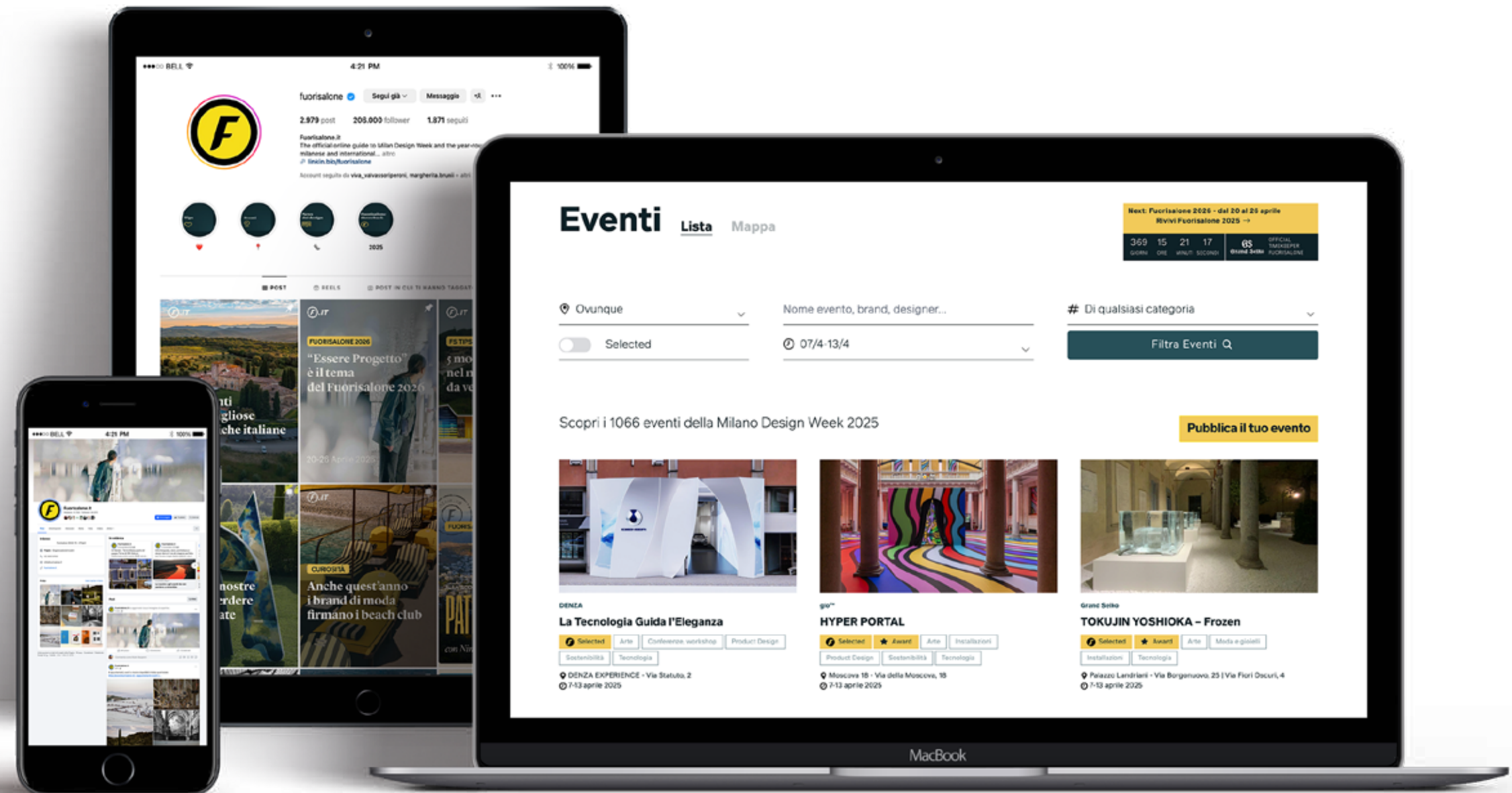


Take part in the official event guide of Fuorisalone.

Find with us the best solution for your marketing goals and reach the Milan Design Week audience.

www.fuorisalone.it



Communication plans





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

Formats Fuorisalone 2026

Updated from March 31, 2026

- **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, starting in late January and early February 2026.



Register > Access > Upload the event

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

Evento 2025 Zip Zone Events Milan Design Week 2025

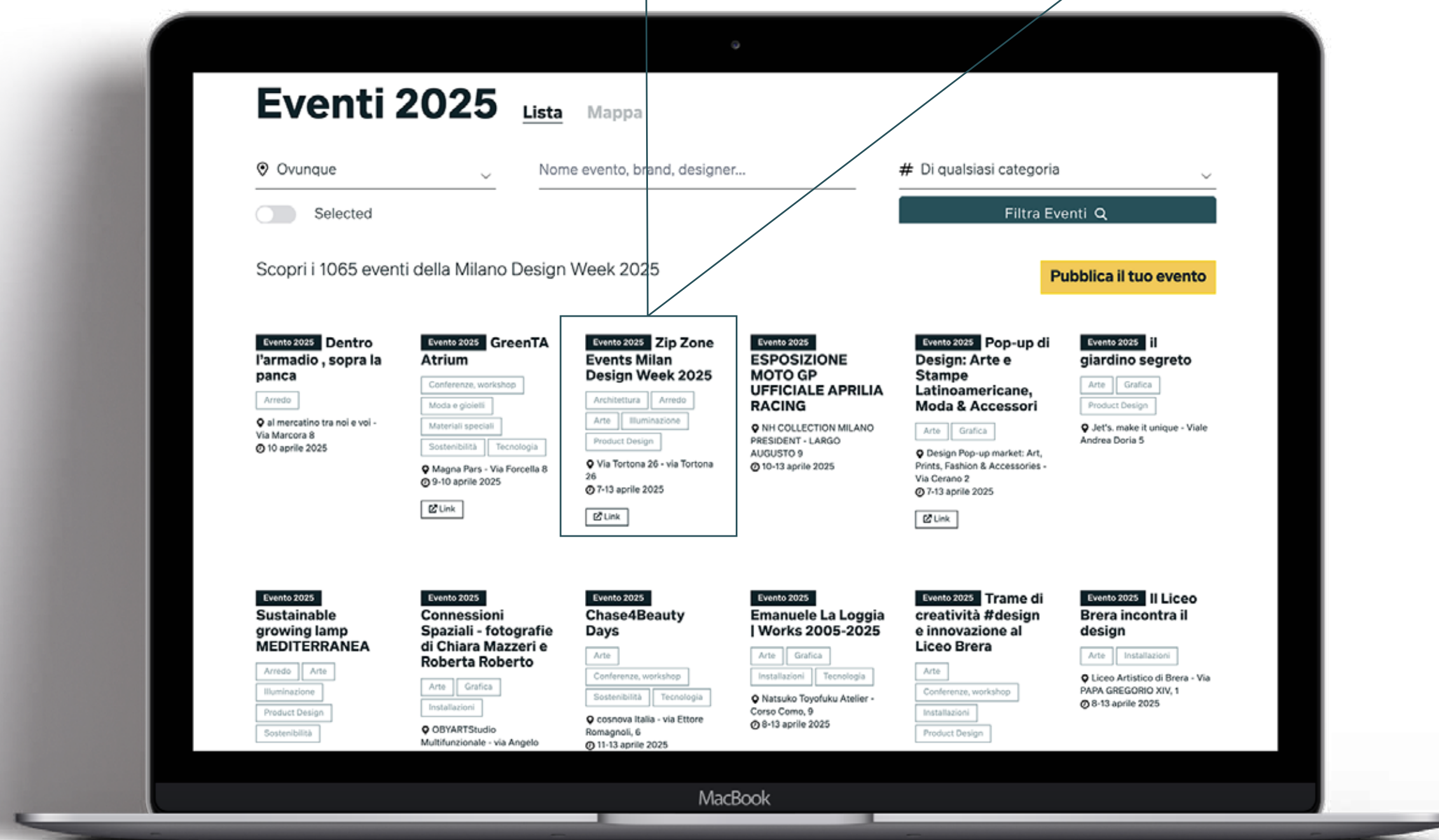
Architettura Arredo

Arte Illuminazione

Product Design

Via Tortona 26 - via Tortona 26

7-13 aprile 2025



Format Digital

Promote your event with the official guide and map

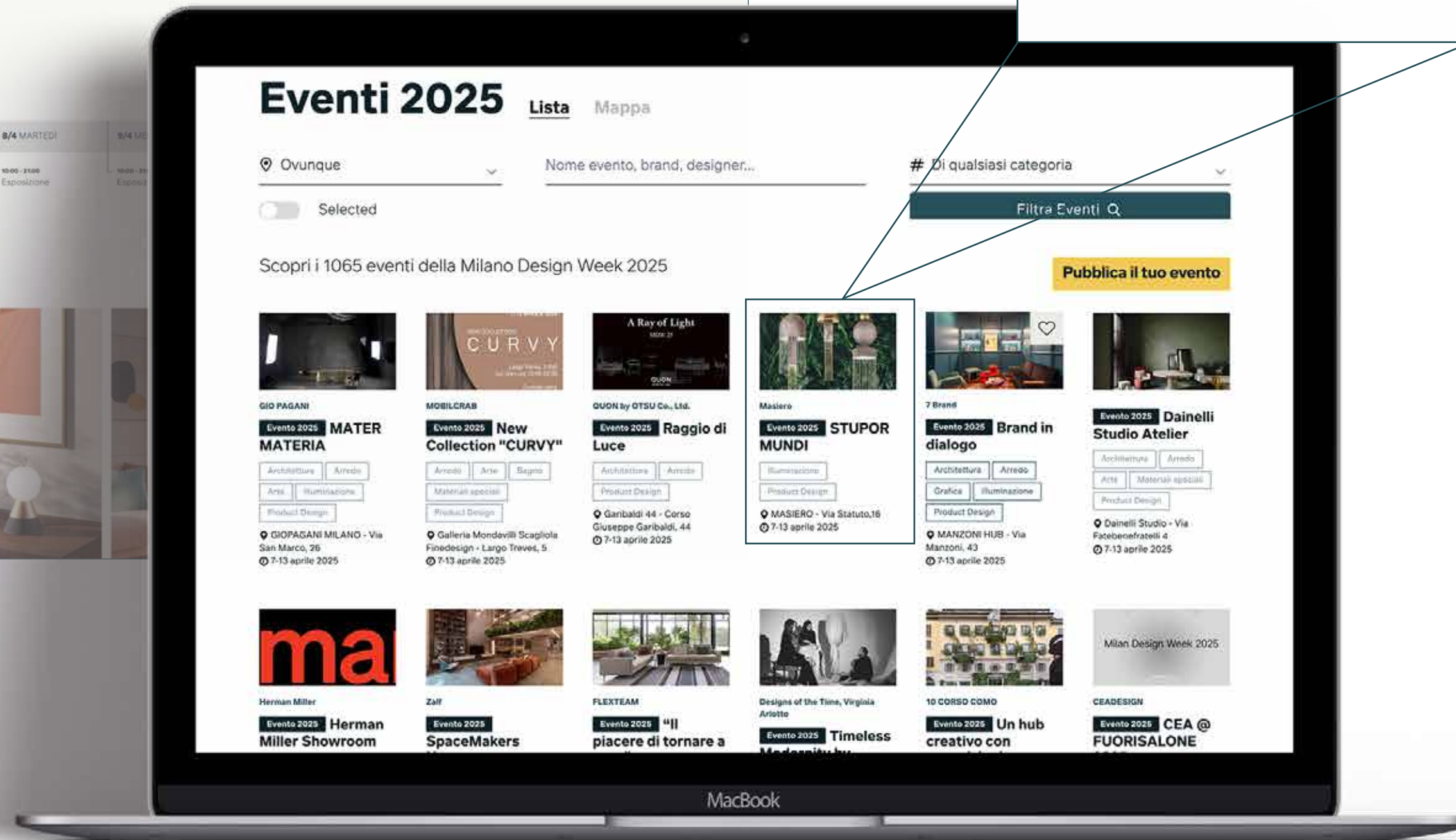
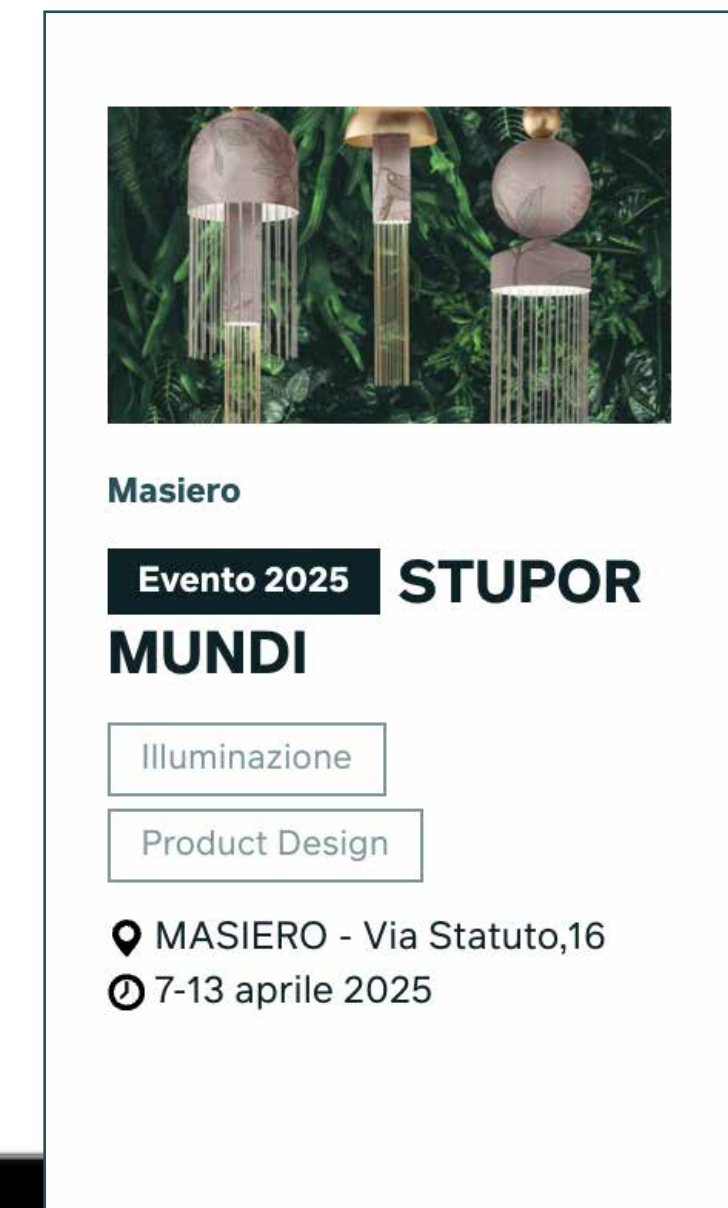
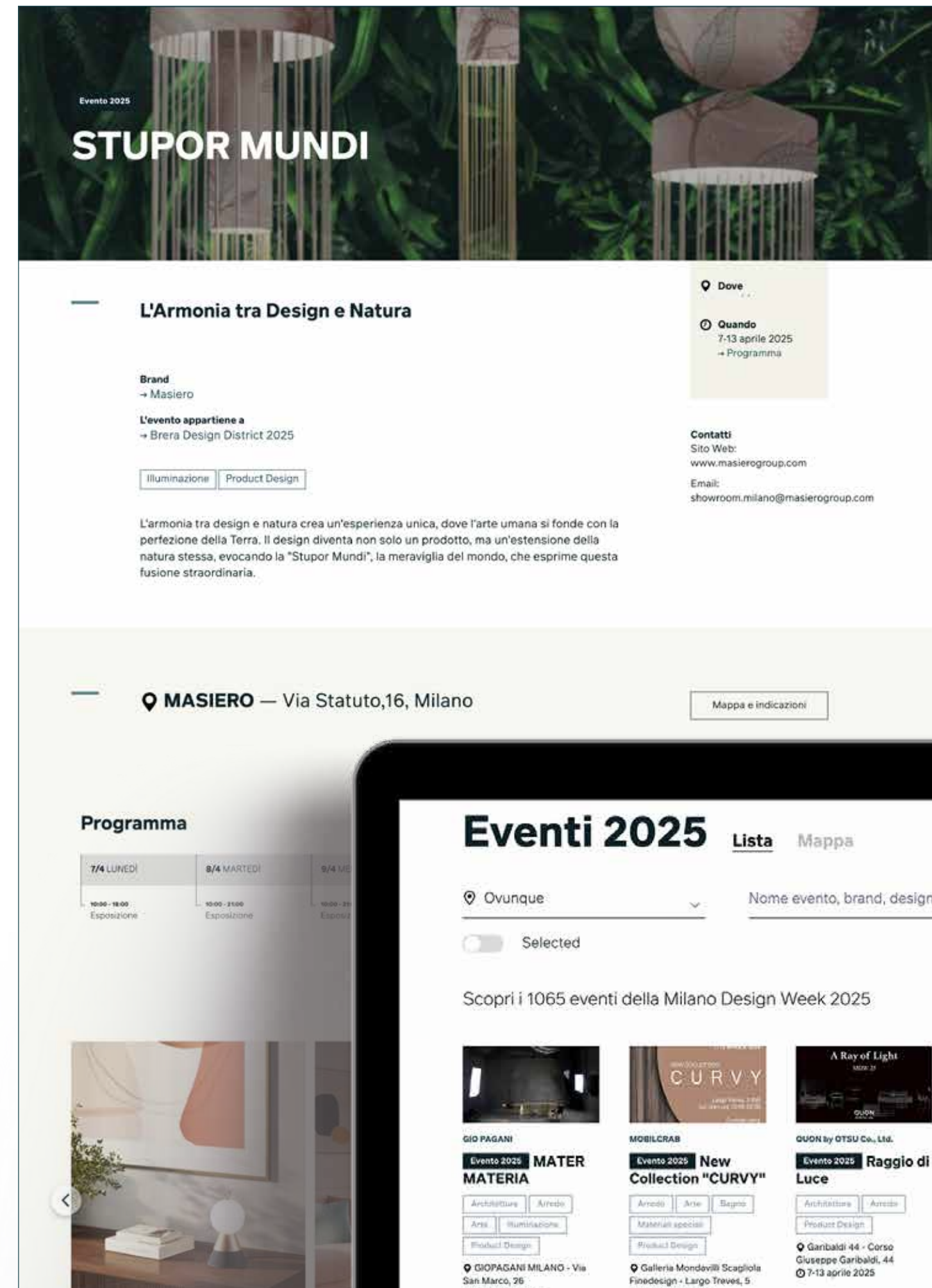
For those who want to be featured in the event guide of Fuorisalone.it

Event Guide:

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

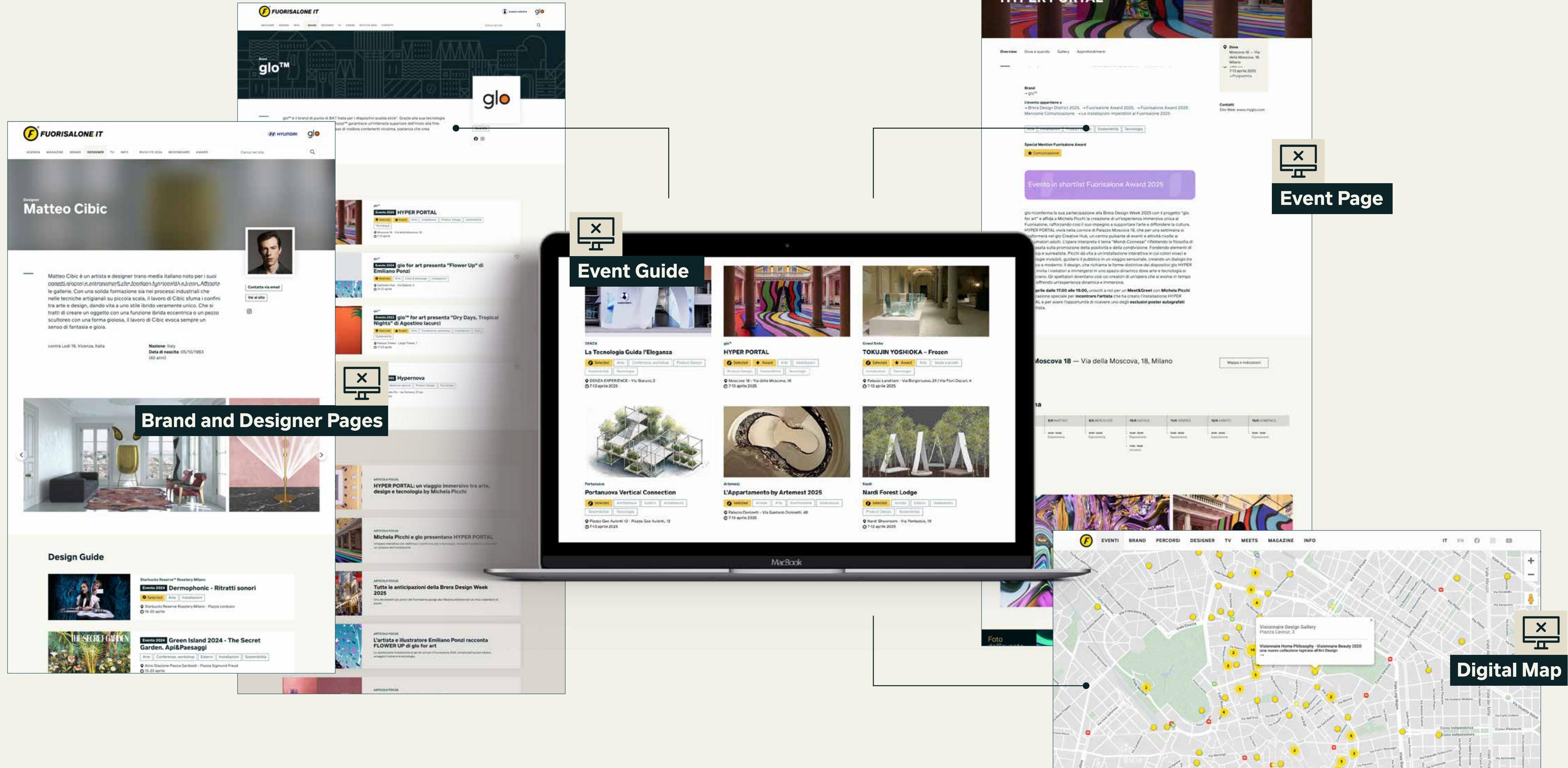
Price: **1.200 € + vat**

Plan updated from March 31, 2026



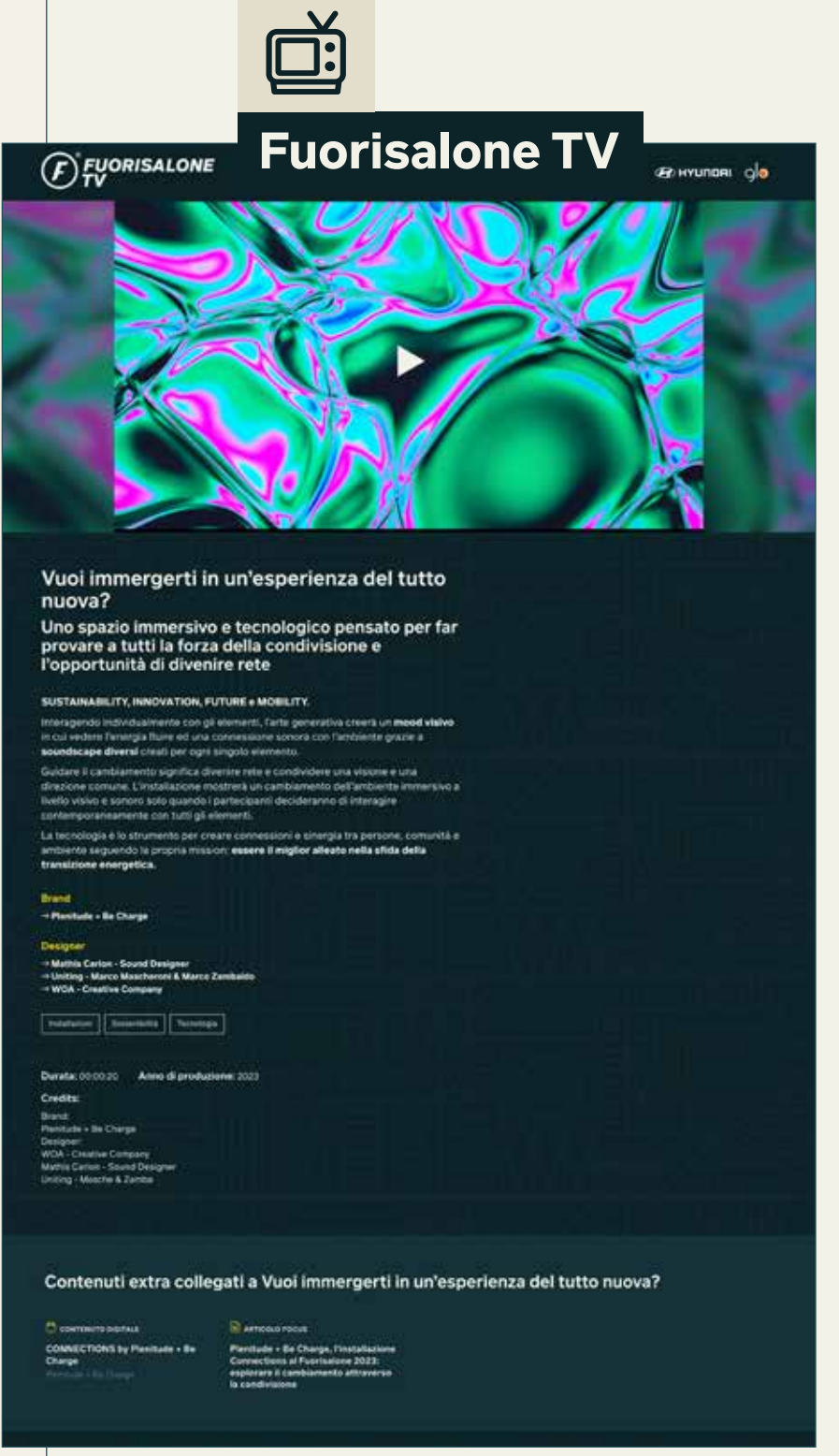
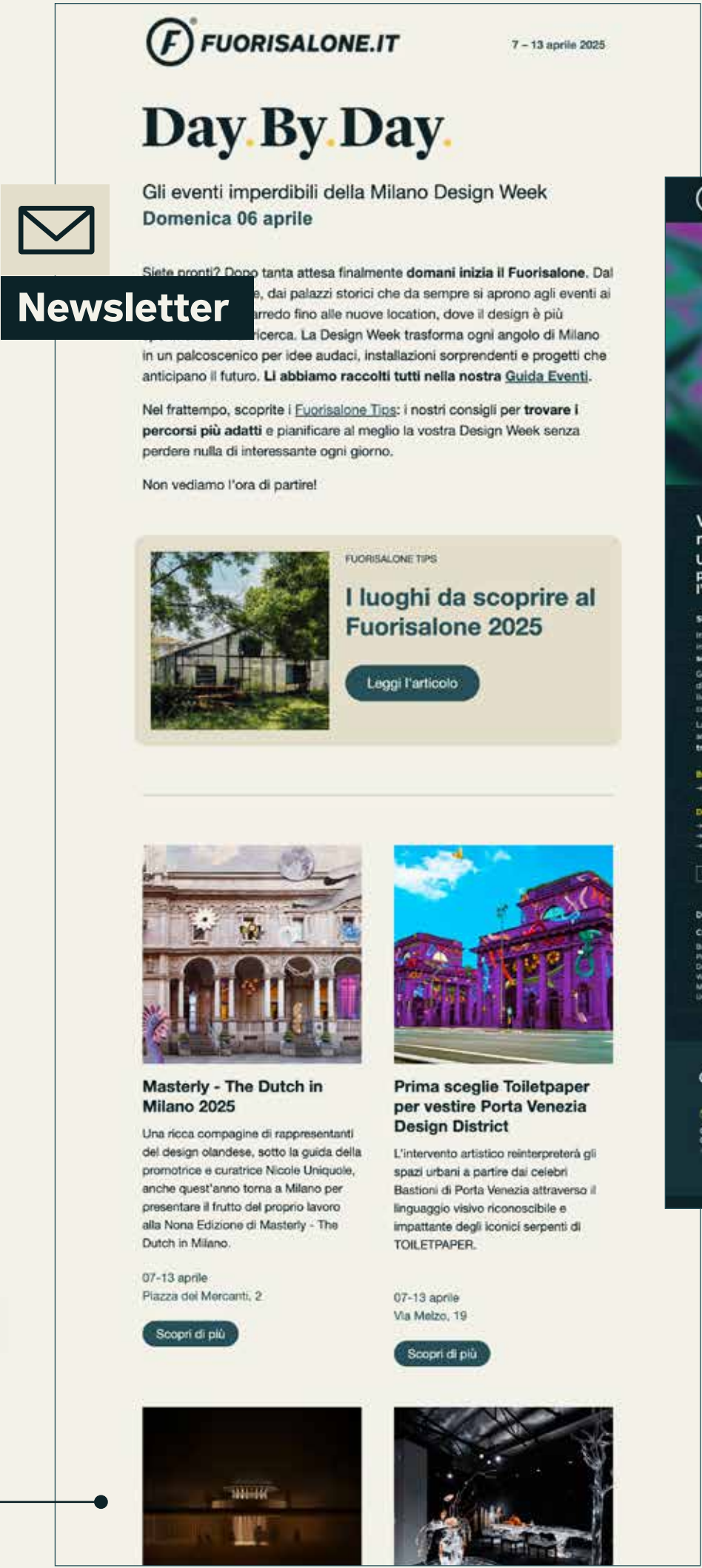
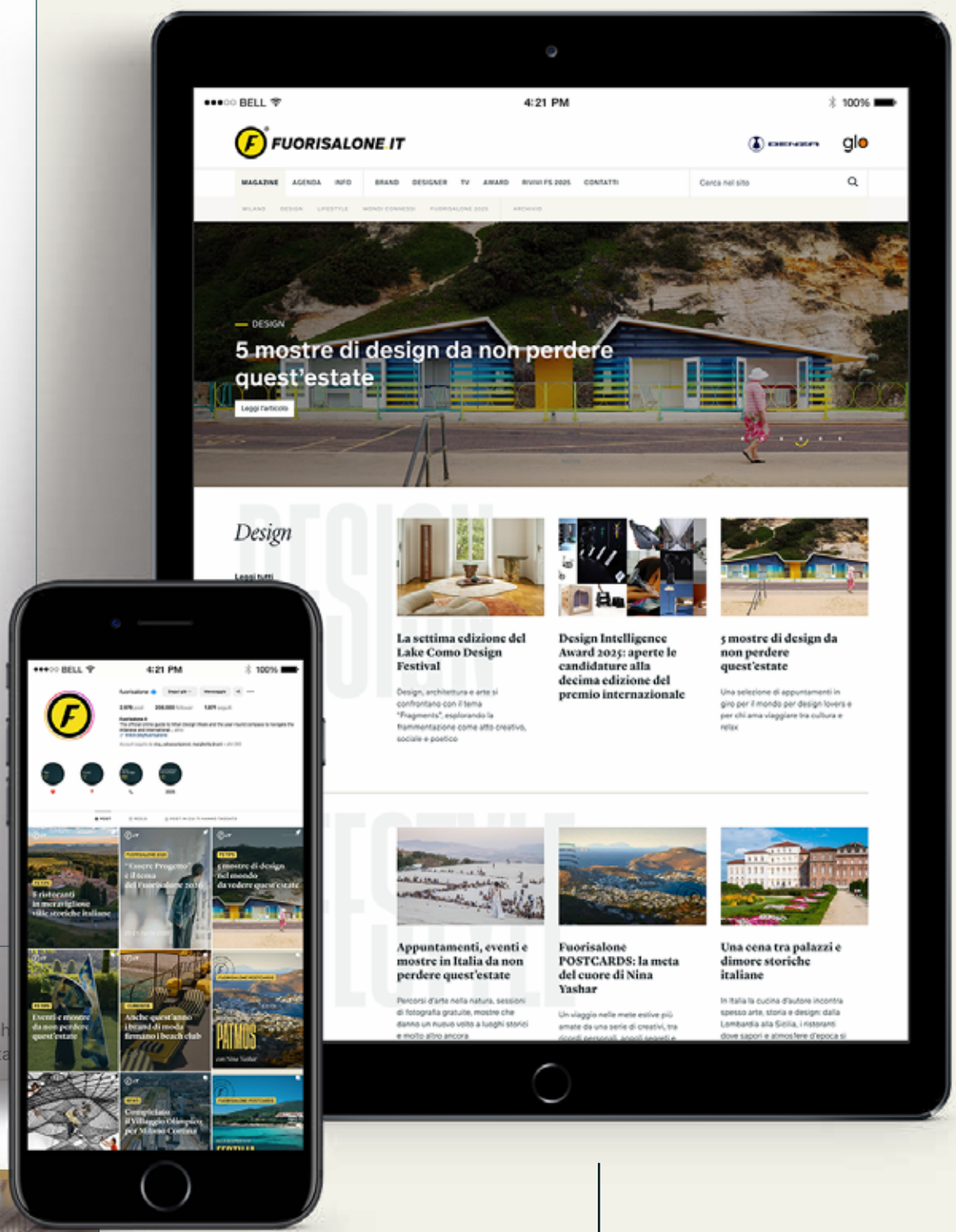
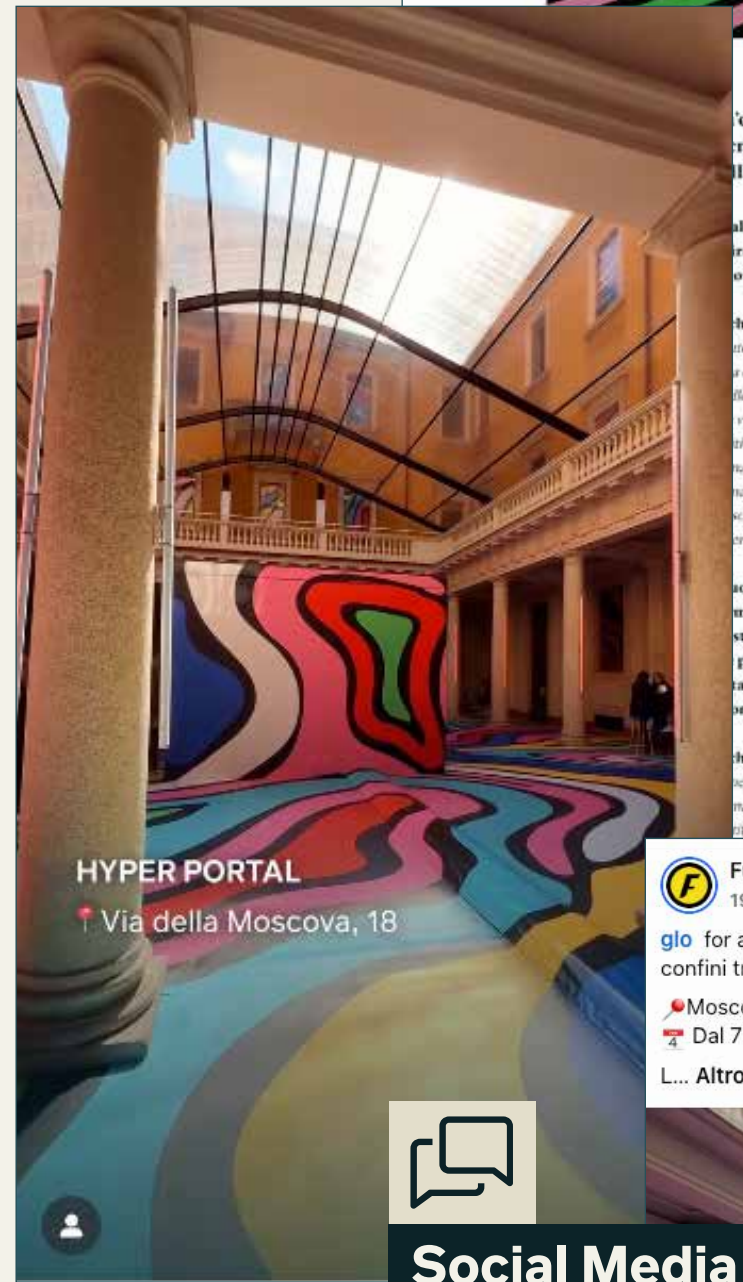
Event page with BASE visibility in the Event Guide

Platform Website



Platform

Social and digital channels




Additional tools for Design Week (February - April 2026)


For extra visibility during Design Week

a) Social media

Additional posts dedicated to Design Week can be added. The channels include:

-  - N. 1 single post or N. 1 Reel (provided by the customer) 1.500€ + vat
- N. 1 single post with gallery 1.700€ + vat
- N. 1 Story up to 5 images or videos 1.000€ + vat

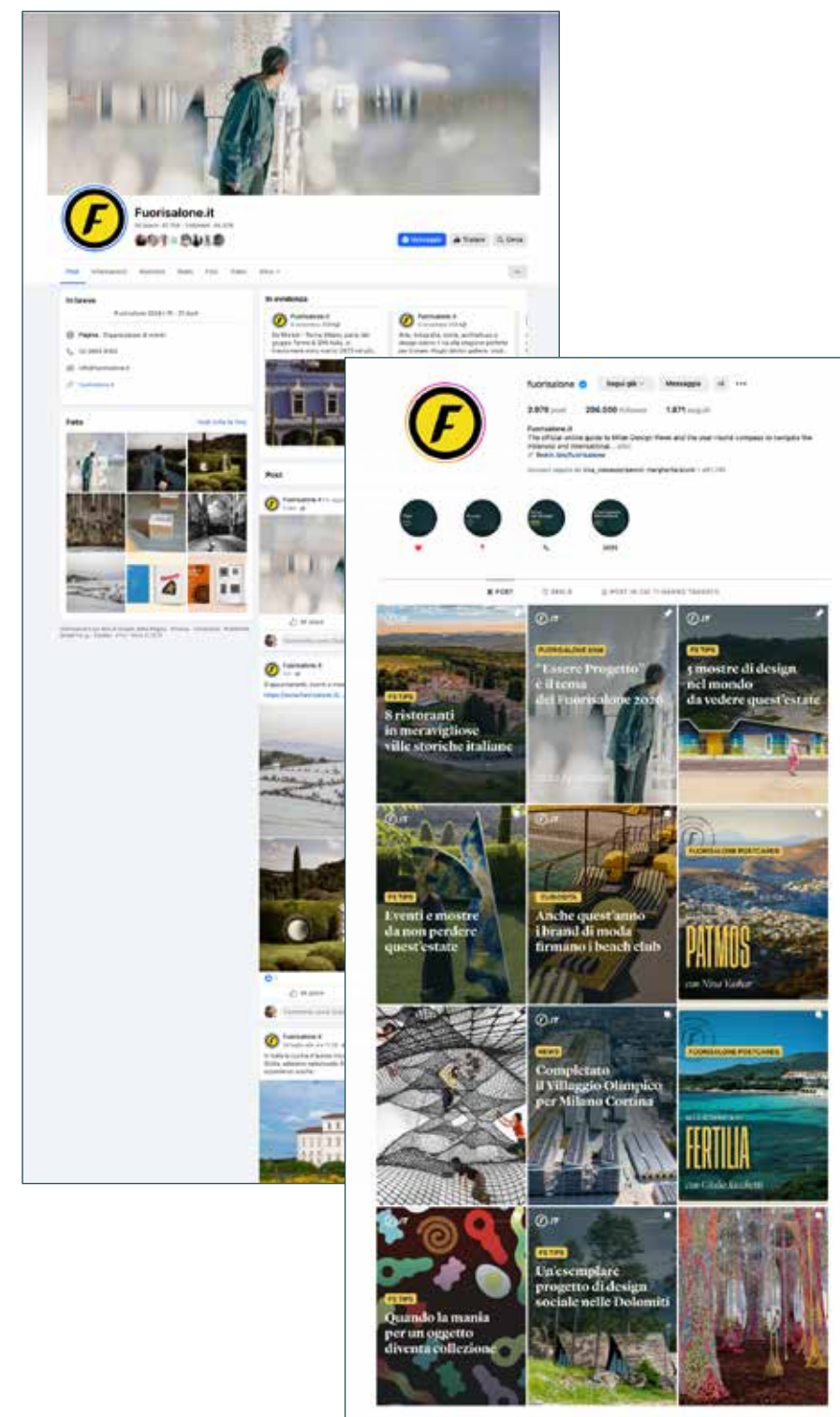
-  - N. 1 single post 600€ + vat

-  - N. 1 single post 800€ + vat

Note:

- On request we can arrange
- dedicated stories or reels, produced by our creators;
- targeted promotional campaigns (in dark).

Cost on request



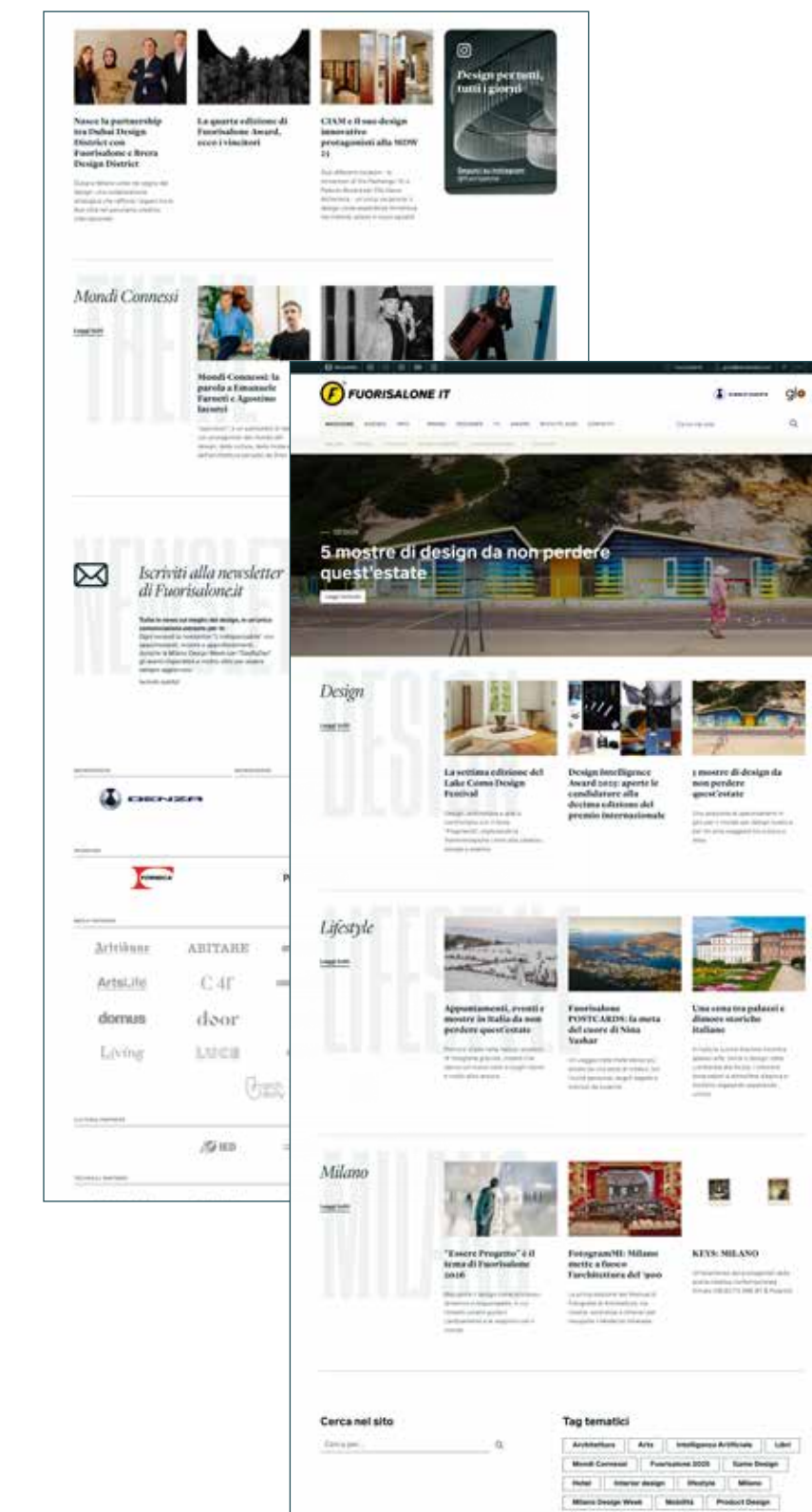
b) Magazine

Before and during Design Week there is the possibility to buy the publication in **Fuorisalone Magazine** (digital magazine) of:

- N. 1 editorial article + sharing with Instagram story

New activity

Price:
1.800 €



Additional tools for Design Week (February - April 2026)

For extra visibility during Design Week

c) Newsletter DayByDay

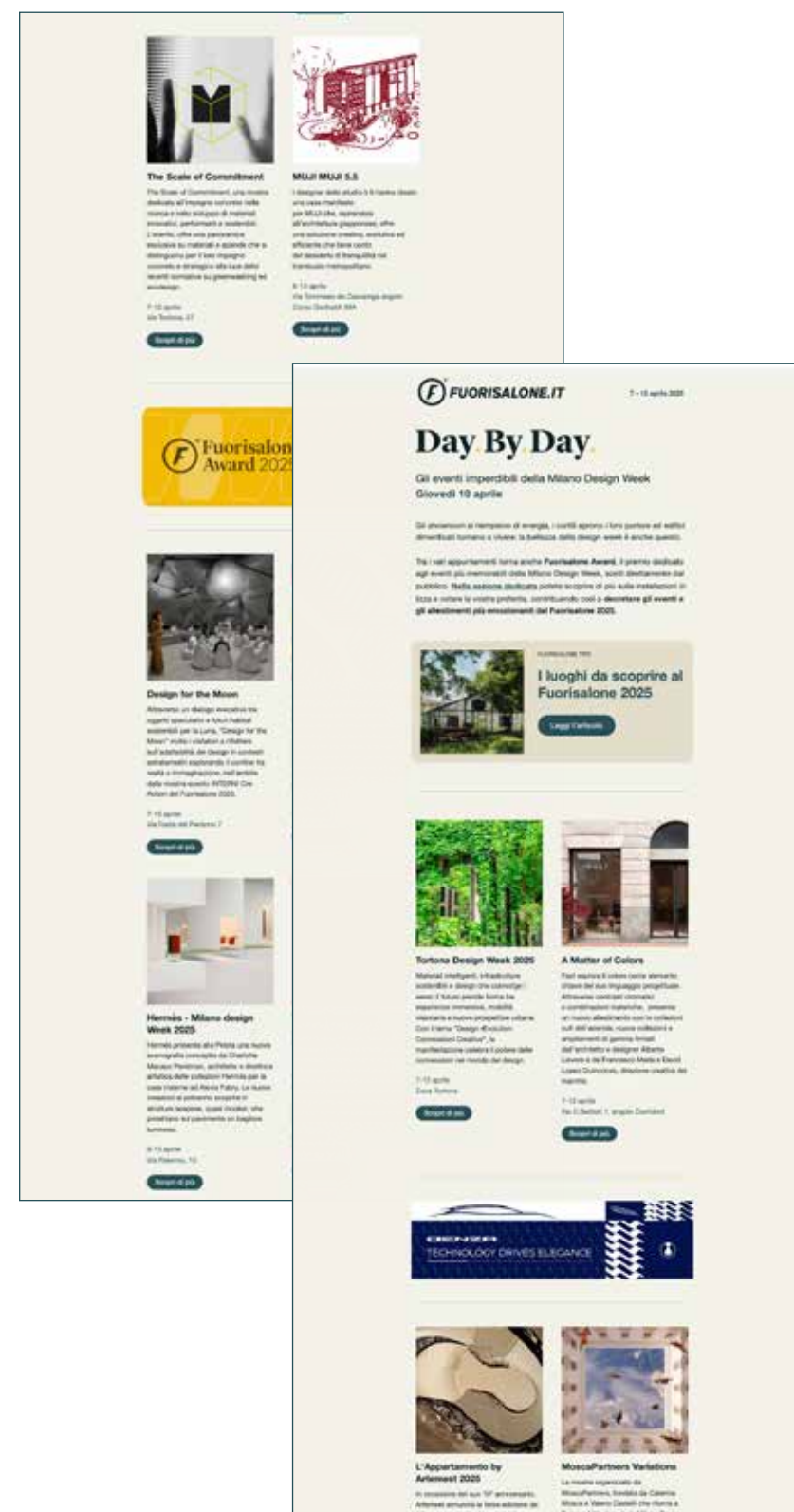
The **DayByDay** newsletter is published on the occasion of Design Week and has 7 issues (from Sunday 19 April to Saturday 25 April) and gives you the opportunity to get:

- **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: **1.500 € + 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 related to the Design Week period have to be booked in the period before or after Design Week

Sold out activities

Price: **2.500 € + vat**



Additional tools for Design Week (February - April 2026)

For extra visibility during Design Week

e) Newsletter *L'Indispensabile*

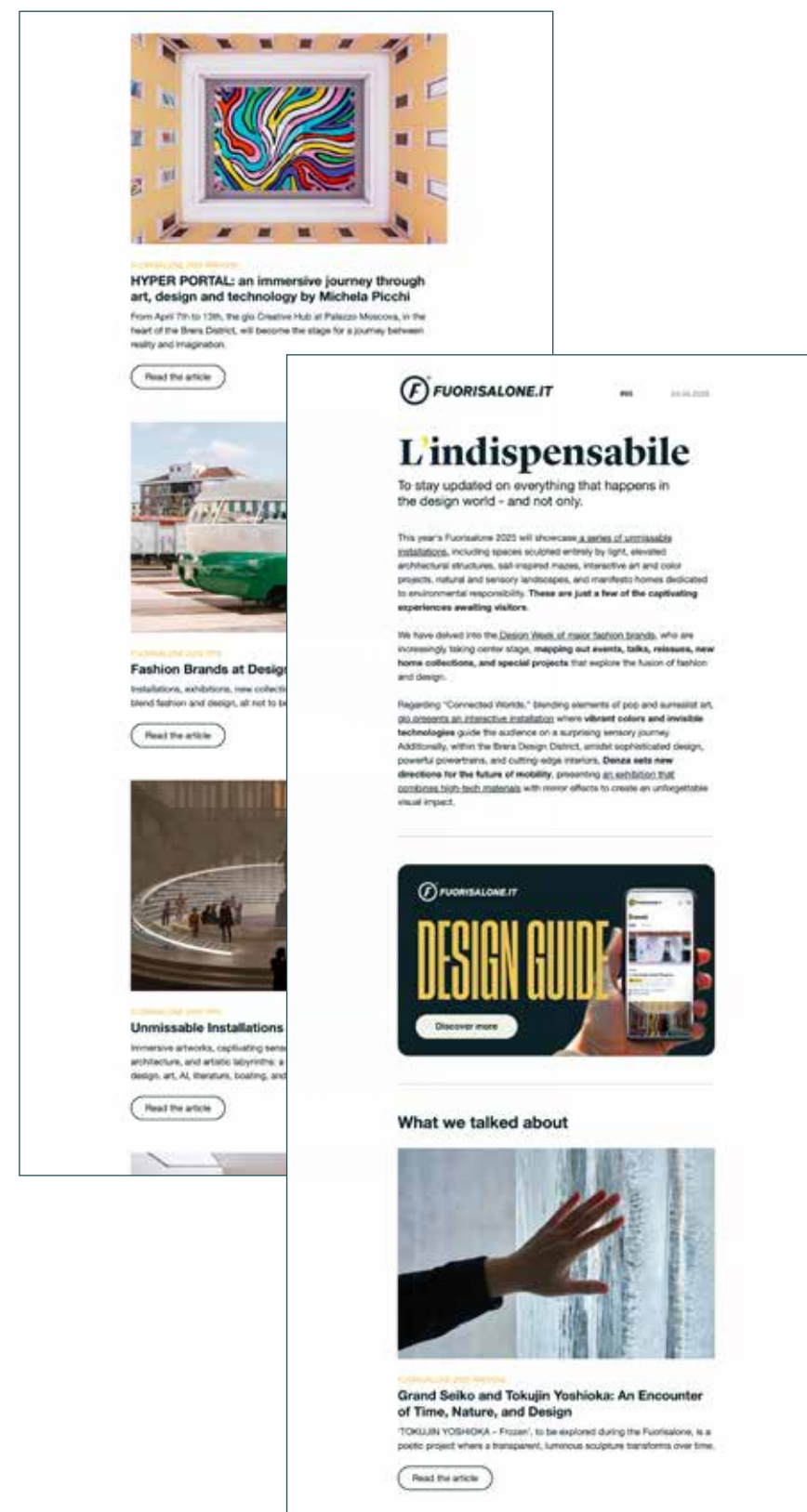
The newsletter ***L'Indispensabile*** is published every Friday of the year. In the 4 issues before Design Week, you can buy a box with preview or anticipation activities.

- **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 (big type) in the Fuorisalone Preview section per newsletter issue

Sold out activities

Price: **1.500 € + vat**

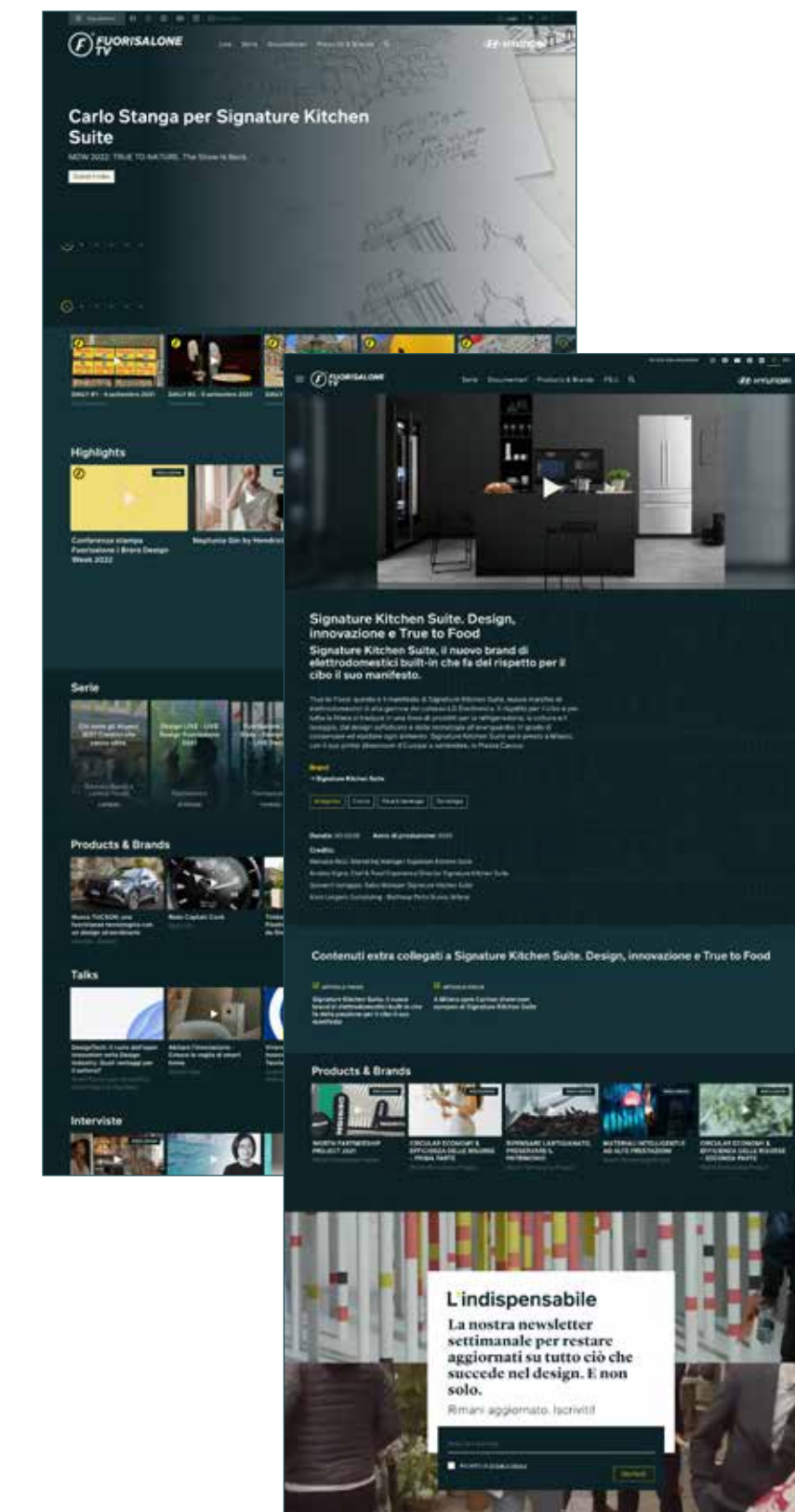


f) Fuorisalone TV

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
Event mention	●	
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

Extra activities for the Design Week
period of use February - April 2026

	Last call	Sold out	Sold out			New
	Newsletter DayByDay	Dedicated Newsletter	Newslter l'Indispensabile	Fuorisalone TV	Social Media	Magazine Online
Dedicated 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						●
	1.500€	2.500€	1.500€	300€	unit costs	1.800 €

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

* 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

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