

# Digital Services **ADD-ON**

2024 Edition



Salone del Mobile.Milano is expanding and enhancing its range of services to exhibitors by introducing **Digital ADD-ON** services to make the most of the visibility offered by the Salone del Mobile.Milano platform.

The **Digital ADD-ON** services have been designed to be modulated to suit the needs of each exhibitor in flexible and personalized ways.





Logo Slider

Desktop + App  
Annual duration

Cover Product Categories

Desktop  
Modular duration

Top 3 Products

Desktop + App  
Modular duration

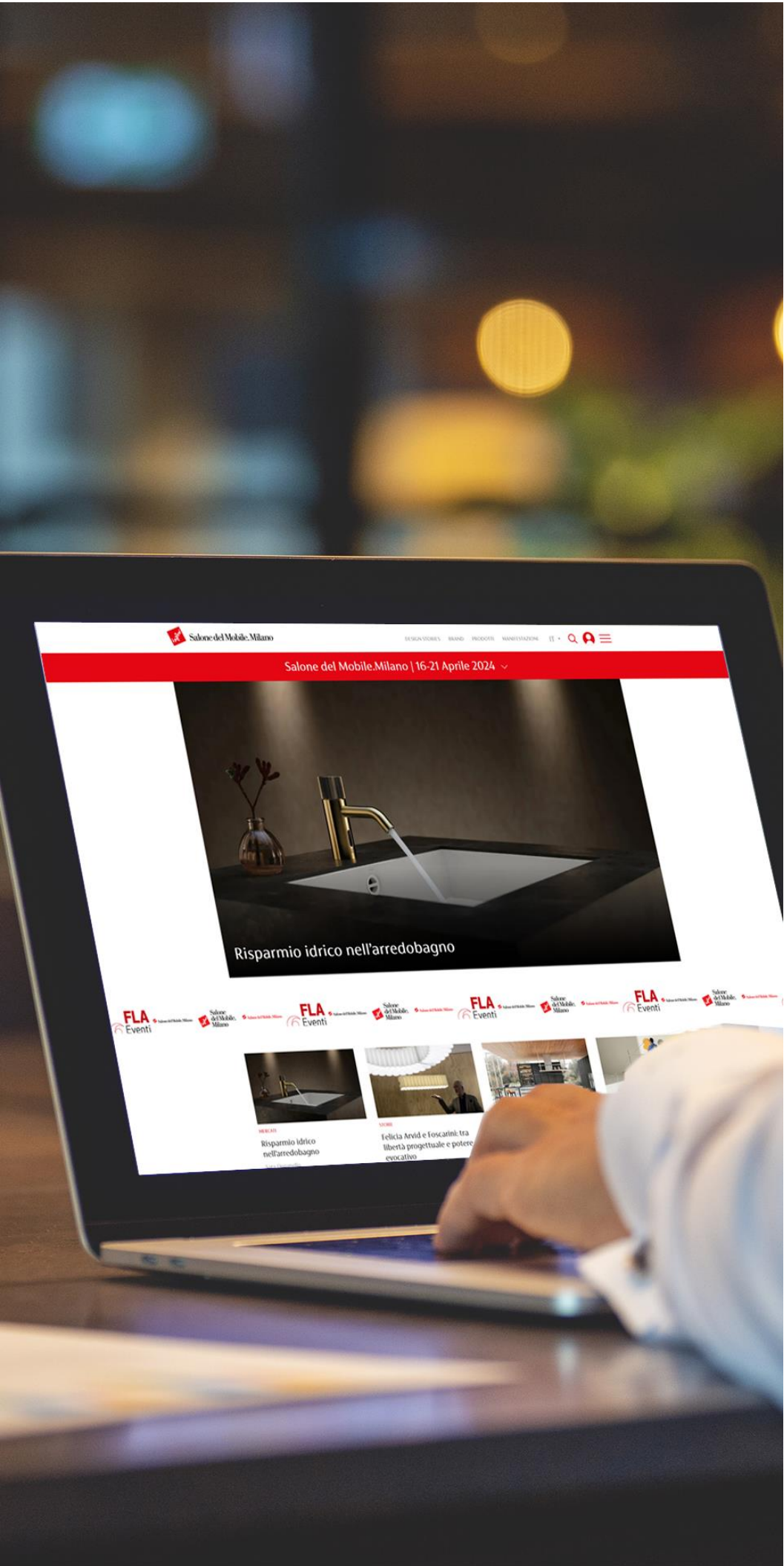
# Logo Slider

Desktop + App

For the 2024 edition, there will be a “banner” to promote the logos of exhibitors who decide to use the **Logo Slider** ADD-ON.

The banner will be placed on the home page on the platform and in a priority position in the APP. Each exhibitor will be able to insert the logo of their brand, or their brands, if they participate with more than one at the fair.

For exhibitors, this is an opportunity to make their participation in the Salone del Mobile.Milano immediately visible by taking advantage of a favored position. The logos promoted will be visible throughout 2024.





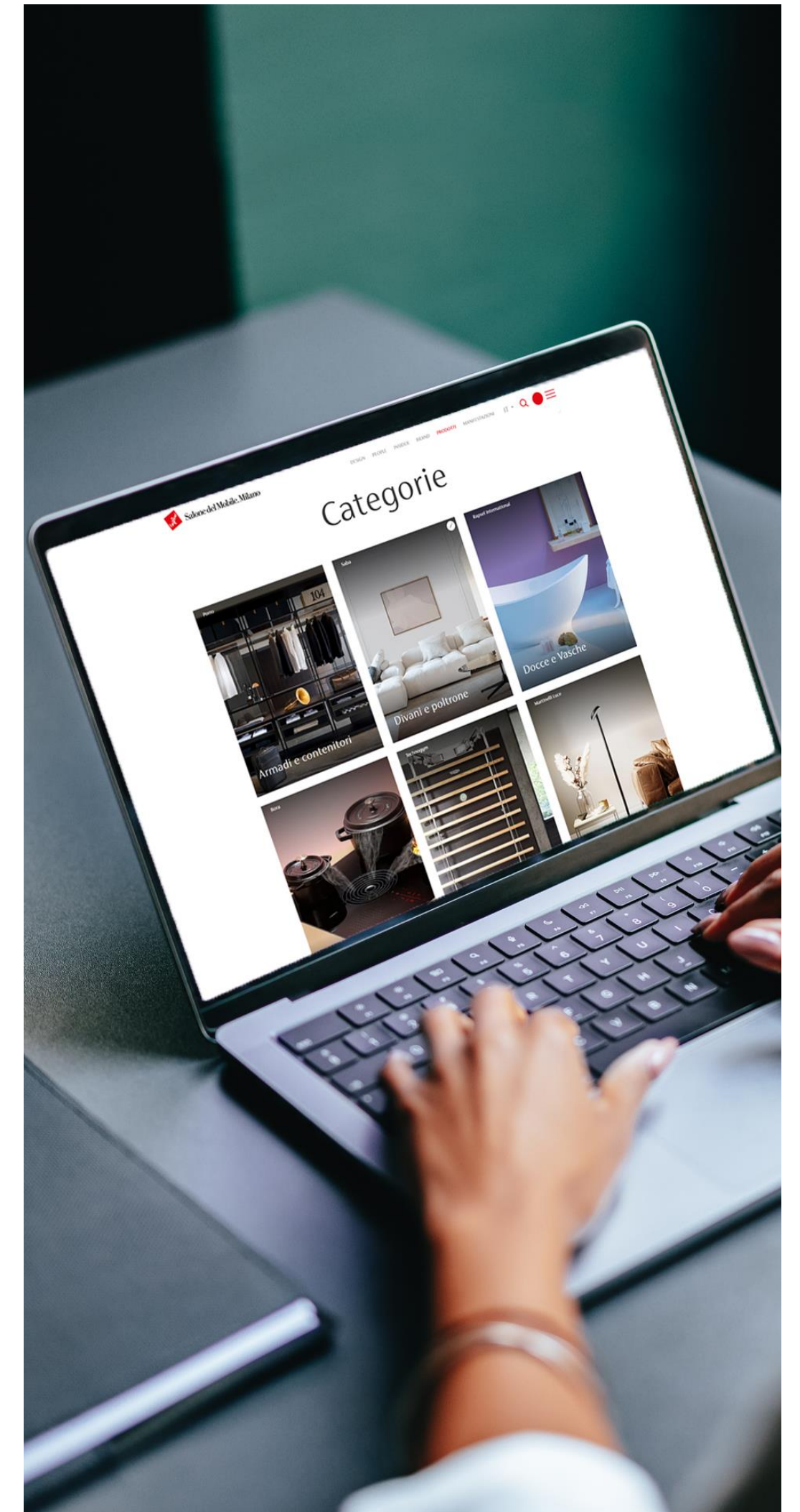
# Cover Product Categories

## Desktop

Each exhibitor will be able to appear with an image of one of its products as a “cover” of one of the product categories in the “products” section of the digital platform.

The **Product list Cover** service is fully modular to suit the needs and investment choices of the exhibitors: they can choose the duration and period of visibility of the covers.

The **Product list Cover** service can be combined with the ADV Product to maximize the visibility of the brand.



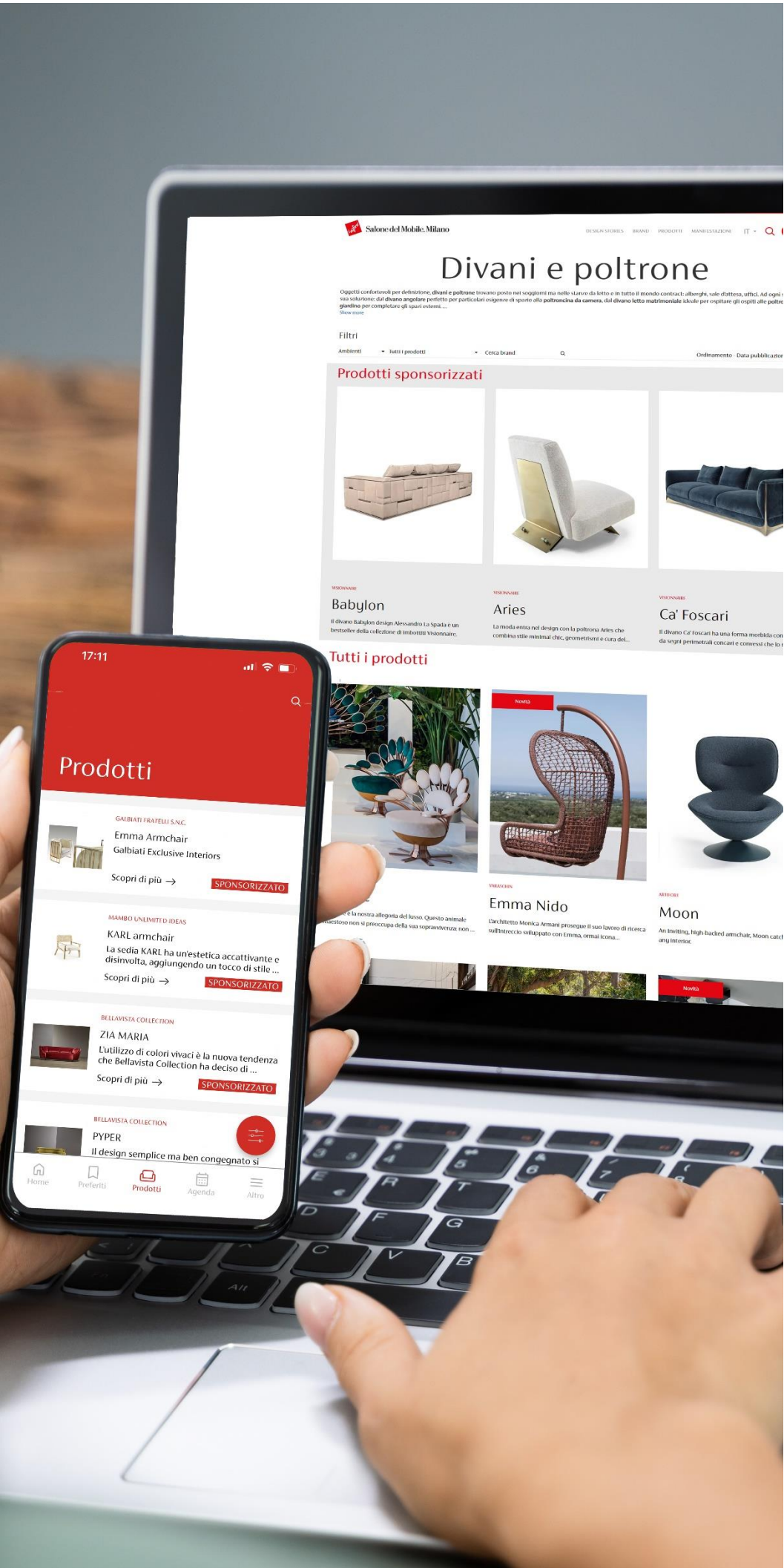
# Top 3 Products

Desktop + App

It will be possible to make 3 products (of the same product category) appear in a priority position compared to the other products on the digital platform.  
The products sponsored in this way will be featured both on the digital platform and in the APP.

The duration of the sponsorships is also modular.

The ADV Product service can be combined with the Cover Product list service to maximize the brand’s visibility.



Logo Slider	2024				April Positioning	
	1000 €				+	2500 €
	From 01/01 to 11/02	From 12/02 to 31/03	From 01/04 to 11/04	From 12/04 to 21/04	From 22/04 to 30/04	From May to December
	Cost per period	Cost per week	Cost per period	Cost per day	Cost per week	Cost per month
	250 €	350 €	500 €	350 €	350 €	350 €
	300 €	420 €	600€	420€	420€	420€
Cover Product Categories						
Top 3 Products						
Cover + Top 3 Products	500 €	700 €	1000 €	700 €	700 €	700 €



Article  
Newsletter  
Post



Article + Post  
Article + Newsletter  
Newsletter + Post  
Article + Newsletter + Post



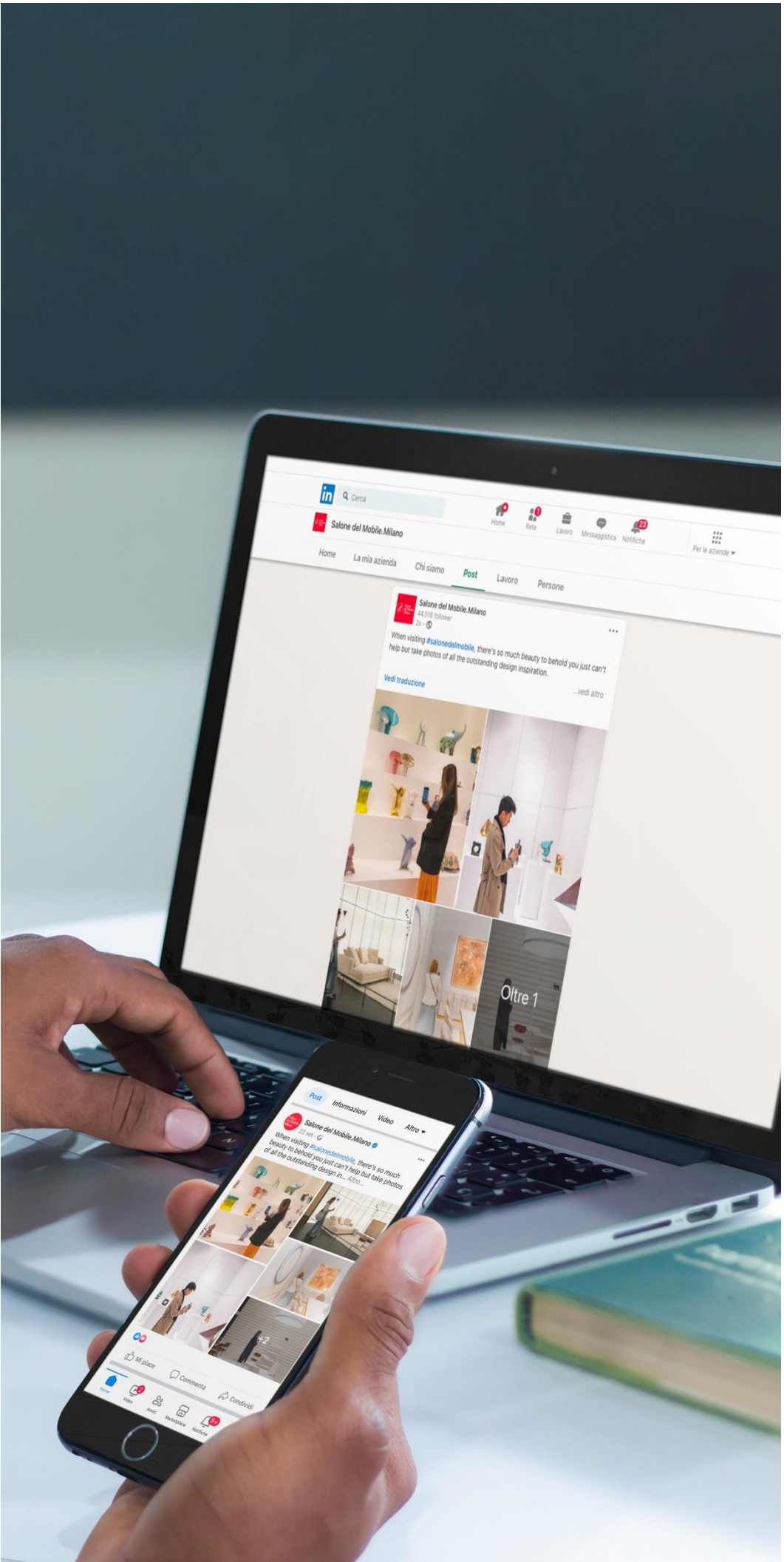
# ADV Communication

It will be possible to plan communication content within the digital touchpoints of the Salone del Mobile.Milano: website, newsletter, social channels.

Different formats are available to develop a company and/or product promotion plan to suit each exhibitors' different needs.

With regard to the editorial content, the development will require verification and selection to comply with the editorial guidelines of the Salone.

April 2024 is not available for scheduling content on the digital touchpoints of Salone del Mobile.Milano.



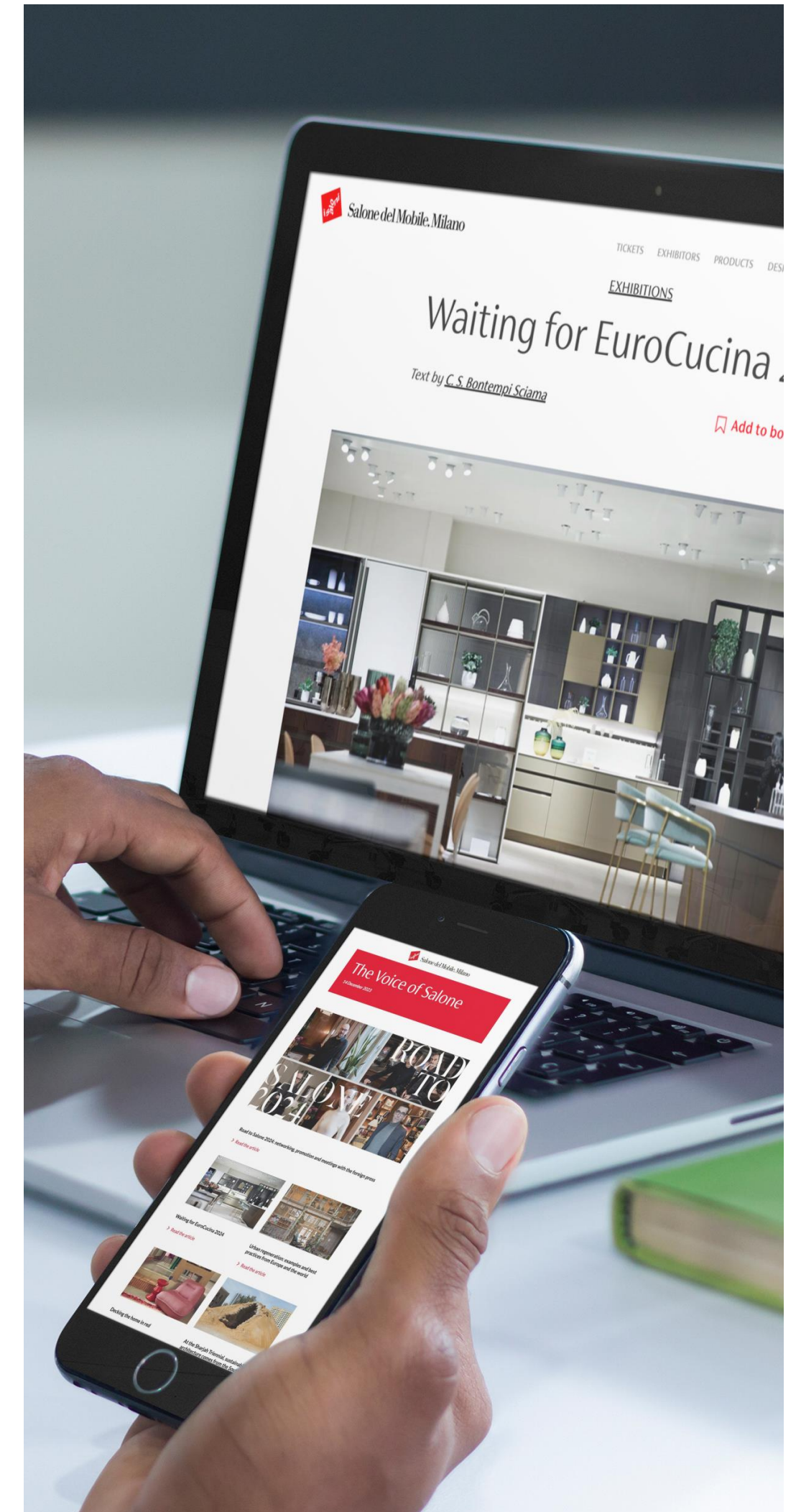
# Digital Content – Article on salonemilano.it

This is an editorial feature that highlights the concepts and themes that are important to your brand. It will be published on the *Design Stories* section of the website.

It will also be included in the editorial newsletter, *The Voice of Salone*, and shared on our social media channels, such as Instagram Stories.

The article will be developed based on the information you provide and may include a short interview.

The publication period for this kind of content will reopen in May 2024.

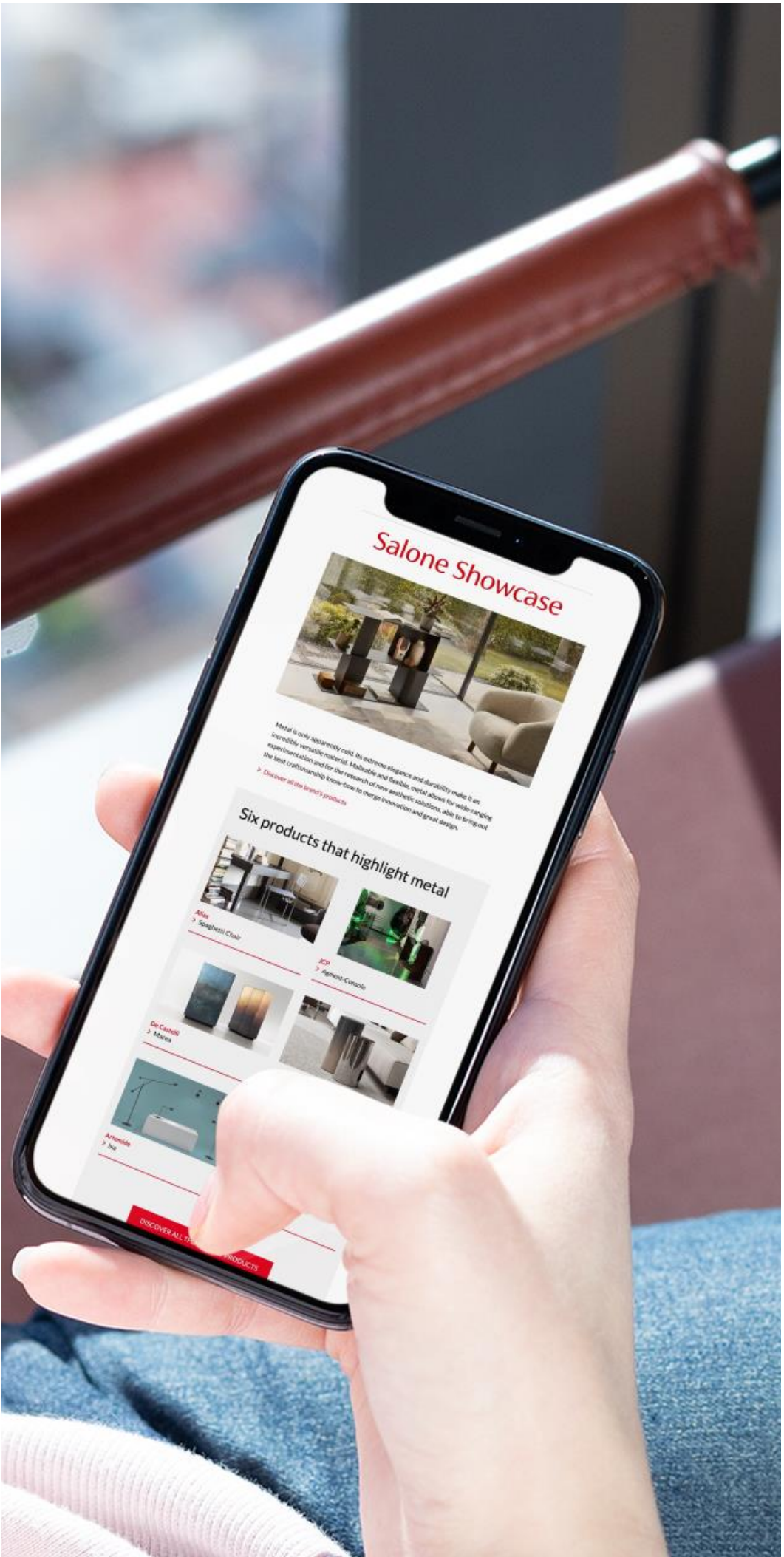




# Digital Content - Newsletter

There are two newsletters: *The Voice of Salone*, which is more editorial in style, and *Salone Showcase*, which is more product-oriented.

*The Voice of Salone* refers to articles on the website (see slide 10), while *Salone Showcase* focuses more on your products.



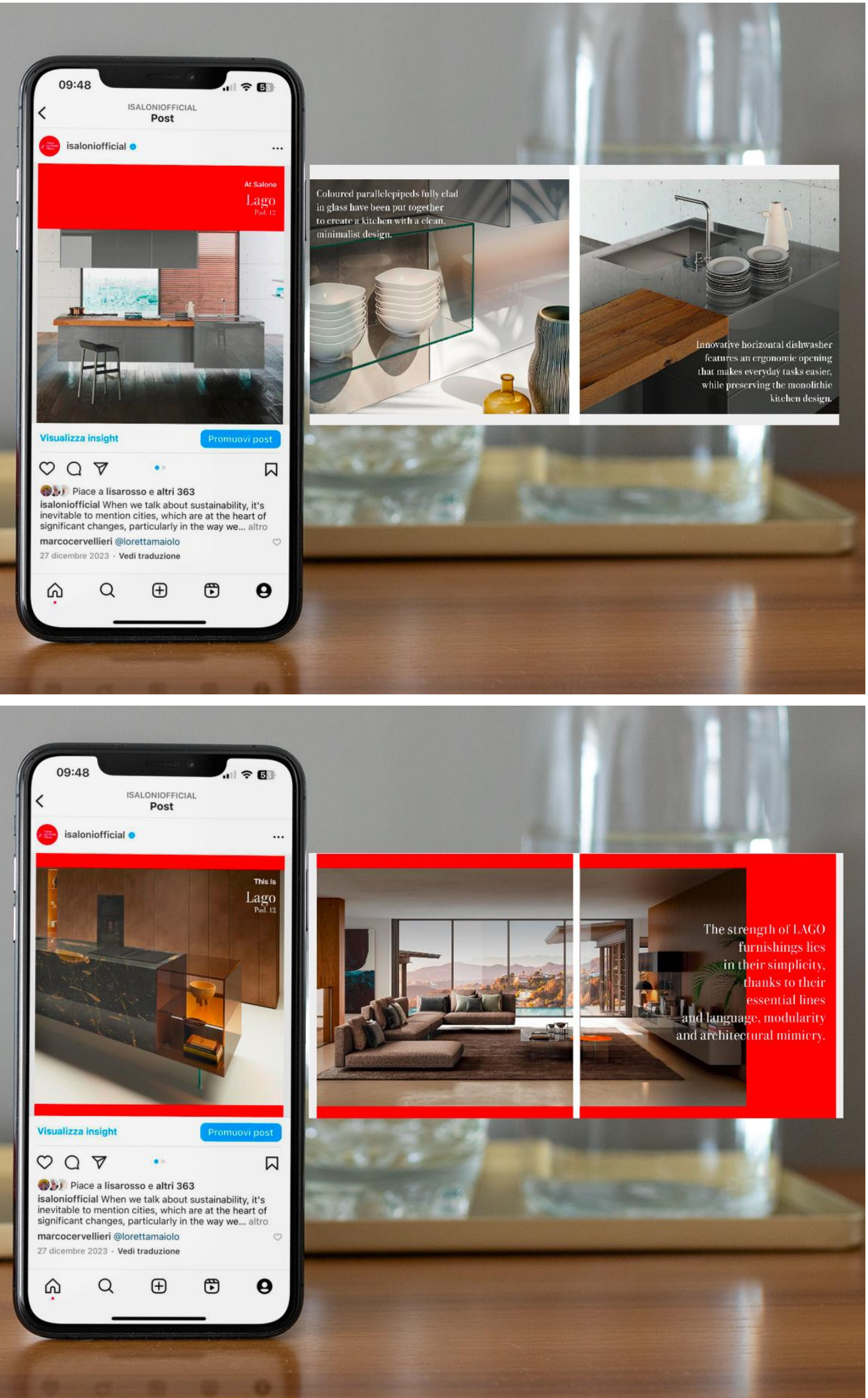


# Digital Content - Social

To improve your visibility, we can also include you in our social planning.

We have formats that are exclusively dedicated to exhibiting companies, which will focus our community's attention on your products or company, emphasising themes that you care about e.g. sustainability, heritage etc.

Please note that publication slots for this kind of content are limited for March 2024 and will reopen in May 2024.





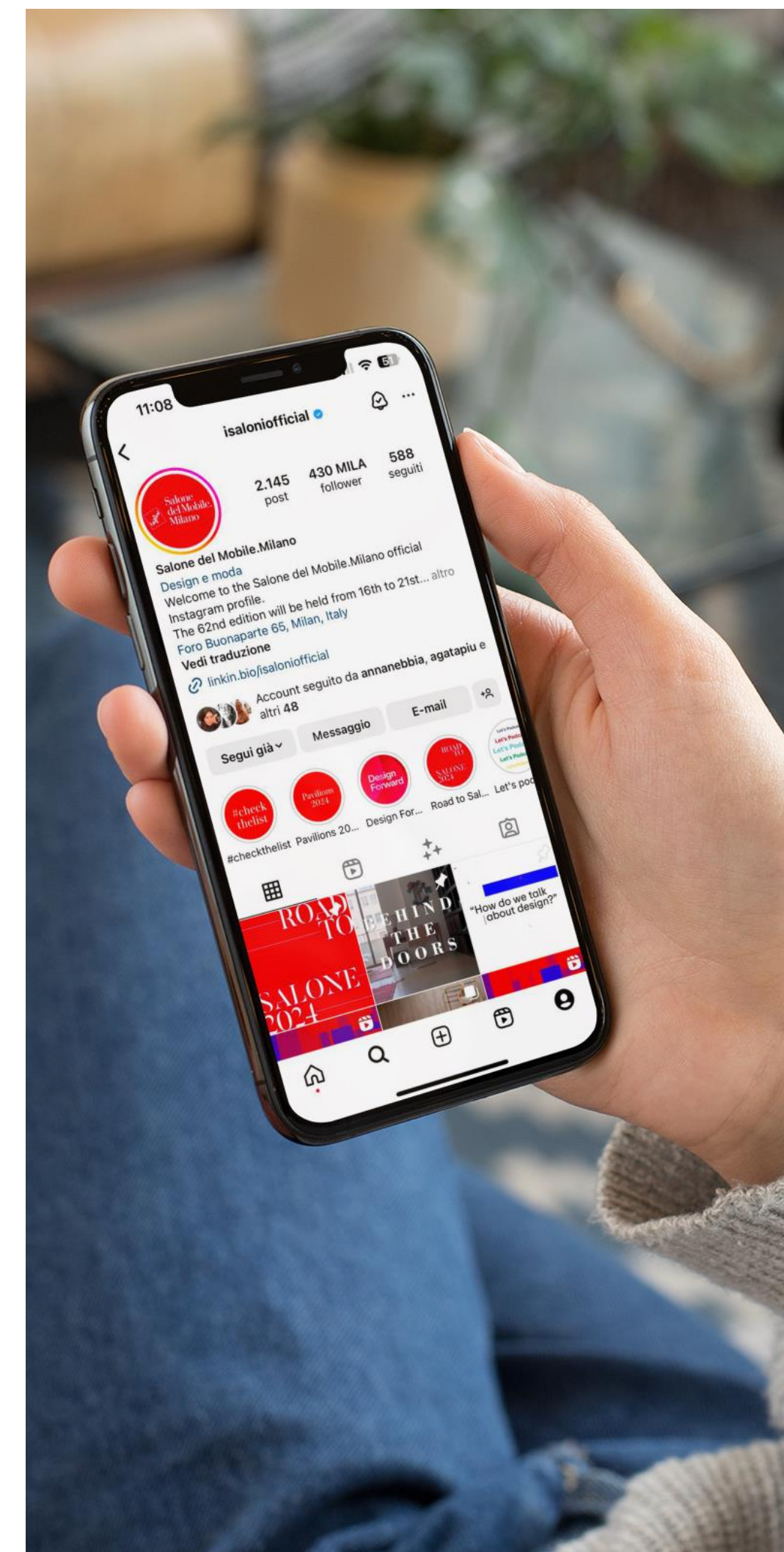
# Digital content – Information and materials

In order to proceed in the best possible way and to provide you with the most appropriate and cost-effective offer, we would therefore need the following information:

- the preferred publication period ((please note that April is excluded)
- the share of the visual you want to promote or a package of visuals from which we will select the content
- the main information you want to convey
- the desired publishing channel (website, newsletter and/or social channels chosen for publication)

Please note that we offer a short interview option for editorial requirements, to be agreed with our dedicated team.

Our communication program aims to enhance companies and maintain interest in their products and projects throughout the year. This allows you to implement the proposals mentioned above at strategic times in synergy with your communication activities.



	From 1/02 to 31/03	From 01/04 to 11/04	From 12/04 to 21/04	From 22/04 to 31/05	From 01/06 to 31/08	From 01/09 to 31/12
Article <i>(editorial)</i>	2700 €	3200 €	N.A.	3200 €	1000 €	2200 €
Article + Newsletter <i>(editorial)</i>	4200 €	5200 €	N.A.	5200 €	1800 €	3000 €
Article + Newsletter + IG/FB story <i>(editorial)</i>	5700 €	7200 €	N.A.	7200 €	2400 €	4500 €
Article + IG/FB story <i>(editorial)</i>	3100 €	3700 €	N.A.	3700 €	1100 €	2500 €
Newsletter <i>(product)</i>	1500 €	2000 €	N.A.	2000 €	800 €	900 €
Newsletter + Social Media Post <i>(product)</i>	2200 €	3200 €	N.A.	3200 €	1200 €	1500 €
Social Media Post (content linked to brand or product )	900 €	1400 €	N.A.	1400 €	500 €	700 €
IG/FB Stories (editorial and product, up to 3 stories max.)	600 €	800 €	1800 €	800 €	250 €	500 €
Prices valid until 31/12/2024						



# Thank you!

[digitalinfo@salonemilano.it](mailto:digitalinfo@salonemilano.it)



Salone del Mobile.Milano