


Fuorisalone.it Media Kit



Since 2003, Fuorisalone.it has been the reference platform of the Fuorisalone, an event that together with the Salone del Mobile.Milano defines the Milano Design Week.

Fuorisalone.it is recognised and promoted by institutions and insiders as the official platform and communication channel, a registered trademark with extensions dedicated to China and Japan.

Over the years, the platform has been chosen by companies operating in various product sectors and by designers for the promotion of brands, projects and events dedicated to Milan Design Week.

Today, Fuorisalone.it is much more than that.

Why choosing Fuorisalone.it

Many years of experience in serving clients, international brand value and in-depth knowledge of digital marketing and communication methods.

How, when and what to communicate

The platform offers flexible and tailor-made solutions according to customer needs. Fuorisalone.it talks about design at 360°: from furniture design to tech, from service design to automotive, real estate, art, fashion as well as luxury, lifestyle, travel, well-being, sustainability.

The Fuorisalone.it platform

Fuorisalone.it is a media that talks about design, architecture, art and lifestyle all year round. It reaches its peak during Design Week but aims to distribute its communication activities according to an always active editorial plan. The following data consists of: scope of the event on the city of Milan, data for the Design Week 2024 period and data for the year 2023.

Impact of the event on the city

It offers an overview of the impact that the event has on the city of Milan through data estimated by the Confcommercio Milano, Lodi, Monza and Brianza Studies Office in the Design Week period. Presences in the city, general and sectorial induced activities through the most used activities such as hospitality services, catering and shopping.

Design Week 2024 data

Data referring to the period March - April 2024 useful to evaluate the Fuorisalone performance at the event.

Annual data - 2023

The data achieved during the year 2023 in our various communication tools.

Impact of the event on the city of Milan

Record numbers for the 2024 edition of Salone del Mobile.Milano and Fuorisalone confirm their catalytic power.

A +17% increase in attendance (at the fair) and +30% in events (in the city) compared to 2023.

According to estimates by the Confcommercio Milano, Lodi, Monza e Brianza Studies Office, the induced revenue generated by the Salone and Fuorisalone during the week of 15-21 April was close to 261 million euro (+13.7% compared to last year), the Fuorisalone induced revenue was 20% more than in 2023.

In comparison with last year, during the days of the Salone del Mobile and Fuorisalone, the various estimates of expenditure indicators such as **accommodation** (115.6 million euros, **+14.2%**); **catering** (81.8 million, **+13.7%**); and **shopping** (63.4 million, **+12.7%**) appear to be on the rise. Accommodation accounts for 45%, catering for 31% and shopping for 24%.

In terms of visitor attendance, the attendance recorded at the Salone del Mobile and estimated in the city saw **an increase in buyers and trade operators from abroad**. European countries accounted for more than 54%, a significant increase in visitors from China, but also from the Middle East and the USA.

Data for Design Week / March - April 2024

The numbers generated by Fuorisalone.it during the event



Web site

+660K

Unique users

+ 4.1 mln page views

Average session length
02:53 minutes.



Instagram

184K

Followers (+21.9k since 2023)

- 14 mln Impressions
- 9 mln Reach
- 32.9K Average reach post
- 19.3% Average engagement on reach per post
- 150 Published posts
- 39.9K Average impressions per post
- 68% women
- 32% man
- 63% of followers are 25-44 years old
- 40.4% of followers are from Milan



Facebook

41.4K

Likes (+162 since 2023)

- 392K Impressions
- 115K Reach
- 1.2K Page engagement
- 3.5K Post engagements
- 212 Published posts
- 618 Average impressions
- 608 Average reach
- 68% women
- 32% man
- 65% of followers are 25-44 years old
- 54.9% of followers are from Milan



LinkedIn

7.2K

Followers (+996 since 2023)

- 81.1k Impressions
- 34.7k Reach
- 148 Published posts
- 548 Average impressions per post
- 8.4% Average impressions rate per post
- 33.2% of followers are from Milan



Newsletter

37K

Registered users (+7K)

- 42% Open rate
- 2,7% Click rate

Actual data for the year 2023

The actual numbers achieved in the year 2023



Web site

970K

Unique users

+ 4,8 mln page views

Average session length
03:28 minutes.



Instagram

13,9mln

Impressions

- . 161k Followers
- . 7.8 mln Reach
- . 24.3k Media impressions
- . 22.2k Media reach



Facebook

1,9mln

Impressions

- . 44.900 Followers
- . 1.1 mln Reach
- . 74.9k Page engagement
- . 1.9k Media impressions
- . 1.8k Media reach



LinkedIn

145K

Impressions

- . 6k Followers
- . 68k Reach
- . 75k Page engagement
- . 450 Media impressions
- . 33% of followers are from Milan



Newsletter

30K

Registered users

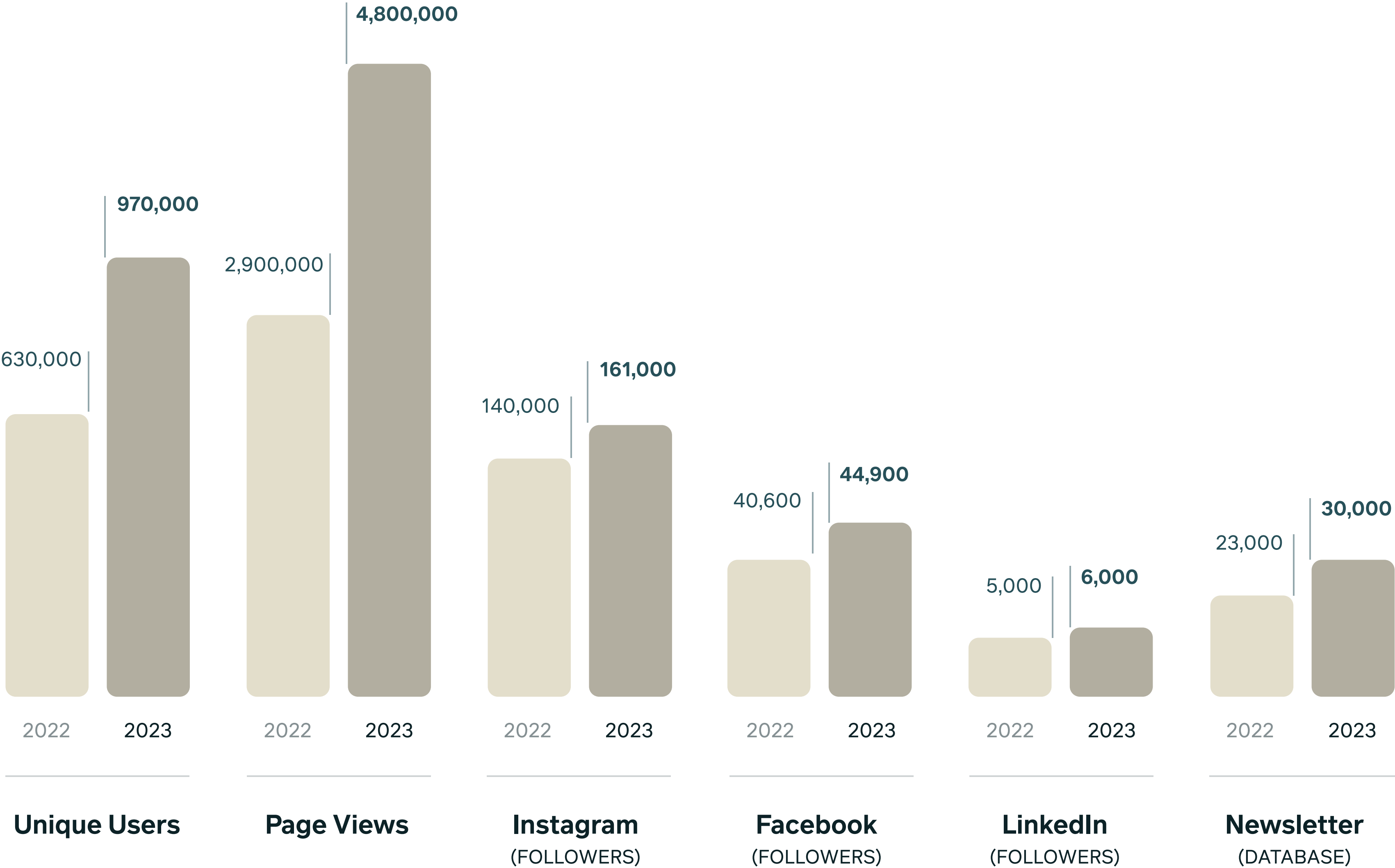
43%

Open rate

2%

Clic rate

Annual growth graph 2022/2023



Our audience

Fuorisalone.it community reference data representative of the year 2023



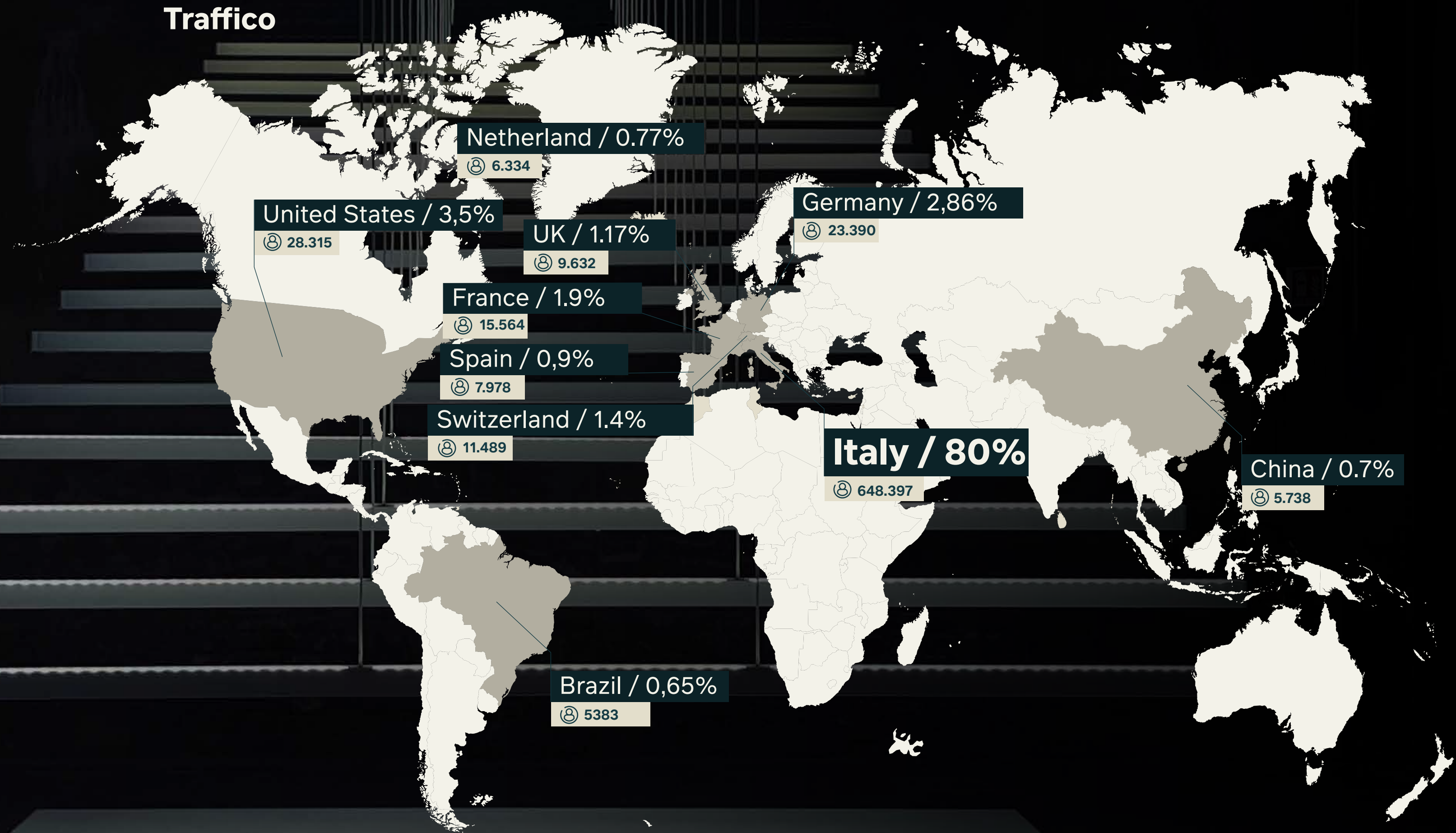
Users



Average follower data



Traffico



The tools at your disposal



Milano Design Agenda

Events all year round in Milan.

- Website
- Agenda
- Event caption
- Share event
- Save to favourites



Event Guide

Digital contents and events in the Milan area.

- Website
- Event Guide
- Brand & Designer
- Itineraries
- Landing page/mini website



Magazine

News and insights for staying updated on everything that is happening in design.

- News
- Appointments
- Stories
- World Design Events



Digital TV

Undemanding live programme content during events.

- Series
- Interviews
- Documentaries
- Talk
- Meets
- Products and Brands



Social Media

Purpose-built digital content based on the tool and target audience to be reached.

- Instagram
- Facebook
- LinkedIn
- Pinterest



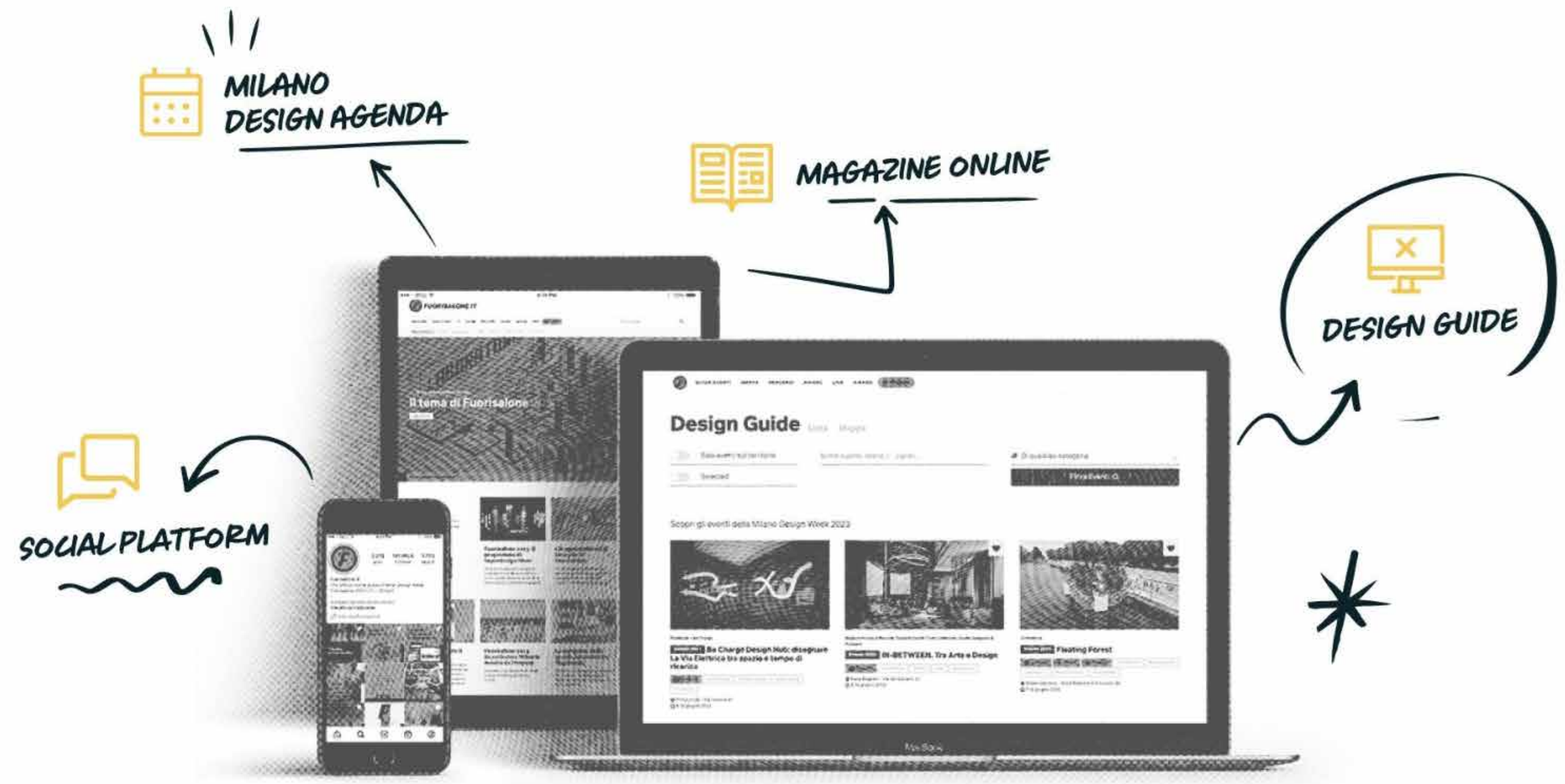
Newsletter

Selected, formatted and directed communication to the public.

- **L'indispensabile**
Insight into the week's topics
- **Osservatorio**
Spotlight on trends and strategies from a B2B perspective
- **DayByDay**
The unmissable events of Milan Design Week
- **Dem**
Dedicated communications for your brand

Milano Design Agenda

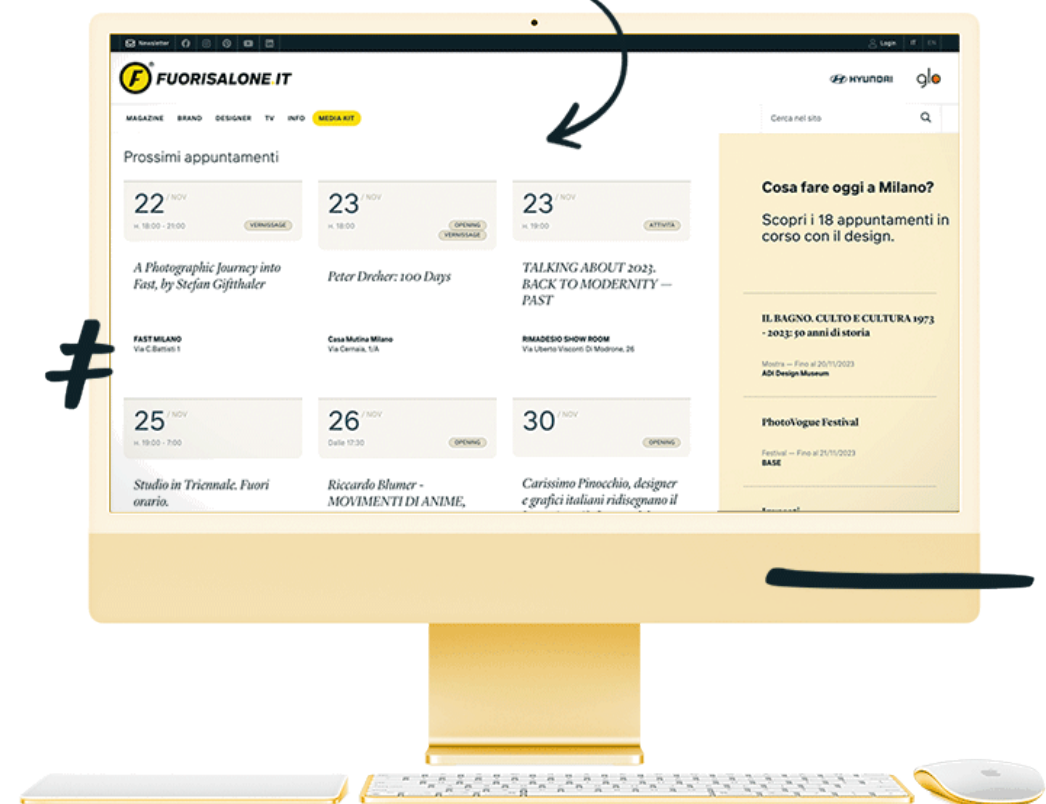
Fuorisalone.it's new digital tool that keeps you updated all year round on events in the city.
A calendar organised day by day that anticipates future appointments and is constantly updated on current ones.



With Milano Design Agenda you can

- View scheduled and ongoing events
- Share the event with your network, on social media or with messaging apps
- Save each appointment in your private area once logged in
- Orient yourself on the map of Milan to discover the nearest appointments

è online
MILANO DESIGN AGENDA



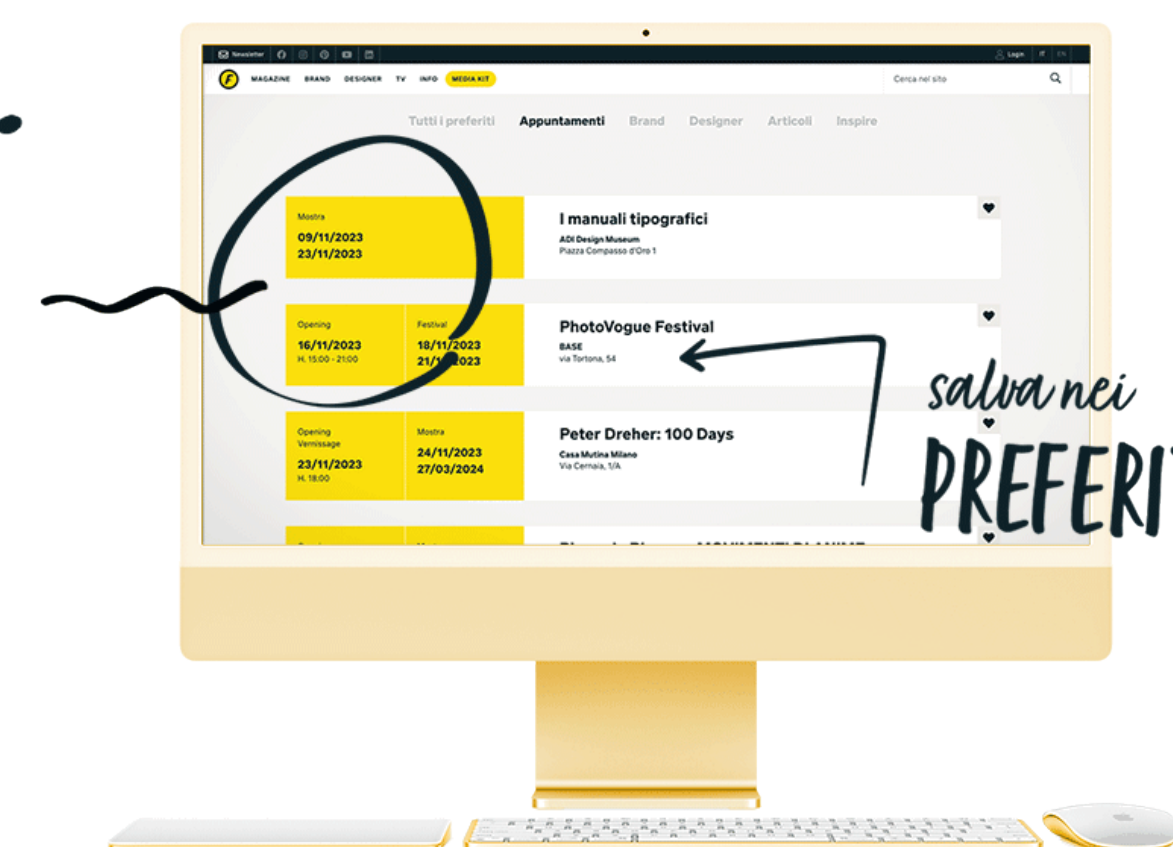
naviga gli
APPUNTAMENTI



scopri le
MOSTRE



salva nei
PREFERITI



International projects and collaborations

Not only Milan, the Fuorisalone network is global and aims to involve a broad audience, responding to the challenges of innovation and culture.

Fuorisalone China

The best of Italian design on WeChat and Weibo.

- WeChat
- Weibo
- Miniprogram



Fuorisalone Japan

The design network between Italy and Japan.

- Events
- Community
- Projects Italy/Japan



International Collaborations

We are an active part of the international design network.



Case history

Fuorisalone.it's experience with international clients allows us to identify the most suitable activity and content to achieve the best results in a targeted way.



Fuorisalone.it®
a project by Studiolabo S.r.l.

© 2003-2023 FUORISALONE.IT®
Registered trademark of Studiolabo S.r.l. Any
unauthorised reproduction of the trademark and
contents of this site is strictly prohibited.

Contacts

Via Palermo, 1
20121 - Milano

T. (+39) 02 36.63.81.50
info@studiolabo.it

