

ITALIA

The Good Life

Media Kit 2021

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.



Planning 2021



#31

MOUNTH..... February/March
PUBLISHED..... 12th February
FOCUS..... **Future/Design/Ski**

DEADLINE MATERIALE
22ND JANUARY 2021

#34

MOUNTH..... July/August
PUBLISHED..... 15th July
FOCUS..... **Summer Edition / Good Spot**

DEADLINE MATERIALE
24TH JUNE 2021

#37

MOUNTH..... December/January
PUBLISHED..... 10th December
FOCUS..... **Luxury/Mixology**

DEADLINE MATERIALE
19TH NOVEMBER 2021

#32

MOUNTH..... April/May
PUBLISHED..... 9th April
FOCUS..... **Mega City Lione**

DEADLINE MATERIALE
19TH MARCH 2021

#35

MOUNTH..... September/October
PUBLISHED..... 15th September
FOCUS..... **Milano Design Film Festival**

DEADLINE MATERIALE
25TH AUGUST 2021

#33

MOUNTH..... June
PUBLISHED..... 28th May
FOCUS..... **Good Design / Watch**

DEADLINE MATERIALE
7TH MAY 2021

#36

MOUNTH..... November
PUBLISHED..... 29th October
FOCUS..... **Good Cars**

DEADLINE MATERIALE
8TH OCTOBER 2021

Advertising Profile

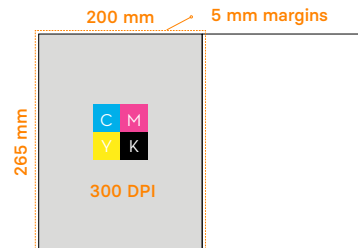
Covers

- Cover IV
- First DS
- Cover III

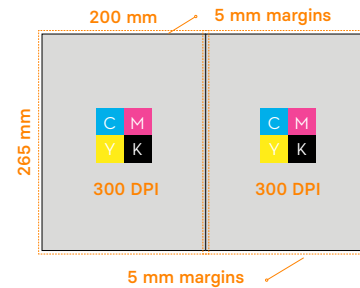
Premium Positions

- 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

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