

ARBITER

KAIROS

SPIRITO DIVINO



ARBITER

The magazine that describes the "tailor-made life": high-tailoring followed by watches, jewelry, luxury objects, and wine, food, artistic interests and cultural activities.

Arbiter was born in 1935 to describe the newly born Italian beauty industry of that time in all its forms, thus confirming the Italian creativity and the ingenuity as cornerstones of a unique lifestyle capable of conquering the world.

The magazine was taken over by Symbol in 2010 by the Lagardère Group, taking up and bringing that spirit and vision into the contemporary world, telling the best of custom-made handmade, in Italy and in the world.

The choice of the title name, Arbiter, which refers to Tito Petronio Nigro - arbiter elegantiarum of the Roman Empire - wants to clearly and unmistakably emphasize, even on foreign markets, the authority of an instrument designed to export that concept of "Art of living" that the whole world recognizes as the absolute essence of our country.

The magazine collaborates with the biggest names in journalism and the most prestigious illustrators, becoming a true manifesto of masculine style and elegance. Arbiter is credible and authoritative in talking about the passions of man, the quality, the tailoring and the value of Italian-made products.

The magazine's Instagram profile contributes to amplifying content sharing and visibility to a "tailor-made" target.



Editor-in-chief: Franz Botrè
Circulation: 15.000 copies
Monthly

KAIROS

The magazine to grasp "the right moment" and make the most of your own passions through high and beautiful watchmaking.

As Arbiter takes root in Latin culture to tell the elegance of being, **Kairós draws on the Greek culture of "right and quality time"** to focus the people, the anthropology, the history, the culture seen and analyzed through the instrument that records time: the watch.

If Kronos is technical time, made up of minutes and seconds, Kairós is spiritual time, the right moment to capture and express one's passions.

Kairós is the magazine that enhances a great industrial and design heritage: the relaunch of the world of the watchmaking started right in Italy in the mid-1980s, and our country has since then been an important reference market for the sector - a real test for the Maisons and their products.

Time has always been a debated topic between two extremes: high philosophy (it is an essential condition of life, and of the divine ...), or the product itself, the watch. For this reason, **narrating the culture of the time is - more than an editorial challenge - an intellectual challenge.**



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SPIRITO DIVINO

A magazine that shows and tells the aesthetic, cultural, humanistic aspect of wine and the fascinating world that surrounds it.

Wine is scent, taste and color. It is an aristocratic tradition and at the same time sweat, determination and effort to achieve the good and the beautiful. The best ... always better.

Spirito di Vino is a magazine outside the traditional schemes, with a high symbolic value, which goes beyond the content of the words. An exclusive club where only stories and wine products are allowed to contribute to improve the man's existence and his relationship with others.

The magazine of those who live life intensely, enhancing their senses and indulging their emotions.

With a **mix of storytelling that gives space to large producers as well as to small excellences spread throughout the territory** and to international quality productions in the suited areas of the Old Continent (Champagne, Burgundy and Bordeaux in France for example) and to cultural and historical themes related to world of wine.



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THE READERSHIP

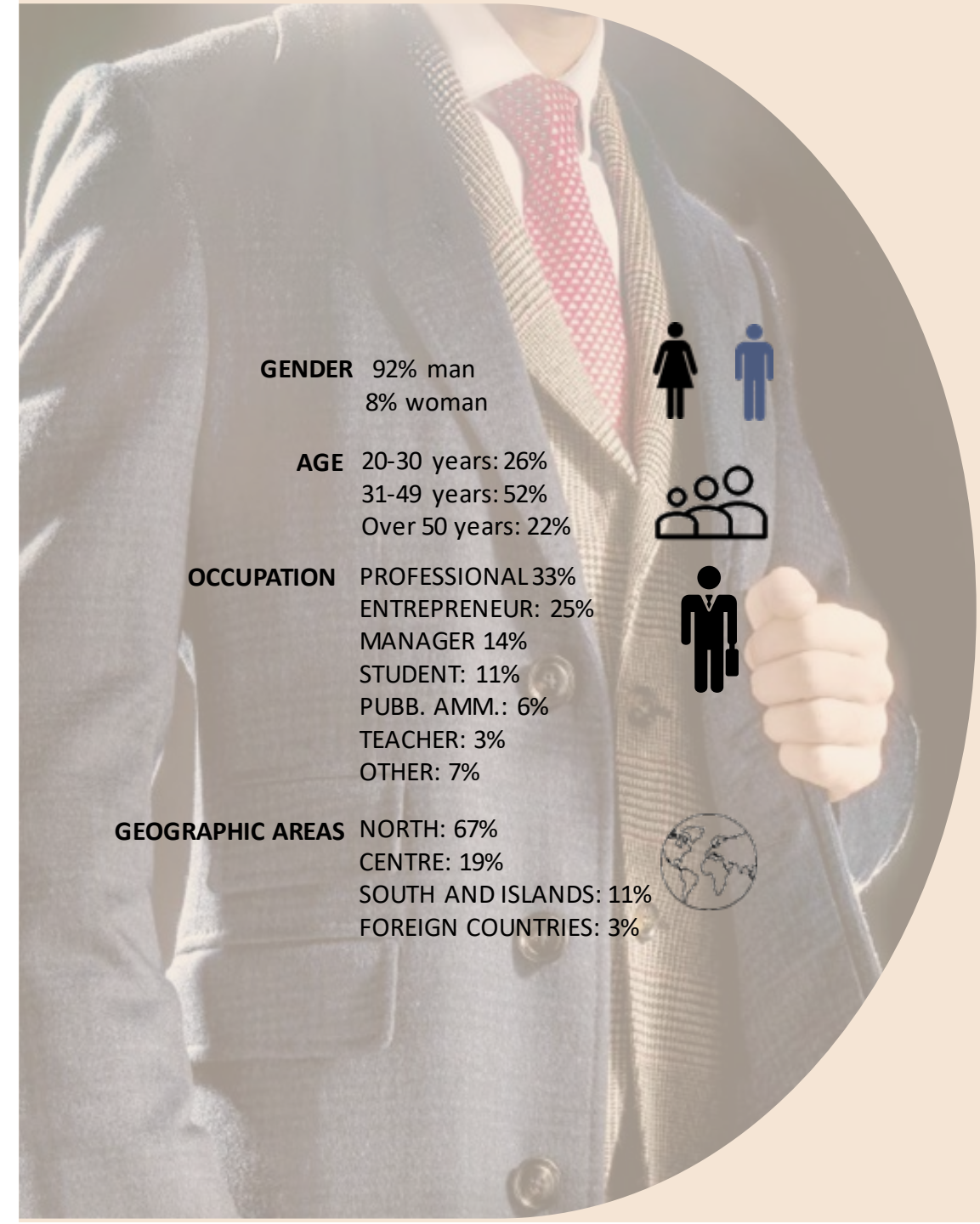
The "connoisseur" man, a true quality expert

He is the man who loves and pays **attention to the whole world of tailor-made** (tailor, shirt maker, shoemaker) closely followed by a passion for history, art, culture, as well as for watches, wine and accessories.

The readers are **professionals (38% of whom are lawyers) entrepreneurs, managers, international magnates** but also academics, who focus their lifestyles on elegance, expressed through the pursuit of absolute quality and excellence.

They are **positioned at the top of the quality pyramid as great connoisseurs of wines, watches, jewelry, tailor-made clothing**, cars, restaurants and hotels.

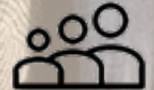
They have an international vision, are business travelers and have a lifestyle with a Western "flavor".



GENDER 92% man
8% woman



AGE 20-30 years: 26%
31-49 years: 52%
Over 50 years: 22%



OCCUPATION PROFESSIONAL 33%
ENTREPRENEUR: 25%
MANAGER 14%
STUDENT: 11%
PUBB. AMM.: 6%
TEACHER: 3%
OTHER: 7%



GEOGRAPHIC AREAS NORTH: 67%
CENTRE: 19%
SOUTH AND ISLANDS: 11%
FOREIGN COUNTRIES: 3%



THE READERSHIP

Elegance under investigation: consumer attitudes

Our readers focus their lifestyles on elegance, expressed through the pursuit of absolute quality and excellence.

They are positioned at the tip of the quality pyramid as great connoisseurs of wines, watches, jewelry, tailor-made clothing, cars, restaurants and hotels.



Source: publisher research June 2022

HOW MANY TIMES A WEEK THEY DRESS TAILOR-MADE

Always: 39%
2/5 times: 29%
1 time: 6%
None: 9%



AVERAGE ANNUAL EXPENDITURE FOR CLOTHING

Over 30,000 Euro: 32%
From 16,000 to 30,000 Euro: 35%
From 6,000 to 15,999 Euro: 18%
Up to 5.999 Euro: 15%



AVERAGE ANNUAL EXPENDITURE FOR ACCESSORIES

Over 47,000 Euro: 15%
From 30,000 to 47,000 Euro: 21%
From 16,000 to 29,999 Euro: 18%
From 4,000 to 15,999 Euro: 25%
Up to 3,999 Euro: 20%



THE FAVOURITE ACCESSORIES

Watch: 67%
Tie: 19%
Shoes: 11%
Cufflinks: 3%
Pochette: 6%
Pen: 4,4%
Belt: 3,7%
Eyeglasses: 3,7%
Hat: 3,4%
Suspenders: 2,7%
Handkerchief: 2,7%
Slow smoking accesories: 2%
Scarf: 2%
Gloves: 1%
Suitcases and leather goods: 1%
Bow tie: 0,7%
Tie clips: 0,7%
Money clips: 0,7%



2024 EDITORIAL CALENDAR

ARBITER & KAIROS, SPIRITO DIVINO,

ISSUE	DATE ON NEWSTAND	Materials deadline
MARCH	End of February	19/2/24
APRIL	End of March	18/3/24
MAY	End of April	19/4/24
JUNE (PITTI UOMO)	End of May	20/5/24
JULY	End of June	20/6/24
AUGUST/SEPTEMBER	End of July	19/7/24
OCTOBER	End of August	19/9/24
NOVEMBER	End of October	18/10/24
DECEMBER	End of November	18/11/24

N.B. The deadline for the delivery of materials is indicative and confirmation of the deadlines will be sent every release to those who have placed orders

The magazines are 3:

- **ARBITER** – In the following slides the advertising formats
- **KAIROS** (available ONLY second, third, back cover) – page format 330x250 mm
- **SPIRITO DIVINO** (available ONLY second, third, back cover) – page format 330x250 mm



ADVERTISING FORMATS

ARBITER

Page adv formats



Bleed **page**:

- width 250 mm
 - height 330 mm
- +5 mm external border.
Inner border for texts 10 mm minimum



Bleed **double page**:

- width 500 mm
 - height 330 mm
- +5 mm external border.
Inner border for texts 10 mm minimum



Bleed **half vertical page***:

- width 125 mm
 - height 330 mm
- +5 mm external border.
Inner border for texts 8 mm minimum

* This format is always on the external side of the page



Bleed **half horizontal page**:

- width 250 mm
 - height 165 mm
- +5 mm external border.
Inner border for texts 10 mm minimum

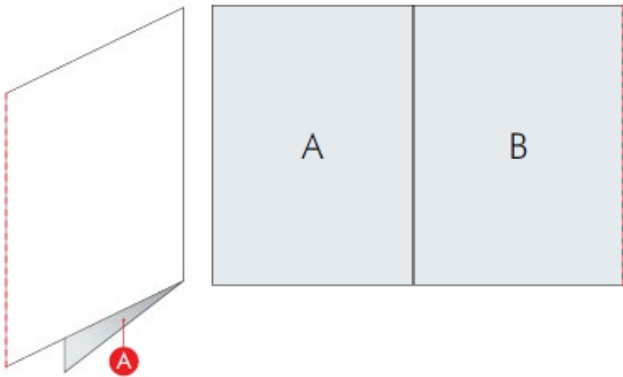
Deadline materials: one week before the end of the month preceding the month of publication

Technical data: Images (300 dpi) all saved with the same color profile (preferably with ICC Fogra39L - IsoCoatedV2 ECI). Closed document in PDF format (CMJK)

ADVERTISING FORMATS

ARBITER

Special Formats Pages Adv cover

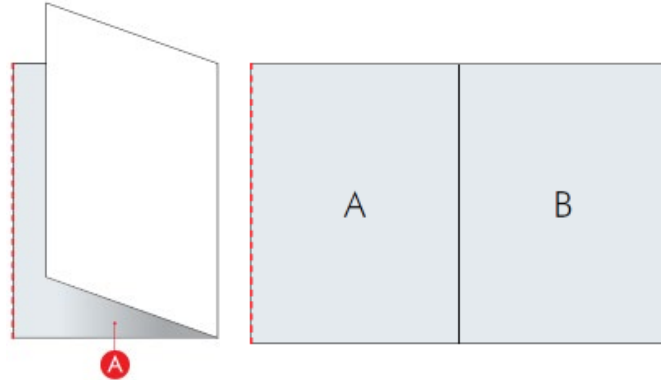


Bleed Inner cover fold:

- fold A width 237 mm
- second cover B width 247 mm
- height 330 mm

+5 mm external border.

Inner border for texts 10 mm minimum



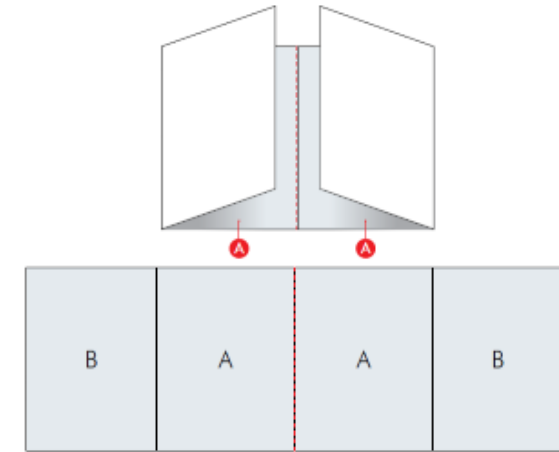
Bleed cover fold:

- cover A width 245 mm
- fold B width 245 mm
- height 330 mm

+5 mm external border.

Inner border for texts 10 mm minimum

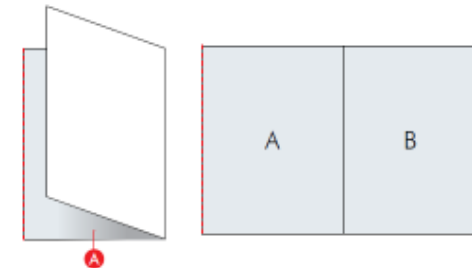
4 pages folded to double page



Bleed Double 4 pages folded to double page:

fold width 235 mm, page A width 248 mm, height 330 mm

+5 mm external border.



Bleed Simple 4 pages folded to double page:

page A width 248 mm

fold width 235 mm, height 330 mm

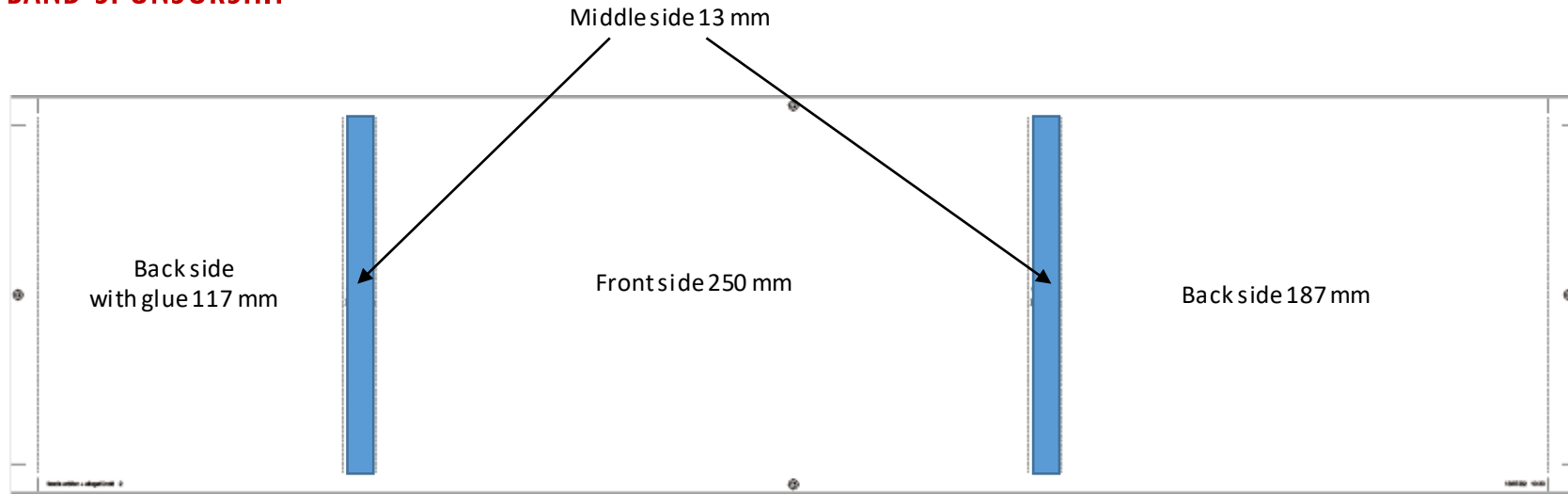
+5 mm external border.

Deadline materials: one week before the end of the month preceding the month of publication

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ADVERTISING FORMATS

BAND SPONSORSHIP



Sizes:

- **base 580 mm**
- **altezza 130 mm**

Other sizes

- Back side with glue 117 mm
- Middle side 13 mm
- Front side 250 mm
- Middle side 13 mm
- Back side 187 mm



ADVERTISING FORMATS

BAND SPONSORSHIP— REALIZATION EXAMPLE



FORMATI PUBBLICITARI

BAND SPONSORSHIP — EXAMPLES OF BAND POSITIONING



SPECIAL INITIATIVES

ARBITER — KAIROS — SPIRITO DIVINO

- 1) Editorial Focus:** possibility of creating an editorial Focus on a theme agreed with the publisher. The focus will be supported by an advertising page in the publication preceding or following the release of the dossier (even on the same publication at the discretion of the publisher).
- 2) Insights on issues related to fairs and events** (eg: Vinitaly, Eicma, Watches & Wonders etc.). The presence of the brand is provided by display advertising, and it will be possible to increase the visibility of the brand with a targeted distribution at the event.
- 3) Band sponsorship.** The three publications will be distributed in combination, assembled at a cost of € 15 with a sponsorable band.



ADV LISTING

ARBITER & KAIROS, SPIRITO DIVINO

PAGE	€ 10,000,00 NET NET
SECOND OR THIRD COVER	€ 13,000,00 NET NET
BACK COVER	€ 15,000,00 NET NET
EDITORIAL FOCUS	€ 20,000,00 NET NET

BAND SPONSORSHIP with partner logo visibility: To be quoted on top

THEMATIC FOCUSES: to be evaluated on top depending on the number of pages and the purchase of copies to be distributed

