

“Di Magazine” the only national magazine for women manager: a cosmopolitan public with a high purchasing power.

Mission

We imagined a woman’s magazine that would improve women’s identity, guaranteeing visibility and prestige to them. It is an all-accomplished and glamorous magazine whose particular aim is to take a deeper dive into professional issues, catching the signs of change, anticipating the trends, and always giving importance to the content.

Profile

We created a magazine that talks to an international, contemporary, distinguished, highly-cultured and independent kind of woman, a unique magazine in the women’s publishing industry scenario. “DI” is a glossy magazine, catchy in its graphic style and cultural depth. It represents the sole reference point in the national domain of organisational models of women’s business enterprise, and not only that. It deals with all issues, from politics to enquiries, research features, columns and in-depth news, and also fashion, beauty, health and wellness. Everything is seen through a multifaceted eye, that looks at the fields of hobbies, social life and culture. It’s easy to find features about exhibitions, interviews to writers and artists, books reviews and many current events.

Partners

We have been looking for excellence: that is shown by the numbers and the institutional partners. Our magazine is published in 100.000 colour copies, printed on glossy paper and it has a laminated cover. The bimonthly magazine is sent to our subscribers and distributed through postal delivery amongst the most important Italian companies that are registered at our Chamber of Commerce, the Italian Chambers of Commerce in the world, the Embassies, the Consulates, the national and international institutions dealing with internationalization, the Ministries, the Regions even through the Council Departments and/or Committees for Equal Opportunities and Tourism Committees, the Professional Registers in general, the most qualified press offices, the artists and the national Media. It is also published on the web at www.donnaimpresa.com and supported by “I.I.Promoter Community&Business” (Istituto Internazionale di Promozione Territoriale) www.iipromoter.com, “Aziende Associate” www.aziendeassociate.it, “Di.Donna” (Comitato Italiano Donna Impresa) and “Business Woman” that work with National and International Committees in the main industrialised countries, sensitizing and raising funds to support the activities related to women’s valorisation through publishing and educational activities.

Target

Our readers belonging to a high economic and social context are opinion leaders, decision makers, 100% consumers interested in the most important international brands, status symbols, new trends and looking for identification codes. Strengthened by its prestigious portfolio of subscribers, “Di Magazine” reaches the desks of Presidents, Managers, Managing Directors and everyone who holds a responsibility role in complex organizations like businesses, institutions and public authorities.

Distinctive features

Our bimonthly magazine avail itself of the collaboration of several personalities from the cultural and political panorama, and it focuses on the current social events mainly through its “actors/tresses” in everyday life. Our path through daily reality is full of important signs which reveal presences and meaningful absences in the fields of culture and society. Among the countless magazines which are addressed to female readers and/or edited and run by women, “Di Magazine” wishes to give value to women and their abilities, establishing itself thanks to an alternative communication up to analyse gender dynamics through a general vision of society which includes male participations....because the gender identity issue is not only a women’s issue.

Structure of the contents

The contents are structured in “columns”, each one provided with its own introduction cover following the guide lines below:

“Summary”

“Cover Story”

A space dedicated to men and women entrepreneurs and top managers who take the spotlight in the business community and talk about their success experiences in business managing.

“Special Report”

Up to date style and issues related to the business world from a very female point of view. A space dedicated to management in which we talk about women’s experiences and success. The survey develops through direct evidence and sources that talk about them using a wide range of images and information which show their gradual conquests in the social field.

“Good Discoveries”

The column would be a “social cross-section”, a real source of important issues and protagonists that should not be missed. There will be original stories, ideas and visions on business, politics, culture and life’s pleasures....a path that goes also through the most personal aspects of everyday life: feelings, relations, family, work, passions and balance between body and mind. The contents are born with the collaboration of authors from the academic, consulting and economic world, many of whom are well-known in the Italian and international management debate.

“Forum”

Dedicated to the analysis of a particular issue which is considered from different points of view, academic or business, in order to stimulate reflection.

“Dossier”

Beauty, Fashion, Style Elements, 360 luxury, Itineraries, Engines, Dreams, Shopping, House, Cooking

“Mixer”

Books, Art, Music, Photos, Cinema, Tv, Appointments

“New Generation”

It aims at strengthening the contents and moral values which are addressed to families and young people in particular. www.areastyle.it

“Bella Vita”

Culture, trends and lifestyles all over the world: every two months Donna Impresa deals with current personalities, surveys, music, night life and everything related to fashion.
www.captainjack.it