

ITALIA

# The Good Life

Media Kit 2020

# History

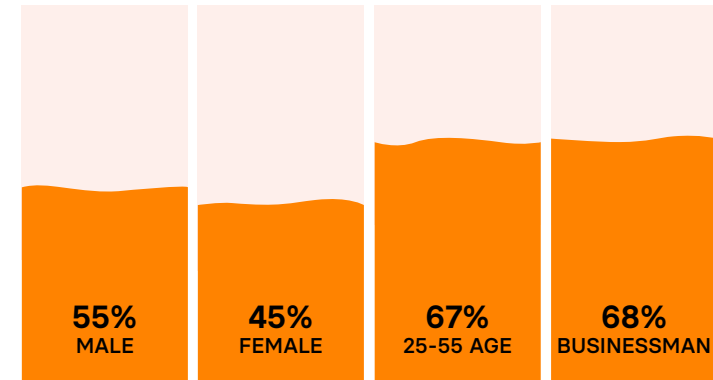
*The Good Life* is a magazine created by Laurent Blanc, publisher of the monthly **IDEAT**, the ultimate reference in the **design** and **lifestyle** universe in France. The Good Life is the first **hybrid business & lifestyle magazine**.

Unlike the traditional male magazines, *The Good Life* provides a **global picture of today's world**. It covers every aspect of life: economy, business, sciences, technology, contemporary art, design, architecture, music, travel, fashion, cars and so many other topics.

Each issue is designed to be kept and re-read for continuous inspiration.

# Target

**Businessmen with a high purchasing power**, cultivated, curious, hedonist, innovative and traveller.



# Distribution

## CLASSIC DISTRIBUTION

- Road-show in the main newsstands of +20 Italian cities and chief towns

## DISTRIBUTION IN THE AIRPORTS

- Promotional display in Linate, Malpensa, Fiumicino
- Promotional display in Milan and Roma train stations

## SELECTIVE DISTRIBUTION

- in Italian concept stores
- bookstore

# Success In Progress

## SALES AVERAGE IN 2019

- **18.000** copies sold in newsstands

## SUBSCRIBERS OF THE NEWSLETTER SERVICE

- **12.000+** readers of extra contents

# Planning uscite 2020

## #28

MESE.....September/October

IN EDICOLA.....TBD

SPECIALE.....Food + London

**Milano Design Film Festival**

DEADLINE

**TBD**

## #29

MESE.....november/december

IN EDICOLA.....TBD

SPECIALE.....Good Car

DEADLINE

**TBD**

## #SE

### (Special Edition)

MESE.....december/january

SUPPLEMENTO.....TGL#29

IN EDICOLA.....TBD

SPECIALE.....Travel

DEADLINE MATERIALE

**TBD**

# Advertising Profile

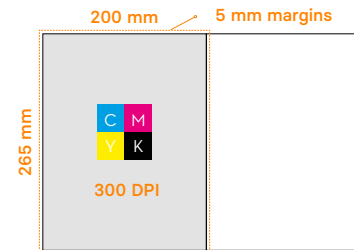
## Covers

- Cover IV
- First DS
- Cover III

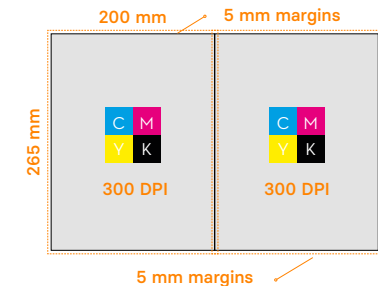
## Premium Positions

- Facing masthead
- Facing summary
- First 10 right pages
- From 2° to 9° DS

## Single page



## Double spread



## Technical Requirements

**COLOR METHOD:** FOUR COLOR PROCESS (CMYK)

**FILE FORMAT:** PDF 1.6

**RESOLUTION:** 300 DPI

**FILE NAME:** files must include alphanumeric characters (0 to 99/A to Z), with the name of the client, the issue number and in the case of a double page spread, indicate whether the page is right or left.

### DIMENSIONS

**Single page:** 200 x 265 mm + 5 mm margins on each side

**Double spread:** 400 x 265 make two

distinct files with single pages (see above) + 5 mm margins on each side

**PRINTER MARKS:** crop marks + registration marks (offset 5mm) + color bars + information page

**NOTE:** Pantone colors or special colors only after notification, send color proof, always include the profile

**color in the file** --> Uncoated Fogra 47L for interiors, Coated Fogra 39 for covers and inserts

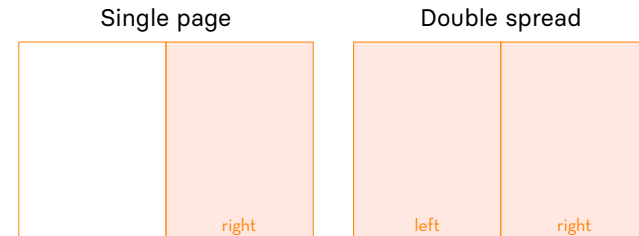
**CONTACT FOR MATERIALS:**

[marketing@thegoodlifeitalia.com](mailto:marketing@thegoodlifeitalia.com)

# Listino 2020

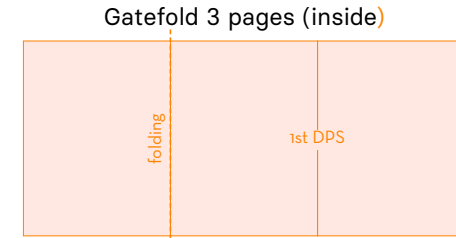
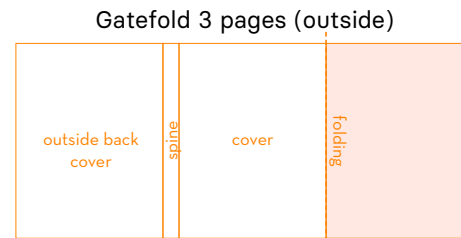
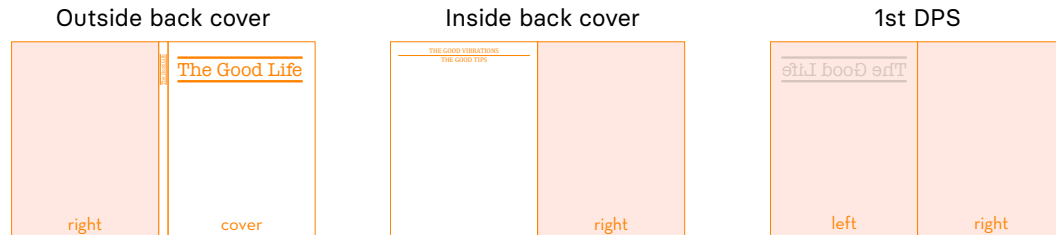
## INSIDE

**Single Page:** 15.000 €  
**Double Spread:** 30.000 €



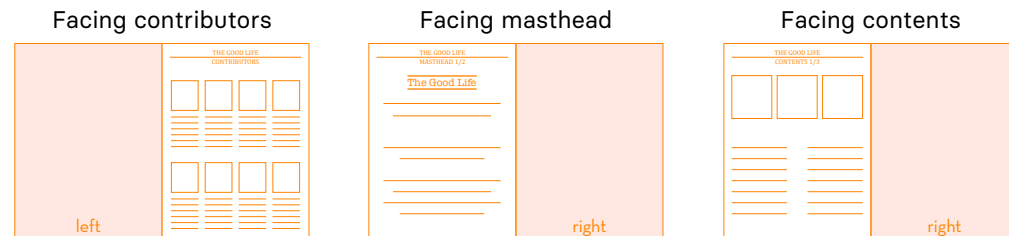
## COVERS

**Outside Back Cover:** 35.000 €  
**Inside Back Cover:** 30.000 €  
**1st Dps:** 45.000 €  
**Gatefold 3 Pages:** 60.000 €  
**Gatefold 4 Pages:** 70.000 €



## PREMIUM POSITION

**Facing Contributors:** 25.000 €  
**Facing Masthead:** 23.000 €  
**facing contents:** 20.000 €  
**First 10 Right Pages:** 18.000 €  
**Double Spread In The First Tunnel:** 40.000 €  
**Double Spread In The Second Tunnel:** 35.000 €



# Contatti

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## **Secretariat and Administration**

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