



THE
FLORENTINE

THE NEWS MAGAZINE FOR FLORENCE LOVERS

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. In 2022, 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 community and online.**



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*](http://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

UPDATED AS OF 30/05/2022

Online readers

xxxxxxxxxx

GENDER ☼

FEMALE

55%

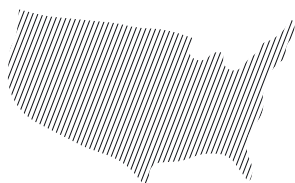
MALE

45%

AVERAGE
AGE

18% AGE 18-24
26% AGE 25-34
19% AGE 35-44
37% AGE 45 +

COUNTRIES



USA

30%



IT

28%



UK

9%

Website statistics

xxxxxxxxxx



PAGES

VIEWS/MONTH

216

K



VISITS

UNIQUE/MONTH

120

K

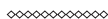
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USER ACCOUNTS ☼

21

K

Social media statistics



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

- 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.

FEMALE **71%** MALE **29%** **GENDER**

ITALY **35%** US **31%** UK **4%** **COUNTRIES**

25-34 YEARS (30%) **TOP AGE RANGE**

77,6 K PEOPLE REACHED **MONTHLY REACH**

18% **ENGAGEMENT RATE**



115 *k*
LIKES



76 *k*
FOLLOWERS

GENDER FEMALE **65%** MALE **35%**

COUNTRIES ITALY **24%** US **23%** UK **3%**

TOP AGE RANGE **45-54 YEARS** (23%)

MONTHLY REACH **265K** PEOPLE REACHED

ENGAGEMENT RATE **8.3%**



NEWSLETTER

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



4_k ACTIVE SUBSCRIBERS

53% OPEN RATE

GENDER

FEMALE **65%** MALE **35%**

COUNTRIES

US **17.5%** ITALY **14.5%** UK **3.4%**

TOP AGE RANGE

45-54 YEARS (25%), **65+** (34%)

CLICKS PER UNIQUE OPEN

11.5%

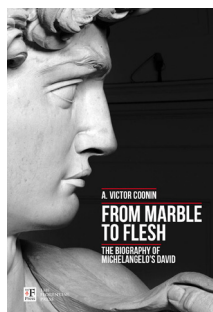
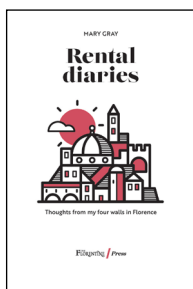
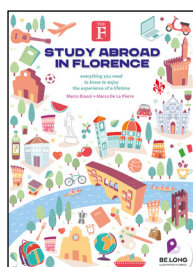
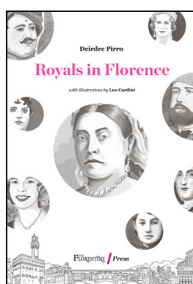
MONTHLY ORGANIC GROWTH

80 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



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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