


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.

Full data year 2021

The numbers generated by Fuorisalone.it during the year



Website

+470k

Unique users

+ 2 million page views

Average session duration 01:22 minutes.



Instagram

12,1mln

Impressions

- . 6.3mln Reach
- . 337 Published posts
- . 22k Media impressions
- . 21k Media reach



Facebook

4,4mln

Impressions

- . 3.4mln Reach
- . 382 Published posts
- . 4.3k Media impressions
- . 3.4k Media reach



LinkedIn

176k

Impressions

- . 91k Reach
- . 382 Published posts
- . 462 Media impressions



Newsletter

24%

Open rate

2%

Clic rate

Data for Design Week / April - June 2022

The numbers generated by Fuorisalone.it during the event



Website

+360k

Unique users

+ 2.2mln page views

Average session duration 01:21 minutes.



Instagram

140k

Followers

- . 6.3mln Impressions
- . 2mln Reach
- . 130 Posts in the period
- . 24k Media impressions
- . 21k Media reach

- . 67% women
- . 33% men

- . 48% of followers are aged 25-44 years
- . 37% of followers are from Milan



Facebook

40k

Likes

- . 1.4mln Impressions
- . 1.1mln Reach
- . 117 Posts in the period
- . 5k Media impressions
- . 4k Media reach

- . 68% women
- . 32% men

- . 68% of followers are aged 25-44 years
- . 55% of followers are from Milan



LinkedIn

4,6k

Followers

- . 42k Impressions
- . 24.9k Reach
- . b79 Posts in the period
- . 532 Average impressions

- . 29% of followers are from Milan



Newsletter

24k

B2C Contacts

12k

B2B Contacts

- . Open rate: 34%
- . Clic rate: 3%

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 is composed by: reach of the event on the city of Milan, data of the Design Week 2023 period and estimated 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 2023 data

Data referring to the period February - April 2023 useful to evaluate the Fuorisalone performance at the event.

Estimated data for the year 2023

An estimate of data that we expect to achieve in the year 2023 in our various communication tools.

Impact of the event on the city of Milan

Record numbers for the 2023 edition of Salone del Mobile.Milano and Fuorisalone confirm their catalytic power.

A +15% (at the fair) and +25% (in the city) in attendance compared to 2022.

307,000 registered users at the fair and an estimated 500,000 people in the city, relaunching the entire system in an international form.

According to the estimates of the Confcommercio Milano, Lodi, Monza and Brianza Studies Office, the induced activities generated this year by the Salone del Mobile saw a significant increase in all sectors compared to 2022. For accommodation services, **the increase was 38% with 80% of rooms occupied with an average stay of 3.4 days, for catering services 39.9%, for shopping 32.5%. In total, total revenue increased by 37.2%** from 162.6 million in June 2022 to 223.2 million in April 2023.

In terms of visitor numbers, the attendance figures recorded at the Salone del Mobile and estimated in **the city saw an increase in buyers and trade operators from abroad**. China once again became the leading country after Italy, followed by Germany, France, the United States, Spain with Brazil and India in a tie.

Data for Design Week / February - April 2023

The numbers generated by Fuorisalone.it during the event



Web Site

+620k

Unique users

+ 3.5mln page views

Average session length
03:28 minutes.



Instagram

160k

Followers (+20k since 2022)

- 9.9mln Impressions
- 4.5mln Reach
- 149 Published posts
- 29k Media impressions
- 27k Media reach
- 67% women
- 33% men
- 66% of followers are 25-44 years old
- 40% of followers are from Milan



Facebook

41k

Likes (+300 since 2022)

- 1.4mln Impressions
- 937k Reach
- 54k Page engagement
- 215 Published posts
- 2.4 Media impressions
- 2k Media reach
- 68% women
- 32% men
- 68% of followers are 25-44 years old
- 56% of followers are from Milan



LinkedIn

5,7k

Followers (+600 since 2022)

- 55k Impressions
- 24k Reach
- 103 Published posts
- 560 Media impressions
- 33% of followers are from Milan



Newsletter

31,7k

Totals between B2B and B2C

- 20k Contacts interested in receiving B2B communications
- 44% Open rate
- 3.6% Click rate

Actual data for the year 2023

The actual numbers achieved in the year 2023



Sito Web

+970k

Utenti unici

+ 4,8mln di pagine viste

Durata sessione media
03:28 minuti.



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% dei followers è di Milano



Newsletter

30K

Contatti tra B2C e B2B

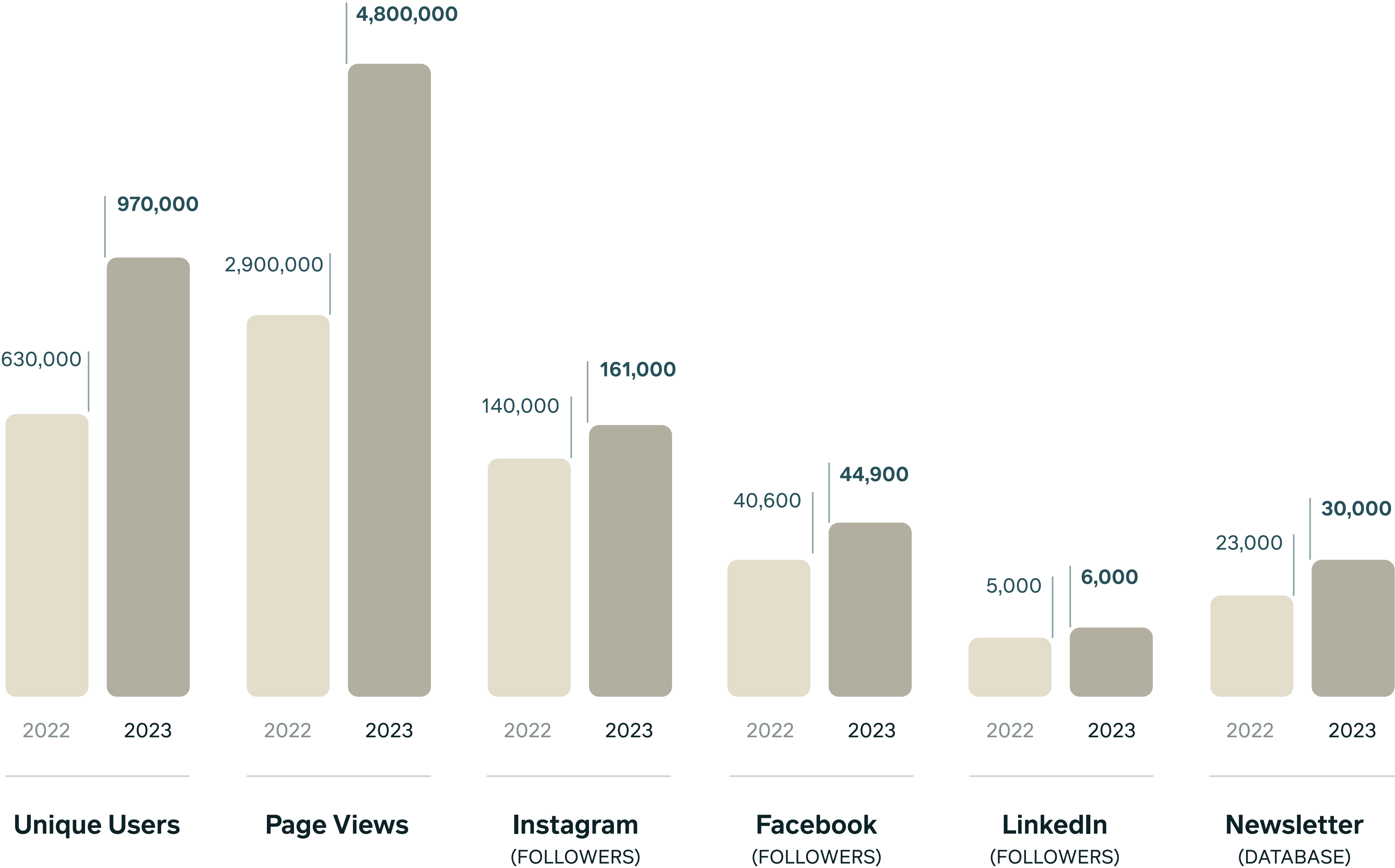
43%

Open rate

2%

Clic rate

Annual growth graph 2022/2023



Our audience

Fuorisalone.it community reference data representative of the year 2021



Users

58%

Women

42%

Men



Average follower data

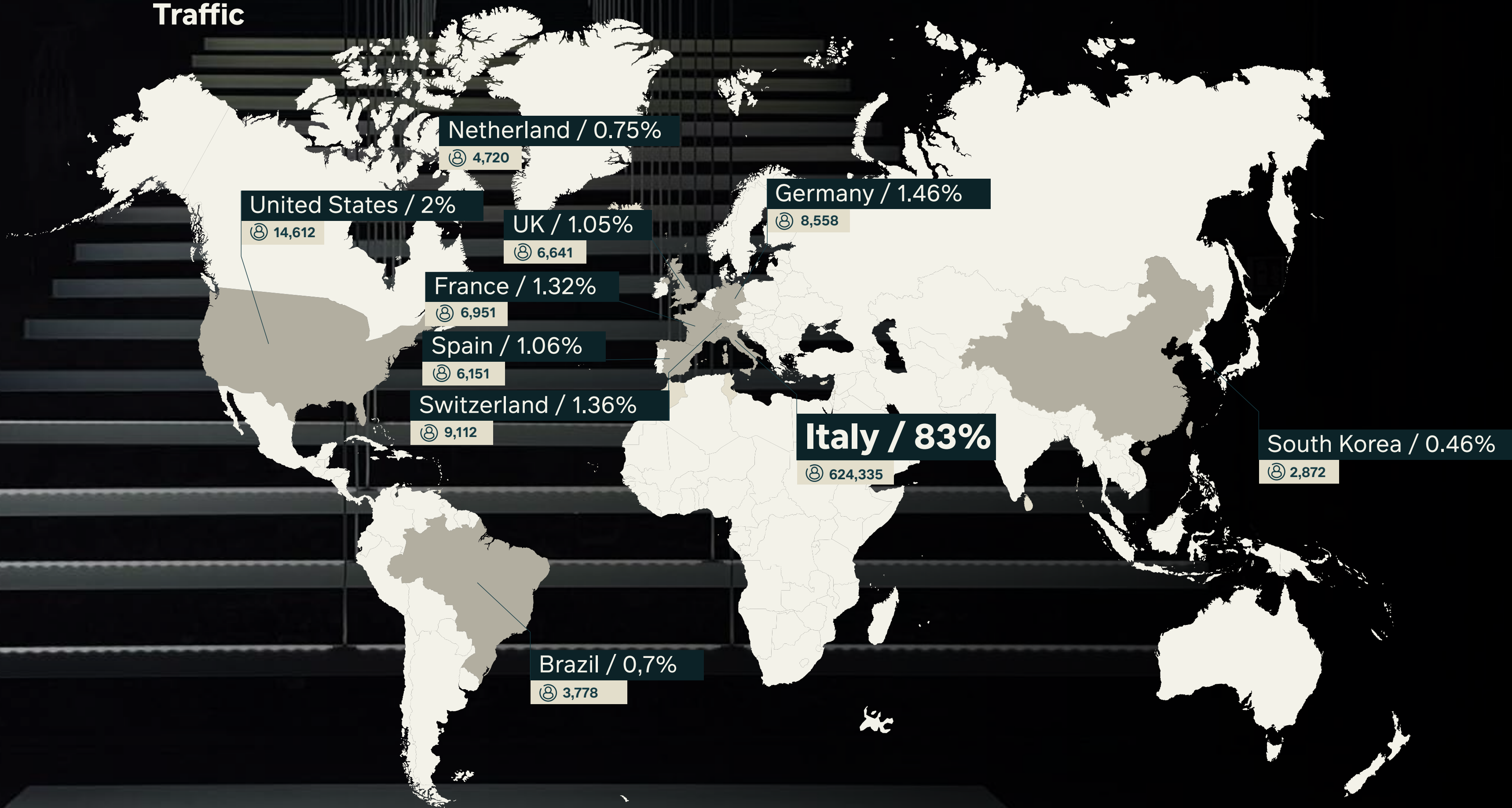
54%

is 25/34 years old

39%

is from Milan

Traffic



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



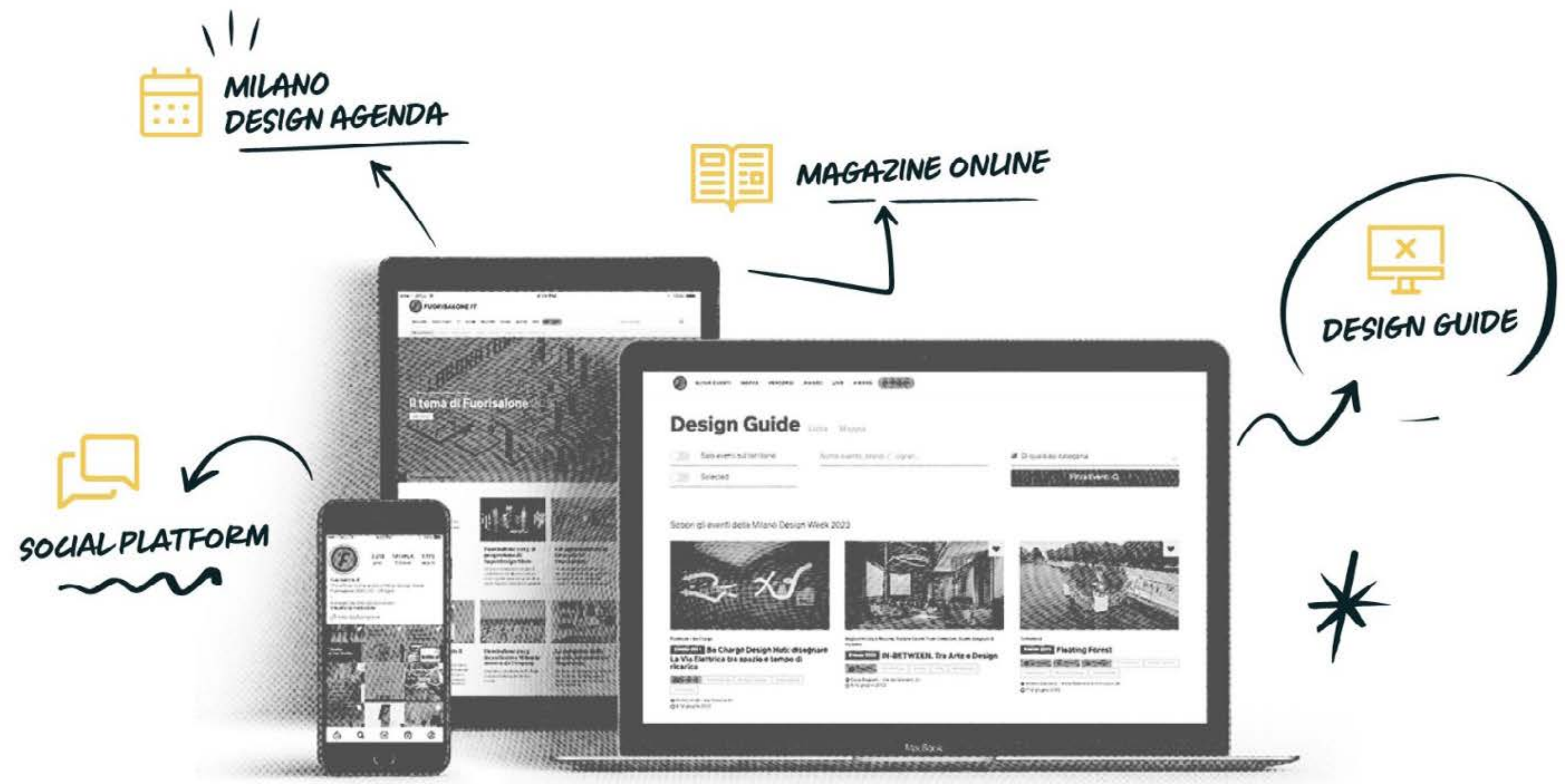
Newsletter

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

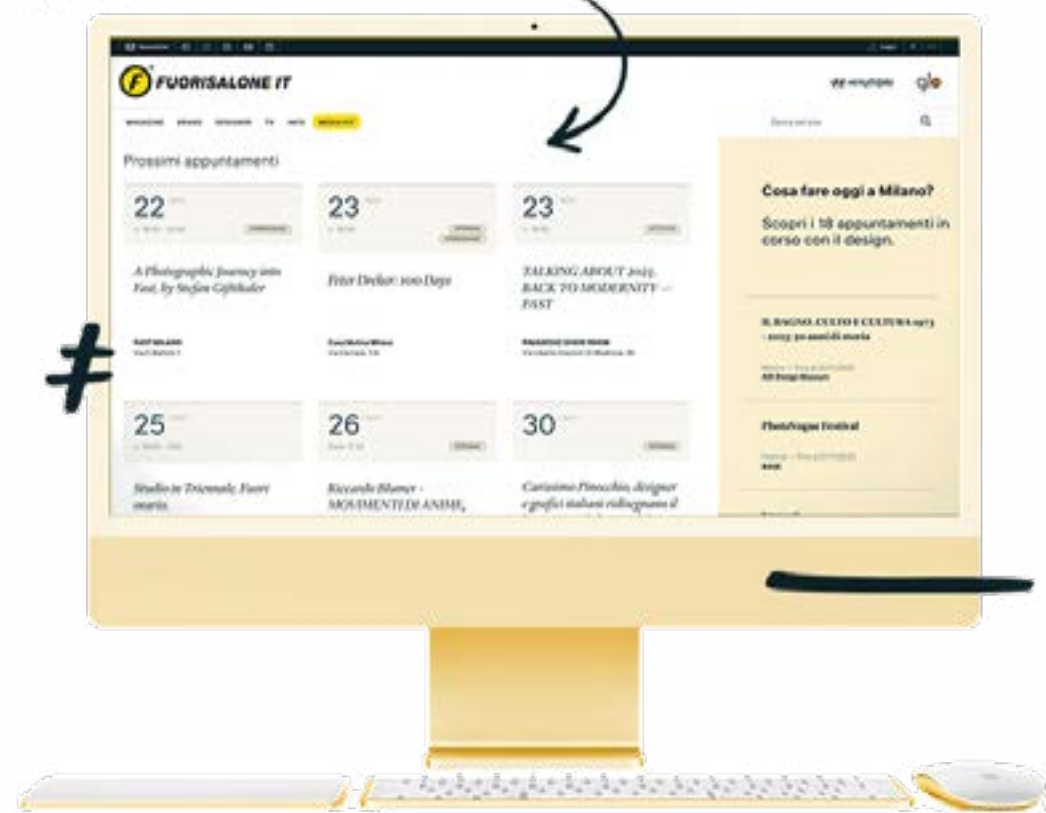
Fuorisalone.it's new digital tool that keeps you updated all year round on events in the city.
A calendar organised day by day that anticipates future appointments and is constantly updated on current ones.



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



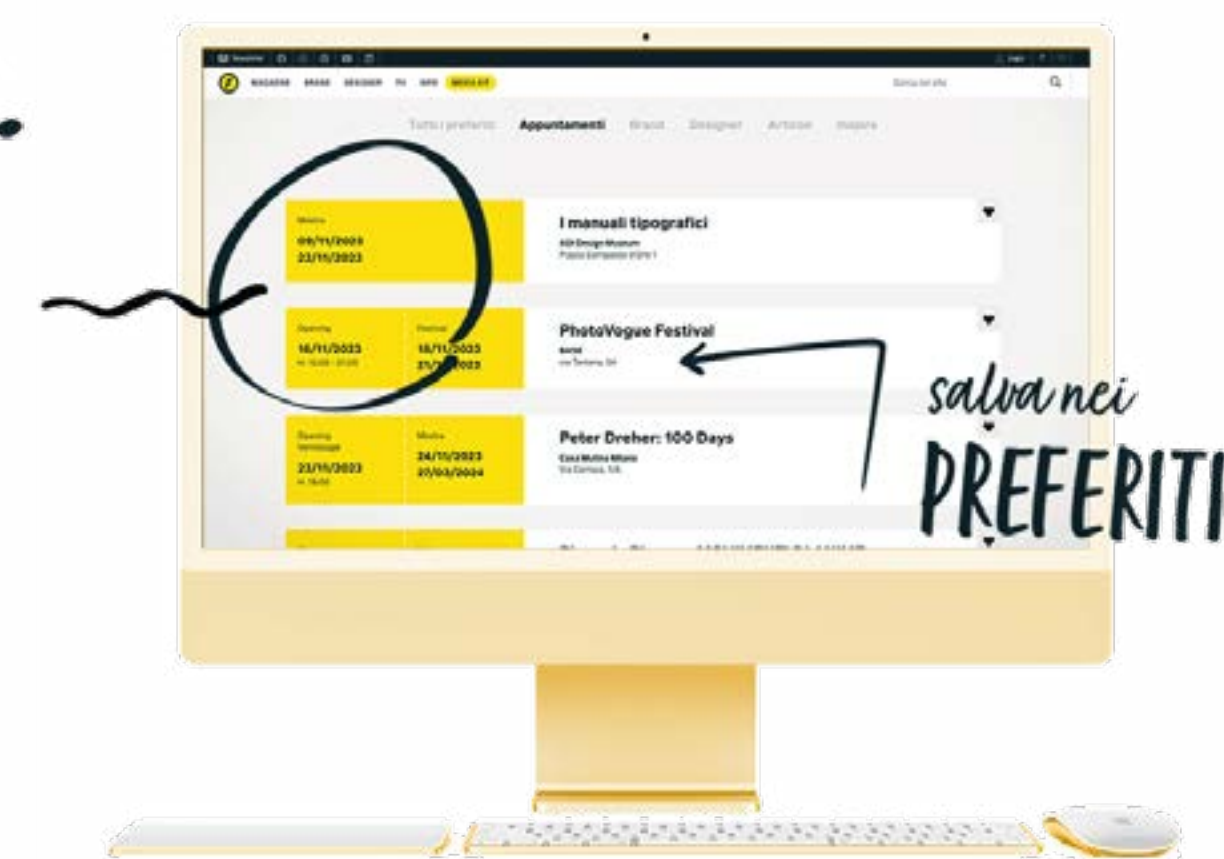
naviga gli
APPUNTAMENTI



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.



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