

CODICE ITALIA[®]

 Excellence

2024 MEDIA KIT

EXCLUSIVE LUXURY | EXCLUSIVE REACH

Approved by Codice Italia Foundation

Brand philosophy

For over 10 years *Codice Italia Excellence* has been covering what matters most to our discerning and affluent audience, showcasing Italy's and the world's finest products, services and experiences through both editorial and advertising, and embracing every aspect of fine living, unexpected bespoke service and intriguing inventions and interests.

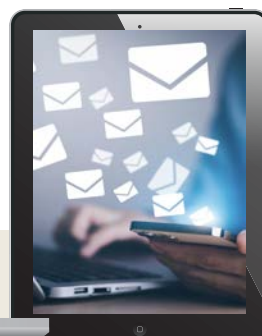
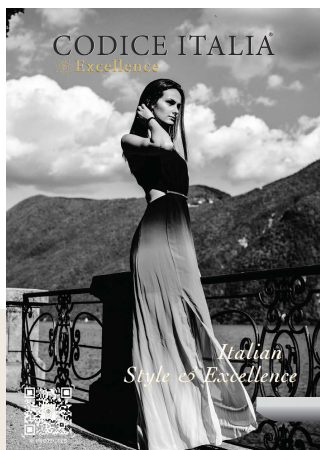
The brand, in print and digital, speaks to a reader whose strong purchasing power is matched by an understanding of the choices available to them.

Codice Italia Excellence readers are astute global thinkers who follow local and international news and trends. The assurance of quality is key to these readers' decision-making. And quality will always trump mere 'cool'.



Bespoke media solutions across all platforms

Made in Italy like Global Style for everyone. Codice Italia Excellence is the final exclusive point where excellence meets decision-makers.



MAGAZINE

- Exclusive partnerships
- Brand adverts
- Advertorial features
- Profiles
- Cover brand placements
- Sponsorships

WEBSITE

- Homepage slider
- Category sponsorship
- Image galleries
- Video
- Banners
- Digitorials
- Full brand amplification for extended reach

NEWSLETTER

- Exclusive newsletter
- Curated newsletter
- Sponsored feature in our bi-weekly newsletter

SOCIAL MEDIA

- Targeted and boosted Facebook and Instagram posts
- Lead capturing
- Remarketing

EXCLUSIVE EXPERIENCES

- Private Gatherings are not events but discreet gatherings at some of top's flagship hotels and private venues where top end brands, experts in the field, and our valued partners and guests share exclusive experiences from rare whisky tastings to industry expertise.



Editorial

Codice Italia Excellence is the eye on the luxury and investment zeitgeist and authoritatively covers all aspects of this affluent lifestyle, delivering unique insight, surprising stories and rich imagery on everything from art, investment, style, watches and jewellery to yachts, cars, décor, technology and fine food and wine.

Codice Italia Excellence is glamorous, and revels in the luxury of detail. An engaging mix of local and international writers, photographers and illustrators create and curate thought-provoking features, insightful profiles and insider information and inventions, with a discerning readership in mind.

Our magazine pages remain printed on exceptional paper and, in an era of formulaic content production, our stories and design are original and intriguing.

Editorial pillars

Our stories aim to pursue the different, lean towards experience, push limits and always offer great style.

LUXURY INVESTMENT

Alternative investments offer more than just the promise of cash returns, they allow people to indulge in their passions. But with the prospect of returns over and above those offered by traditional, and currently uncertain, markets, the glamorous side of investment remains a seductive proposition. *Codice Italia Excellence* delves deeper into the people and places and value behind the products appreciated by investors and collectors around the world.

ACCELERATE

If, 20 years ago, you'd asked someone to sum up what goes into a luxury car, the equation would have been: wood + leather = luxury. These days it's about design, innovation, exclusivity, and customisation, and the emotional connection that you feel when you drive that beast. *Codice Italia Excellence* connects the reader to driving experiences, educates them about trailblazing innovations and celebrates the beauty of car design. Innovation, adventure and elegance are also embodied in aviation and marine, and we focus on the worlds of wings and water too.





TRAVEL

Codice Italia Excellence travel includes bucket-list destinations that inspire and delight, hotels and transport that offer a level of service that sets them apart, and insights into the top places to eat, shop and explore from some of the best local and international travel writers and photographers. The *Codice Italia Excellence* reader travels more frequently than the average tourist, both for business and pleasure. Our travel stories attract highly engaged readers who have the desire and the means to pursue the luxury of authentic experiences.

WATCHES AND JEWELLERY

Our watches and jewellery sections cover the latest news, innovations and trends, and show off the classic beauties, audacious moderns and singular spoils and collectables, from the world's most covetable brands. In every issue - and with absolute focus, in *Private Time* - we feature a selection of the world's most luxurious timepieces, and exclusive report-backs on Salon International De La Haute Horlogerie and Baselworld each year.



DESIGN & DÉCOR

Codice Italia Excellence design and décor content speaks to readers who invest capital in real estate and look to experts for design innovation. From new frontiers in architecture to ecologically sound infrastructures, from fabrics and furnishing to fine finishes and fittings, we inspire and stimulate readers to surround themselves with the genius of top designers, artists and craftspeople.

STYLE

Whether we're admiring the latest 'London cool' of a British brand or the finesse of the French, we won't forget to look local when sharing next season's style trends. Our fashion content is carefully curated, from statement pieces to accessories as well as industry news. In beauty and grooming, we explore the innovation, routines and features of products that are on the forefront of skin regeneration and wellness.

FINE DINING, WINE AND SPIRITS

We feature luxury experiences, events and products that excite us in the fine dining and dining space. People say winemakers and master blenders are part technician, part artist. The same can be said of culinary masters as they experiment and concoct flavours, foods and techniques beyond our imagination. *Codice Italia Excellence* delves deeper into the people and places behind the products appreciated by connoisseurs around the world.

Reader profile

Our readers buy luxury cars, are well-travelled, well-dressed, enjoy solo sports and activities, are game for extreme adventure, invest in beautiful properties and collect and appreciate fine wines, art, vintage cars and other rare items.

Our print target market is a small group (less than 1% of the population) with a combined wealth estimated at \$184 billion. Highly sought-after and difficult to reach, our readers are as selective about choosing information sources as they are about sharing their time and attention. Trust and respect are critical - and what they read says a lot about them.





Blockchain Technology

Codice Italia Excellence is also excellence at a technological level. Our magazine, as well as all the inserts, are registered on the Blockchain network with LutinX.com

THE ADVANTAGES

I love it against plagiarism, fake news, and digital piracy. European law, like that of more and more nations, recognizes the immutability of data in this technology (what is written inside it can no longer be modified) and the legally recognized certain date.

VALUE AND SIMPLICITY

You can quickly scan the QR code on our cover with your mobile phone to verify the Blockchain registration certificate.



CODICE ITALIA[®]

Excellence

Italian Style & Excellence



WHERE THEY LIVE

London	20%
Milan	15%
Paris	16%
Other	59%

THEIR AGE

25 - 34	13%
35 - 49	42%
50 +	45%

RACE BREAKDOWN

White	56%
Black	31%
Indian/Asian	7%
Coloured	6%

HOUSEHOLD GROSS MONTHLY INCOME

€ 500'000+	26%
€ 100'000 - €500'000	22%
€25'000 - €100'000	9%

Unique distribution

We print 10 000 copies of *Codice Italia Excellence* magazine which are distributed to a targeted, niche audience. What makes Codice Italia Excellence's print magazine and digital newsletter distribution unique is our exclusive databases.

THE MAGAZINE IS DELIVERED TO

- 25+ leading international airport lounges
- Leading international airline suites
- Hand delivered to homes on 75+ most affluent streets for ultra wealthy
- 50+ leading five-star hotels
- Virgin Active's Classic Collection Clubs
- Selected media and blue-chip advertisers
- Motoring dealerships: Bentley, Ferrari & Maserati



2024 Rates and booking schedule

BOOKING SCHEDULE

ISSUE	APRIL	JULY	SEPTEMBER	DECEMBER
Booking deadline	14 March	14 June	7 August	7 November
Material deadline	21 March	21 June	19 August	14 November
On street	30 April	22 July	28 September	15 December

RATES

FP	DPS	IFC DPS	IBC	OBC
€ 3'500	€ 5'000	€ 10'000	€ 12'500	€ 17'500

PACKAGE DEAL RATES

BOOK UPFRONT for all 4 issues and become a Platinum or Gold Brand Partner with saving and added value

PLATINUM PACKAGE DEAL

4x Double Page Spreads - 1 in each issue (April, June, Sept & Dec) - value € 20'000 2x Digital Campaigns with social Media and Newsletter - value € 1'800
 2x Editorial snippets - value € 6'000
 TOTAL COST € 18'000 + vat if applicable
 TOTAL VALUE € 27'800

GOLD PACKAGE DEAL

4x Full Pages - 1 in each issue - value € 14'000
 2X Digital Campaigns with social Media & Newsletter - value € 1'800 1x Editorial snippets - value € 3'000
 TOTAL COST € 12'000 + vat if applicable
 TOTAL VALUE € 18'800

Prices exclude VAT and agency commission.

Guaranteed positions carry a 15% loading.
 Rates for advertorials, inserts, frequency discounts and other prime positions are available on request.

2024 Print Specifications

PAGE SPECIFICATIONS

SIZE	TYPE AREA	TRIM AREA	BLEED AREA
FPFC	249 X 195	290 X 230	300 X 240

NB! Please note all DPS material must be supplied as 2 single pages and must be clearly marked LHP or RHP

MATERIAL REQUIREMENTS

PDF format

CMYK Colour

Type 1 Embedded Fonts

300 DPI



Digital

Codice Italia Excellence website, Facebook page, Instagram and newsletter are guides to the luxury lifestyle. The content is a balance of smart story-telling and the latest lifestyle news about what matters most to this discerning market.

Our digital team write and curate daily updates, reviews, happenings and features in the world of luxury.

Codice Italia Excellence-digital platforms have a combined unique reach of 500K+.

Content pillars

WATCHES & JEWELLERY

Our watches and jewellery sections cover the latest news, innovations and trends, and show off the classic beauties, audacious moderns and singular spoils and collectables, from the world's most covetable brands.

TRAVEL

Codice Italia Excellence travel includes bucket-list destinations that inspire and delight, hotels and transport that offer a level of service that sets them apart, and insights.

MOTORING

The latest in exclusive automobiles – whether high-performance supercars, opulent limousines or super SUVs.



STYLE

Whether we're admiring the latest 'Milan cool' of an Italian brand or the finesse of the French, we won't forget to look local when sharing next season's style trends.

DESIGN & DECOR

From new frontiers in architecture to ecologically sound infrastructures, from fabrics and furnishing to fine finishes and fittings, we inspire and stimulate readers to surround themselves with the genius of top designers, artists and craftspeople.

ART & COLLECTABLES

Luxury investments offer more than just the promise of cash returns, they allow people to indulge in their passions. We delve into the news, people, places and value behind the products appreciated by collectors around the world.

FOOD & DRINK

Luxury experiences, events and products that excite us in the fine dining and dining space. *Codice Italia Excellence* delves deeper into the people and places behind the products appreciated by connoisseurs around the world.



Website

Uniques	128'297
Page views	694'211

Source: Google Analytics, April 2024

DIGITAL USER PROFILE

- 50.1% are male
- 49.9% are female
- Almost 90% are in the 25-65+ age brackets
- 66% have a post graduate degree
- 80% live in either Gauteng or the Western Cape
- 37% have € 7500+ per month household incomes
- 45% own 2 or more residential properties
- 23% have assets, excluding property, worth R5 million+
- 79% own their home
- 67% have a home loan
- 80% subscribe to newsletters
- Over 90% are on social media

Facebook

Codice Italia Excellence's social content thrills a passionate community of connected luxury connoisseurs, providing a daily burst of indulgence and inspiration on the most beautiful and coveted products and experiences.



STATS

Facebook Likes
+ 100'000

Average monthly reach
600'000

Average monthly impressions
1'800'000

WE TARGET THE RIGHT AUDIENCE BASED ON:

BROAD DEMOGRAPHICS

Education level university graduates & above

Age 28 – 60yrs +

Gender all

GEOGRAPHIC LOCATIONS

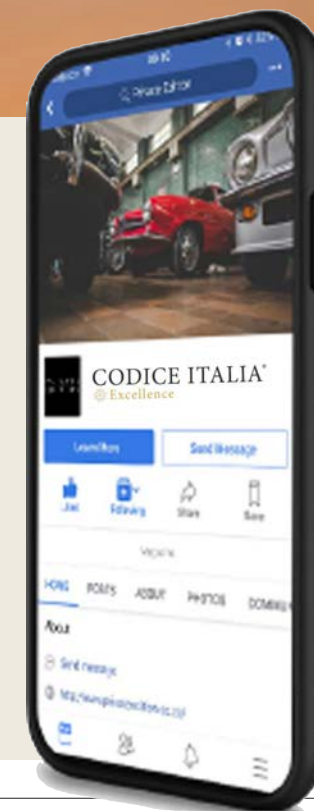
■ Top 40 european suburbs

BEHAVIOURS

■ Prefer high value goods

■ Frequent international travellers

72% of the Private Edition Facebook community is between 25 and 54 years old



Newsletters

The newsletter is the ideal platform to drive brand recognition and lead generation for advertisers while providing timely news about our readers' passions.

The Codice Italia Excellence newsletter is delivered every second Friday and acts as a round up of the stories on the site and new ones touching on all aspects of a luxury lifestyle.

Subscribers	165 000
Open rate	14.7%



Amplifying your digital audience

In addition to our bespoke readership across platforms, we have created a broader online audience which mirrors the demographics and interests of the luxury market.

WE USE ONLINE ANALYTICS TO REACH THIS MARKET, USING KEY CRITERIA SUCH AS

- Interests including luxury travel, real estate, business, investment, art collection and luxury vehicles and lifestyle goods
- Prime geographical targeting locations
- Keywords associated with luxury brands

Our unique base, extended by this wider luxury footprint, offers comprehensive, highly focused access to this specialised, niche and hard-to-reach audience.

2024 Digital rates



DIGITAL ADVERTISING PACKAGE

- 1 Targeted and boosted social post on Facebook and Instagram
- 1 Advertorial including homepage exposure for one week
- ROS display banner for 1 week
- Newsletter feature

TOTAL COST: € 950



8id.agency

London - Milan - New York - Beijing

Email emea@8id.agency

Whatapp +1 (718) 502-6961