



We have taken out the child that is in Style

Style Piccoli

@ Launched in 2008, Style Piccoli is the new magazine dedicated to children and directed at interested and conscious parents. It seeks to provide practical information to make the most of time spent together.

@ Style Piccoli is a prestigious product following Style magazine – the men's monthly from Corriere della Sera- and represents the style of little ones today in an ironic and intelligent way, thanks to a fun and original style.



Style Piccoli: the project



② Style Piccoli provides all the information parents need to rediscover the world of little ones.

② Style Piccoli is bi-monthly and is targeted at the consumer while appealing to the trade market at the same time.

Style Piccoli: the contents

- @ **Big names:** the publishers of Corriere della Sera and writers for the RCS group change focus to explore the world of children.
- @ **A wealth of contents:** reports, interviews, celebrities, passions, products.
- @ **Graphics:** inspired by the elegance and style of the magazine from which it follows- Style Magazine- Style Piccoli makes a strong and colourful impact.



Style Piccoli: the structure

@ At the start and end of the magazine, sections provide useful information and beautifully display products dedicated to children and families.



Initial sections: all the news, products and information connected to the world of children.

Final sections: a large section with guide, dealing with current issues and including useful reports.



Style Piccoli: the structure

- ② The middle pages contain important articles that unite the experiences of famous parents to practical advice for parents to enjoy time spent with their children.



Family Portraits: with exclusive interviews where celebrities talk about their families' lives.

Tourism: a large part is dedicated to holidays with suggestions, advice and useful addresses for getting away and travelling with the family, from short trips to long distance and evocative destinations.



Style Piccoli: the structure

@ **Passions: the right sports and games, with expert advice and tips to always ensure the best.**

After school: useful addresses to practise sports, music and recreational activities.



Hands on: advice from top chefs on recipes to make together with children.

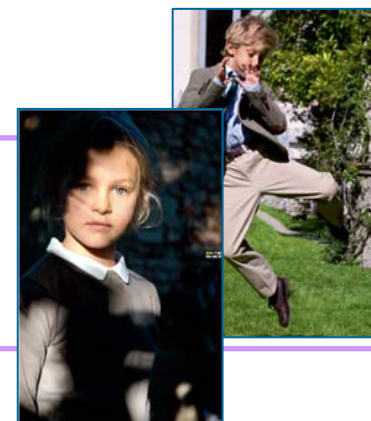
Style Piccoli: the structure

@ Fashion: over 60 pages of articles, products and brands from photographers and international stylists.



"Ready to party"

Pupi Solari
 for Style Piccoli



"We love shopping"

Inès da la Frassange
 for Style Piccoli



"Amateur farmers"

Cristina Brigidini
 for Style Piccoli



Style Piccoli: the target

Directed at children, the contents are really aimed at:

- mums and Dads looking for useful information and details for both themselves and their children;
 - mums and Dads heavily involved: the topics addressed need a high level of attention.
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- average age of parent: 28 – 48 years old.
 - social-economic class: middle/middle-high
 - education: graduate – high school diploma

Style Piccoli: distribution

Distribution is performed through traditional and specialised channels, bringing the positioning of the magazine closer to the consumer and trade operators.

In addition, thanks to a careful analysis of direct marketing, the magazine is sent to a selection of top families with children up to the age of 12 years old.

- @ **Total print run: 120,000 copies**
- @ Italian newsagents: 80,000 copies
- @ Personalised Direct Mailing: 25,000 copies; in rotation on a database made up of approximately 100,000 names of mums: pregnant women, new mothers and mums with children up to 12 years old.
- @ Subscriptions: 5,000 copies
- @ Shops: over 500 addresses selected in Italy for a total of 5,000 copies
- @ Presence at main fairs with more than 5,000 copies distributed

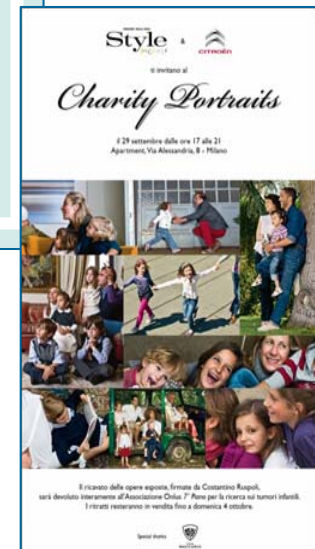
Style Piccoli: promotion

- Launch campaign and support for every issue in the press, on radio and in points of sale.
- distribution in specialised shops;
- organisation of events;
- presence at fairs in the sector.



Style Piccoli: special events

Ad-hoc projects researched and carried out based on the needs of the client, guaranteeing visibility and prestigious institutional partnerships.



Style Piccoli: Technical features

- @ Format: 24 x 28.7
- @ Bi-monthly
- @ Calendar 2010:
 - 21 January
 - 25 February
 - 20 April
 - 24 June
 - 01 September
 - 26 November

