

# Digital services

2025/2026



Salone del Mobile.Milano



# Salone del Mobile.Milano is the most important international event for the design industry





The Salone del Mobile.Milano  
digital ecosystem is  
the reference point for  
a global community  
of professionals,  
opinion leaders,  
and design lovers







Our *Audience*

# Audience

Wayfinding session

**180 M**

Matchmaking session

**1.4 M**

From April 8, 2025 to April 12, 2025

Web Views

(website and app)

**24 M**

Sessions

(website and app)

**4.7 M**

Social Reach

**30 M**

From May 1, 2024 to April 30, 2025



# Global Connection for Exhibiting Companies

Digital services offer companies the opportunity to connect with Salone del Mobile.Milano's international audience, including buyers, retailers, contractors, opinion leaders, and design enthusiasts





# Integrated Digital Presence across All Platforms

The new services are integrated across all the brand's platforms: website, app, social networks, and newsletter. The goal is to provide a wide range of flexible tools to promote your products and generate new business opportunities



# Tailor-Made Strategy for New Business Opportunities

All content is developed in line with Salone del Mobile.Milano's tone of voice, based on a bespoke strategy that is built together to achieve shared goals



# New Digital Services

2025/2026





New digital services  
are an effective tool for  
strengthening online  
presence and generating  
new business opportunities





# Operativity

## Extra Matchmaking – Ticket Scanning

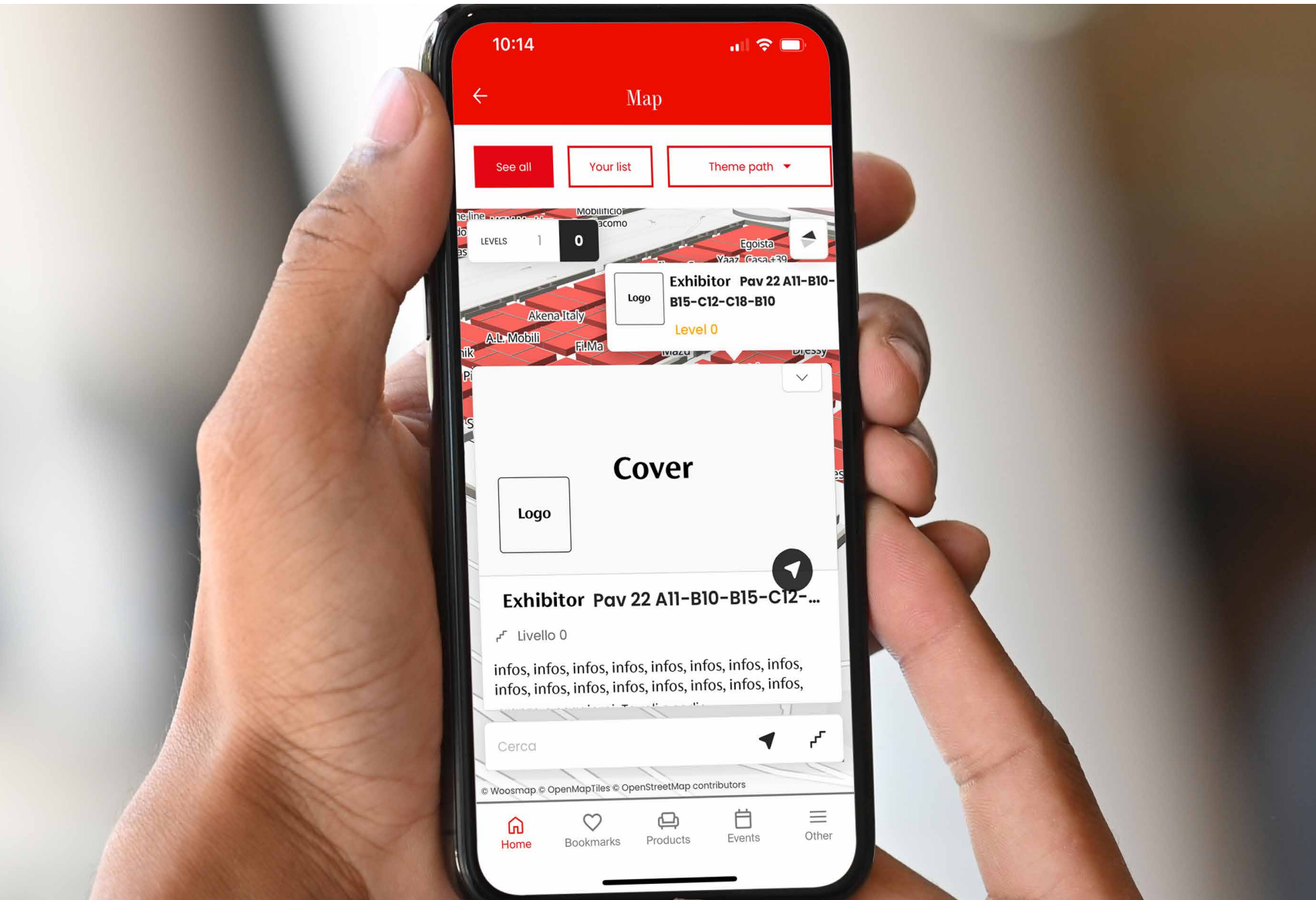
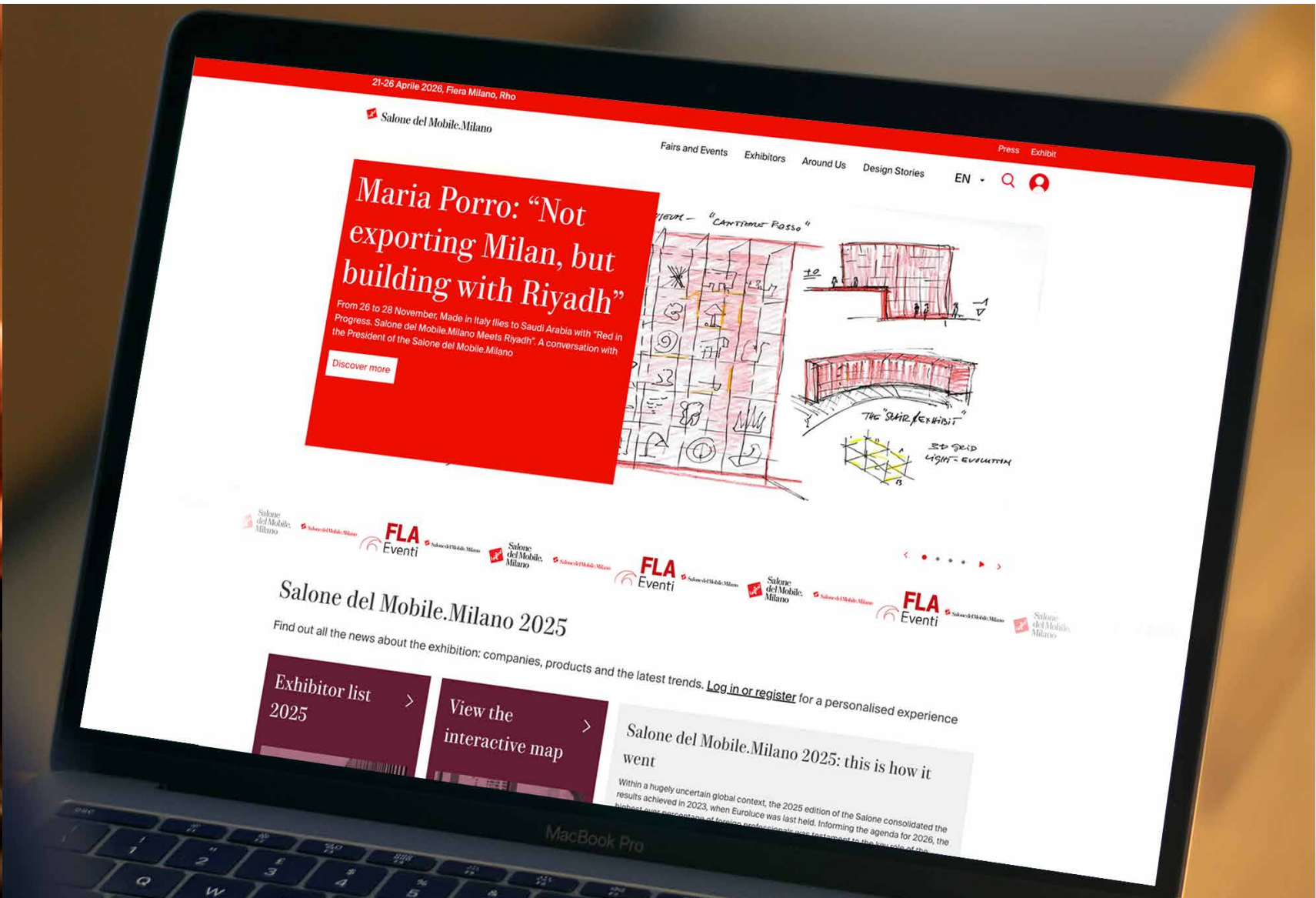
Additional users dedicated to matchmaking  
– ticket scanning, for a package of 5 users

€250

## Brand Visibility

A package that includes brand presence  
on the homepage all year round and on  
the fair’s interactive map, plus a video of  
the booth in the showreel (memento clip  
sent to visitors)

€1,500



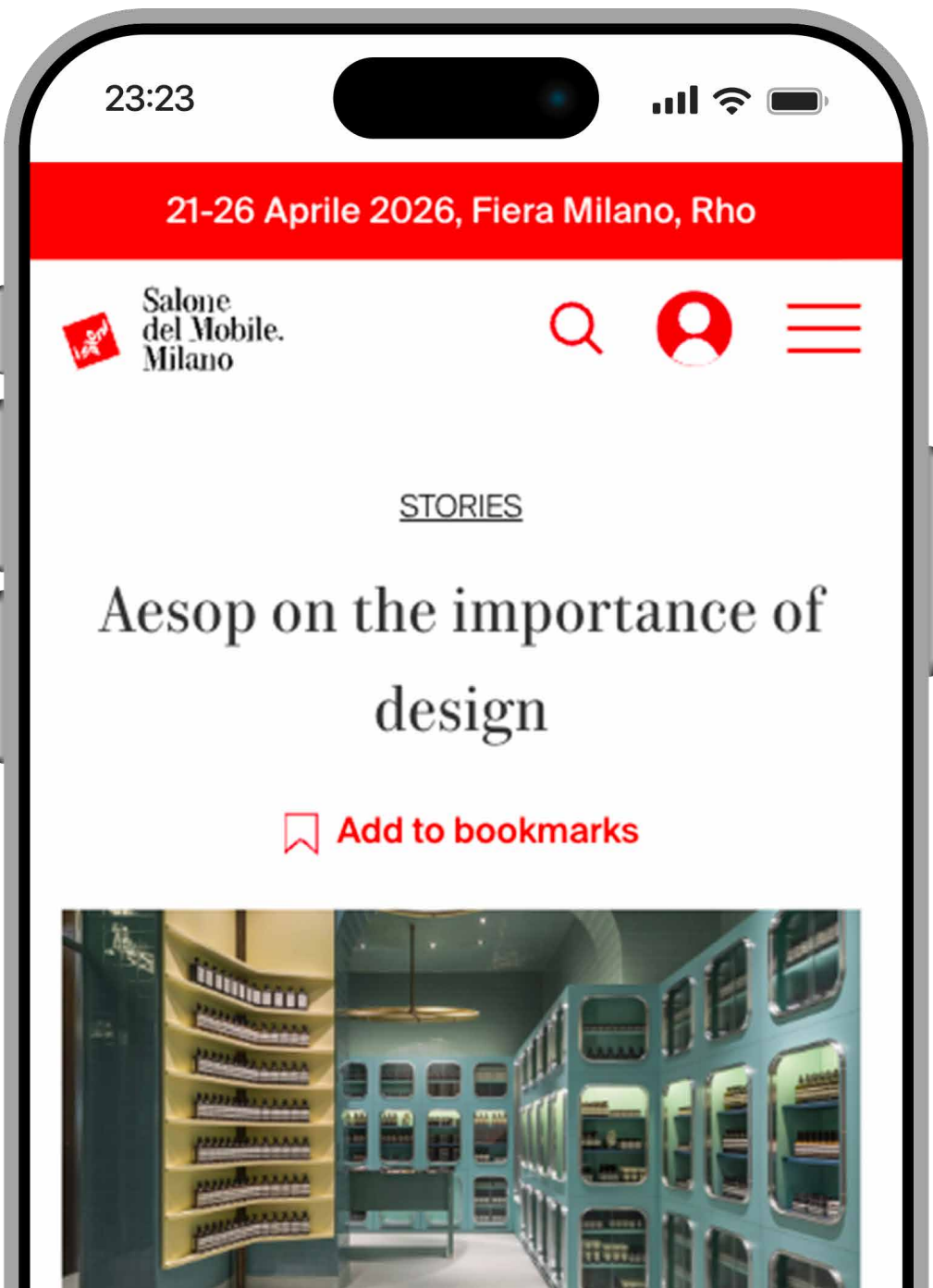


# Website Editorial

## Article with IG Story

Publication of a dedicated article (in-depth analysis, interview, guide) on the website and on its homepage, by an **industry journalist**. The content is agreed upon in advance in relation to the objective to be achieved. Publication of an Instagram Story with link to the article

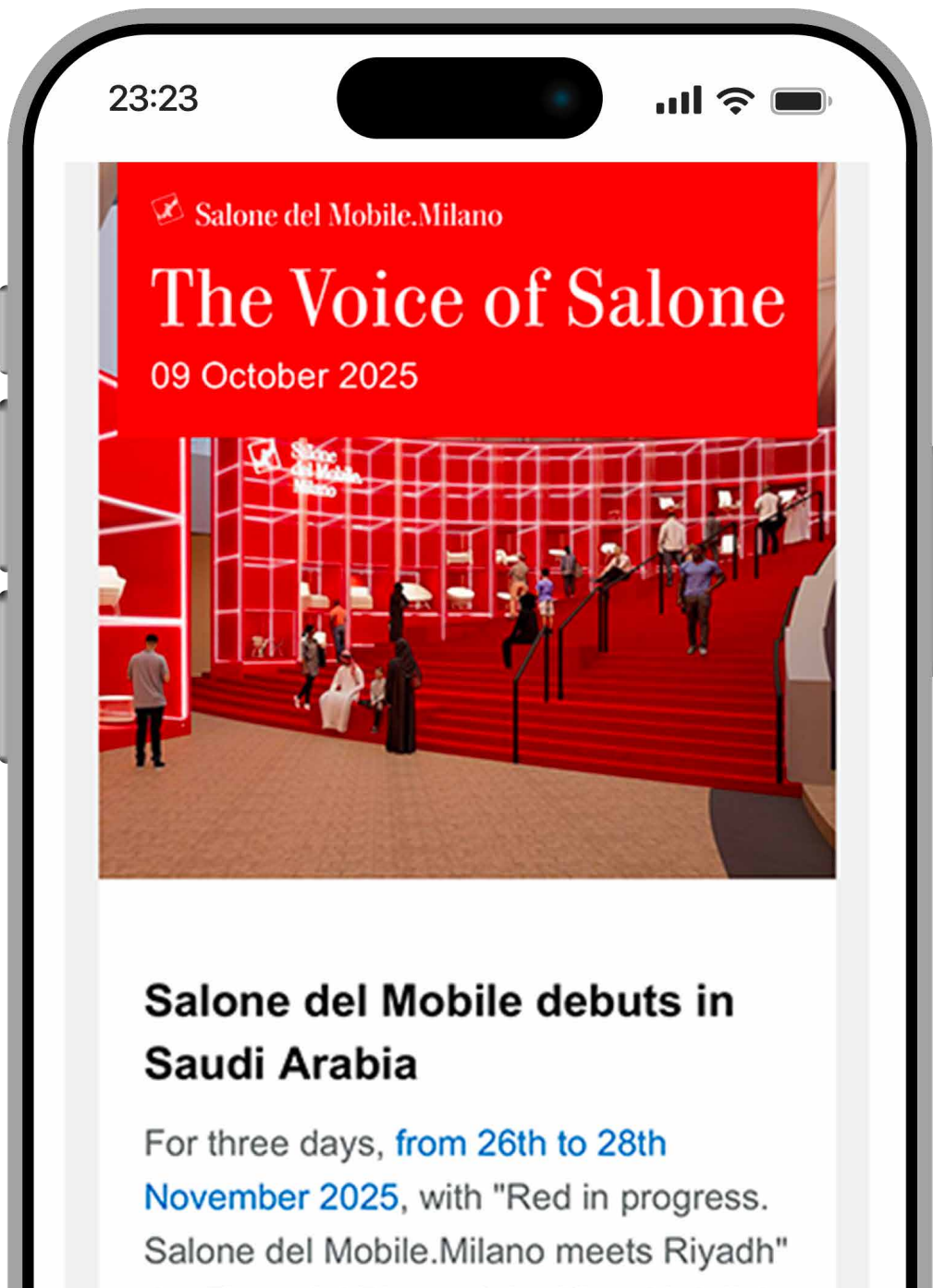
€2,000 / €3,000



## Article in the Newsletter

The article dedicated to the brand can be included in *La Voce del Salone*, the editorial newsletter sent out **twice a month** with focus on in-depth content published on the website and quick news updates from the design industry

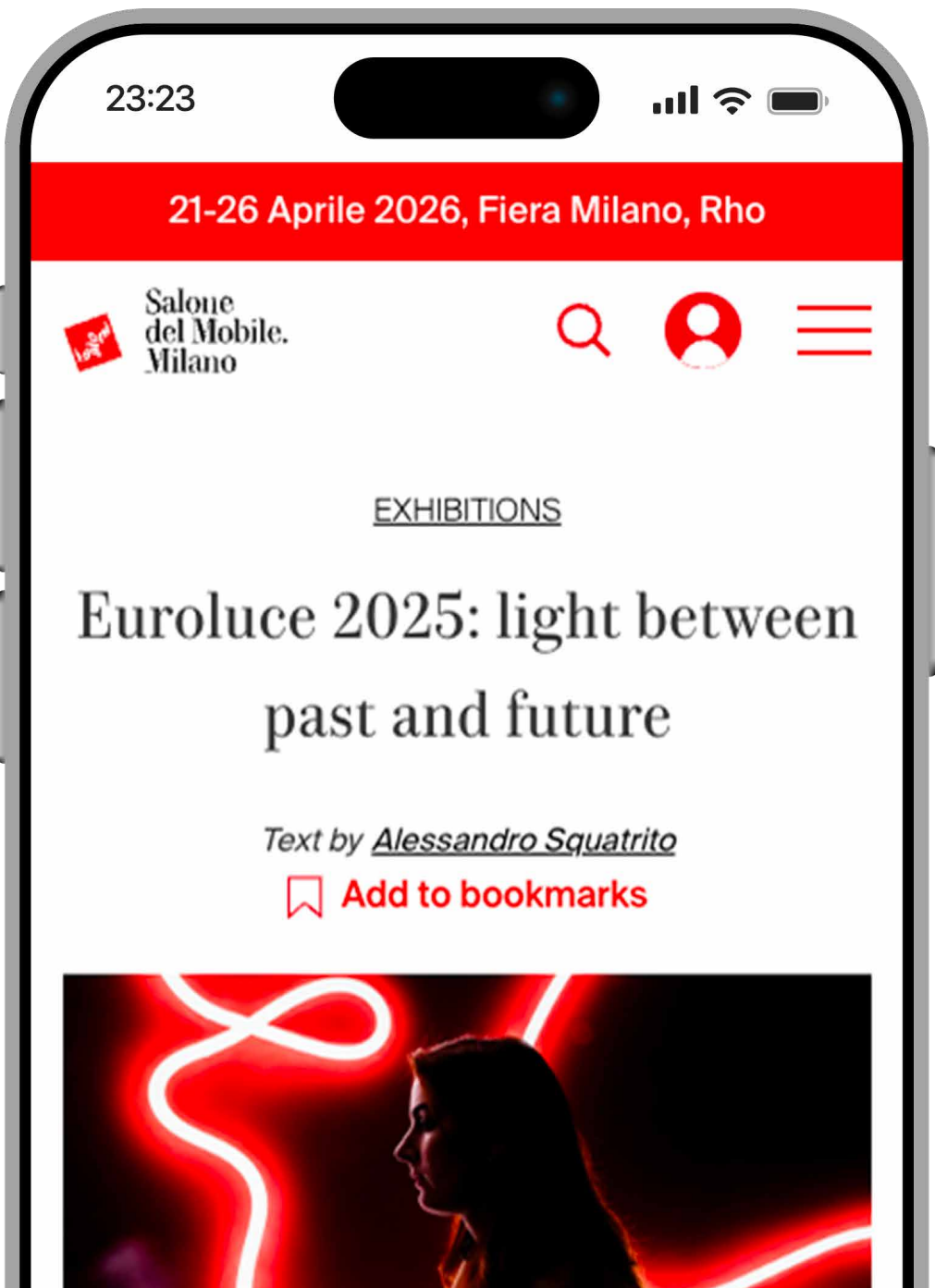
€400



## Mention in Article

Paragraph dedicated to the brand and the new products presented **during Salone del Mobile.Milano**, within a broader in-depth article. The content published during the week of the fair will be complemented with images of the setup, created specifically by a dedicated photographer

€800



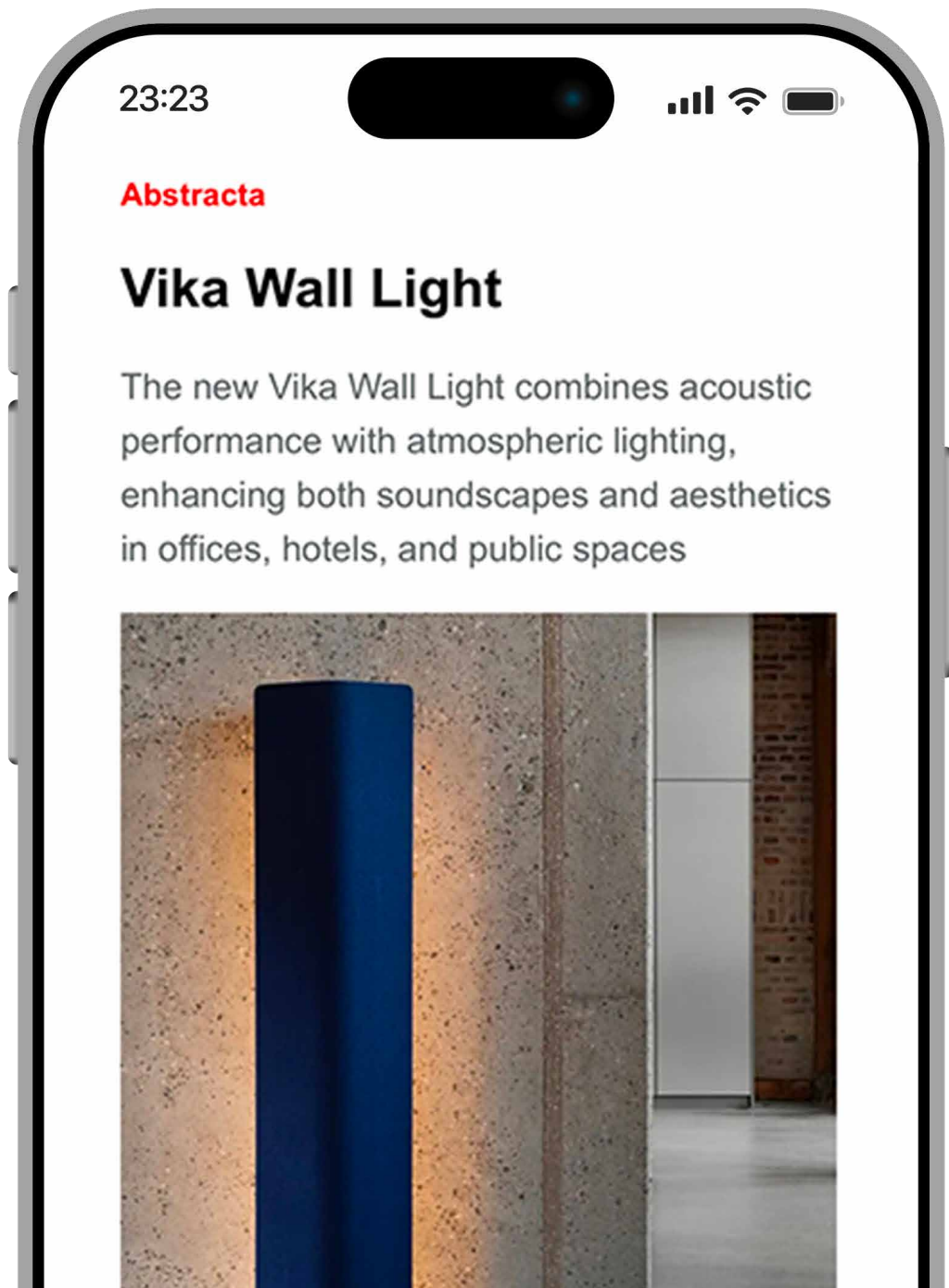


# NL Editorial

## Product in the NL

Product highlighted in the twice-a-month *Salone Showcase* newsletter, **linking back** to the dedicated page on the Salone del Mobile.Milano website

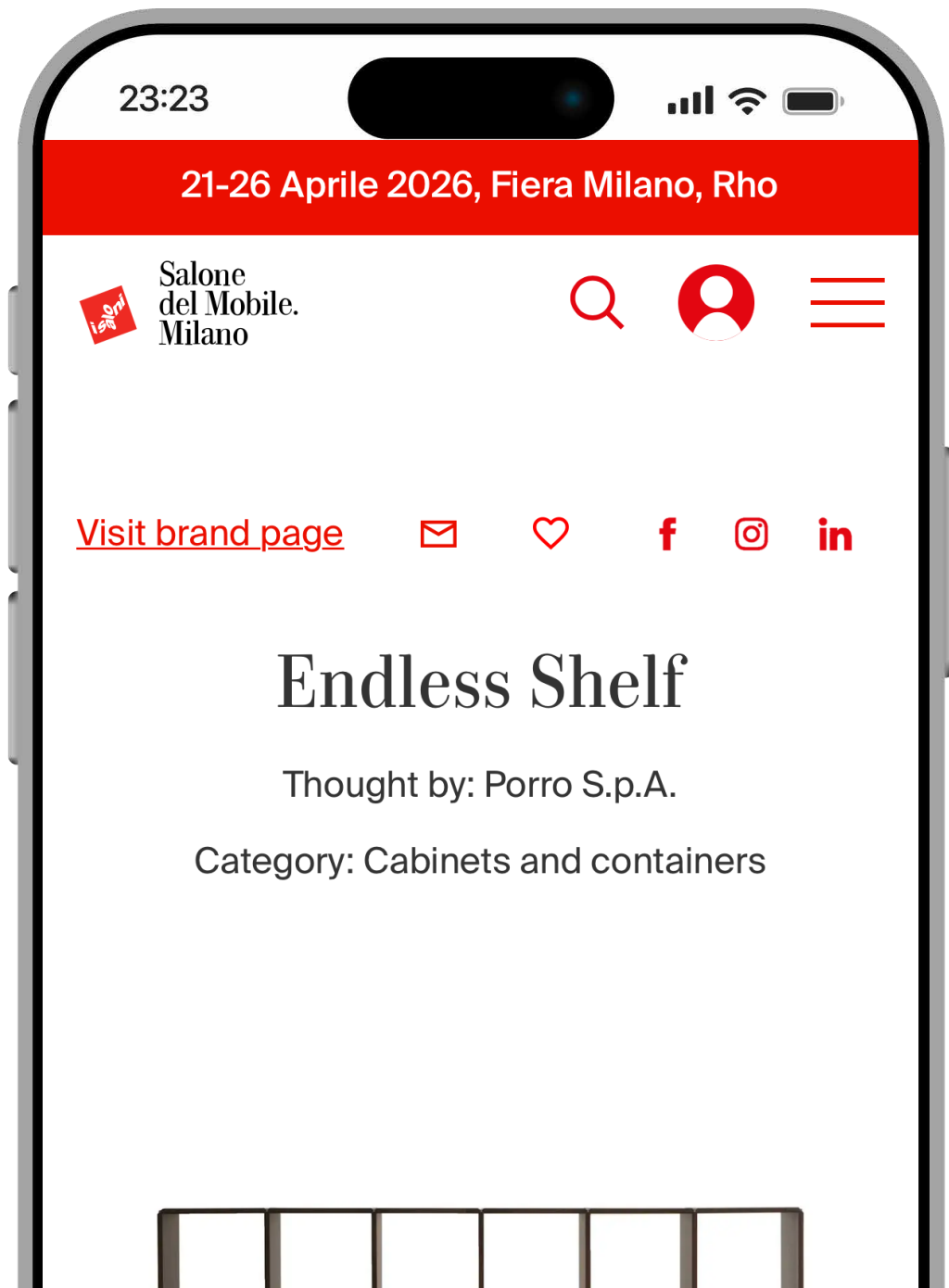
€400



## Product Upload

When purchasing a *Product in the Newsletter* service, you can also request that the Salone del Mobile.Milano team upload **photographs and textual information** dedicated to the product

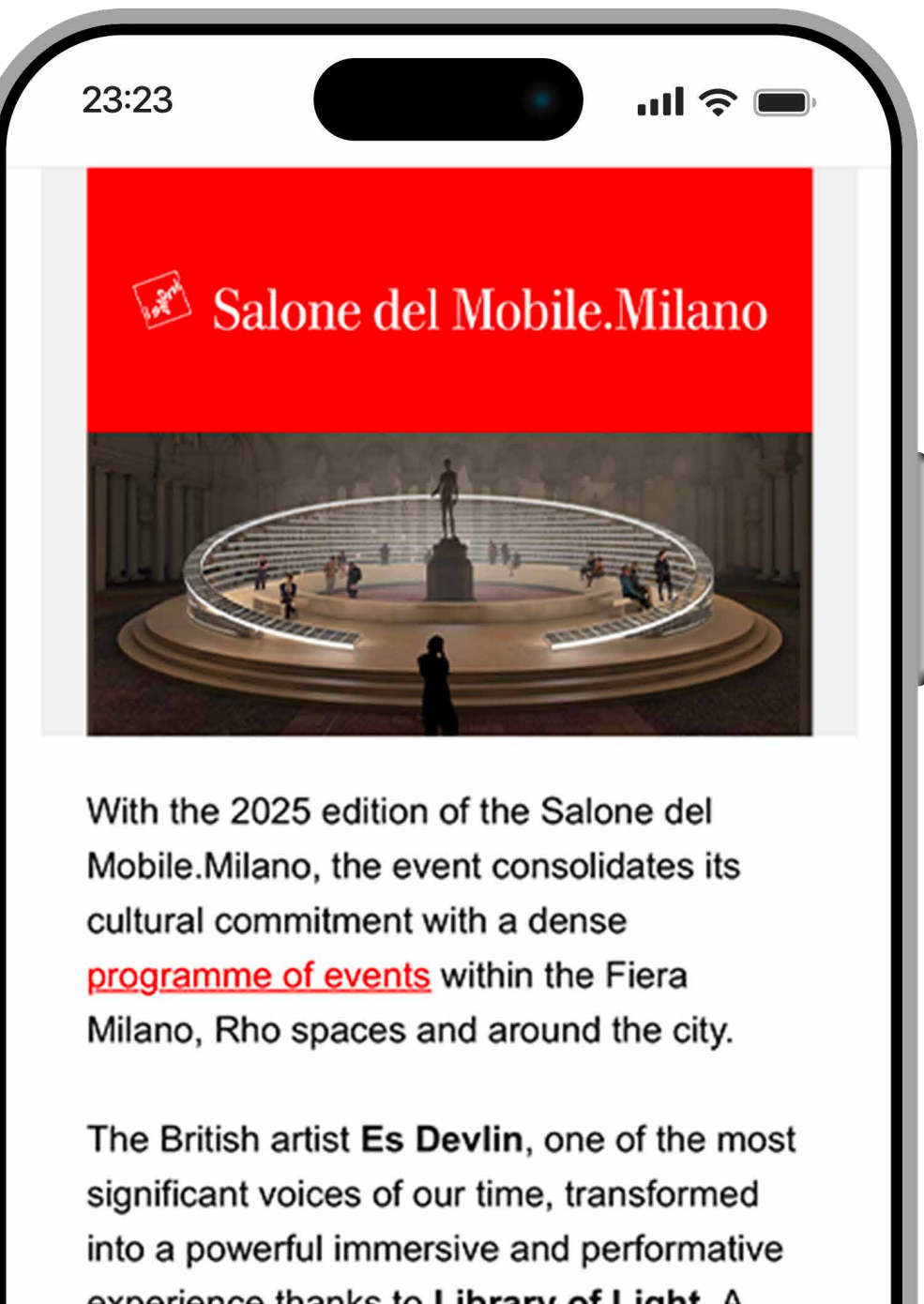
€200



## Dedicated DEM

An entire newsletter dedicated to the brand. Targeted communication to increase **interest, traffic, and conversion**. The content is agreed upon in advance, according to the objective to be achieved and the target audience

€2,000 / €3,000



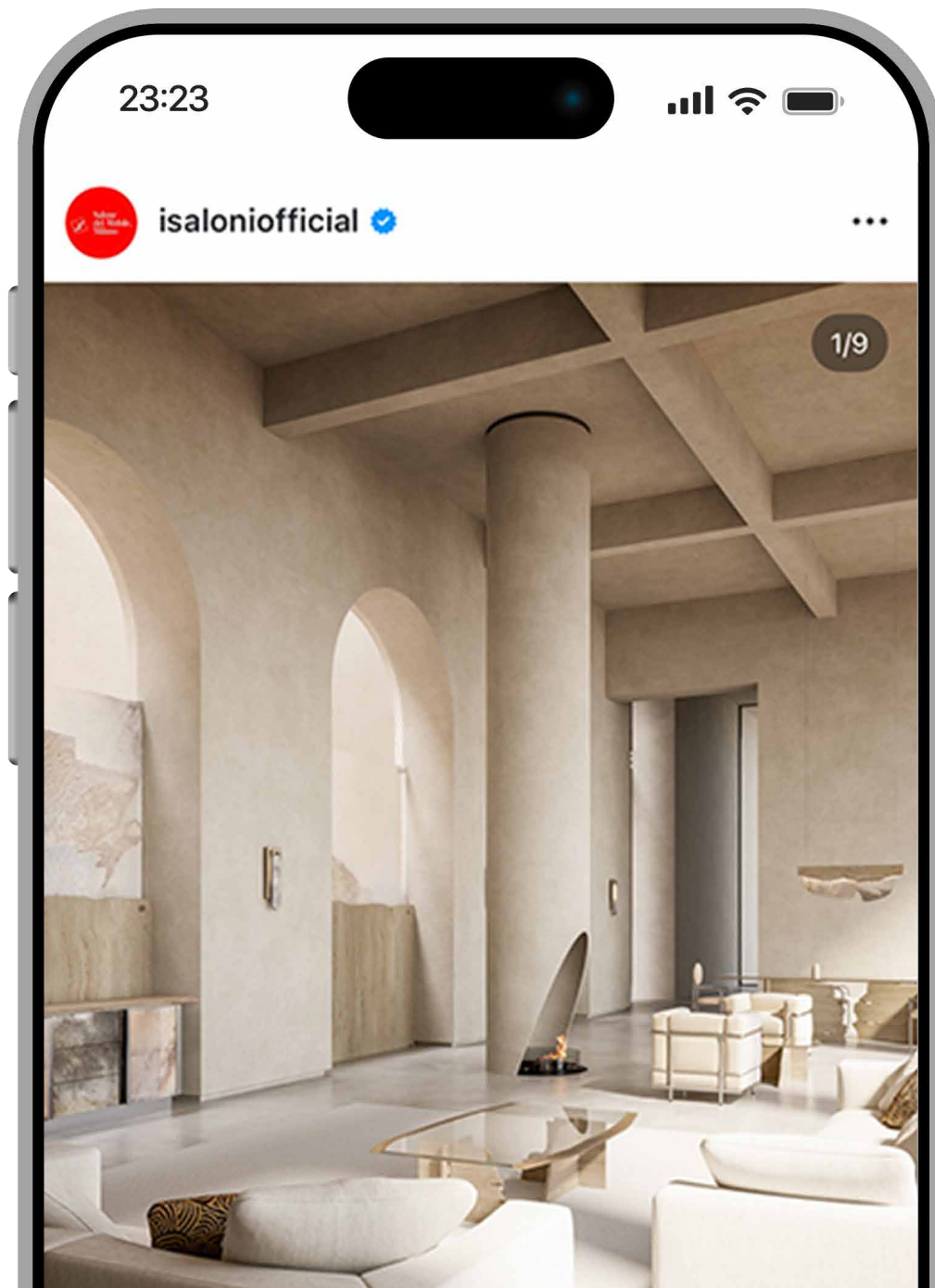


# Social M Editorial

## Instagram Carousel

Photo gallery of up to 5 images, dedicated to the brand and its products.  
The **accompanying copy** will be agreed upon with the brand in terms of storytelling, and be written in the tone of voice of Salone del Mobile.Milano

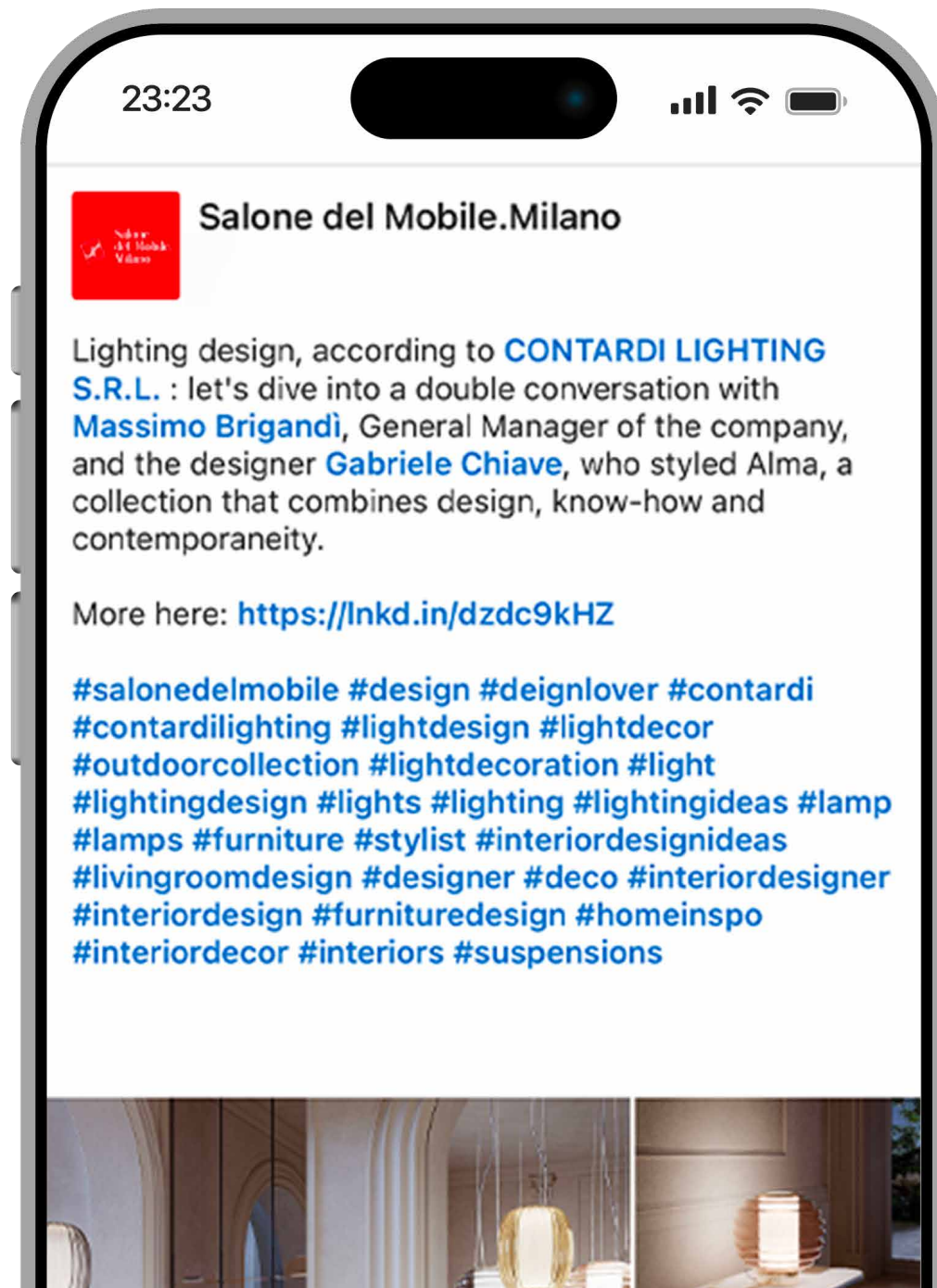
€2.000 / €3.000



## LinkedIn Post

Business-oriented content including up to **5 images** dedicated to the brand, and a narrative copy about the project/brand to be communicated.  
The storytelling will be agreed upon with the brand, and presented in the Salone del Mobile.Milano's tone of voice

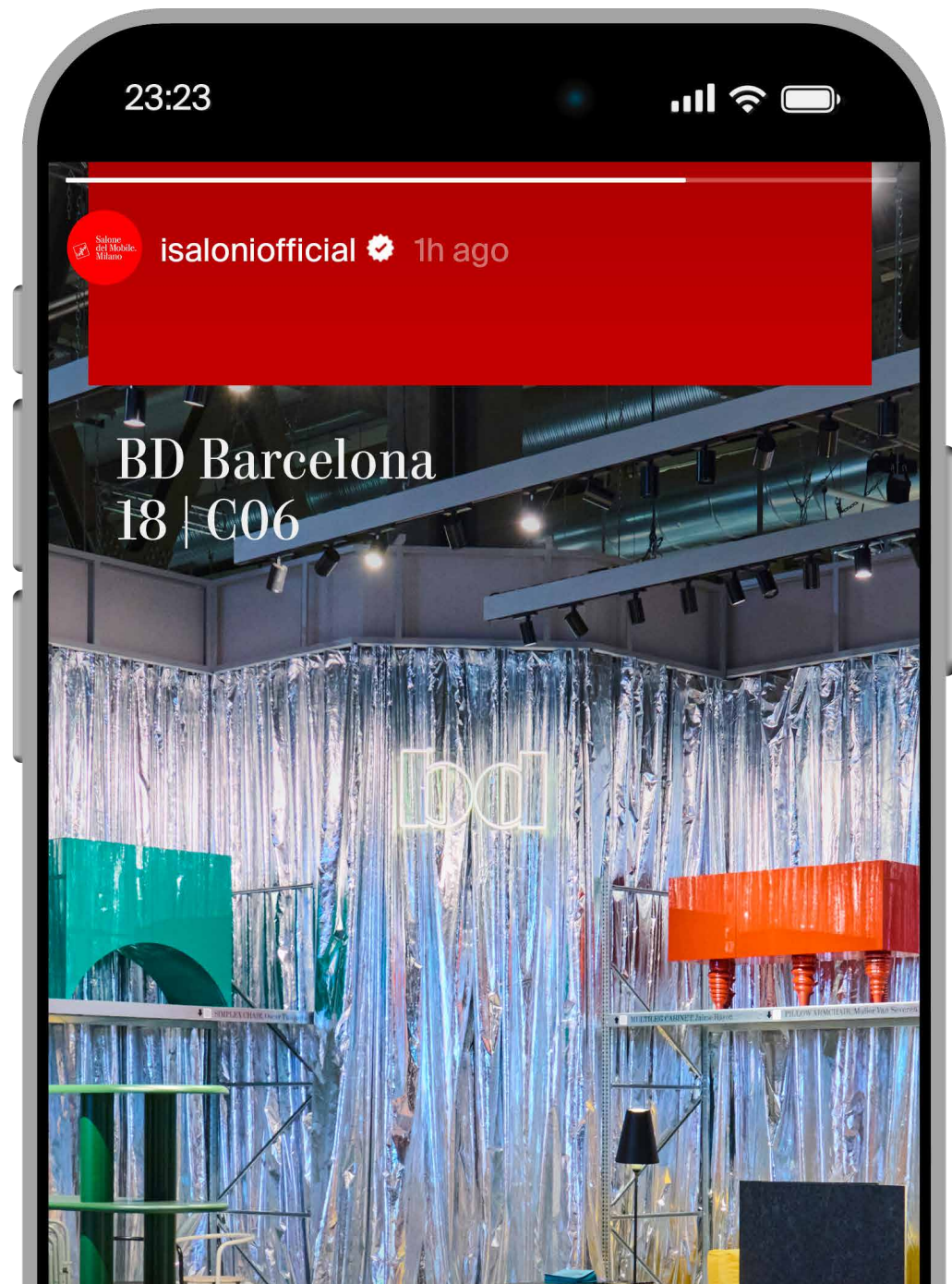
€1.000 / €1.800



## Live Coverage IG Story

Publication of a static Instagram Story during Salone del Mobile.Milano. Including an image of the booth created specifically by a dedicated photographer, and a call to action with its location details at the fair

€500





New Digital **Services**

Operativity

Extra Matchmaking – Ticket scanning	€250
Brand Visibility	€1,500

Editorial Services

Pre- or Post-Fair

During the Fair

Article with IG Story	€2,000	€3,000*
Mention in Article		€800***
Article in the Newsletter	€400	
Product in the Newsletter	€400	
Product Upload	€200	
Dedicated DEM	€2,000	€3,000*
Instagram Carousel	€2,000	€3,000*
LinkedIn Post	€1,000	€1,800*
Live Coverage IG Story		€500**

\* Max 3 available per day  
\*\* Max 20 available per day  
\*\*\* Max 7 available per article

Rate Card



# Available packages

2025/2026







Available *Packages*

Salone del Mobile.Milano

# Operativity

Extra Matchmaking – Ticket Scanning	€250
Brand Visibility	€1,500
TOTAL	€1,750
SPECIAL PRICE	€1,500





## 4 Solutions for 4 Objectives

### ***Starter***

increase immediate  
visibility and digital  
presence during the event

### ***Business***

strengthen brand reputation  
and credibility among the  
pro and B2B audience

### ***Full-Year***

build a recognisable  
presence within Salone's  
year-round storytelling

### ***All Inclusive***

build awareness and  
engagement through  
multi-channel storytelling



This solution is designed to **be present on Salone del Mobile.Milano’s official channels with a limited investment**, strengthening brand awareness

# Starter

Extra Matchmaking – Ticket Scanning	€250
Brand Visibility	€1,500
Mention in Article	€800
Product in the Newsletter*	€400
Live Coverage IG Story	€500
TOTAL	€3,450
<b>SPECIAL PRICE</b>	<b>€3,000</b>

\*Excluding Salone del Mobile.Milano week

Offer valid until January 31, 2026



This solution aims to **enhance corporate identity, consolidating reputation** and credibility among stakeholders, partners, and industry professionals

# Business

Extra Matchmaking – Ticket Scanning	€250
Brand Visibility	€1,500
Article with IG Story*	€2,000
Article in the Newsletter	€400
Dedicated DEM*	€2,000
LinkedIn Post*	€1,000
TOTAL	€7,150
SPECIAL PRICE	€6,000

\*Excluding Salone del Mobile.Milano week

Offer valid until January 31, 2026



This solution combines  
**visibility during all the year  
all digital touchpoints  
of Salone del Mobile.  
Milano**, integrating long-term  
communication strategy

# Full-Year

Extra Matchmaking – Ticket Scanning	€250
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Brand Visibility	€1,500
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Article with IG Story*	€2,000
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Article in the Newsletter*	€400
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Dedicated DEM*	€2,000
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Instagram Carousel*	€2,000
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Live Coverage IG Story	€500
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TOTAL	€8,650
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SPECIAL PRICE	€7,000
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\*Excluding Salone del Mobile.Milano week

Offer valid until January 31, 2026



This solution aims to maximise visibility on **Salone del Mobile.Milano**’s social media and digital channels, ensuring continuous multi-channel coverage before, during, and after the event

# All Inclusive

Extra Matchmaking – Ticket Scanning	€250
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Brand Visibility	€1,500
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Article with IG Story*	€2,000
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Article in the Newsletter*	€400
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2 Dedicated DEMs*	€4,000
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2 Instagram Carousels*	€4,000
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Live Coverage IG Story	€500
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TOTALE	€12,650
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SPECIAL PRICE	€10,000
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*Excluding Salone del Mobile.Milano week	Offer valid until January 31, 2026
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Salone del Mobile.Milano