

Media Kit

Brera
Design
District

The project, the tools
and the communication format

Brera Design District is an internationally renowned lifestyle brand.

Originally developed around Design Week, it has become the world's first and most important design district.

A digital and urban platform, and a printed magazine with numerous tools at disposal.

Reach our audience, every day, all year round.

210
30
31
120+

Permanent showrooms
Place of interests
Art galleries
Temporary locations

Brera Design District, with its design showrooms, art galleries, concept stores, restaurants and food & beverage formats, represents the most contemporary and international side of Milan.

By participating in the Brera Design District initiatives, it is possible to reach an exclusive, international and selected audience through its communication platform, which consists of different channels, designed to meet the most diverse promotion goals.



Communication tools

A digital and physical platform



Website

Digital content and physical events in the Brera district.

- Brera Design District website
- Brera Design Week Event Guide
- Events calendar
- News & Events
- Guide and advices
- Design Showroom, Art galleries, Lifestyle e Clubs



Social Media

Custom-built digital content based on the tool and the target audience.

- Instagram
- Facebook



Newsletter

Targeted and tailored communication directed to the public.

- **Brera Experience**
Periodical insights into the Brera District
- **BDD Week DayByDay**
The unmissable events during Brera Design Week
- **DEM**
Dedicated communications for your brand



Apartment

A place for meeting and exchange, designed for companies and professionals.

Via Palermo 1, Milano

- 100 sqm.
- 4 separate rooms
- 15 Brands exhibited

Audience and KPI

To whom we communicate



Instagram

131k
Followers

3.9 MLN Views/Impressions
2.4 MLN Reach

14k Media Impressions/post
9k Media Reach/post

60% followers 35-54 years old
65% women
35% men

52% Italy
8% Brazil
3% USA

Brera Design District
Media Kit



Facebook

27.5k
Followers

27.5k Follower
1.3 MLN Impressions
750K Reach
1.5K Post engagement

63.5% followers 35-54 years old
67% women
33% men

74% Italy
2% Brazil
2% Spain



Linkedin

1.6k
Followers

45K Impressions
27K Reach
6k Click

40% of followers are in the design and architecture field



Website

+175k
Active users

331k Views

11k Calendar section views
72k News section views
12k Discover section views
17k Tips section views



Newsletter

+15k
Total users

Open rate: 46%

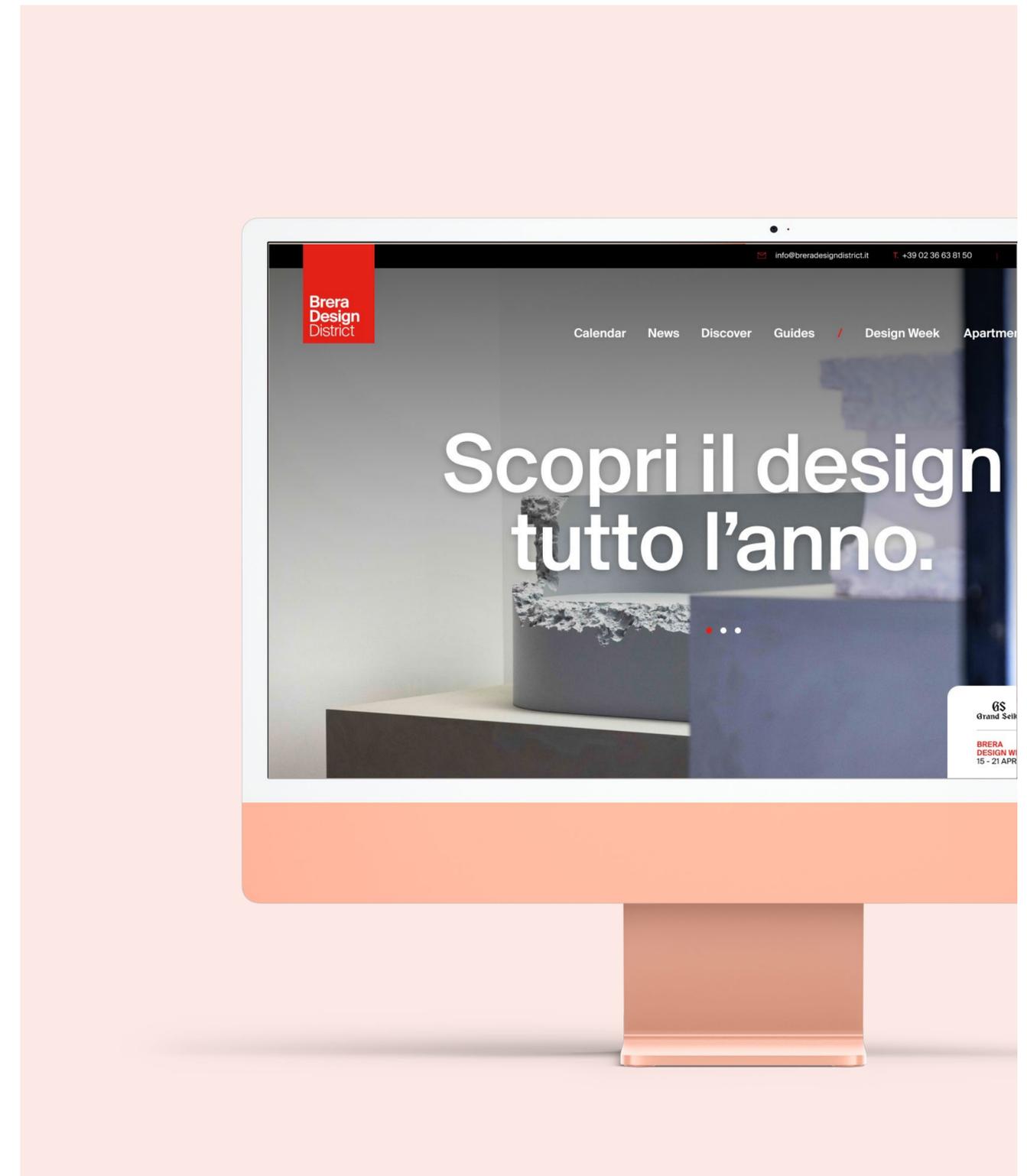
Click rate: 3%

Communication tools

Website

The core of our communication strategy, with a calendar dedicated to events in the district, a section dedicated to in-depth information with news and interviews, and another dedicated to the promotion of commercial activities, as well as a section featuring guides for exploring Brera.

- Calendar of events and appointments
- News and interviews
- Discover design showrooms & more
- Thematic guides



Communication Tools

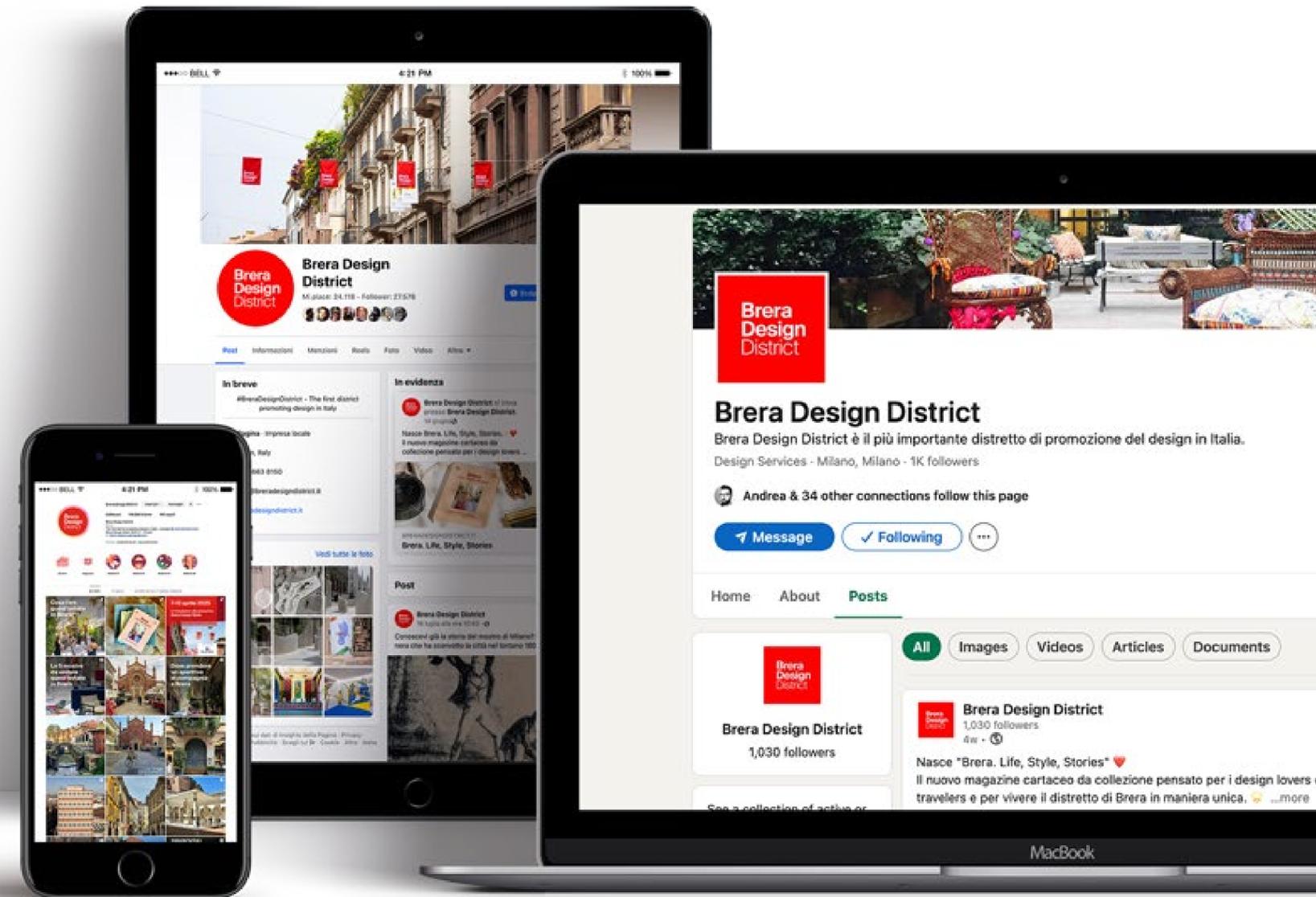
Social media

Over the years, Brera Design District has focused on the role of social media, especially the official **Facebook** and **Instagram** pages, and in recent years also **Linkedin**, as a **tool for communicating the events and activities taking place within the district to users.**

An editorial plan that includes content and articles dedicated throughout the year to the district and the entire world of design showrooms, art and architecture.

- **Instagram** – 126k follower
- **Facebook** – 27.5k follower
- **Linkedin** – 2k follower

Note: data from July '25



Communication tools

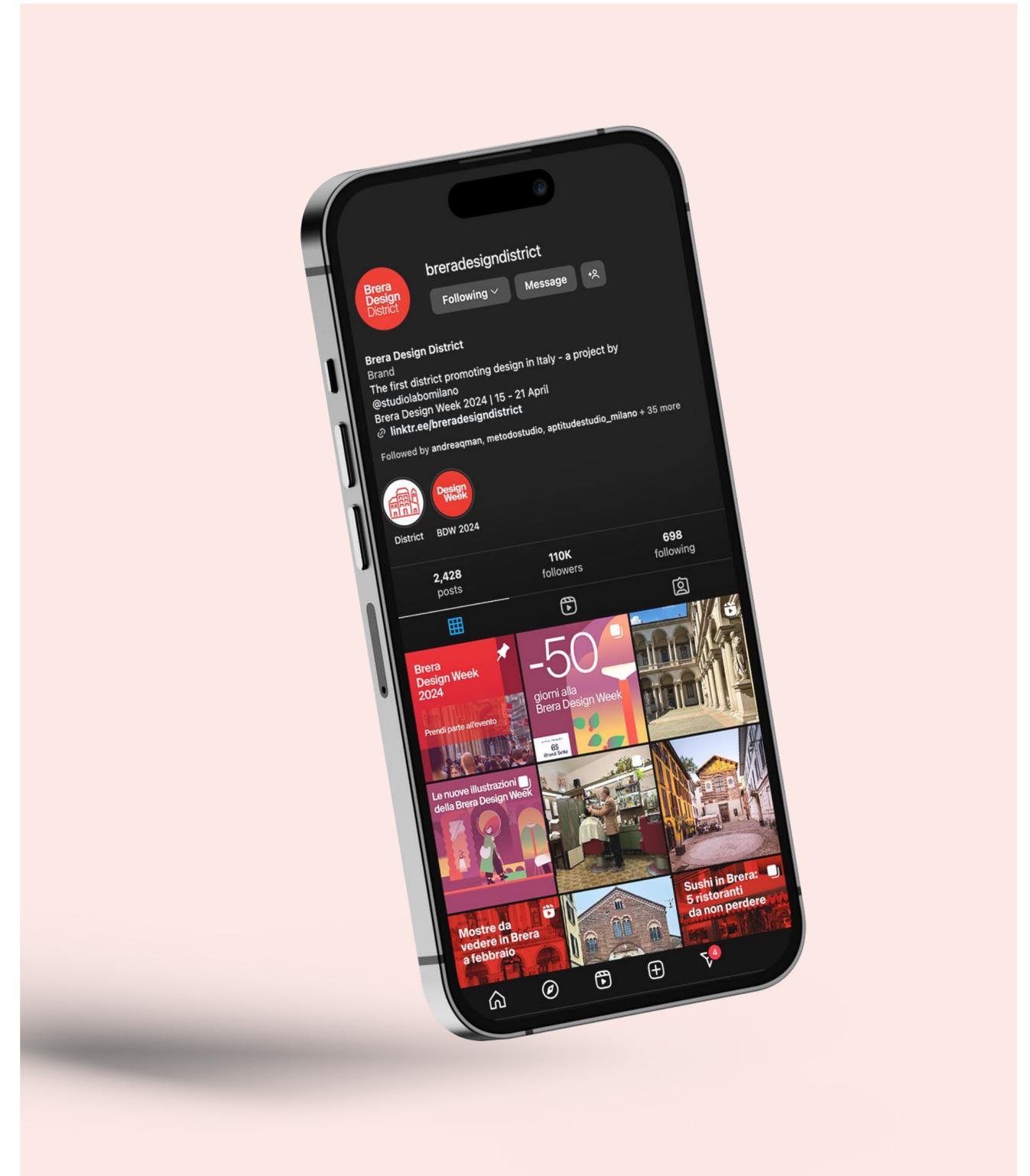
Social Media – Instagram

A constantly growing profile with a renewed editorial plan designed to amplify the content on the website and in the newsletters with an integrated approach.

Dedicated content created in collaboration with Brera Design District and Creators.

Your brand becomes the protagonist in the daily narrative of the Brera district's life.

- Concept and content production with Creators
- Structured editorial plans
- Live coverage of events, new openings, product launches



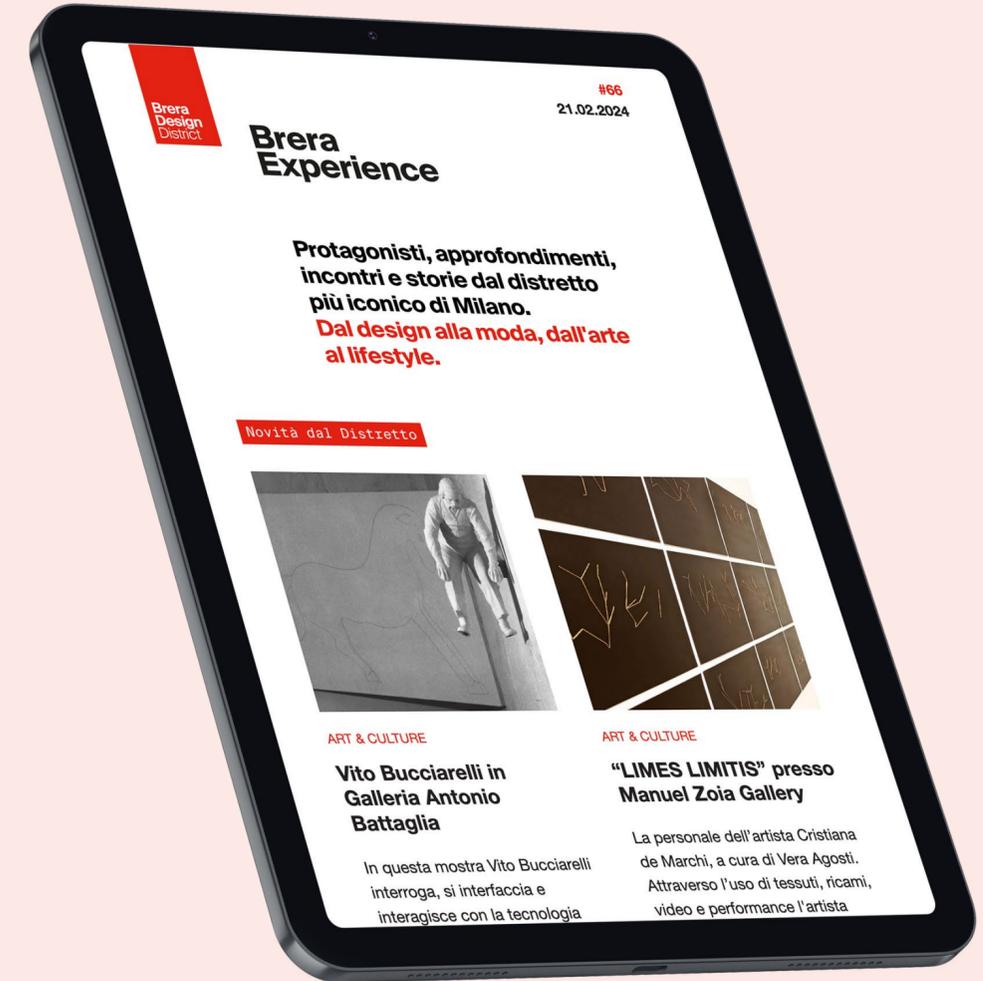
Communication tools

Newsletter - Brera Experience and Calendar

At the beginning of each month and every two weeks in your inbox, the story of Brera and its protagonists distilled into a clear and effective communication.

Structured into headings, it presents Brera's news, tips, anecdotes and history. An invitation for our audience to explore the district, taking part in the events and activities

- Events promotion
- Dedicated promotion formats with in-depth information on the site



Communication tools

Brera Design Apartment

The flat in Via Palermo 1 is the 'home' of the Brera Design District, a meeting place designed for companies and professionals.

The ideal place to develop projects dedicated to your brand together with Studiolabo; or to organize shootings, press days, lunches, appointments with the press and professionals.

- 100 sqm in Via Palermo 1
- Full kitchen and services
- Project and event formats curated with Studiolabo
- Dedicated Instagram profile



Communication packs

Pack.01

1.500 € + vat

Pack.02

2.500 € + vat

Pack.03

4.500 € + vat



Website

- **Showroom/location page**
on the Discover section of the website if it is a permanent Showroom/location in the Brera district

- **1 Article News online** (editorial)
- **Showroom/location page**
on the Discover section of the website if it is a permanent Showroom/location in the Brera district

- **1 Article News online** (editorial)
- **Featured placement of the article**
in the slideshow of the News section, and on the the Home Page in the area dedicated to News
- **Showroom/location page**
on the Discover section of the website if it is a permanent Showroom/location in the Brera district
- **Scheda showroom/locale “selected”**
with visibility within the section (es. Design Showroom / Lifestyle / Art & Culture etc)



Social Network

- **1 Social post**
published on our Instagram / Facebook or LinkedIn channels to tell and promote the activity
- **1 Instagram Story** (up to 5 images)
to be scheduled during the year (with the exception of February, March, and April) to narrate and promote the activity

- **Scheda showroom/locale “selected”**
with visibility within the section (es. Design Showroom / Lifestyle / Art & Culture etc)
- **1 Instagram Story**
sharing the article News
- **1 Facebook and LinkedIn post**
sharing article News

- **1 Social post**
published on our Instagram / Facebook or LinkedIn channels to tell and promote the activity
- **2 Instagram Story** (up to 5 images)
to be scheduled during the year (with the exception of February, March, and April) to narrate and promote the activity
- **1 Facebook and LinkedIn post and e 1 Instagram story**
sharing article News



Newsletter

- **1 dedicated box sharing the article**
in the Brera Experience bimonthly newsletter

- **1 dedicated box sharing the article**
in the Brera Experience bimonthly newsletter

Extra activities



Website

News online 500 € + vat

1 Article in the online magazine
with sharing on Facebook and LinkedIn



Newsletter

Newsletter DEM 1.500 € + vat

Dedicated newsletter sent to the Brera Design
District contact database

Newsletter Experience 800 € + vat

Dedicated box in the Newsletter Experience



Social Network

Social Pack 1.800 € + vat

Social media publication pack consisting of:

- **1 Instagram Post**
- **1 Instagram Story** (up to 5 images)
to be scheduled throughout the year (with the exception of
February, March, and April)
- **1 Facebook or LinkedIn post**
to be scheduled during the year (with the exception of February,
March, and April)

Single Contents

Instagram

- N. 1 single post or 1 Reel (provided by client) - **1.000€ + vat**
- N. 1 single post with a gallery of images - **1.200€ + vat**
- N. 1 Story sharing up to 5 images/videos - **600€ + vat**

On request, we can arrange:

- dedicated stories or reels produced by our creators - cost on request
- targeted promotional campaigns (in dark mode) - cost on request

Facebook

N. 1 single post - **250€ + vat**

LinkedIn

N. 1 single post - **500€ + vat**

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A PROJECT BY

