

*wonder*  
**CORTINA**

MEDIA KIT 2024

# wonder CORTINA

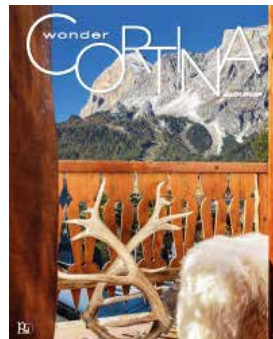
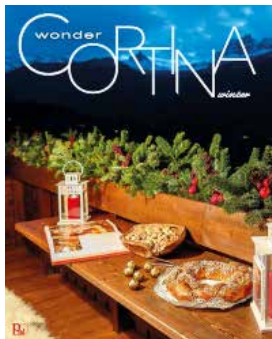
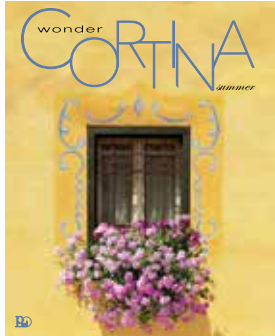


## MISSION

WONDER CORTINA is featured in two exclusive editions, summer and winter, and owes its extensive reach to a penetrating distribution network. It can be found across 57 resorts within the Region and is a fixture in the most prestigious residences throughout Cortina.

WONDER CORTINA magazine, curated by Platinum Media Lab, stands out for its uniqueness and immediate identifiability within the luxury market. It represents the fastest and most targeted tool for connecting with authentic national and international elites with an exclusive lifestyle.

# wonder CORTINA



## TARGET & DISTRIBUTION

Elite tourism consisting of a large percentage of HNWIs - entrepreneurs, professionals, executives

### PROFILED RECIPIENTS

age 35-55: 50% men, 50% women  
Total circulation: 25,000 copies

### TOTAL DISTRIBUTION IN CORTINA D'AMPEZZO

- Present in all 57 hotels
- Present in 60 restaurants in the Ampezzo region
- Exclusively present at Cooperativa di Cortina
- Present at the most important events such as the Coppa D'Oro delle Dolomiti, the Women's Ski World Cup and the ATP Tennis Tournament.
- Distributed at the Sovilla Bookshop

### DISTRIBUTIVE PARTNERSHIPS

Thanks to the exclusivity of its distribution model, WONDER CORTINA is present:

- YACHT CHARTER FLEET distribution in the cabins of the 80 yachts, managed by Floating Life International, a leading Swiss company in the charter sector and yacht management
- PRIVATE JET distribution on board jets and in the Business VIP Lounges managed by Sky Services, Milano Linate Prime, Milano Malpensa Prime, and Eccelsa Olbia.





# wonder CORTINA

frequency:	semi-annual
language:	Italian/English
cover paper:	300 g/sqm.
inner pages paper:	100 g/sqm.
print:	flatbed
cover:	5 colours
binding:	perfect bound
pagination:	4+128 p. / 4+144 p. / 4+160 p.
distribution:	57 hotels, 60 restaurants, Sovilla Bookshop, La Cooperativa di Cortina, Centro Casa della Cooperativa, Morotto.

## RELEASE SCHEDULE 2024

### **WONDER CORTINA n.21 summer 2024**

*Material delivery* 14 June 2024

**Release 28 June 2024**

### **WONDER CORTINA n.22 winter 2024**

*Material delivery* 5 December 2024

**Release 20 December 2024**

## FORMATS

**DOUBLE PAGE 460x285 mm**

**SINGLE PAGE 230x285 mm**

**+ 5 mm margin per side**

File format: pdf 300 dpi

To be sent to: [adv@platinummedialab.com](mailto:adv@platinummedialab.com)

The materials related to advertising pages must be accompanied by colour control proofs (Cromalin). In its absence, we disclaim any responsibility for colour accuracy.



## TECHNICAL SPECIFICATIONS

*wonder*  
**CORTINA**

## PLATINUM MEDIA LAB SRL

Management, editorial and advertising  
Via San Calimero, 1  
20122 Milan - Italy  
T: +39 02 36683420 F: +39 02 36683421  
email: [info@platinummedialab.com](mailto:info@platinummedialab.com)

[www.platinummedialab.com](http://www.platinummedialab.com)

CONTACT DETAILS