

SPOSI[®]

MAGAZINE



SPOSIMAGAZINE



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MAGAZINE

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PROFILE



Sposi Magazine is an annual publication dedicated to the world of wedding, but not only. Indeed, 2020 marked the beginning of a journey of change that aims to create a new product in form and content. Leafing through the magazine, expanded in all its sections, therefore, alongside the bridal collections of the best fashion houses in the sector, it will also be possible to read interviews and insights on the latest trends in fashion, food & wine, travel and furniture.



ALTRO
30%

SPOSE
70%



Sposi Magazine has a very transversal pool of readers.

More than 70% of the audience reached is composed of future BRIDES with an age between 24 and 38 years, with a budget for the organization of the wedding which stands at an average of around 40 thousand euros. The remaining approximately 30 percent of readers, however, are divided between adults (generally the parents of the future spouses), insiders and various..

TARGET

** In fact, to the number of couples who have already established the date of marriage, must be added the number of couples in the initial phase of the preparations that will convene in the following years, thus doubling the number of potential readers.*



DEFUSION

Sposi Magazine's main distribution channel is the web. The paper or digital magazine can be purchased on the sposimagazine.it portal.

Other distribution channels:

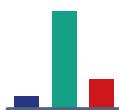
- **B2B FAIRS**
Si Sposaitalia Milano
Barcelona Bridal Week
White Gallery London
- **B2C FAIRS**
Sposi In
Bergamo Sposi
Sposi In Piemonte
Sposinlove
The b2c fairs change every year based on partnership agreements
- **DESTINATION WEDDING**
Sposi Magazine is distributed every year in various events, courses, seminars, retreats of renowned Italian and international wedding planners.
- **SOCIAL CHANNELS**
Facebook
Instagram
Youtube
- **DIGITAL NEWSSTAND**
Lekiosk
Magzeter



DIFFUSION

Paper and digital magazine distribution report

Mercato:



.....



Italy 82%



United states 11,5%



United Kingdom 1,5%

▶ sposimagazine.it/shop

21.931 purchases and magazine downloads *

▶ Event

+ 3.976 copies distributed during the **BRIDAL WEEK** in Milan, Barcelona and London

+ 1.459 copies distributed in national and international training events for wedding planners

* Paper and digital edition



SPOSIMAGAZINE.IT

Here are the numbers made by Sposi Magazine during the last year.
A volume of interactions destined to grow again ..

Users:



84%



16%

Devices:



25%



75%

Sposimagazine.it



+5.500

daily views *

1.102.189

unique visits *

2.007.021

pages viewed *

* Data updated to May 31st

Insights Facebook



3.742.715

total coverage

1.121.343

video views

213.196

interaction with posts

Annual data



Social channel

Utente:



@sposimagazine  Instagram

15.560 followers

132.189 *impression

39.452 *copertura

Data updated to May 31s

Sposi Magazine  YouTube

2.440 iscritti al canale youtube

495.093 visualizzazioni dei video nell'ultimo anno

825.249 visualizzazioni totali

5,7 mln impression dei video pubblicati

annual data

SPOSIMAGAZINE.IT

Datigeneratida Seozoom.it

Sposimagazine.it has a growth of + 540% compared to last year over 20,500 keywords placed with a monthly traffic of over 91,000 unique users and over 140.00 page views.

Growth forecasts for the next 12 months + 275%



Andamento sito





INTERVIEW

Sposi Magazine's strong point is the publication of interviews with national and international figures, which move not only in the field of marriage, but also in fashion, architecture and food.

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RAFFAELLA FUSETTI
2019



ALESSANDRA GRILLO
2019



ANNA MOLINARI
2018



HERVÉ MOREAU
2018



MONIA RE
2018



FILIPPO LA MANTIA
2018



ROSA CLARÀ
2017



ERMANNO SCERVINO
2017



ALVIERO MARTINI
2017



CHIARA FRANCINI
2017



CIRA LOMBARDO
2017



ALESSANDRO BORGHESE
2017



ALBERTA FERRETTI
2016



CARLO PIGNATELLI
2016



STEFANO DOMINELLA
MAISON GATTINONI
2016



CARLA GOZZI
2016



CHEF CANNAVACCIUOLO
2016



GIORGIA FANTIN BORGHI
2016



BRUNO BARBIERI
2015



LAVINIA BIAGIOTTI
2015



ALESSANDRA RINAUDO
2015



LUCA ARGENTERO
2015



DIEGO DALLA PALMA
2015



CHEF RUBIO
2015



RENATO BALESTRA
2014



ANTONIO RIVA
2014



VINCENT BILLECI
2014



GIOVANNI VITALE
2014



ANGELO GARINI
2014



CHIARA MACI
2014



VLADIMIR LUXURIA
2013



ELENA BAROLO
2013



IGLES CORELLI
2013



RODOLFO DORDONI
2013



RENATO ARDOVINO
2012



ENZO BERTI
2012



LUCA NICHETTO
2015



ERNST KNAM
2015



MAISON CORNELIANI
2015



CHEF RONCORONI
2015



CHEF TORRETTA
2015



FABRIZIO QUATTRINI
2015



CORINNE E SARAH
2014



CARLO PIGNATELLI
2013



PETER LANGNER
2013



SONIA PEDRAZZINI
2013



SILVIA DEI FIORI
2013



TESSA GELISIO
2013



MAURO ADAMI
2012



HEINZ BECK
2012



COLIN COWIE
2012



PEGGY PORSCHEN
2011



ENZO MICCIO
2011



LUCA MARTINI
2011



PARTNER

Partners refer to the edition currently being distributed.



SMT
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