

Communication plans





Choose or put together your own communication plan to suit your needs and budget.

Formats Fuorisalone 2024

Updated from March 24, 2024

- **Free** / 0€
- **Digital** / 1.200€ + vat

Extra tools

-  Newsletter
-  Magazine
-  Social media
-  Fuorisalone TV

Format Free

Take part to Fuorisalone, upload your event

Fuorisalone.it makes uploading your event (either physical in a location in Milan, or digital) accessible to everyone through **the reserved area**, free of charge, from the end of January 2024.



Register > Access > Upload the event

The event will appear in the Event Guide and on the online map with a mention.

Spazio Delta x Chiara Marchesi

Architettura

Arredo

Arte

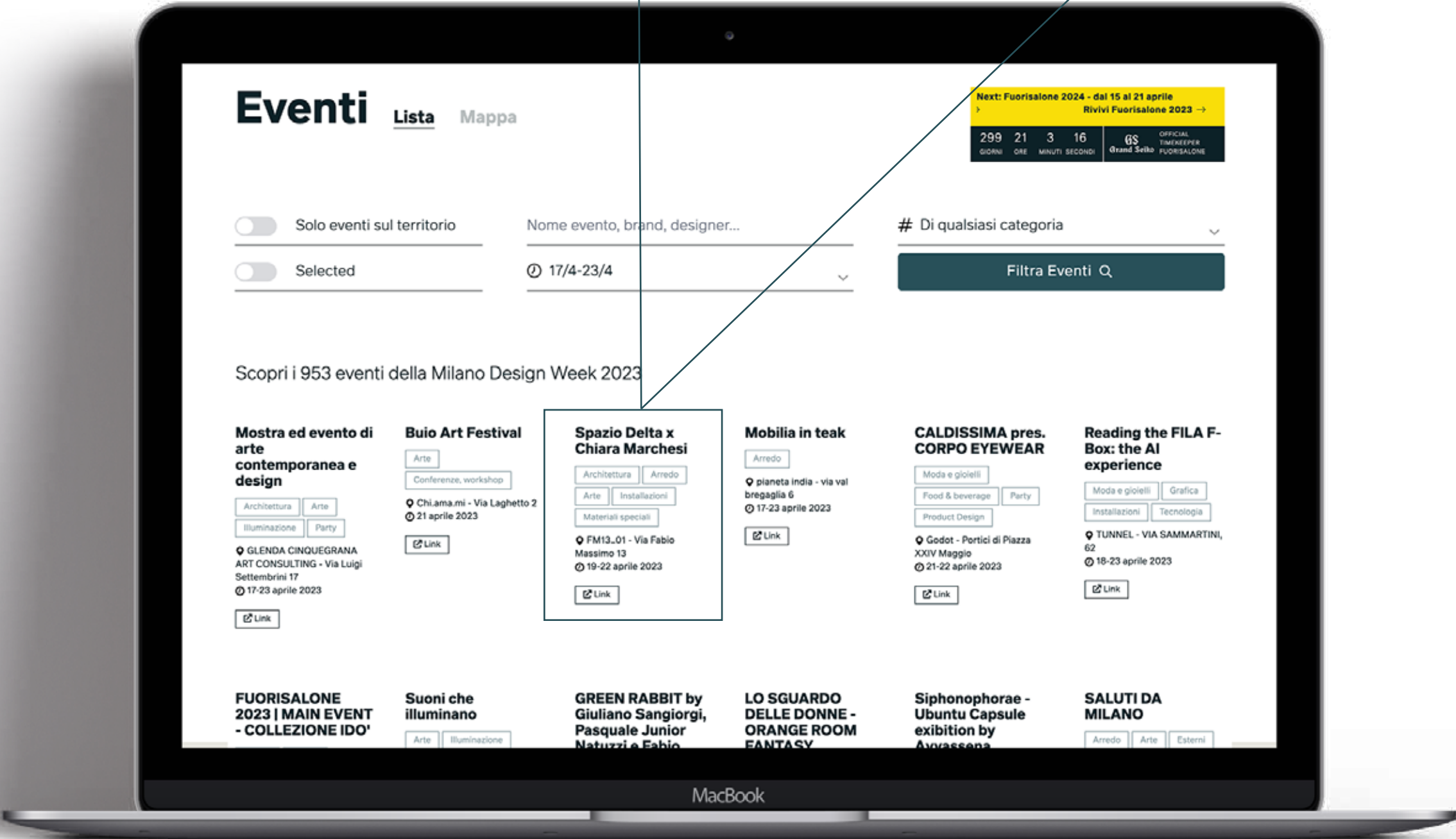
Installazioni

Materiali speciali

📍 FM13_01 - Via Fabio Massimo 13

📅 19-22 aprile 2023

[Link](#)



Format Digital

Promote your event with the official guide and map

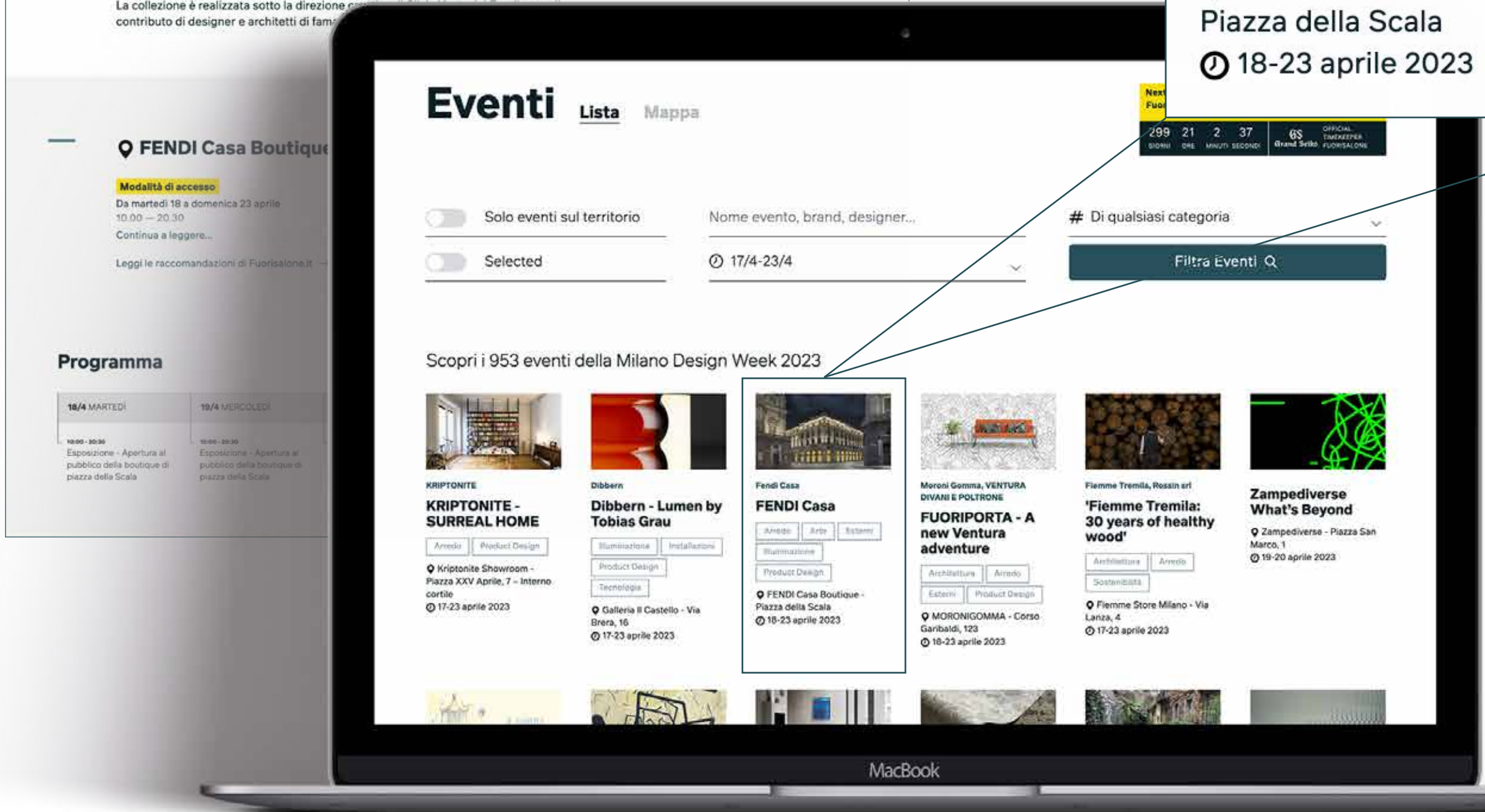
For those who want to be featured in the event guide

Event Guide:

- BASE visibility of the event page
- brand page
- linked designer pages
- pin on the Fuorisalone digital map

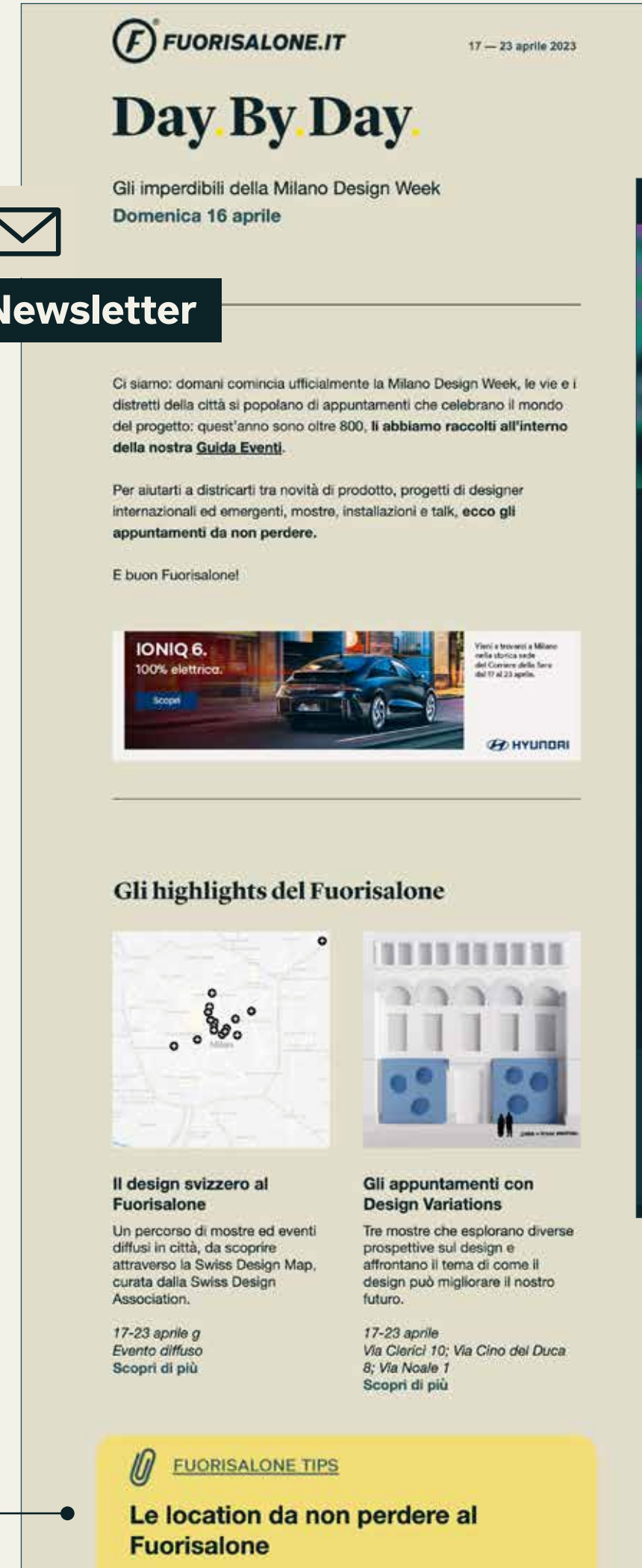
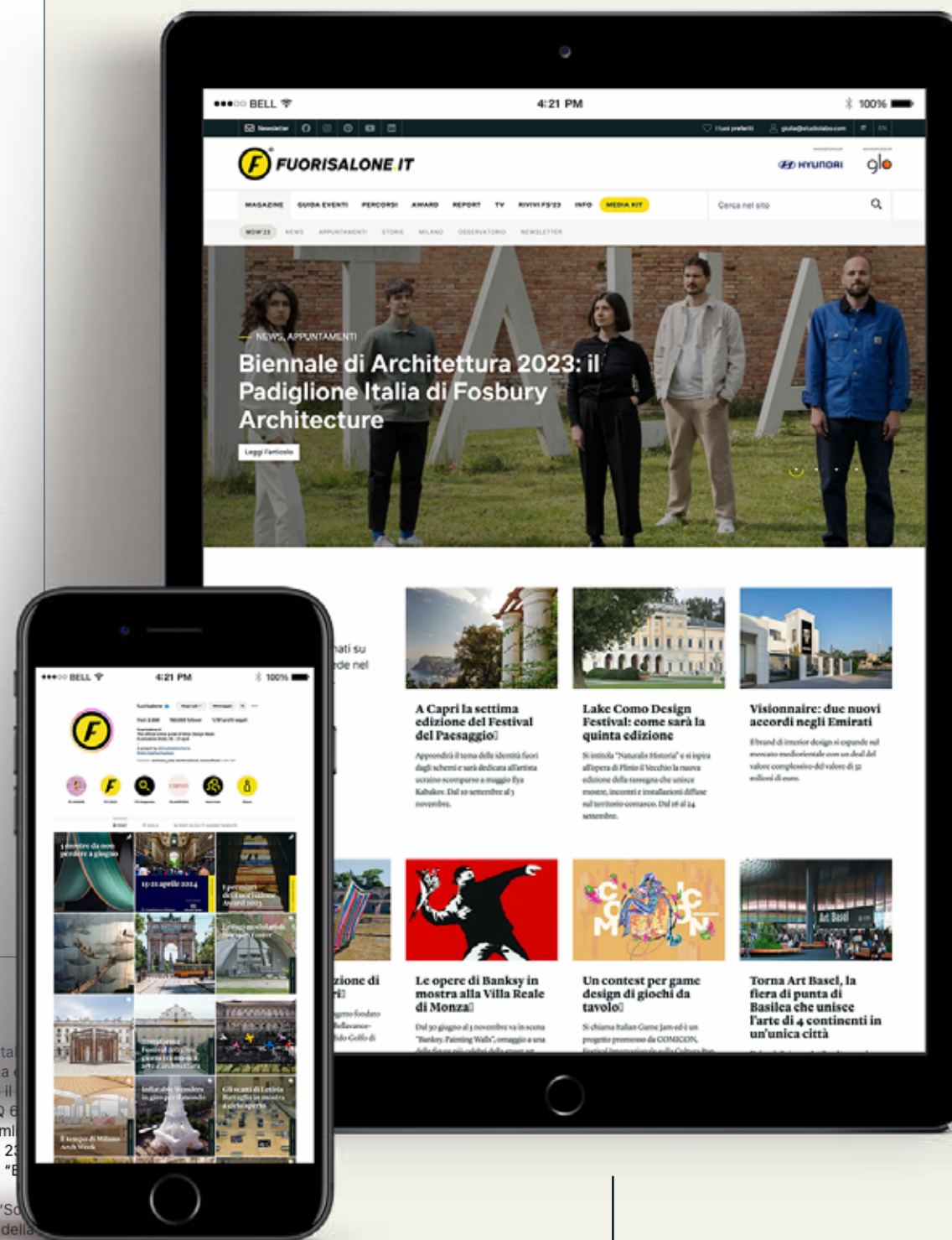
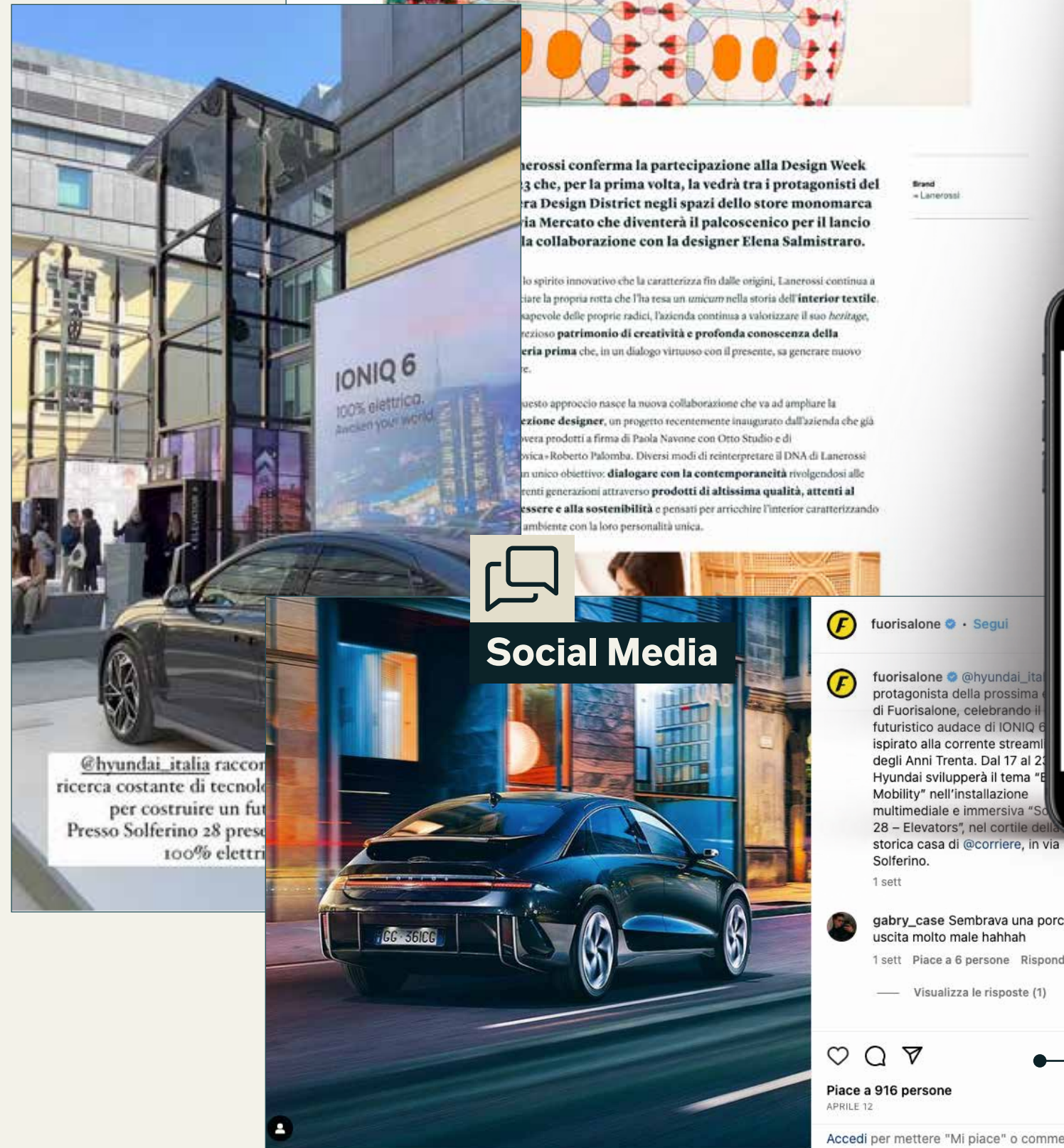
Price: 1.200 € + vat

Plan updated from March 24, 2024





Social and digital channels



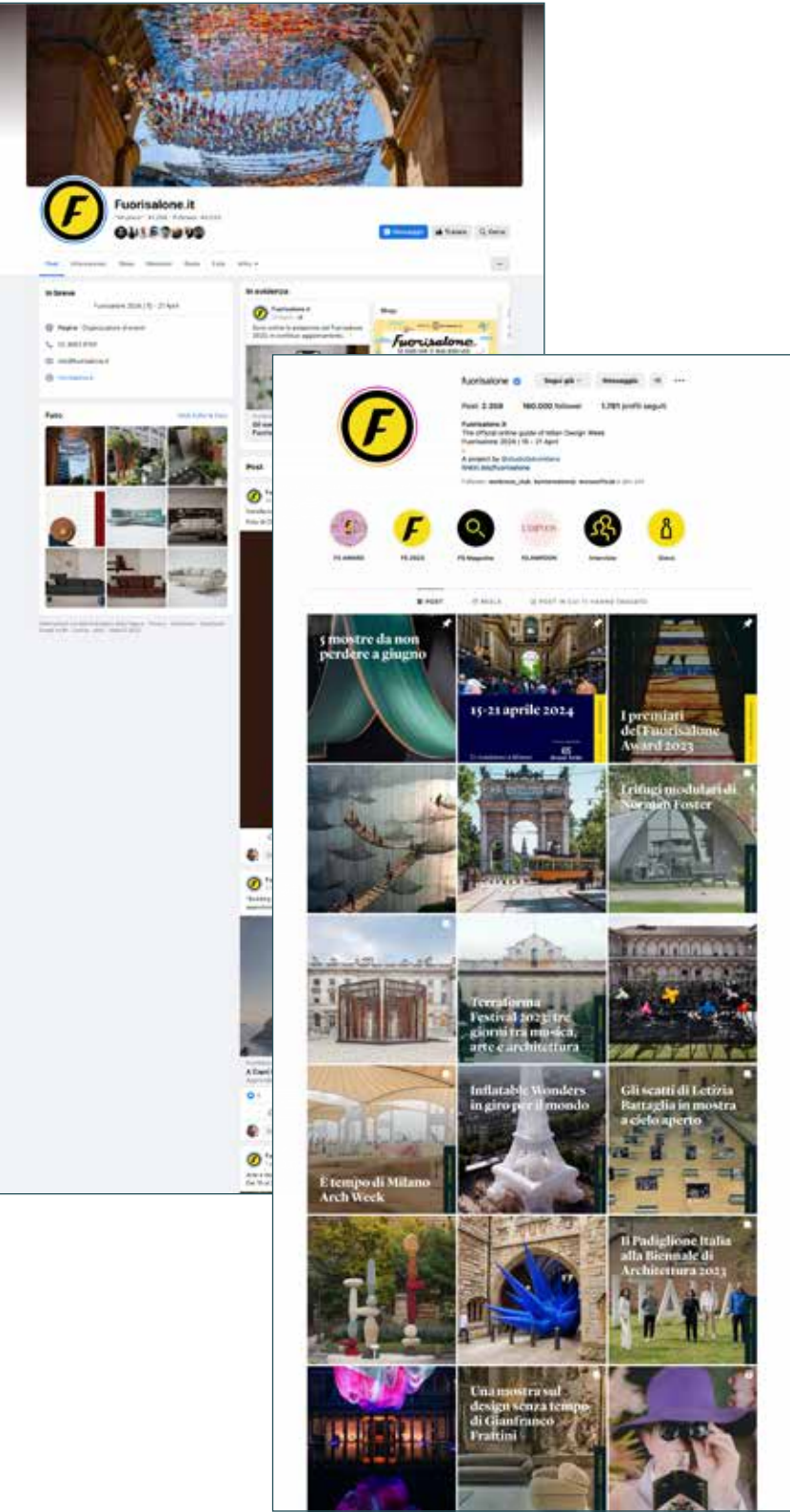
Additional tools

For extra Design Week visibility

a) Social media

Additional posts can be added, except for the period from 15 March to 25 April, if they are dedicated to Design Week. The channels provide:

-  - N. 1 single post
1.000€ + vat
- N. 1 single post singolo with gallery
1.200€ + vat
- N. 1 Story up to 5 images or videos
600€ + vat
- N. 1 Reel (provided by the customer)
1.500€ + vat
-  - N. 1 single post
500€ + vat
-  - N. 1 single post
250€ + vat

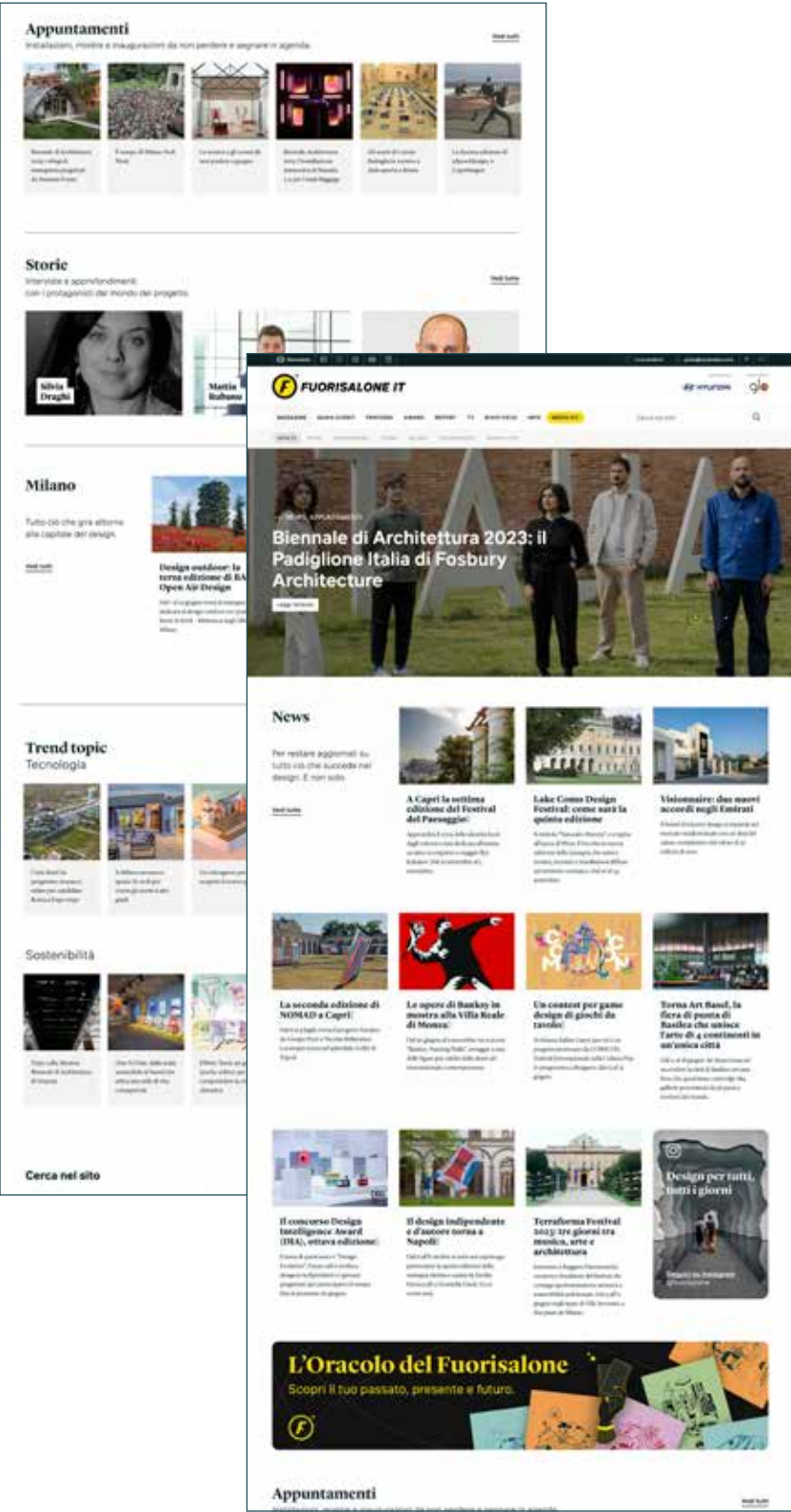


b) Magazine

Fuorisalone's online magazine features content all year round. During the period before and after Design Week there is the possibility to purchase the publication of:

- N. 1 editorial article + issue in the newsletter **L'Indispensabile**
- N. 1 editorial article + issue in the newsletter **L'Indispensabile** + sharing on FB and LinkedIn
- N. 1 editorial article + issue in the newsletter **L'Indispensabile** + sharing on FB and LinkedIn + post IG

Price:
800 € | 1.000 € | 1.900 € + vat



Additional tools

For increased visibility during the Design Week

c) Newsletter DayByDay

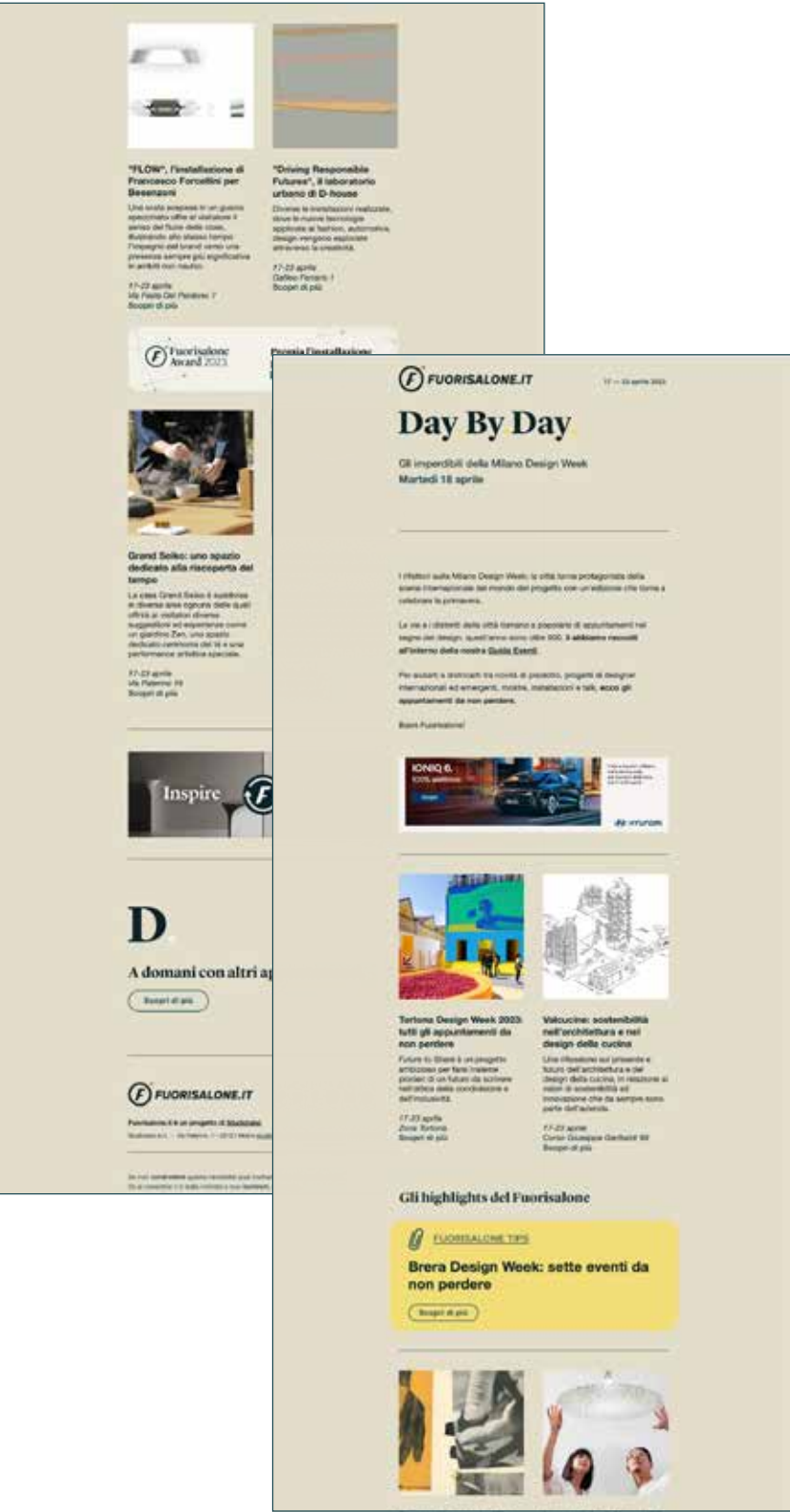
The **DayByDay** newsletter is published on the occasion of Design Week and has 7 issues (from Sunday 16 April to Saturday 22 April) and gives you the opportunity to get:

- **N. 1 box within the DayByDay newsletter** with content on Fuorisalone.it dedicated to the customer.

Each newsletter contains a total of 8 boxes per company

Running out of activities

Price: **800 € + vat**



d) Dedicated Newsletter

The **dedicated newsletter** offers direct communication to the Fuorisalone audience through a mailing exclusively dedicated to the company.

- **N.1 dedicated newsletter** with dedicated content to promote the company

The dedicated newsletters linked to the Design Week period must be booked in the period from 10 March to 10 April

Sold out activities

Price: **2.000 € + vat**



Additional tools

For increased visibility during the Design Week

e) Newsletter *L'Indispensabile*

The newsletter *L'Indispensabile* is published every Friday of the year. In the 4 issues before Design Week, you can buy a box with preview or anticipation activities.

- N. 1 preview box in the newsletter *L'Indispensabile* with a content on Fuorisalone.it dedicated to the customer.

There are a total of 2 boxes in the Fuorisalone Preview section per newsletter issue

Running out of activities

Price: 900 € + vat

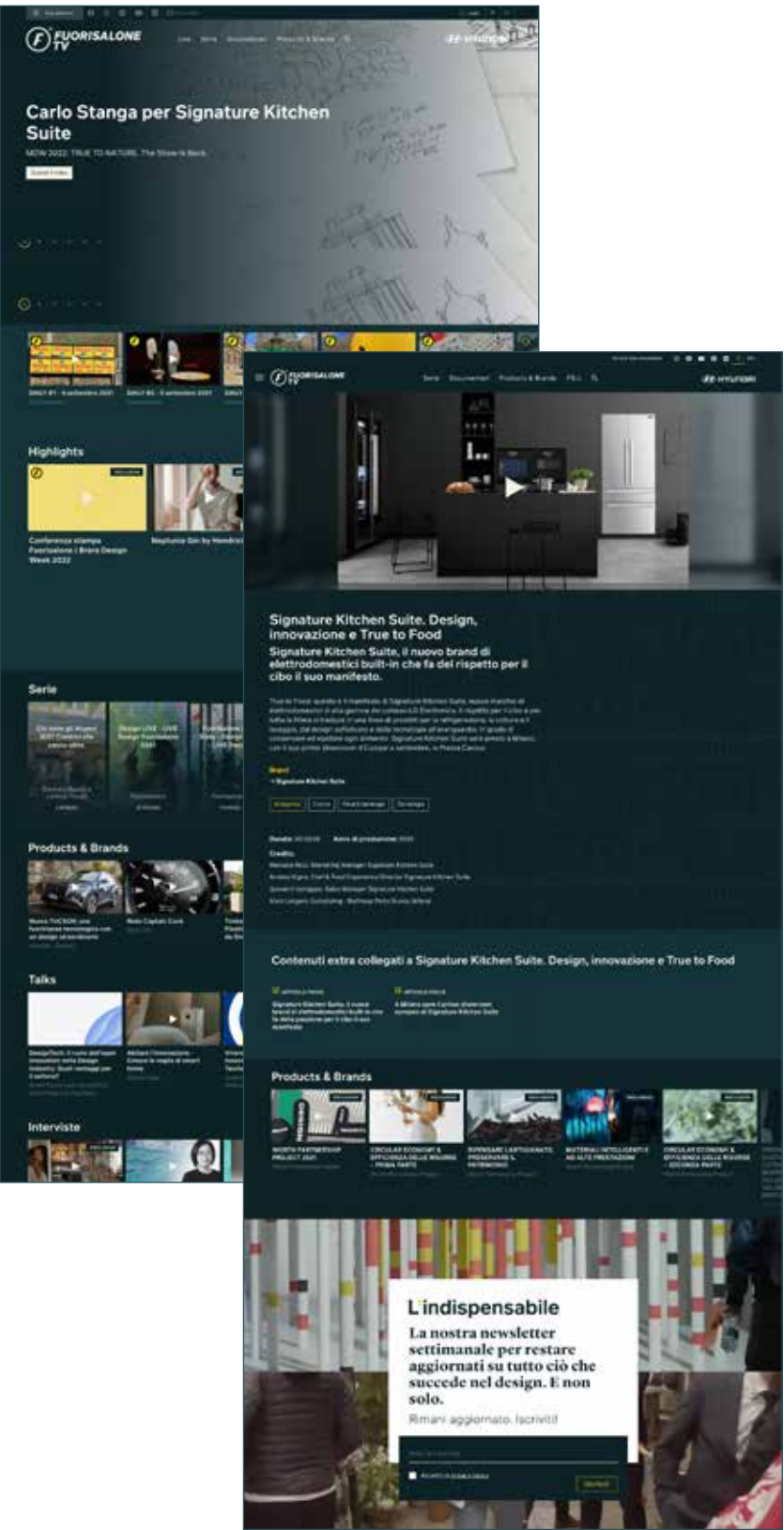


f) Fuorisalone TV

A chance that offers direct visibility through video content or series of videos published in the on-demand schedule of **Fuorisalone's digital TV**, accessible by everyone at all times and free of charge. Each video publication or series includes a promotion of the content through the Fuorisalone Facebook page.

- N. 1 video or N. 1 video series on **Fuorisalone TV** + sharing of content via N. 1 Facebook post

Price: 300 € + vat



Comparing formats

	Format Free	Format Digital
Reporting the event	●	●
Pin on digital map	●	●
BASIC event page		●
FOCUS event page		
Brand and designer pages		●
	0€	1.200€

All prices shown are VAT (22%) not included

Please note

* Check the specifics of social releases and publications in the magazine within the details and notes of each package

Additional tools

	Newsletter DayByDay	Sold out Dedicated Newsletter	Newsltter L'Indispensabile	Fuorisalone TV
BDedicated company box	●			
Exclusive content for the company		●		
Box Fuorisalone Preview			●	
Publication of 1 video or 1 series				●
Instagram post				
Instagram post Gallery				
Instagram story				
Reel Instagram				
Facebook post				
LinkedIn post				
Social content sharing				● *
Editorial article				
	800€	2.000€	900€	300€

Please note

- * Check the specifics of social releases and publications in the magazine within the details and notes of each package
- * The purchase includes the choice of one or more activities listed as individual issues. Check the unit costs on the Social Media and/or Magazine page



Activities Extra period Design Week	
Social Media	Magazine Online
	●
● **	● ** *
● **	
● **	
● **	
● **	
● **	
	● ** *
	●
unit costs	800 € 1.000 € 1.900 €

All prices shown are VAT (22%) not included

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