

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.

197
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



Brand New 2024

Magazine

Printed guide with articles, advertorials and tips with focus on the district.

- Editorial product distributed in over 200 selected retail shops



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

116k
Followers

2.2 mln Impressions
1.1k Reach

7.9k Average Impressions/post
6.5k Average Reach/post

59% followers 25-44 y.o.
64% women
36% men
—
52% Italy
8% Brazil
3% USA

Brera Design District
Media Kit



Facebook

28k
Followers

636k Impressions
288k Reach
2.9k Post engagement

62% followers 25-44 y.o.
66% women
34% men
—
74% Italy
2% Brazil
2% Spain



Website

+115k
Unique users

167k Page views

Average session duration:
01:06 min

Italy 71%
USA 4%
UK 3%
Germany 3%
Switzerland 3%
France 2%
Other countries 14%



Newsletter

+14k
Total addresses

43% Open rate

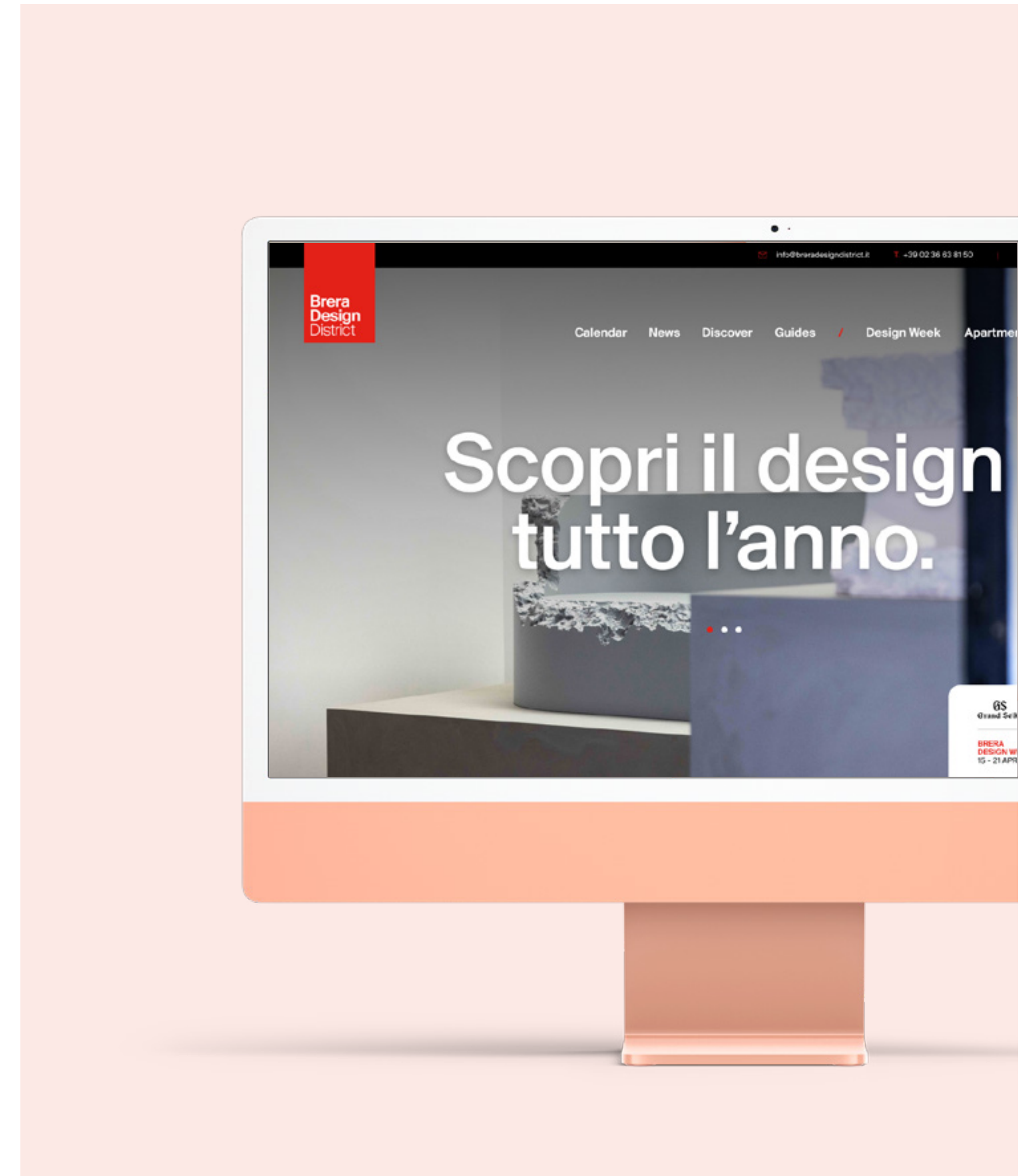
3.3% Click rate

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

Magazine and printed Guide

Brand New 2024

Brera. Life, Style, Stories. A magazine full of insights and a guide to the city's special places, it is distributed free of charge in 200 selected locations in Milan: luxury hotels, restaurants, boutiques and points of cultural and commercial interest.

A precious and collectible editorial product, meant for design lovers and luxury travellers.

- Single and double page ADVs
- Advertorials
- Special and customisable inserts
- Thematic itineraries and guides

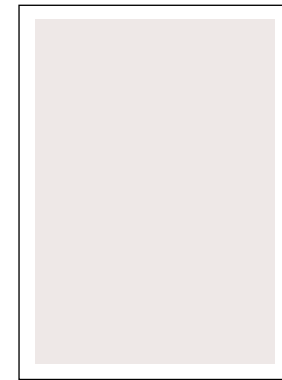


Communication tools

Magazine - Available formats

Brand New 2024

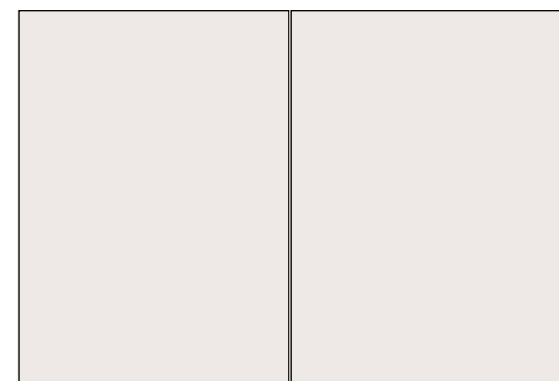
Advertising



ADV - Second Cover
ADV - Third Cover
ADV - Back Cover



ADV - Single Full-Page

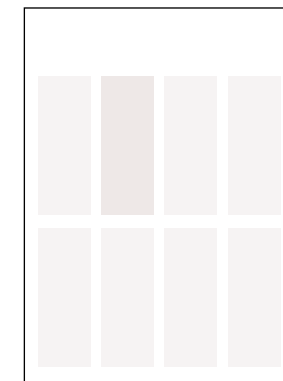


ADV - Double Full-Page

Advertorial



Double Advertorial
(IMG + TXT + ADDRESS)



Tips / Itinerary Column
(IMG + SHORT TXT + ADDRESS)



Communication tools

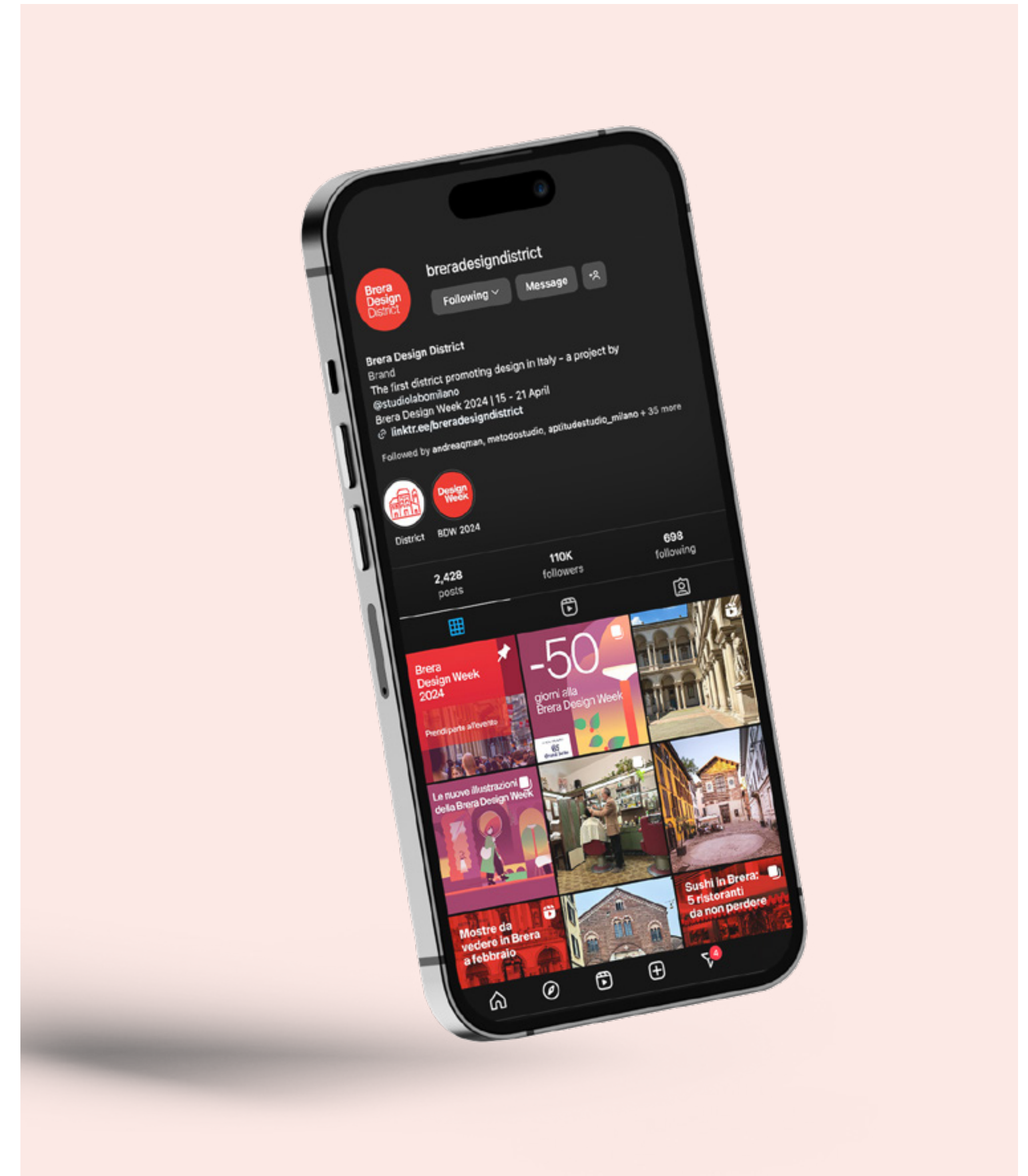
Social Media – Instagram

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



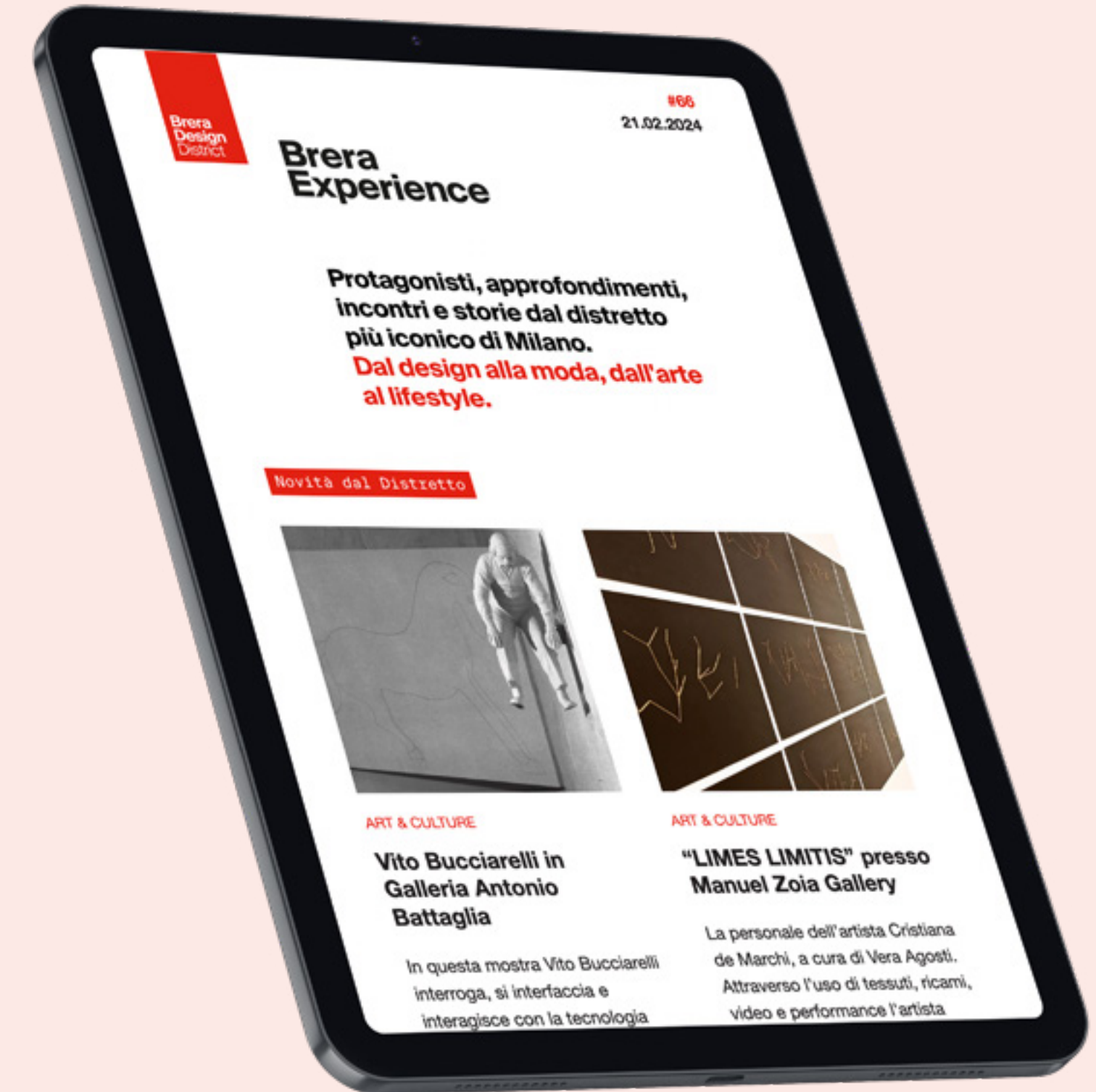
Communication tools

Newsletter - Brera Experience

Every fortnight in your email, the story of Brera and its protagonists summed up through 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 of the brands present in the district.

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



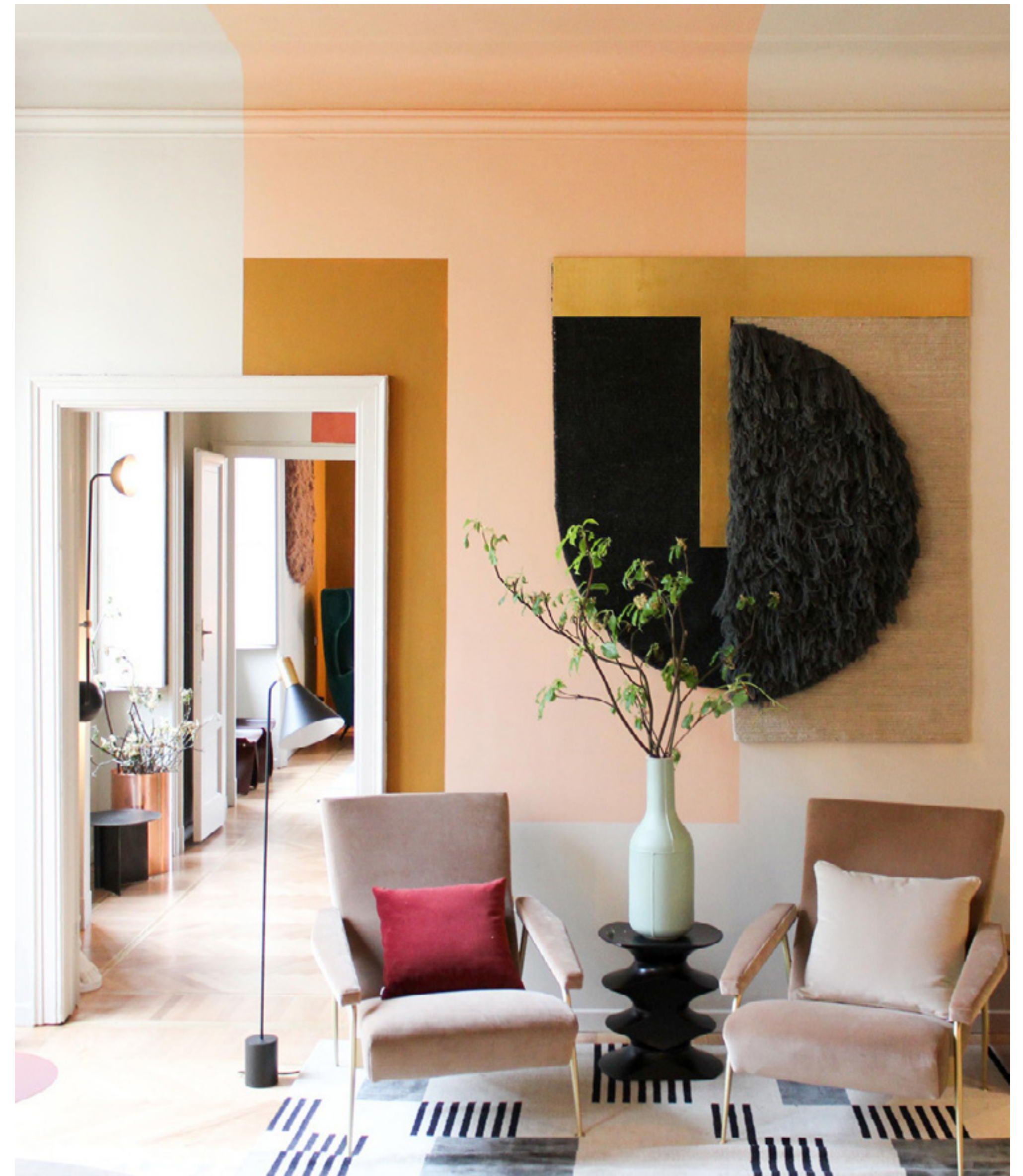
Communication tools

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

2.000 € + vat

Pack.02

3.000 € + vat

Pack.03

5.000 € + vat



Magazine
and printed guide

· Double advertorial

ALTERNATIVE

· Four-page advertorial + 1.500 € + vat

· ADV single page in the Magazine

ALTERNATIVE

· Double page ADV in the Magazine + 1.000 € + vat

· Double-page advertorial in the Magazine



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

· Scheda showroom/locale “selected”

with visibility within the section (es. Design Showroom / Lifestyle / Art & Culture etc)

· 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

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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 (except March and April) to narrate and promote the activity

· 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 (except March and April) to narrate and promote the activity

· 1 Facebook and LinkedIn post

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



Magazine and printed Guide

Shopping Tips

500 € + vat

Placement of 1 product in the “Shopping Tips”
section of the Magazine



Newsletter

Newsletter DEM

1.500 € + vat

Dedicated newsletter sent to the Brera Design
District contact database

Newsletter Experience

900 € + vat

Dedicated box in the Newsletter Experience



Social Network

Social Pack

1.500 € + vat

Social media publication pack consisting of:

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

Single Contents

Instagram

- N. 1 single post - **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**
- N. 1 Reel (provided by client) - **1.000€ + vat**

Facebook

N. 1 single post - **500€ + vat**

LinkedIn

N. 1 single post - **250€ + vat**

**Brera
Design
District**

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A PROJECT BY

