



THE
FLORENTINE

**THE NEWS
MAGAZINE FOR**

FLORENCE / ITALY

news
events
art+culture
food+wine
lifestyle
travel
classifieds



MEDIAKIT



THE FLORENTINE MAGAZINE

“Since 2005, the mission of The Florentine has been to serve the English-speaking community of Florence. Now, we act as a bridge for Florence lovers wherever they are in the world, while staying true to our original ethos.”

— *Helen Farrell, editor in chief*



www.theflorentine.net

Editorial independence

Our editorial independence is important, which is why we rely on reader support through subscriptions.

Community ethos

The Florentine is growing all the time, but we stay true to our community ethos, inspired by our readers, for our readers, united by a love of Florence, service journalism and a passion for print.



READERSHIP

The **readership of The Florentine** grows every day, sharing a love of Florence, a thirst for **honest journalism, well-written articles** and a passion for **photography**.

- ❖ A mixed readership for all ages, living in Italy and overseas, generally university educated and with a medium-high income.
- ❖ Our **Italian readers** have often worked abroad, have intercultural relationships and families, and are studying languages or international issues.
- ❖ **Returning tourists** who love to stay in touch with Florence keep up-to-date on The Florentine on-line, via social media, our newsletter and subscriptions.

About Florence's international community

- 36,500 international students annually
- over 60,000 Americans resident in the consular district (Tuscany and Emilia Romagna + San Marino)



Our readers are active *locals*, constantly engaged in **conversation within the international**



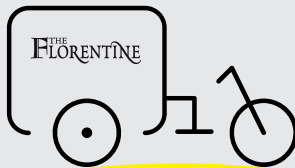
DISTRIBUTION

5,000 COPIES / ISSUE

11 ISSUES

The Florentine is printed every month with a circulation that stays constant all year round. Copies are distributed free of charge in Florence (+100 outlets) through a network of **pickup points** that are popular among our readership and which are updated regularly.

The Florentine currently has **800 paid subscribers**.



⋮ In central Florence, The Florentine uses an eco-friendly bike distribution service.

SCHOOLS + UNIVERSITIES

INTERNATIONAL BOOKSTORES + CINEMAS

BARs, RESTAURANTS, MARKETs + SHOPs

HOTELS, APARTMENTS + B&B

TOURIST INFORMATION CENTRES

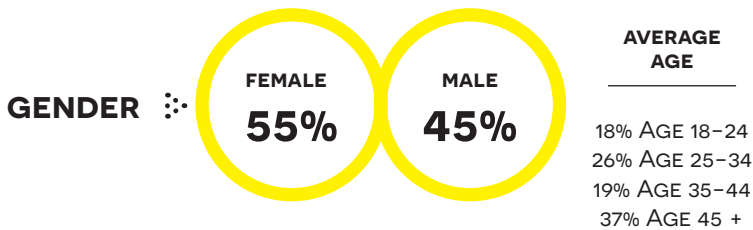
MAP AND FULL LIST OF DISTRIBUTION POINTS AT:

theflr.net/pickup

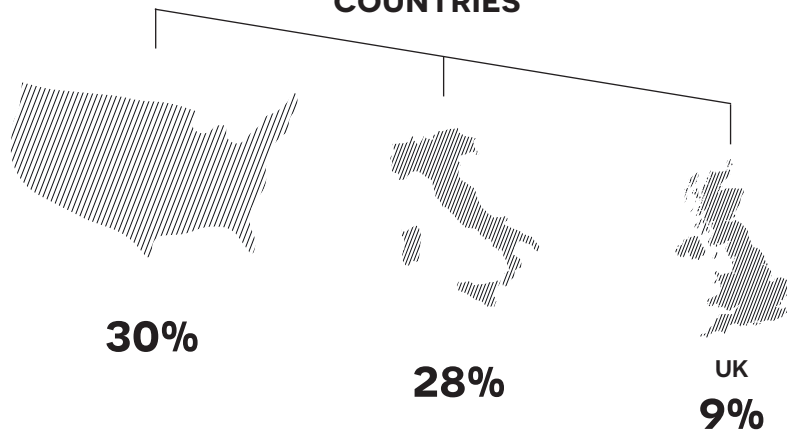
The Florentine is distributed at **community events or in partnership** with companies, associations and local institutions (City and Town Councils, Regional Government, local and international groups, etc.).

WEB & SOCIAL MEDIA

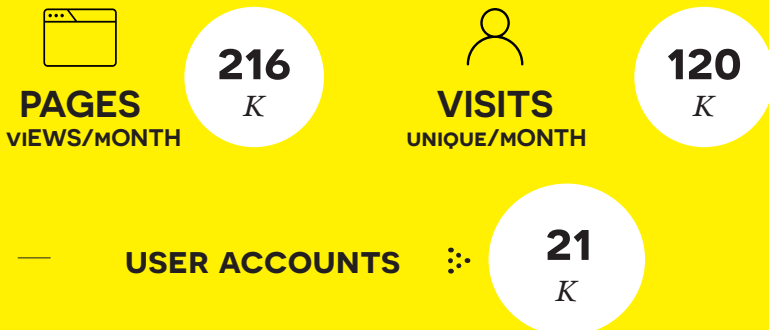
Online readers



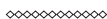
COUNTRIES



Website statistics

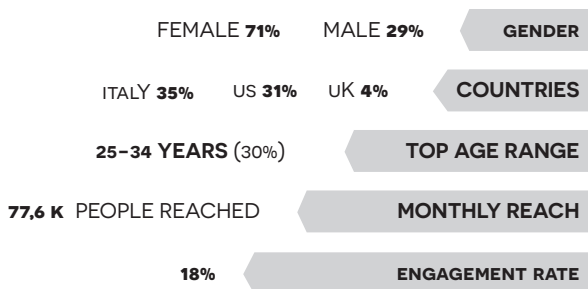


Social media statistics



Every week we engage more than **350,000** people worldwide sharing content about events, art and culture, food and wine,

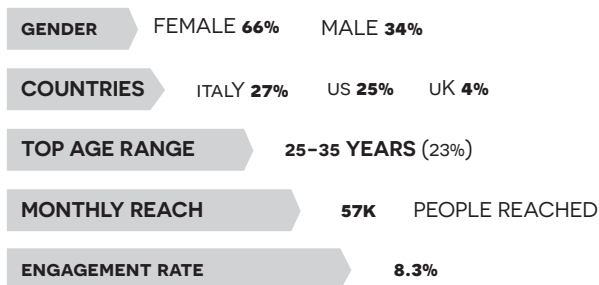
- Our social channels are managed by The Florentine's editorial team following a distinctive house style, reacting to news as it happens and stimulating conversation with our audience.



115 *k*
LIKES



82 *k*
FOLLOWERS





NEWSLETTER

Every week, we send out a free weekly newsletter that provides insider access to Florence.



6.8k ACTIVE SUBSCRIBERS

58% OPEN RATE

GENDER

FEMALE **50%**

MALE **50%**

COUNTRIES

US **17.5%**

ITALY **14.5%**

UK **3.4%**

TOP AGE RANGE

45-54 YEARS (14%), **65+** (30%)

CLICK RATE

9%

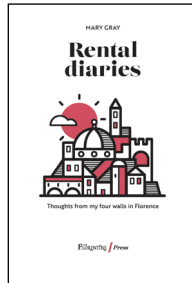
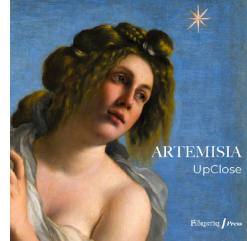
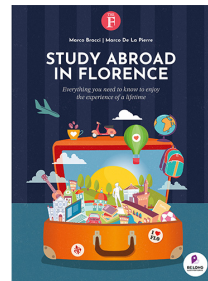
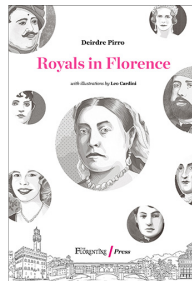
MONTHLY ORGANIC GROWTH

150 SUBSCRIBERS

THE FLORENTINE PRESS

Established in 2006, The Florentine Press is the publishing house of The Florentine. A treasure chest of art, culture and travel titles in English.

www.theflorentine.com/shop





EDITORIAL and related services

THE FLORENTINE

Thanks to our native English editors vaunting extensive experience + expertise in journalism and communication, The Florentine offers the following services:

ITALIAN-ENGLISH TRANSLATIONS

(WITH PROVEN EXPERIENCE IN FOOD+WINE, TOURISM, FASHION AND HOSPITALITY)

CONTENT CREATION IN ENGLISH

EDITING, COPY EDITING AND PROOFREADING



In partnership with Flod, our sister communications company, The Florentine offers:

GRAPHIC DESIGN FOR PRINT

VIDEO PRODUCTION

SOCIAL MEDIA MANAGEMENT

CROWDFUNDING CAMPAIGNS

LOGO DESIGN AND BRAND IDENTITY

CONTACT

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