



MAGAZINE - FINE LIVING PEOPLE

## THE NEW MILAN LUXURY AND LIFESTYLE WEBSITE ONLINE LAUNCH: JANUARY 2016

[www.thewaymagazine.it](http://www.thewaymagazine.it)

We are a male and female lifestyle media launching in early 2016. We appeal to people interested in luxury, not only referred to product but also trends and lifestyle. Our mission: to celebrate the ambition, aiming at elegance and style. Our potential readers are the so-called "Millennials" (aged 18-34).

### CONTENTS

We aim at people interested in knowing the reliability of a brand, the uniqueness of a person, the culture of another country, every single brushstroke or incision behind a painting or a sculpture, being able to enjoy new tastes in the most unlikely places, the latest arrivals in technology; always going beyond the appearance and **celebrating the ambition**.

With the exclusivity of our told stories, we want let the reader dream, trying to highlight trends and the exclusive fashion we discover. Milan is the ideal place for this kind of mission and starting from the Italian trend-capital trend we will be covering facts coming from around the world.

We choose the Italian language and therefore content will have to adapt to a closer and personalized dimension.

### TARGET

Our potential readers are the so-called "Millennials" (aged 18-34), the main target for this outlet, but we do cover issues of interest for any financially independent adult above that age.

### STYLE

The style is the common denominator of the topics addressed, without taking anything for granted, in order to educate a new form of reading.

### CONTRIBUTIONS

As a rule we favor exclusive content, our contributors are required to ensure completion of photos and videos. We rely on the punctuality of press offices. We look for collaborative reliable sources in the field of fashion, luxury, design and fine living.

### ADVERTISING

We have 5 spaces on the home page for commercial ads: two sides head logo, two mid-cutting, one right side box. Any space within articles will be agreed with advertisers. Ideally our listings are in line with the topics: lifestyle ads with medium-high target.

We reserve the right to change the advertising methods and provide solutions from scratch; we accept editorial advertising content as long as it is not comparative and respects the guidelines of the site.

For all further information contact: [info@thewaymagazine.it](mailto:info@thewaymagazine.it)

### SPECIFICITY AND REGULARS

We thought of starting with two very distinguishing cuts very identity.

The first is the regular **A day with a creative**, where a story is brought in with text and pictures of the human side of the style business. The second is the exploring of the news of the moment, which is also descending from the identification of a trend and reality observation: we want as many subjects covered as possible, varying by analogy embracing art, fashion, design



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