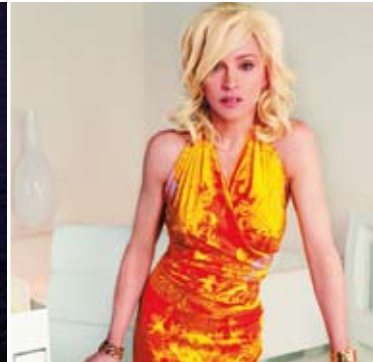
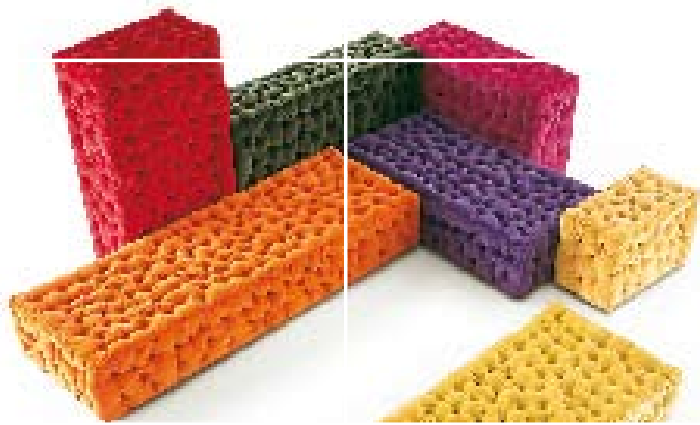


LAKE COMO *Lifestyle*



100% LIFESTYLE



THE CONCEPT

LAKE COMO LIFESTYLE THE MOST IN-DEMAND MAGAZINE IN COMO AND THE SURROUNDING AREA

Lake Como is a review with a smart international slant targeting all those who appreciate beauty and are interested in luxury products and services. Editorial decisions are guided by the desire to provide a complete information source, one capable of reflecting the lifestyle of readers in the middle/upper bracket. Both articles and advertisements are therefore selected using the same criteria. Lake Como LifeStyle is a high-profile product and an effective publicity tool, meaning that advertisers may reach an exclusive market with significant buying power.

Lake Como Lifestyle is the quintessential luxury lifestyle magazine targeted exclusively to hip, modern, affluent, internationally – minded people who visit and or live in Lake Como and the surroundings areas. Inspired by this cosmopolitan mix of the global elite, Lake Como Lifestyle is a vibrant, cool combination of international style contents.

Lake Como Lifestyle brings together an incredible display of over-the-top fashion, unique design, mind-blowing travel destinations and innovative style, together with the spectacular trend-setting designs currently surrounding the global real-estate boom.

Within each issue, the magazine portrays and brings to life the issues and trends affecting the ultra affluent reader, with coverage of exclusive events and features on exceptional automobiles, yachts, art, jewelry, and wines. Lake Como Lifestyle appeals to modern, wealthy successful men and women who appreciate the best life has to offer.



EDITORIAL PROFILE

Style • Living • Home • Decoration • Design & Architecture • Real Estate
Art & Culture • Health & Beauty • Fashion & Textiles • Luxury Shopping
Sport & Activities • Motors • Travel • Business • Lake & City • Dining • Night Life
Cinema • VIP Scene • Weddings • Gift Guide • Music & Entertainment

Original in style, the magazine captures its distinguished audience with rich, informative editorial features focusing on clearly defined areas. Lake Como Lifestyle underlines the latest cat-walk fashions, beauty and style trends, as well as real estate and the best of industrial and aesthetic interior design. It profiles global VIPs and international celebrities, and reviews exclusive international getaways, private members club, restaurants, cars, jewelry, intelligent-living technology and finance. Lake Como Lifestyle offers marketing and advertising directors the opportunity to engage the “new luxury consumer” in a rich array of editorial packages. It allows our partners to connect with our readers in editorial environments that are most relevant to them. We are unique in our ability to provide this level of editorial breadth and flexibility.

DEMOGRAPHIC AND TARGET GROUP

Target niche market

The future of any luxury firm is dependent on the customers' ability and willingness to buy. Willingness is the key. Our future advertising plans follow this same line of thinking. We believe that the advertising market is also shifting from big to small, i.e. to highly target-niche publications. Lake Como Lifestyle is a niche publication catering to a supreme quality readership with a higher-than-normal income. The key behind this publication is that the consumer already has an idea of luxury and is looking for quality products to invest in. Lake Como Lifestyle's target group is recession-free and constant in showing a willingness to buy quality products.

Our business is based on relationship; Lake Como Lifestyle decided early on to choose a small, select number of distributors and have a very close relationship with them.



Reader Profile

Targeting wealthy, fashionable, well-educated trend-setters – they know they are the perfect target audience for the high-end brands portrayed within our pages and are armed with an exceptional buying capacity. The demographic breakdown of 26/57 year-olds is that they are culture lovers and accustomed to a privileged lifestyle. Media moguls, fashion investors and, most importantly, informed readers who understand and appreciate luxury.

We fully recognize the critical importance of ensuring that our clients and advertising partners are engaged with us in developing new and more effective ways to get your message across.

DISTRIBUTION

Primary distribution areas

Distribution targets the client directly, especially in the metropolitan and wealthiest areas - Lake Como, Milan, Switzerland, North Italy.

Select high traffic points

The magazine is available on display in the showrooms of our clients and associates. Selectively distributed at high-traffic spots and gyms, boutiques, hotels, spas, luxury apartments and private residential communities, private clubs, luxury car dealerships, galleries, and interior design showrooms nationwide. Targeted news stands.

VIPs Complimentary subscriptions are sent to upscale movers and shakers, celebrities, jet-setters and entertainment professionals - each will receive a personalized copy.

Direct mail

Our highly-targeted niche-market database lists opinion-formers who will receive each issue at their homes. There is also direct access for the most thought-provoking, inspiring array of international decision-makers. The Lake Como Lifestyle international network of journalists, media directors and PR executives assures the creation of solid relationships with key members of the luxury sector, press and media underlining our ability to communicate a client's message.

Lake Como in the world

Lake Como Lifestyle is stepping out into the world, into the universe of luxury, claiming an increasingly fashionable space for itself. As of the next issue, the magazine will be coming to the best hotels, the most prestigious restaurants and the trendiest night spots, as well as embassies, consulates, and showroom in Milan, London, Paris and New York. It will even be carried by luxury airline and cruise-ship companies.

+ 300 LUXURY HOTELS IN THE LAKE COMO AREA, ITALY AND ABROAD

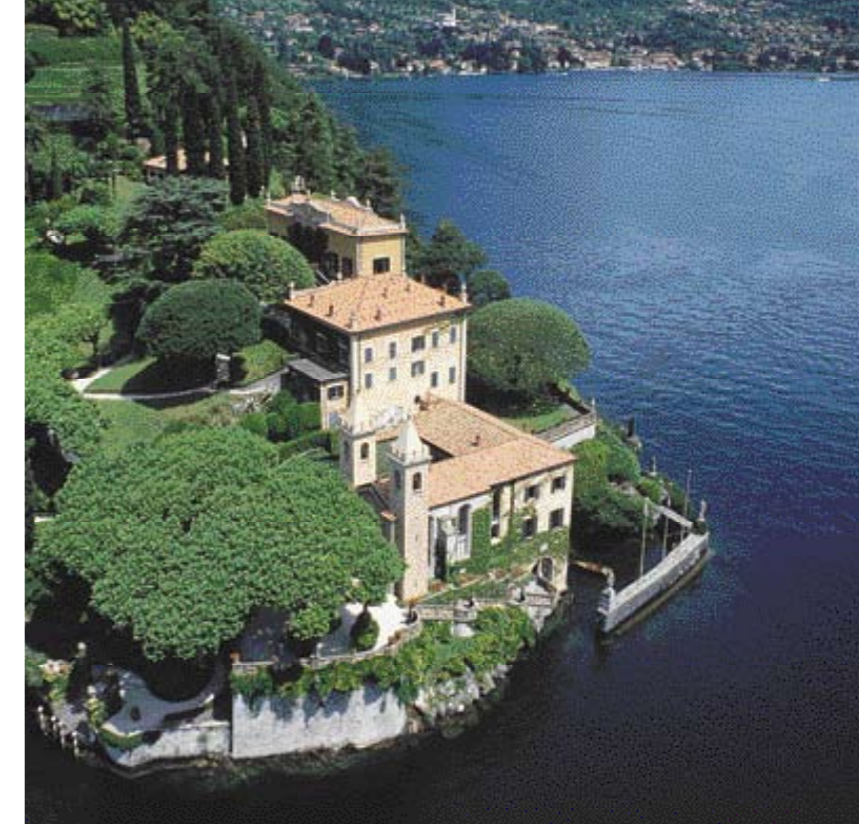
+ 150 SELECT PRESTIGIOUS RESTAURANTS WORLDWIDE

+ EMBASSIES AND CONSULATES PROMOTING THE 'MADE IN ITALY' ATTITUDE

+ AIRLINE COMPANIES AND CRUISE-SHIP COMPANIES BACKING ITALIAN STYLE

+ 200 SHOWROOMS AND THE COOLEST FASHION LOCATIONS WORLDWIDE

In short, it's a more-widespread distribution to establish itself ever more firmly as a trend-setting tool, with a cool slant and offering avant-garde and constantly evolving ideas: a new milestone to confirm the magazine's winning contents and supreme quality standards. But it is in fact just the start, following on from the new editorial identity: new horizons have appeared, ones taking the magazine to be a prominent player on the international scene. The idea of being present worldwide will become an excellent advertising strategy because Lake Como Lifestyle will officially be a favourite channel for getting to know the lake and the surrounding area, not only superficially but through a great deal of rich detail.



ADVERTISING

Focus on geographical areas

Focus your message on the area best for your business, and focus your attention on doing more business with your best customers.

Targeting specific audience

Focus your "Deliver the right message, to the right people". We've covered every luxury sector for every taste, which means you have an advertising vehicle for every customer you're targeting.

Cost efficient

It's more important to reach the people who count, than to count the people you reach. Your media budget works harder because your investment concentrates on buyers who respond. Advertising positions are authentic exclusive editorial opportunities, and these are by invitation only to maintain quality of content.

Advertising objective

The primary objective is to provide the perfect backdrop for all advertisers. From the wit, style and irreverence of its editorial to its sophisticated, unique design and layout, the Lake Como Lifestyle showcasing of luxury brands is the magazine's raison d'être.

Why advertise with Lake Como Lifestyle

Lake Como Lifestyle's reach is like no other. Our readers are vocal and communicate definite likes and dislikes through emails and phone calls. Lake Como Lifestyle remains the only mainstream voice for our demographic.

Lake Como Lifestyle secures its integrity and quality, by continuing to structure content based on reader feedback and creatives produced by top industry professionals.

ADDED-VALUE FEATURES

Lake Como Lifestyle is more than just the right place to advertise. As added value to your marketing investment, we offer:

Free Website Link:

All full-page-plus advertisers receive a FREE link to their site from Lake Como Lifestyle's website at www.lakecomolifestyle.com upon request.

New Product Alert!

All full-page-plus advertisers will receive priority as a participant in Lake Como Lifestyle's free-sample program to our readers. Each issue will feature a new product in the Publisher's Letter. A maximum sampling number will be stipulated.

Additional Circulation

In addition to subscriber and news-stand circulation, extra copies will be made available for targeted promotional and trade events.

On-Line Advertising

You will be able to extend the life and increase the effectiveness of your print ads by taking advantage of our exciting web environment. When packaged together, your print and on-line presence will provide your products with "Top of Mind" awareness every day to the year.



DEADLINE

SPRING

final adv deadline 1st March
ad design deadline 20th February

SUMMER

final adv deadline 1st June
ad design deadline 20th May

AUTUMN

final adv deadline 25th August
ad design deadline 30th July

WINTER

final adv deadline 1st November
ad design deadline 20th October

SPECIFICATIONS

The dimensions of LAKE COMO LIFESTYLE pages are 23x27,7 cm with 5 mm of bleed on each side.

We accept the file extension: PDF, TIFF or JPEG with minimum resolution of 300 dpi.

You can send the material:

- on a cd or dvd to our editorial office at the address:

Lifestyle Publications SA - C.so San Gottardo
25 - 6830 Chiasso - (CH)

- by e-mail: progetto@lifestylelc.com

- by FTP (please send an e-mail to inform us):

Ftp address: [ftp.lifestylelc.com](ftp://ftp.lifestylelc.com)

user: upload@lifestylelc.com

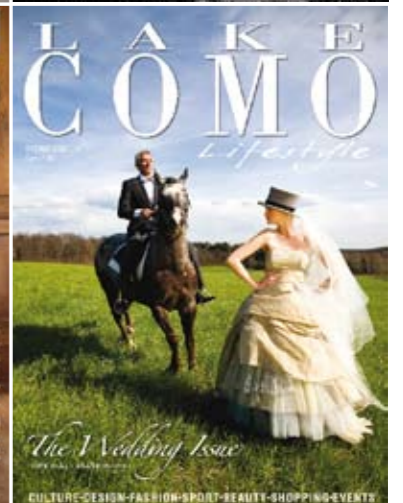
password: lifestyle

FOR ADVERTISING AND PRICES CONTACT:

Antonella Provasoli and Doranna Monti Vanini

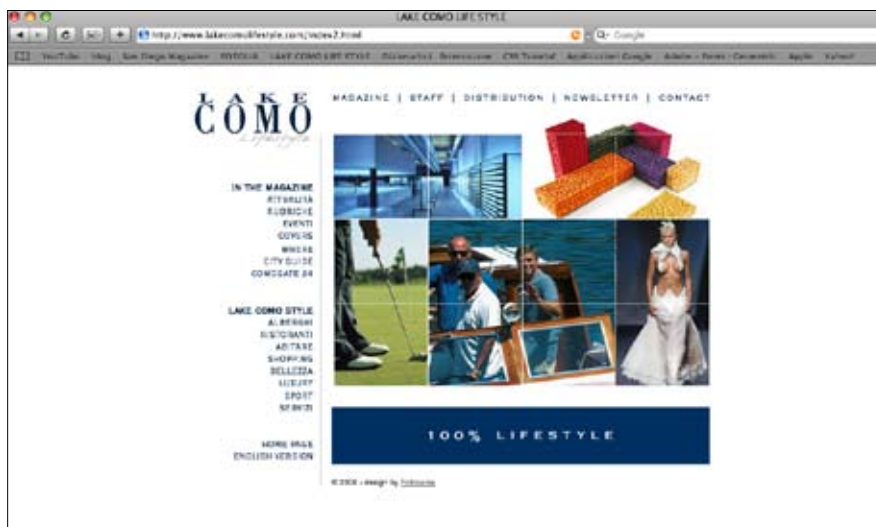
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info@telecallsr.com



MAGAZINE AND WEB WORK TOGETHER

OUR MAGAZINE ON-LINE:



VISIT OUR SITE

www.lakecomolifestyle.com



LOOK OUR VIDEOS
ON YOUTUBE



BECOME OUR FAN
ON FACEBOOK



READ THE MAGAZINE
ON-LINE
AT OUR BLOG

www.youtube.com/user/LakeComoMagazineTV

www.facebook.com/pages/Lake-Como-Lifestyle-Magazine/60373492544?ref=share

www.lakecomomagazine.blogspot.com

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