Magliano

Vivetta

MSGM

Marco Rambaldi

INTERVIEWS WITH CREATIVE DIRECTORS

Antonio Marras

Francesca Murri - Fiorucci

Ilenia Durazzi

Christian Boaro



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## Some projects from Artribune's FOCUS FASHION AND FRAGRANCES

### BRANDS AND TALENTS TO WATCH

[5 Startups not to be missed](#)

[Dadsit Collective](#)

[Fashion photographers and art directors under 35](#)

### EVENT COVERAGE WITH EXCLUSIVE VISUAL STORYTELLING

[Kappa Futur Festival](#)

### ARCHIVES AND PRODUCTION SITES WITH EXCLUSIVE VISUAL STORYTELLING

[Mazzini Archives](#)

[Borsalino](#)

[Staley Wisey Gallery New York](#)

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## Some projects from Artribune's FOCUS FASHION AND FRAGRANCES

### PITTI IMMAGINE

[Pitti Uomo](#)

[Pitti Uomo In Sign](#)

### ACADEMIES

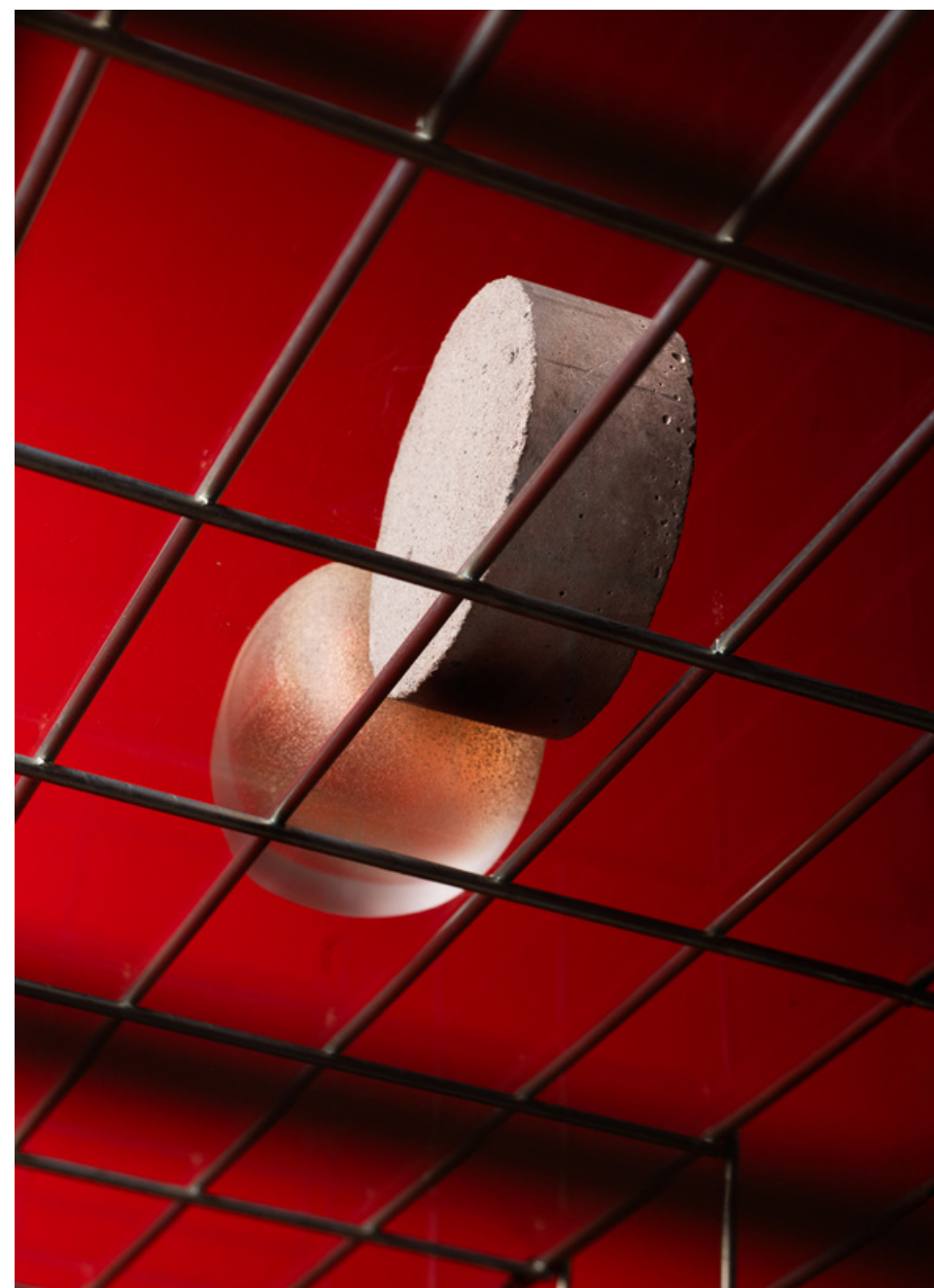
[Polimoda](#)

[IED](#)

[Naba](#)

[Laba](#)

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THANK YOU.

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