

Minotti



SEPTEMBER 2018

SPECIAL FALL-WINTER 2018 ADVERTISING INITIATIVES

Minotti's communication strategy for this year's final quarter focuses on the Home and Hospitality sectors through a series of special initiatives that, starting in September 2018, will supplement its regularly-scheduled advertising planning.

2018 is a very special year for the company which, in addition to celebrating its 70th anniversary, presented a multifaceted international collection in Milan in April. Creatively speaking, the collection grew out of an exciting multicultural exchange that embodies surprising new interpretations by distinguished design and architecture professionals, like the Japanese **Nendo**, the Brazilian **Marcio Kogan** and the French **Christophe Delcourt**, all coordinated by the Milanese designer **Rodolfo Dordoni**.

Internationality is also the common denominator of the publications that, starting in September, will host the special adv flights narrating Minotti's dual design inclination in Home and Hospitality.

Starting with the prestigious **Wallpaper**, the undisputed lifestyle and design magazine that, in the October issue, will carry an 18-page feature on the "**2018 Collection, A tale of an infinite present**", dedicated to the new collection and its underlying design philosophy, from inspiration to the final product, concluding with product staging in a Hospitality setting.

Major emphasis is placed on Minotti's vision of Hospitality that, thanks to the design and versatility of its products, is ideally suited to upscale hotels and residential projects.

Three distinct international publications – **Sleeper**, **Artravel** and **Frame** – that all focus on the world of Hospitality, were chosen to convey this message.

Sleeper and **Artravel** will carry a 4-page feature: "**A new perspective on Hospitality**". Hospitality-oriented products from the 2018 Collection are set within a virtual architecture that highlights their versatility and portrays spaces characterized by a distinctive Minotti style. A communication effort that attests to the ability of the brand's 2018 proposal to meet the functional, technical and safety needs of the Hospitality industry.

The adv is planned to appear in all editions of **Sleeper** until the end of the year and in the September and December/January issues of **Artravel**.

The **September issue of Frame** introduces Minotti's "Hospitality Attitude" with a double page spread and then embarks on a more in-depth advertorial in the November/December issue.

Enjoy the reading.

Wallpaper, monthly magazine with global circulation of 100,000 copies (30% UK, 30% US, 40% ROW) reaches a sophisticated worldwide audience of readers with an attentive interest in the latest trends, Design and lifestyle connoisseurs, in search of new creative inspirations.

Sleeper, bimonthly with total circulation of 12,400 copies (43% UK+Europe, Americas 23%, 34% ROW), is a specialized publication in the hotel industry with an audience of architects and hotel professionals, and boasts a select readership of decision makers and industry opinion leaders.

Artravel, bimonthly magazine with a circulation of 45,000 copies that occupies a prime position in the arena of international lifestyle publications focused on all aspects of Hospitality. With an innovative eye to architecture and design, it reaches a global audience through select news stands, specialized bookstores, art galleries, museums and showrooms scattered around the world.

Frame, bimonthly go-to magazine with an international circulation of 35,000 copies, concentrated in the top 10 markets: Holland, Germany, UK, USA, Italy, Canada, Norway, Switzerland, Spain and Denmark.among industry professionals, it expresses its design-focused voice in 5 primary editorial areas: Retail, Hospitality, Work, Institutions and Shows.