

# 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

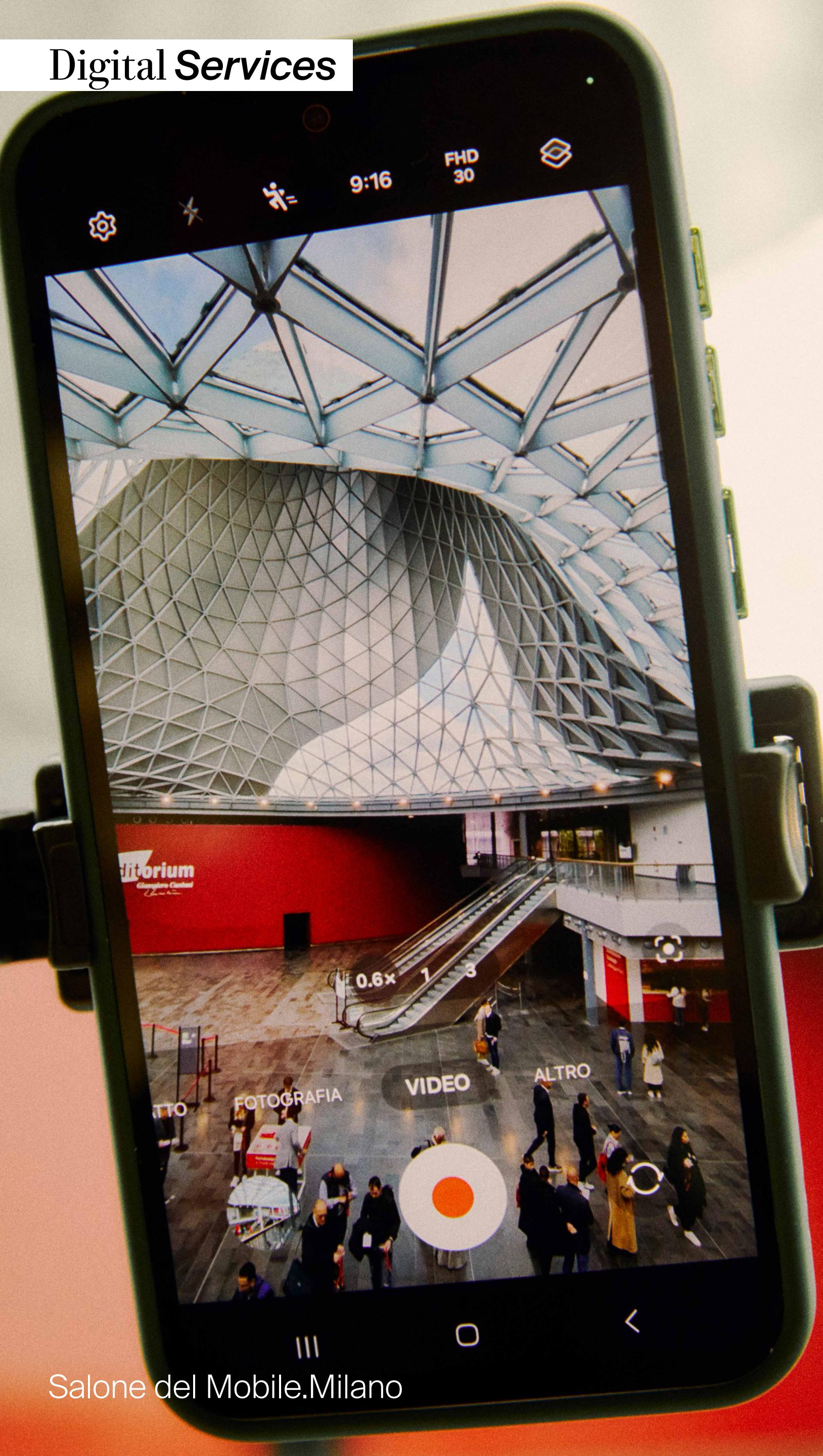
**30 M**

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

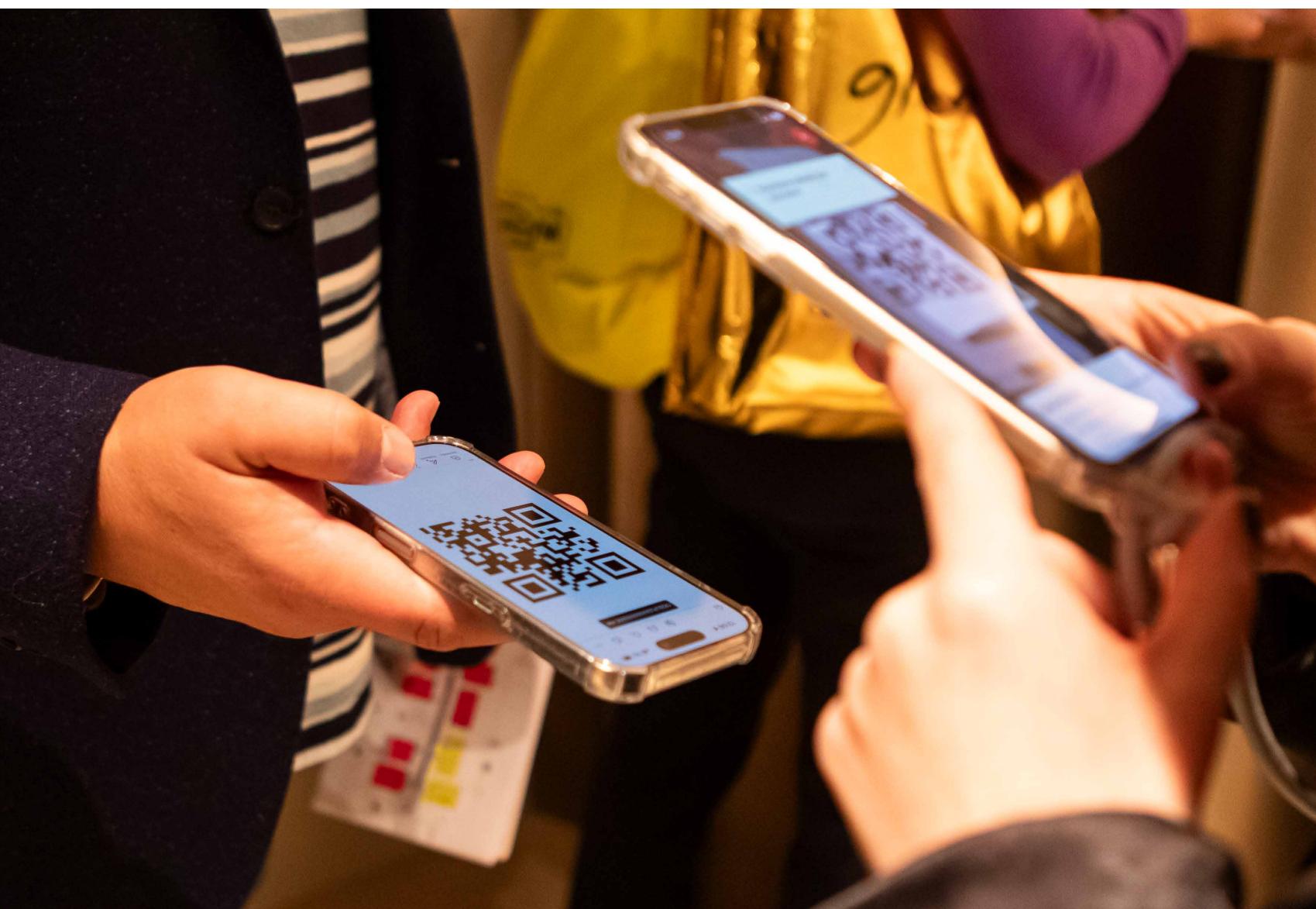


# Operativity

## *Extra Matchmaking - Ticket Scanning*

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

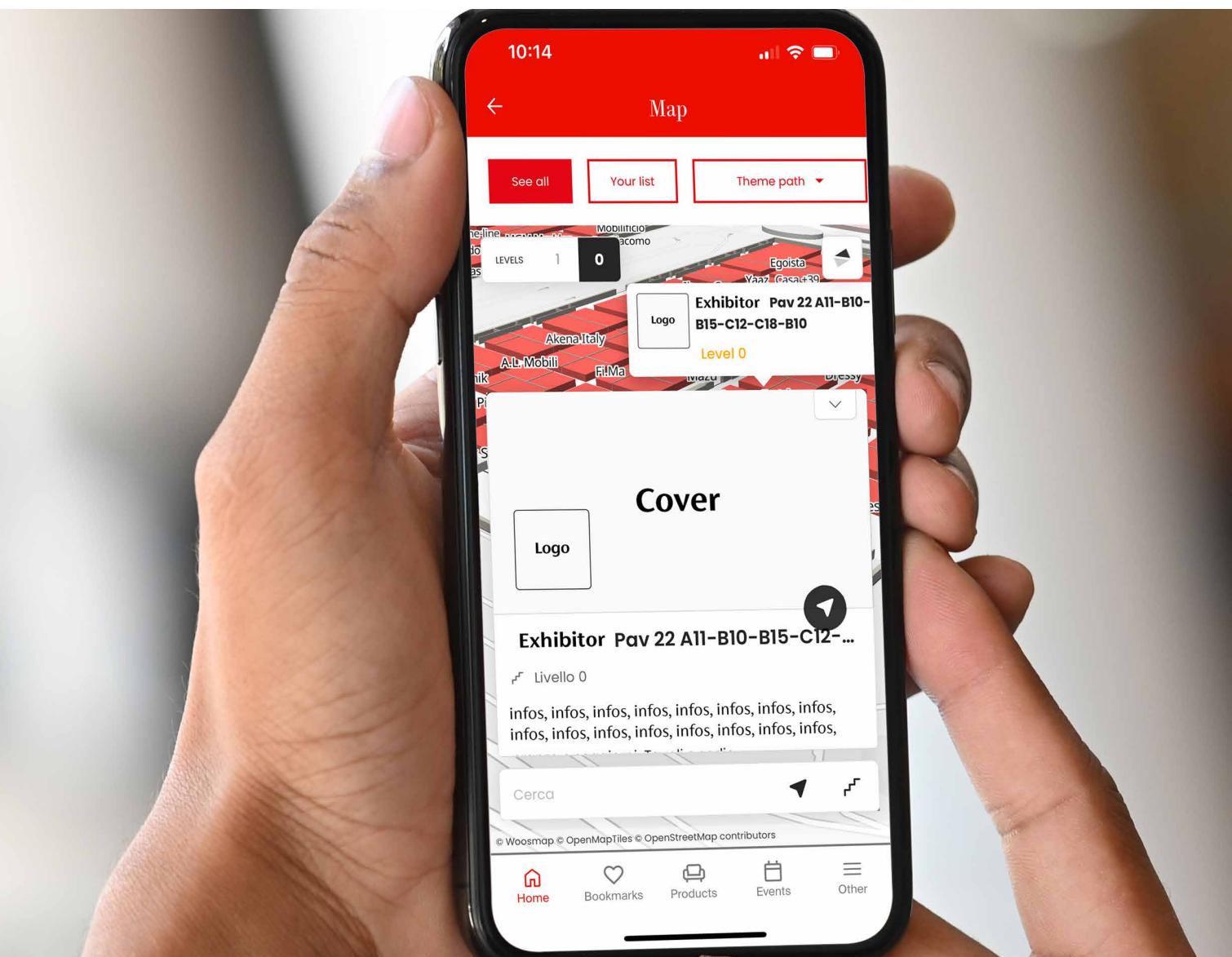
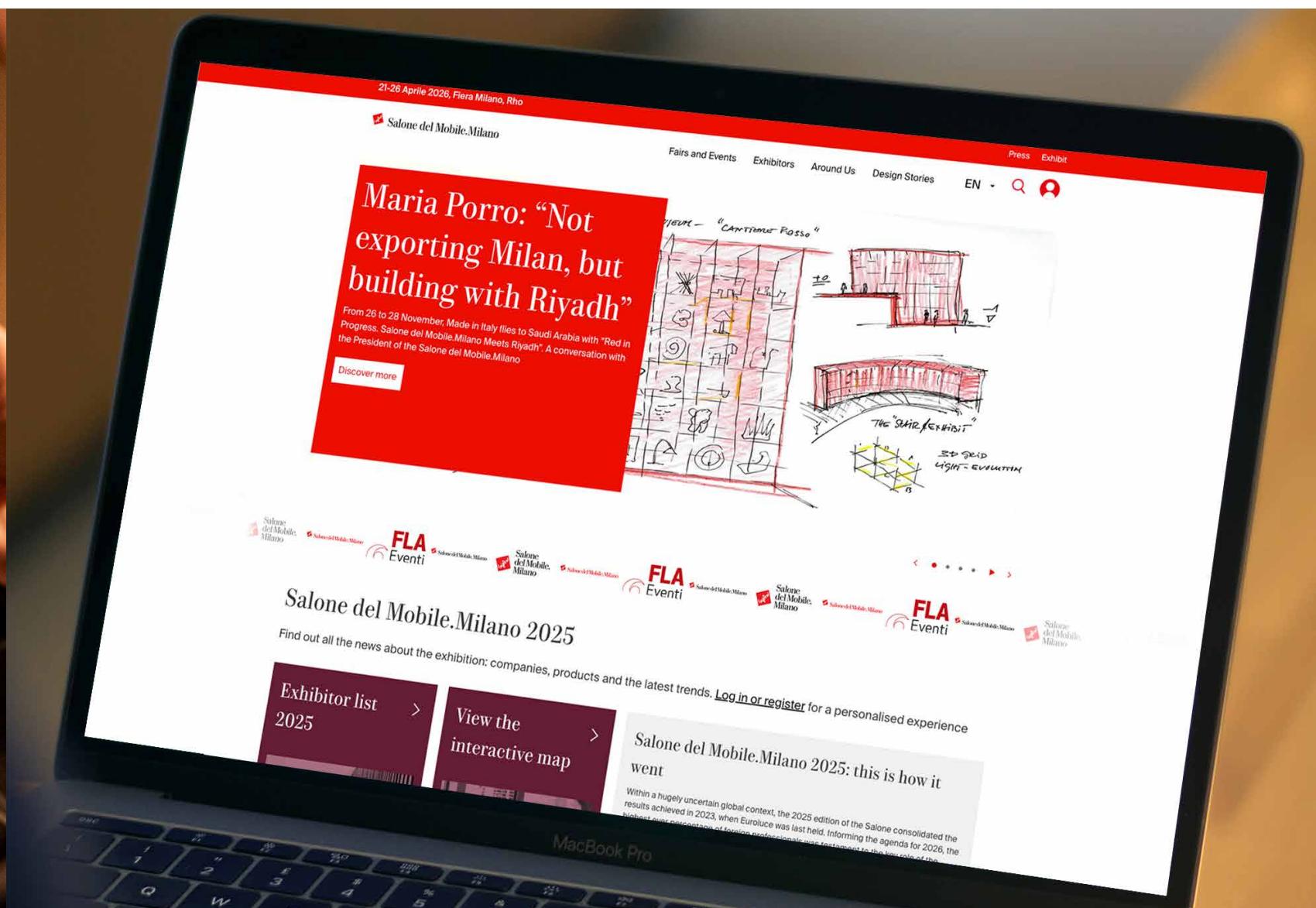
**€250**



## *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**

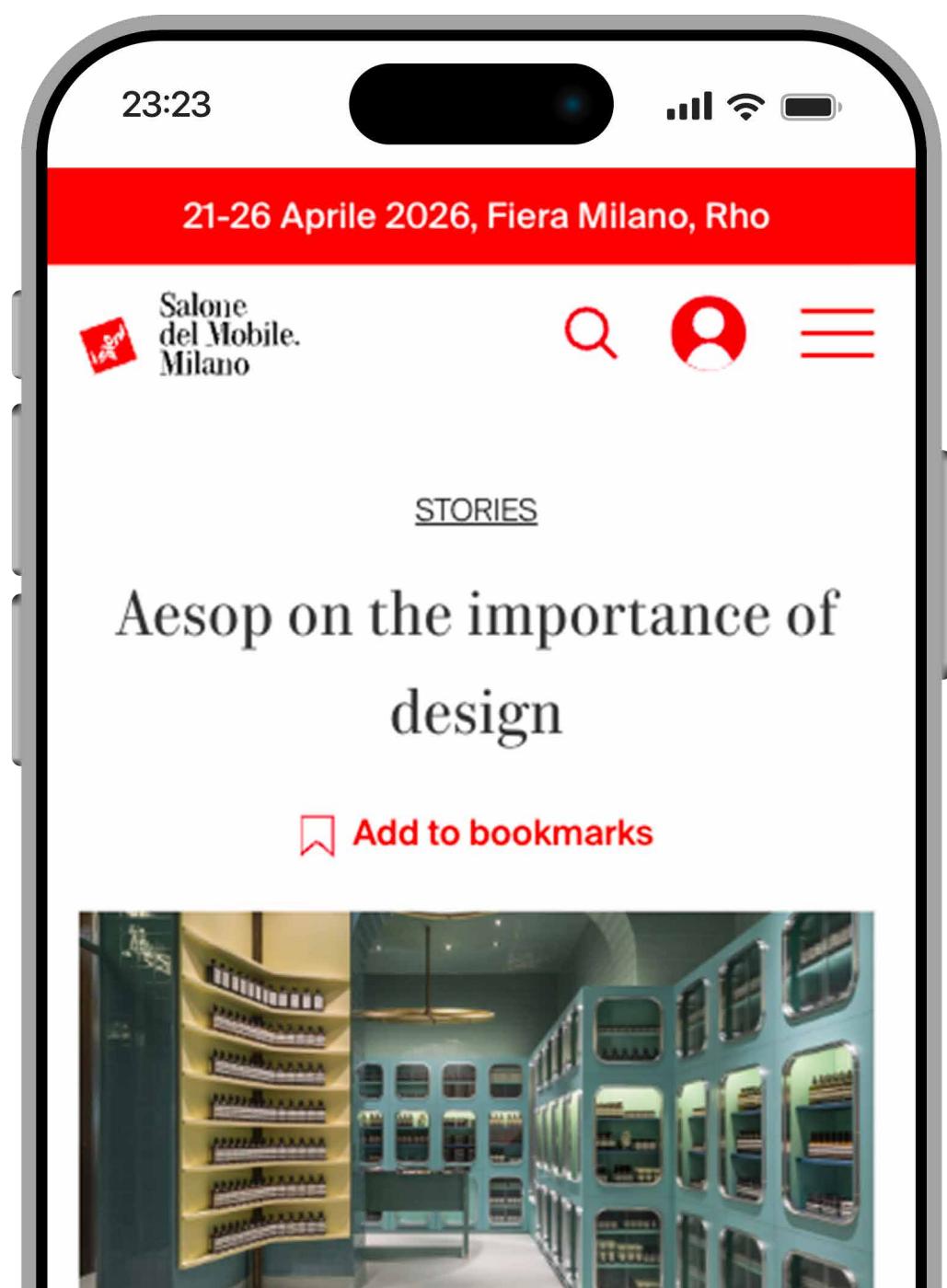


# Website Editorial

## 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

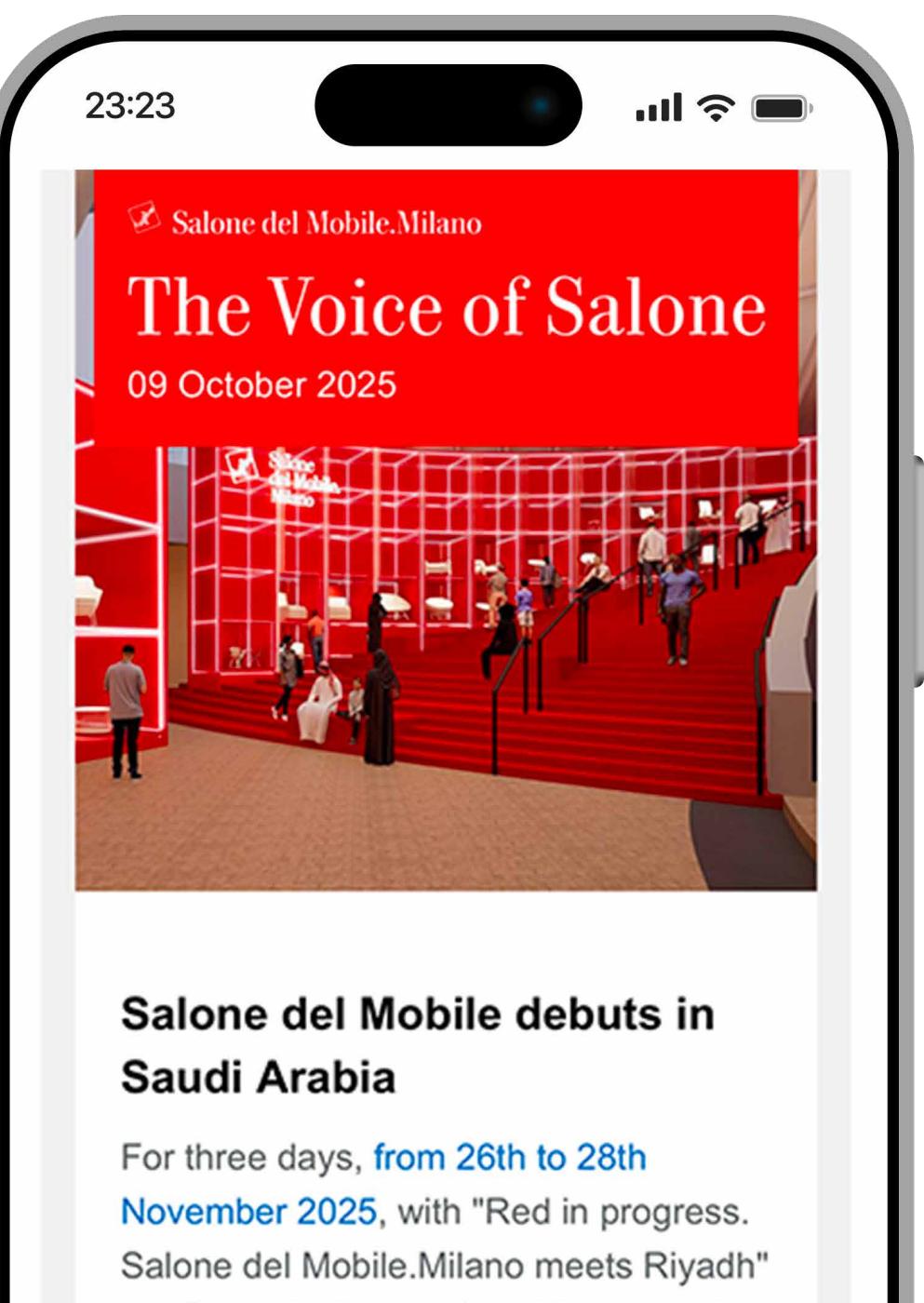
€2,000 / €3,000



## 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

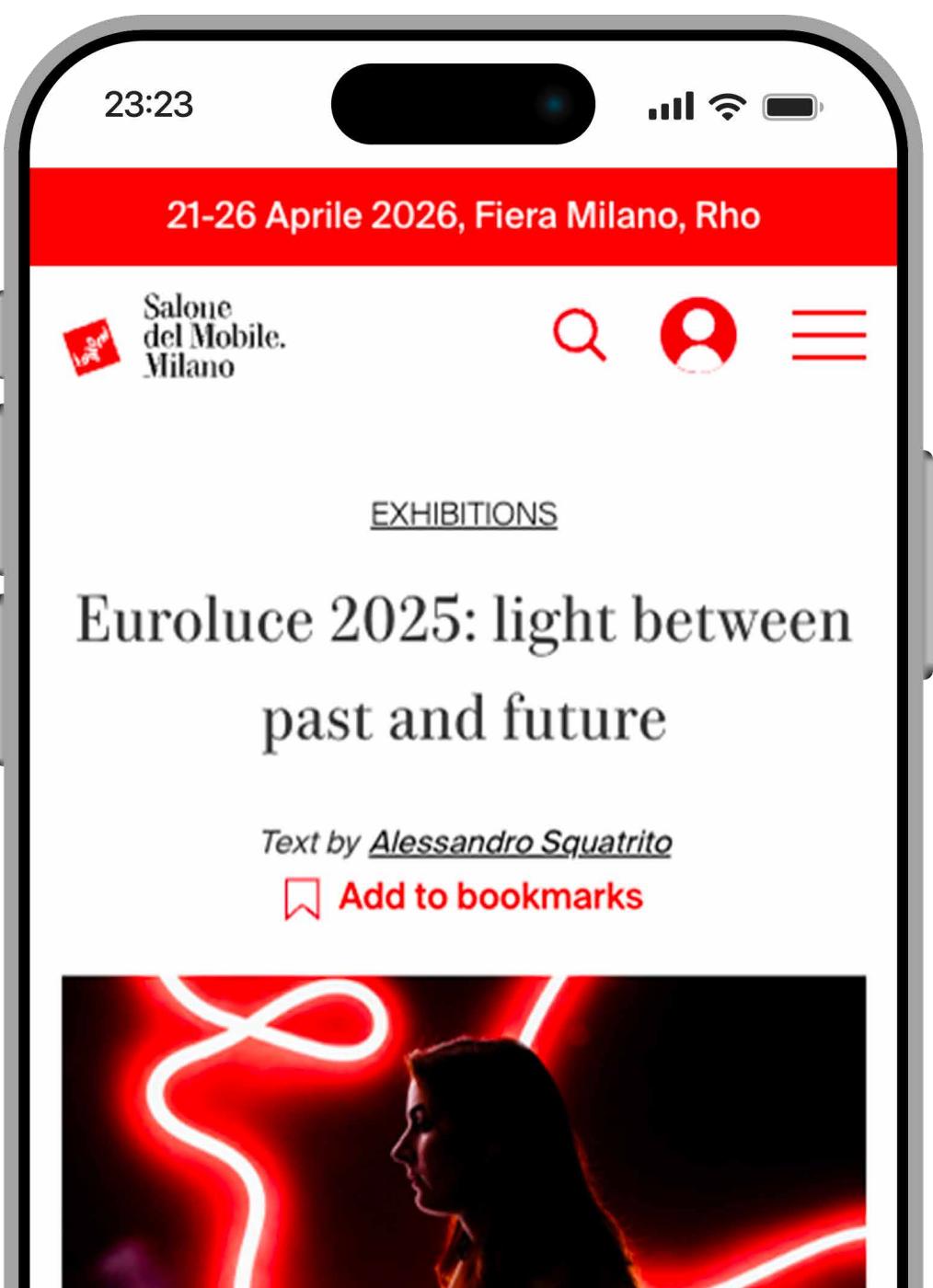
€400



## 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

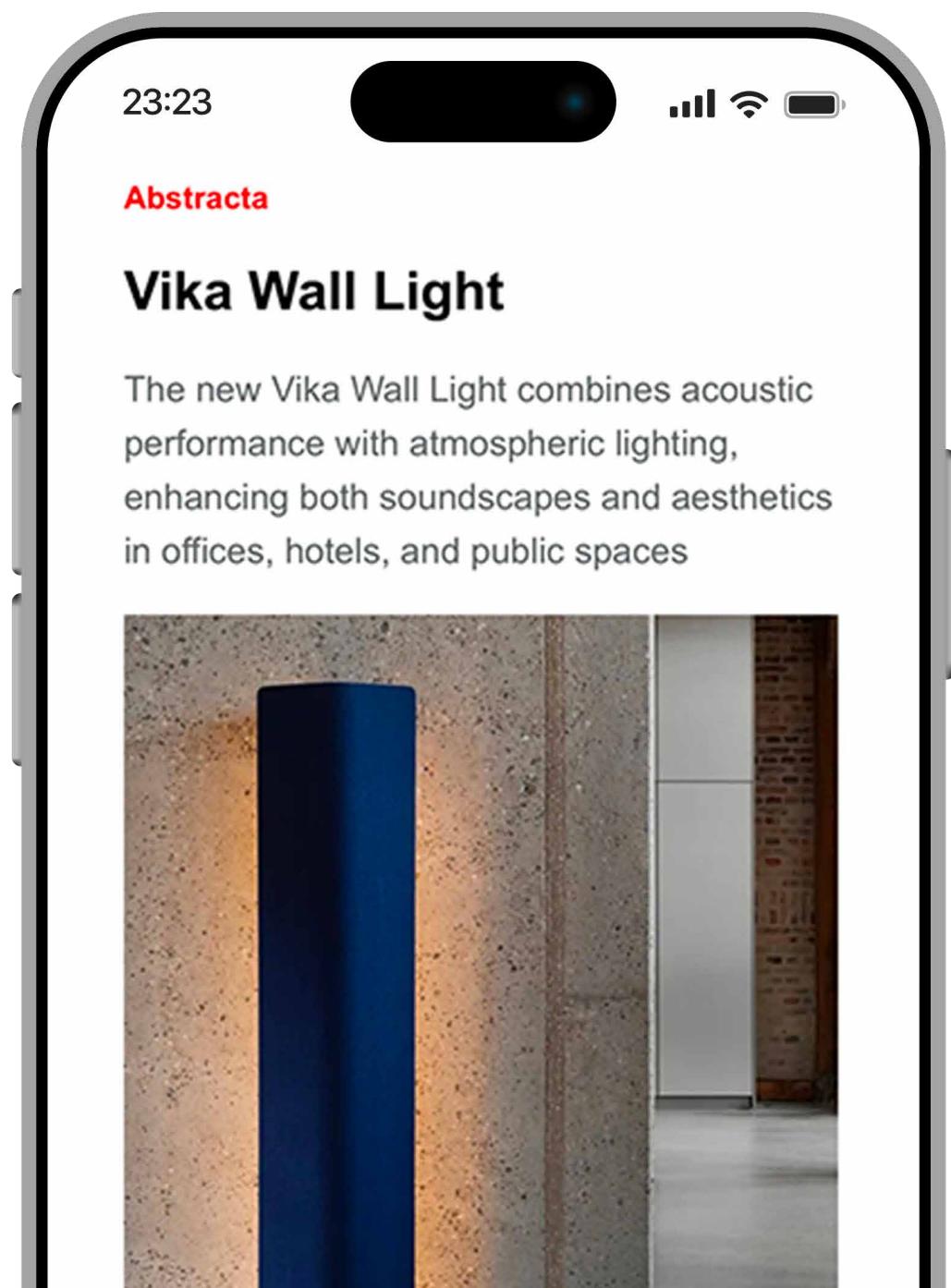


# NL Editorial

## 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

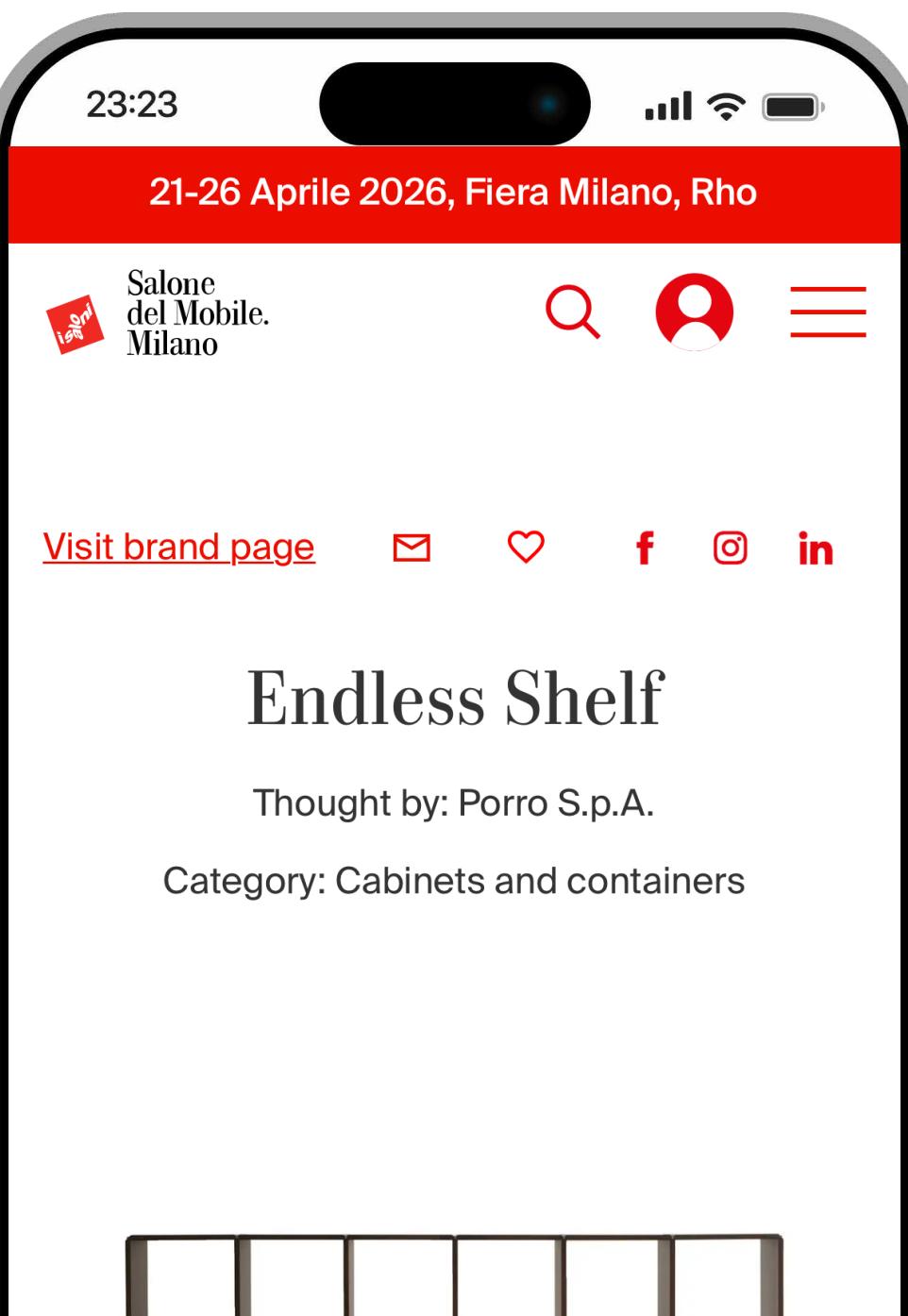
€400



## 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

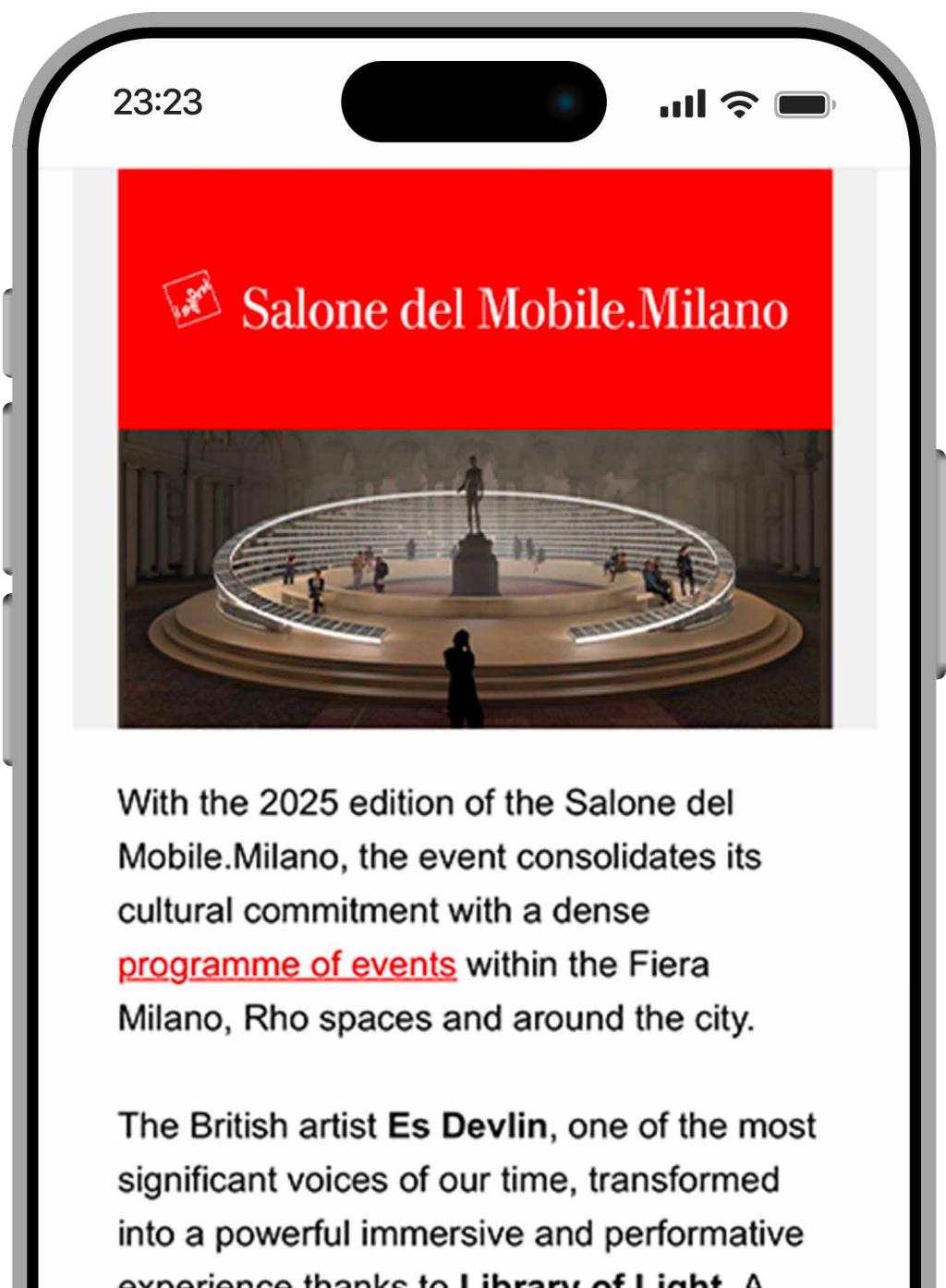
€200



## 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



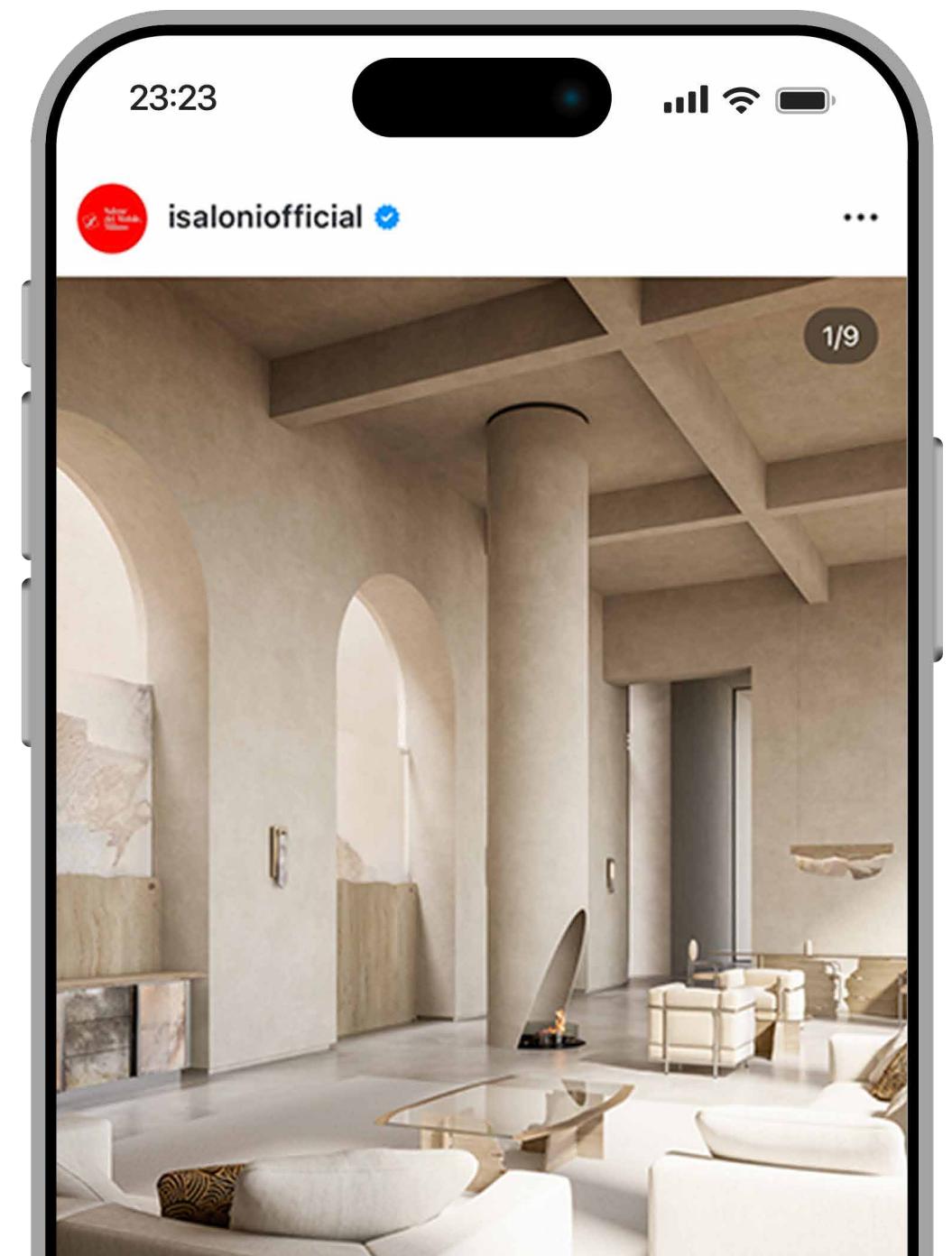
# Social M Editorial

## 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**

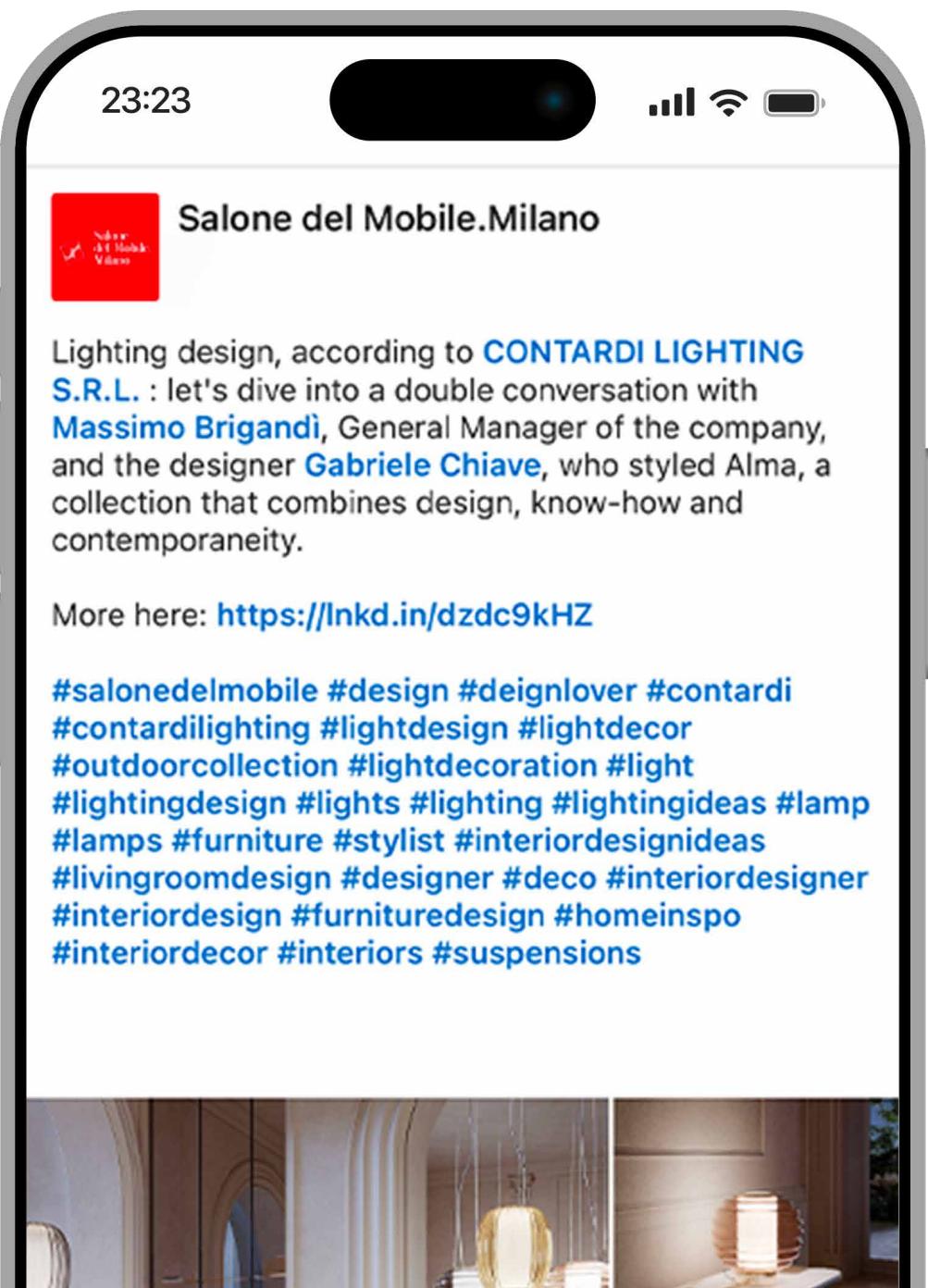


## LinkedIn Post

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

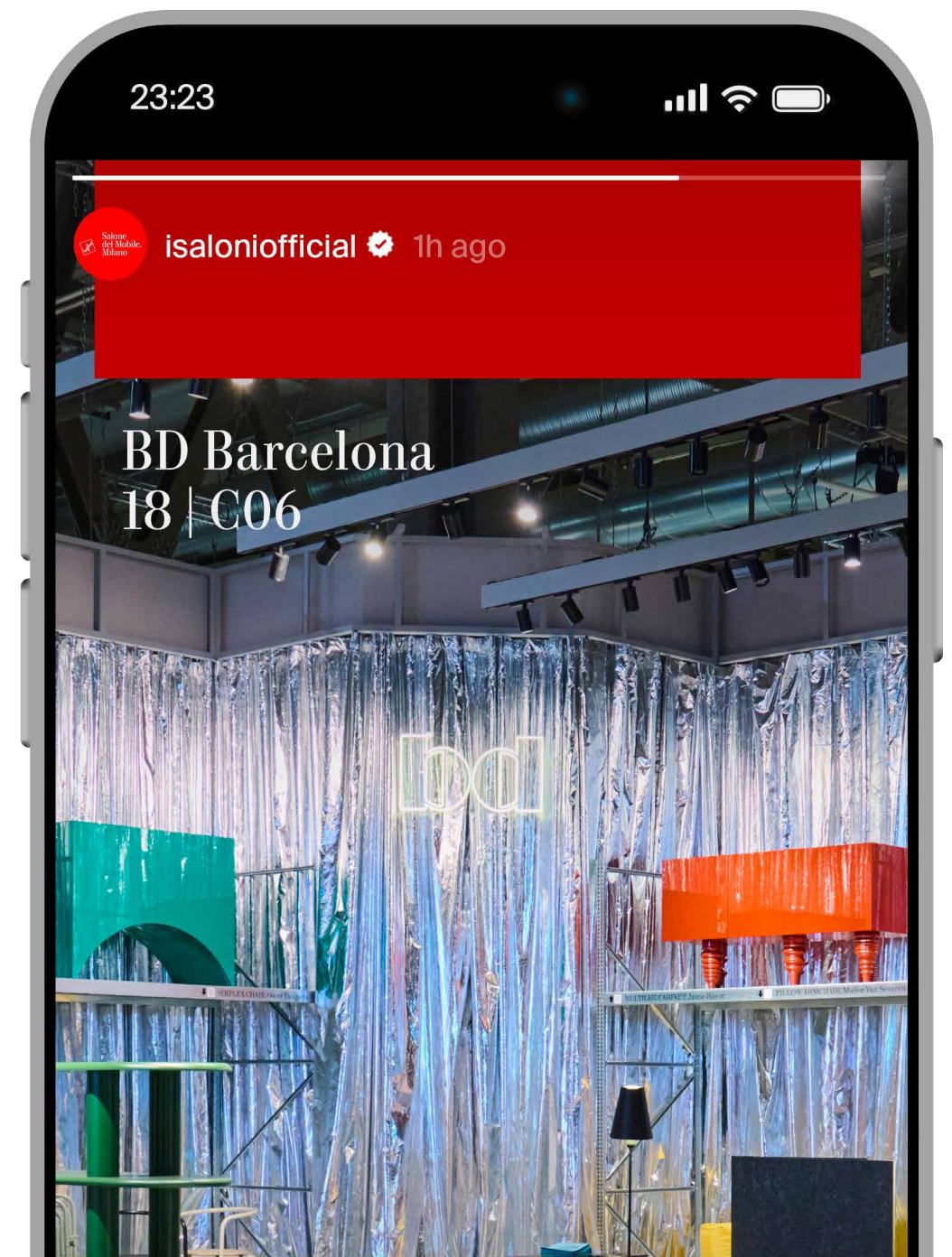
**€1.000 / €1.800**



## 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
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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



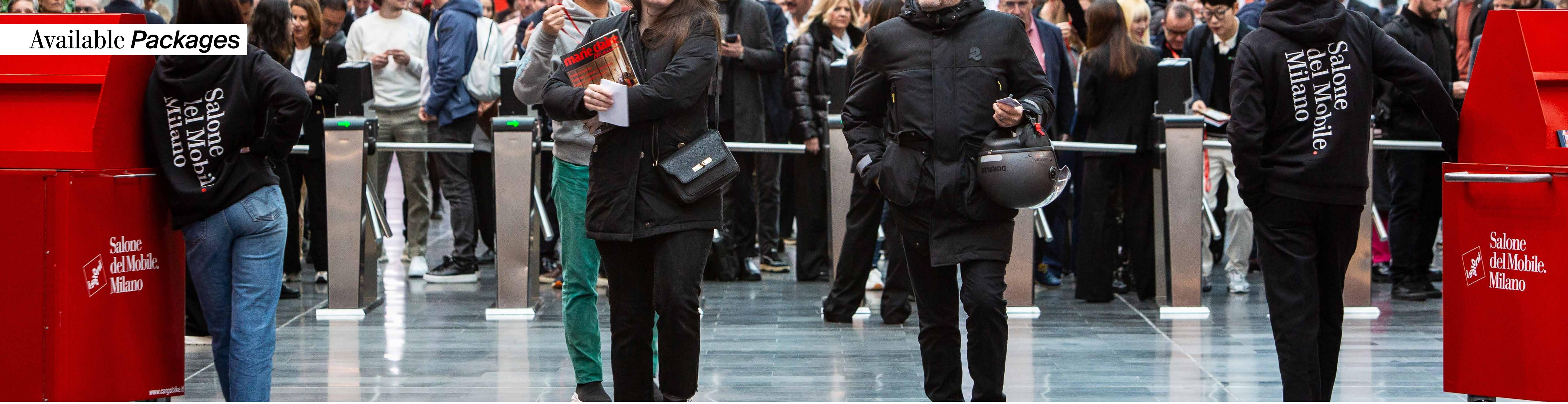
# Operativity

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

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## Available Packages



## 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

## Available *Packages*

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
<b>TOTAL</b>	<b>€3,450</b>
<b>SPECIAL PRICE</b>	<b>€3,000</b>

\*Excluding Salone del Mobile.Milano week

Offer valid until January 31, 2026

## Available Packages

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
<b>TOTAL</b>	<b>€7,150</b>
<b>SPECIAL PRICE</b>	<b>€6,000</b>

\*Excluding Salone del Mobile.Milano week

Offer valid until January 31, 2026

## Available *Packages*

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

# Full-Year

Extra Matchmaking - Ticket Scanning	€250
Brand Visibility	€1,500
Article with IG Story*	€2,000
Article in the Newsletter*	€400
Dedicated DEM*	€2,000
Instagram Carousel*	€2,000
Live Coverage IG Story	€500
<b>TOTAL</b>	<b>€8,650</b>
<b>SPECIAL PRICE</b>	<b>€7,000</b>

\*Excluding Salone del Mobile.Milano week

Offer valid until January 31, 2026

## Available **Packages**

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
Brand Visibility	€1,500
Article with IG Story*	€2,000
Article in the Newsletter*	€400
2 Dedicated DEMs*	€4,000
2 Instagram Carousels*	€4,000
Live Coverage IG Story	€500
<b>TOTALE</b>	<b>€12,650</b>
<b>SPECIAL PRICE</b>	<b>€10,000</b>

\*Excluding Salone del Mobile.Milano week

Offer valid until January 31, 2026



Salone del Mobile.Milano