

24ORE
SYSTEM

a new editorial paradigm, to change
traditional publishing

foster

foster

is new
editorial ecosystem
which integrates a bimonthly
magazine with a digital
version: website, newsletters,
social networks, podcasts
and events.



FOSTER EDITORIAL SYSTEM

SOCIAL



PODCAST



CONTENT



MAGAZINE



WEBSITE



EVENTS



foster

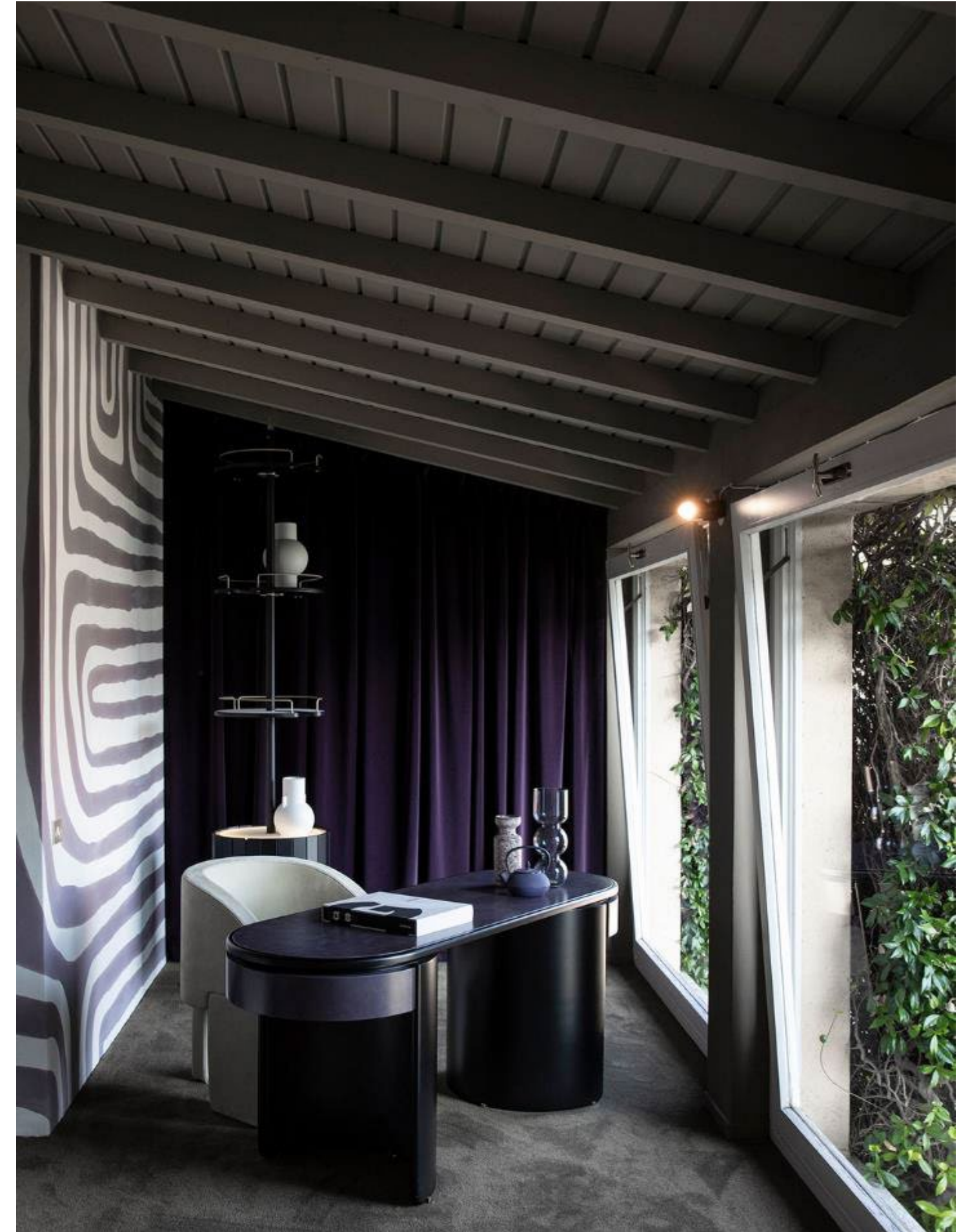
“A TRUSTED FRIEND IN A COMPLICATED WORLD”

A brand created to become a *lovemark* appreciated by those who value quality, are not afraid to make choices, look for people with whom to share passions and opinions.

Born to inspire and create connections. We speak to a sophisticated and aware audience, who loves to surround themselves with beauty, cultivate authentic passions and share valuable experiences.

An editorial ecosystem that explores the world of fashion, beauty, design, travel, art, the art of hospitality and food and wine, with a focus on wine & spirits.

For those who don't simply follow trends, but anticipate them with style and personality.



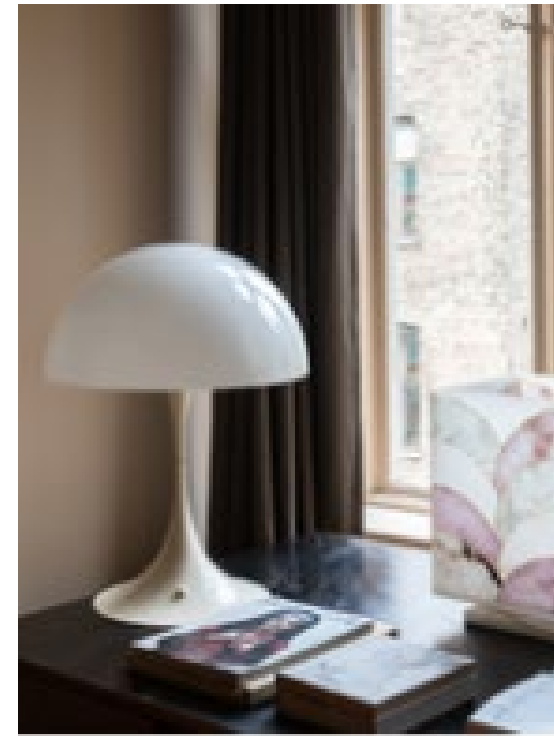
A new publishing experience

A system that integrates a high -quality bimonthly magazine with a dynamic digital experience, made up of a constantly updated website, a profiled newsletter and a content network that expands on social media and in new forms of communication such as podcasts, videos and exclusive events.

An elegant, refined and collectible editorial experience that combines quality and innovation.

A point of reference for those who love lifestyle, good living and good manners, with an attentive eye to contemporary elegance, culture and the pleasure of things done well.

Our goal is to be a point of reference for those looking for new, curated and stimulating content, to read and experience within a sophisticated design.



OUR TARGET PROFILE



OUR TARGET PROFILE

We speak to an **evolved audience**, with a privileged perspective on the female world, but without genders. Because beauty, value and intelligence belong to everyone.

An audience that cultivates living well and seeks innovative content. A cultured and curious public always attentive to news and the quality of information.

Our transversal approach speaks to an audience without labels, spanning different ages, interests and channels. We don't simply follow trends: we select, investigate and curate each topic with the expert eye of those who know how to distinguish value from simple fashion.



VERTICAL SECTIONS



Vertical Sections

art & culture

exhibitions, books, events, artists... that everyone, or no one yet, is talking about

fashion & jewelry

accessories, leather goods, watches, jewellery, from great brands and precious artisans,

interior & design

novelties and timeless icons among furniture, accessories and decoration. and a bit of architecture

travel & leisure

where to go when you go out: destinations, itineraries, hotels, distant destinations or restaurants close to home.

food & wine

opportunities to receive, art of the table, recipes to cook and bottles to have at home

beauty & well-being

the most effective treatments, perfumes, cosmetics and wellness retreats

7 AMBASSADORS

2 EDITORS IN CHIEF

5 EDITORS



Csaba dalla Zorza



Margo Schächter

It was born from the experience and twenty-year collaboration between **Csaba dalla Zorza** and **Margo Schächter** who enrich the project thanks to their know-how in the food & wine and travel & leisure sectors.

Together with them, selected journalists with highly defined profiles who become the Ambassadors of the project, bringing their expertise to the thematic sections:

Culture & Arts Editor - Domitilla Dardi
Interior & Design Editor - Veronica Orsi
Fashion & Jewelry Editor - Nicolò Milella
Beauty & Well-being Editor - Mariangela Rossi
Travel & leisure - Margo Schächter
Food & wine - Csaba dalla Zorza

Syndication Editor - Francesca Pavesi

EDITORS IN CHIEF

Bio

Csaba dalla Zorza

Editor in chief

Writer, TV host, journalist, she is known to the public as the undisputed master of style. She loves surrounding herself with beauty and transforming the ordinary into the extraordinary, since ever. Csaba (pronounced /'ksaba) began her career in editorial marketing, first working for Mondadori, then for Condé Nast. She founded the publishing house Luxury Books and has published 23 cookbooks in the last 20 years.

Since 2021, she is back to magazines and has directed *Marie Claire Maison* for Hearst Magazines Italy. Milanese, a mother of two, a cat (and a surgeon husband), she unwinds by putting on an apron and setting the table to perfection – because only by knowing the rules you can break them.

@csabadallazorza

cs@fostermagazine.it

Margo Schächter

Editor in chief digital , Deputy editor paper

Independent food & lifestyle editor, she has been working in the food industry before *it was cool*. She writes about customs & traditions, things & places, food & trends for *Vanity Fair* , *La Cucina Italiana* , *Italy Segreta* , and *Apartamento* . As freelance content strategist, she designs editorial projects and strategies for third parties and has worked for publishers such as Condé Nast, Hearst, communication agencies, and companies. A journalist and moderator, she teaches project design, marketing, and food communication. In 2023, she launched her newsletter *Materia Prima* , made pasta in bianco and toast go viral. In 2024, she released her first podcast, *MORSI* . A Milanese in Milan, a would-be sommelier, she lives with her dog Ziva. She has been working with Csaba dalla Zorza since 2007, and as a sparring partner she is the one who often goes out, but never cooks.

@margoschachter

ms@fostermagazine.it

THE FOSTER EDITORIAL SYSTEM FOR OUR PARTNERS

The Foster editorial system is more than a platform: it is an ecosystem of content, experiences and relationships that enhances brands that share its vision and style, capable of proposing tailor-made strategies for brands that want to stand out. We offer a strategic approach for companies that want to position themselves in a curated, authoritative and aspirational editorial context.

Becoming a Foster partner means entering a network of value, where the brand is not only visible, but inserted in a story that amplifies its identity and strengthens its connection with the public.

We build authentic multimedia connections between companies and communities, transforming every collaboration into a memorable experience. Embracing Foster's idea means believing in a new way of communicating: refined, positioning, innovative. For those who do not simply follow the market, but anticipate it with vision and personality.



THE FOSTER EDITORIAL SYSTEM FOR OUR PARTNERS

A new partnership model with investors who will be involved as **opinion leaders** in the sector and represented by content "curated" by the foster editorial team.

The collaboration with **24 Ore System**, which shares positioning, target and authority, will represent a key element in offering innovative communication models, functional both to the market and to users throughout the Foster world.





fostermag .com

**The elegance of content
meets digital innovation**

fostermag.com

1 article per day

only content worth reading

to be truly read

on social media every day

in subscribers' mailboxes every week

no advertising clutter

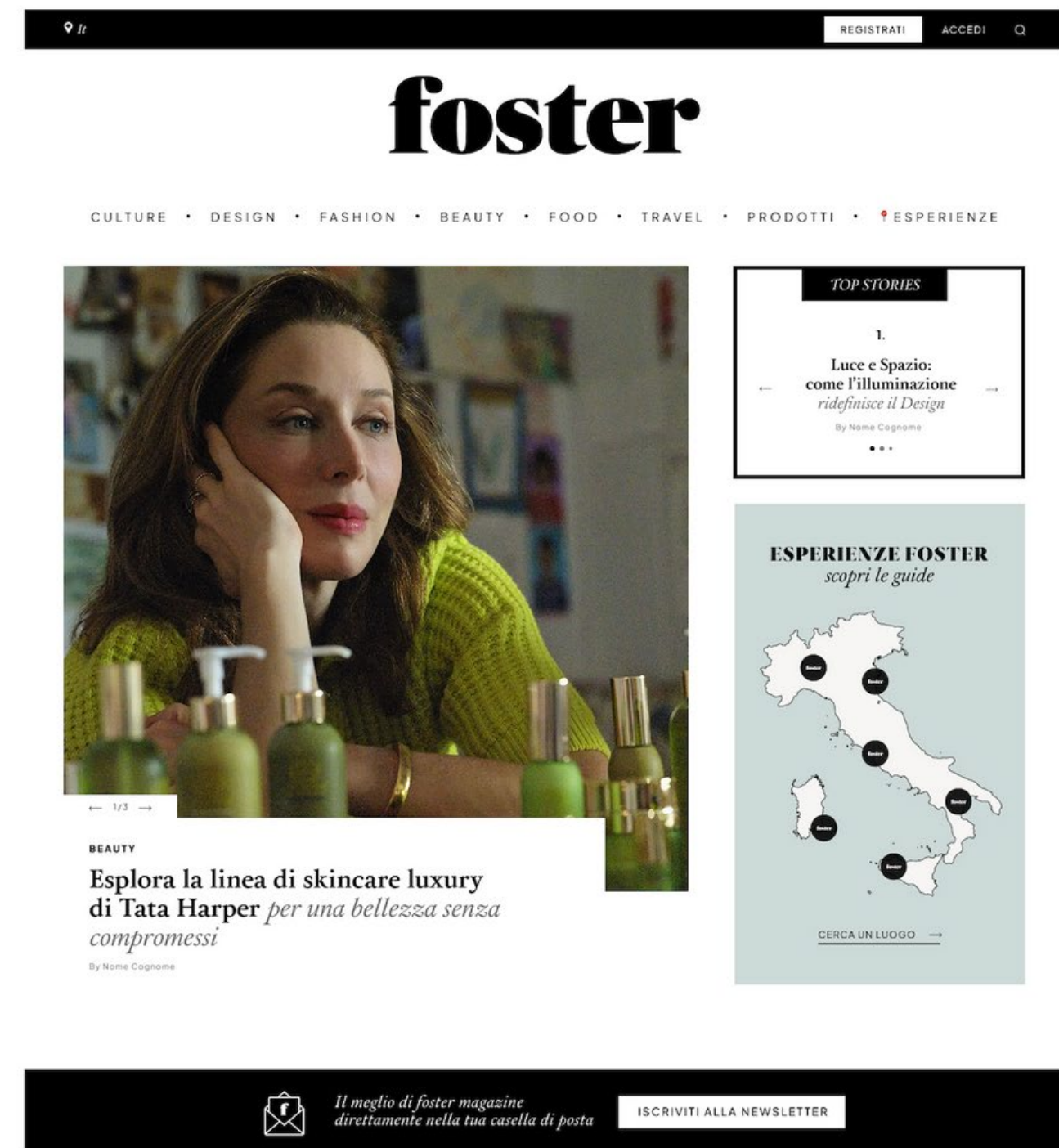
to give value to each piece of content,

editorial or branded

> 100.000 page views in September 2025

> 2' average engagement duration per user

source: Google Analytics September 2025



TUTTO QUELLO *di cui parliamo*

SCROLL →



DESIGN

Lorem ipsum dolor sit amet, consectetur ed do eiusmod

Curated for Brand



BEAUTY

Lorem ipsum dolor sit amet, consectetur ed do eiusmod

Curated for Brand



TRAVEL

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Curated for Brand



CULTURE

Lorem amet, c ed do ei

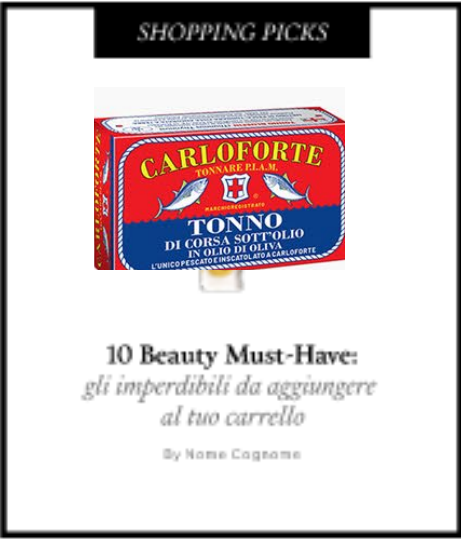
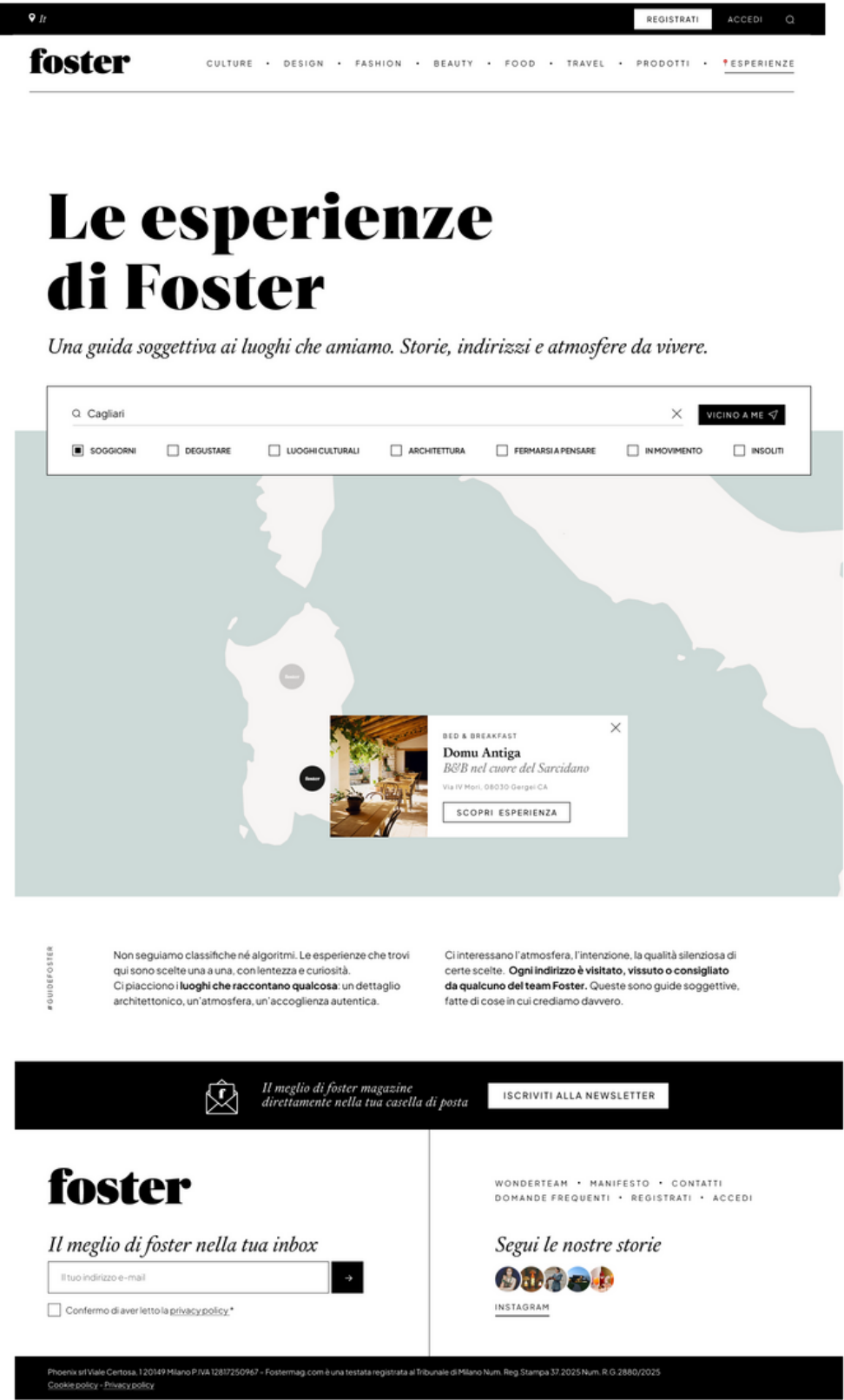
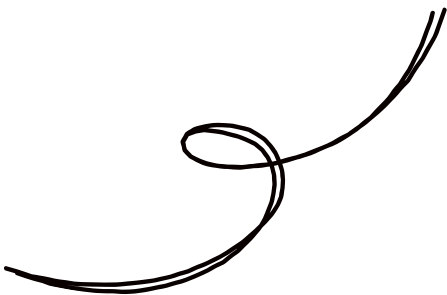
Curated for

6 thematic vertical
art & culture / fashion & jewelry / interior & design
travel & leisure / food & wine / beauty & welling

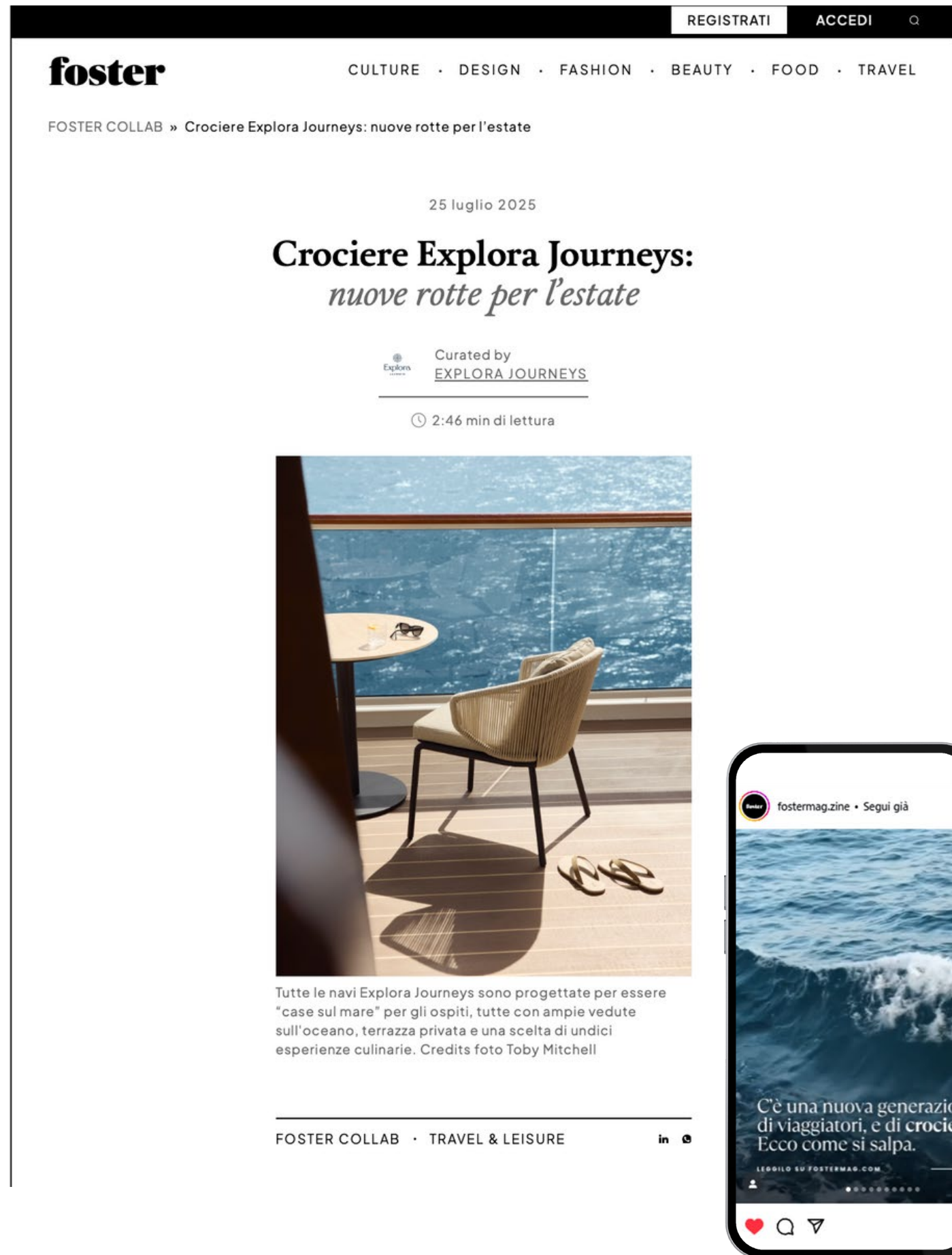
- editorial formats
- long form and in-depth articles
 - “tried for you”
 - shopping guides

>> all formats brandable as Curated

coming soon... November 2025
thematic guides to destinations/cities
tried for you, product reviews in affiliation



Curated digital



Single advertorial

A single advertorial “curated by foster” for brands, explicitly and entirely dedicated to investors and supported by social media and newsletter amplification.

For company news, projects, interviews, and in company analysis.

The advertorial is supported by social media and newsletter amplification

With or without affiliate or direct links

Edited by the editorial team with equality images

Variable length/long form

Social + Newsletter visibility



Curated digital



er

FOOD • TRAVE • SPECIALE VINI



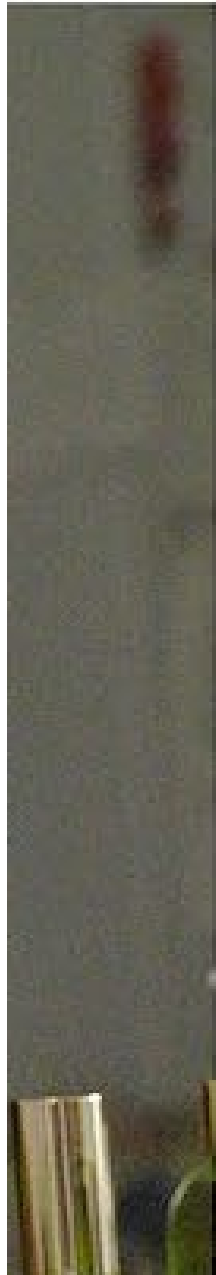
Thematic Special

A new item is added to the site menu that collects a series of contents dedicated to an editorial theme 'powered by' for a month or more of take-over in collaboration with the Brand Partner. It can include one or more editorial articles, guides to destinations or addresses, tried and tested for you, and a focus on products .

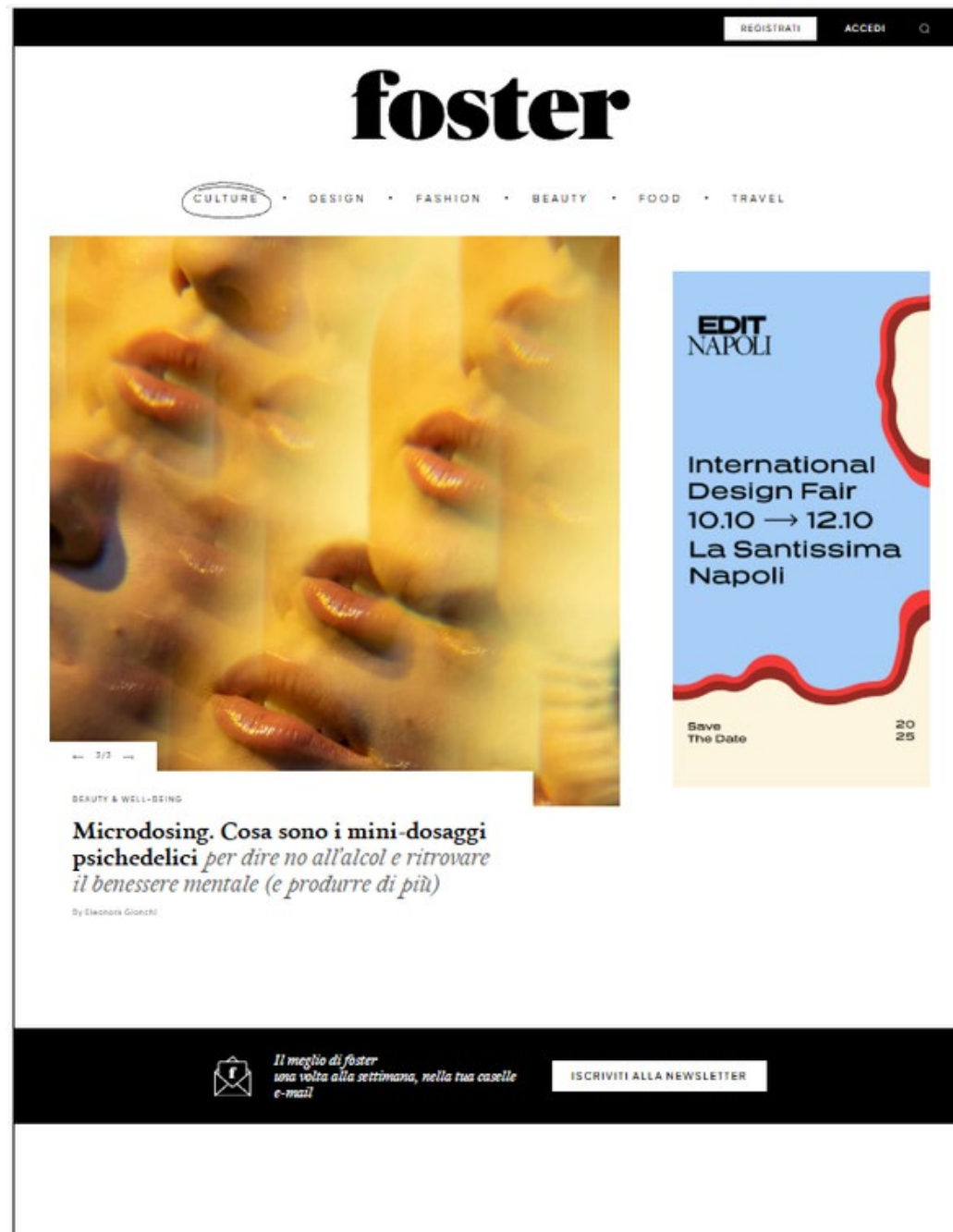
Accompanied by a social media plan, display, and newsletter

With and without affiliate or direct links

By the editorial team with images provided at an editorial level



Display Advertising



Display advertising on fostermag.com

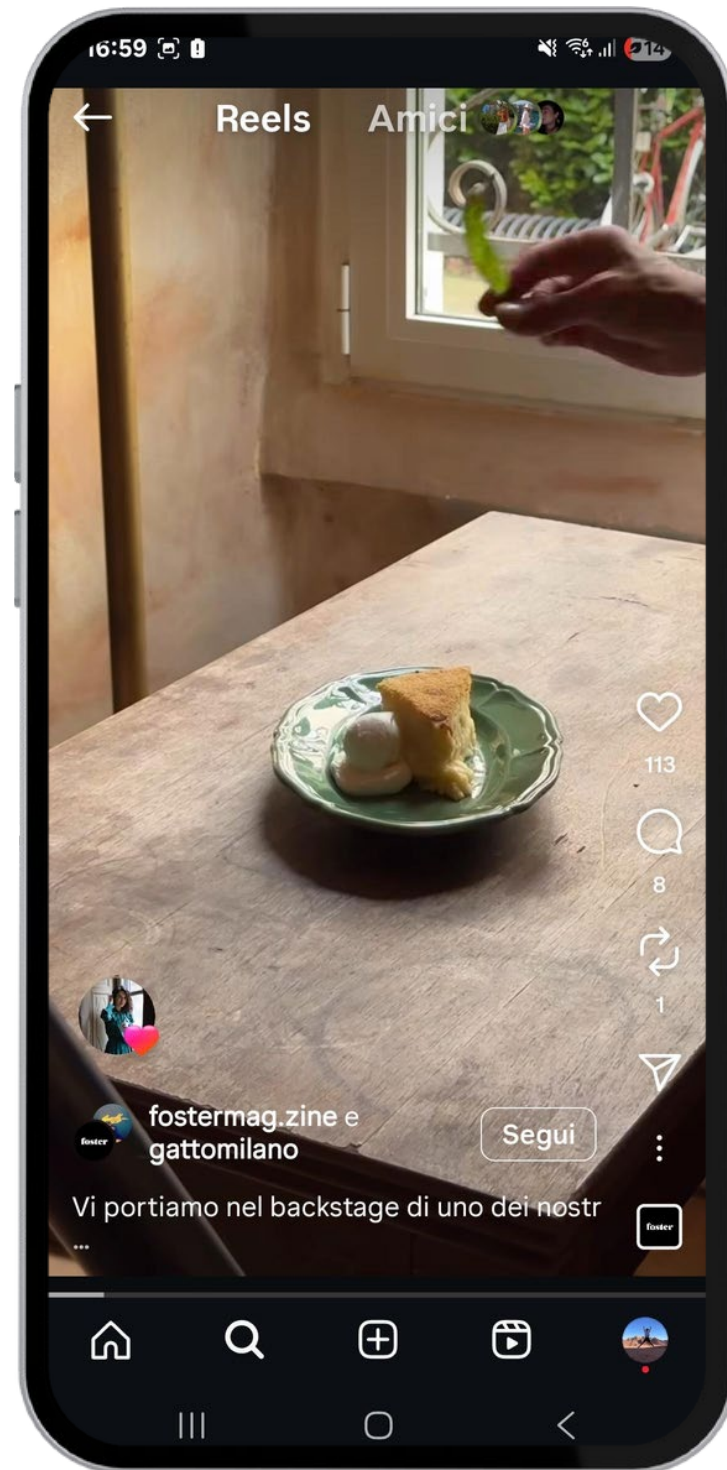
Skin

Halfpage

Masthead

all advertising formats can be scheduled as weekly sponsorships in run on site or on each vertical *culture, design, fashion, beauty, food, travel*

Only social



Social media presence on fostermag.zine

The brand narrative takes on a “short” but equally refined form: stories, carousels, and reels of high editorial value, characterized by consistent and impactful visuals.

Content designed to engage and inspire the social community.

BIMONTHLY

Technical Characteristics

FLAT PRINTING, HIGH IMAGE QUALITY

- 30.000 copies (average number – source: Publisher)
- 240 pages
- Fixed foliation
- Numbered paperback spine
- No advertising overcrowding
- Matte coated paper, 90 grams
- Copertina uso mano, 300 gams
- Selected distribution: newsstands +
Feltrinelli bookshops, showrooms of
selected customers, luxury hotels, airports
- Pricing 7.50€

Calendar 2025

NUMBER	FOCUS	REALEASE DATE	DELIVERY OF MATERIALS
1 March-April	Design	7 april	7 march
2 May - June	Beauty Well-being/Art&Culture	14 may	16 april
3 July - August		16 july	24 june
4 Septem. - Oct.	Fashion & Jewelry	10 september	31 july
5 Nov. -December	Food & Beverage	4 november	18 october
6 January - February	Focus MAN	29 december	9 december

NUMBER - Progressive numbering on the cover and spine
NEWS KIOSK - day of display of the newspaper on news kiosk / national
DELIVERY OF MATERIALS - last day to receive creativity from customers >> transfer to graphic designer and layout

**TABELLARE
POSIZIONE DI RIGORE /
CONTRO APERTURA**

take over

Interior & Design



BENVENUTI A CASA VOSTRA

Coltiviamo il vivere meglio, e debuttiamo partendo dalla casa e dagli spazi che ci circondano. I Foster dedicherà la sua copertina e la prima parte del magazine ogni volta a un tema differente. Ad aprile, mese della Milano Design Week, non potevamo che partire parlando di *interior design*, di arredo, di architettura e di illuminazione. Con l'obiettivo di raccontarvi che cosa sta succedendo in questo settore così strategico per il Made in Italy, ma soprattutto come evolve il nostro modo di abitare per ispirarvi. Lo facciamo con interviste ai protagonisti, andando a caccia delle novità e ripercorrendo la storia di oggetti diventati ormai iconici. Non per inseguire l'ultima tendenza, ma per conoscere e per scegliere quello che ci può far vivere meglio. Seguendo ognuno la propria personalità, esprimendo il proprio stile #iconofoster

Ambiente living firmato Minotti con protagonista il divano Supermoon e la poltroncina Pattie, entrambi disegnati da Giampiero Tagliaferri.



Un vasetto di miele italiano e biologico, dell'azienda agricola veneta Pernigo, raccolto e messo in vetro come una volta. Di taglio o di tarassaco, vasetto da 300 g.

Miele, propoli e polline sono da sempre ingredienti miracolosi per la nostra salute, ma se li scegliamo troppo lavorati, di importazione dubbia o comunque di bassa qualità, il risparmio ci si ritorce contro. Il miele è un ingrediente unico: composto prevalentemente da zuccheri, ha un elevato contenuto calorico (circa 300 kilocalorie per 100 g) ma il suo consumo a piccole dosi è solo benefico. Sciolto in una bevanda calda calma la tosse, aggiunto a formaggi freschi, proteici, dà un sapore speciale e aiuta il tono muscolare. In ogni momento, stimola la memoria e aiuta ad alleviare lo stress. La sua composizione zuccherina e viscosa è il frutto dell'elaborazione naturale da parte delle api del nettare dei fiori. Lo si trova integrale o raffinato, lo si può utilizzare come dolcificante al posto dello zucchero, o come ingrediente a sé. Prende il profumo (e il nome) dalle piante e dai fiori che le api visitano più di frequente in un dato periodo o in una zona. Sceglietelo, se potete, sempre italiano. ■

IL NETTARE DELLE API

PHOTO FRANCESCO DOLFO

TABELLARE SINGOLA

Tata Harper

PIONIERA DELLA NATURAL BEAUTY

L'iconico marchio americano plant-based, fondato 15 anni fa da una giovane ragazza nella sua fattoria nel Vermont, oggi è l'ambito segreto di bellezza di chi cerca la salute della pelle.

di MARIANGELA ROSSI



PHOTO COURTESY TATA HARPER E SW HOTEL LE BRISTOL

In principio era una giovane ingegnere industriale. Poi il destino, per lei, ha scelto altro. «Al mio patrigno fu diagnosticato un tumore. Un campanello d'allarme che mi fece mettere in discussione ciò che applicavo sulla pelle. Ho scoperto molte sostanze chimiche sintetiche nei prodotti per la cura personale, persino nei cosiddetti 'naturali', con ingredienti usati nell'industria automobilistica, emollienti simili a quelli contenuti nell'antigelo. Questa consapevolezza mi ha spinto a creare qualcosa davvero *clean*» racconta Tata Harper, co-fondatrice insieme all'ex marito dell'omonimo marchio di cosmesi di alta gamma. «Mi

trovavo sempre a parlare con i medici di *carico tossico*, così ho iniziato a valutare il mio. Ho cambiato tutti i cosmetici, ho iniziato a comprare solo cibo da coltivazioni organiche e prodotti per la pulizia naturali. La *skincare* è stata l'ultima frontiera».

All'epoca Harper, di origini colombiane e di base a Miami, si era trasferita nel Vermont, dove aveva iniziato a coltivare vari tipi di piante, supervisionando la produzione e sviluppando formulazioni con un team di botanici e scienziati. «Dovevamo trovare alternative naturali ai parabeni, al fenossietanolo e ad altre sostanze sintetiche utilizzate in cosmesi. Oggi l'industria



In questa pagina: il tavolo da gioco, Piatti, teiera e tazze da thé della collezione Carte da zogo di Geminiano Cozzi; coppe di Bitossi Home. Chips di patate alla barbabietola e al naturale, Potatoes Nana. A destra, il gelato alla crema con le ciliegie sotto spirito, servito nelle coppette argentate Mepro, appoggiate sulla superficie in acciaio nella nuova finitura Delirium realizzata da De Castelli.

BRIOSCHINE AL POMODORO

Più sofisticate della classica pizzecca, sono preparate con l'impasto della brioche e rese più interessanti dalla presenza della senape e dei pomodori, che quando non sono di stagione possono essere sostituiti da datterini in lattina.

PER 9 PEZZI

125 ml di latte
10 g di lievito di birra, fresco
35 g di zucchero bianco, fine
1 uovo
240 g di farina bianca 00
¼ cucchiaino di sale
40 g di burro, morbido
25-30 pomodori piccoli
1 cucchiaino di salsa alla senape classica o al miele
qualche cucchiaino d'olio d'oliva
sale in fiocchi
pepe nero macinato al momento

Preparate l'impasto della brioche. Fate intiepidire il latte, sbriciolatelo dentro il lievito, mescolate aggiungendo lo zucchero. Unite le uova e mescolate ancora.

Versate la farina e il sale in una ciotola, aggiungete gli ingredienti liquidi e iniziate a impastare, a mano o con l'impastatore, per qualche minuto, poi aggiungete il burro tagliato a pezzetti. Impastate ancora per circa 5 minuti: il tempo di ottenere un impasto liscio, morbido, elastico e lucido. Trasferitelo in una ciotola, copritelo con un pezzo di pellicola e lasciate lievitare per 45 minuti.

Nel frattempo, preparate i pomodori mettendoli sopra una teglia.

Punzecchiateli con la punta di un coltello, spennellateli con l'olio e infornate a 180°C per 15 minuti. Poi fate raffreddare.

Preparate uno stampo per muffin imburrato e infarinato. Dividete l'impasto in 9 pezzi e lavorate ciascuno per creare una pallina, che metterete nello stampo. Lasciate lievitare, coperto, per mezz'ora, poi spennellate la superficie con la salsa alla senape mescolata con l'olio.

Aggiungete i pomodori, premendone 2-3 sulla superficie, salate leggermente e infornate per 20 minuti circa, sino a che saranno gonfie e dorate. Servitele tiepide.



GELATO ALLA CREMA

Un classico che risolve il dessert, a patto che – se non lo fate voi – lo acquistiate in una buona gelateria artigianale. A Milano la storica Umberto 1934 produce il gelato artigianale oggi come novant'anni fa, ed era la mia destinazione preferita quando era bambina. Oggi consegnano le vaschette anche a domicilio (si deve prenotare per tempo) ma continuano ad offrire pochi gusti, tutti rigorosamente stagionali. Per servirlo in modo elegante è meglio avere delle belle coppette argentate, che regalano un tocco nostalgico. Così come la ciliegina al maraschino.

PER FARE 700 G DI GELATO IN CASA

500 ml di latte intero
50 ml di panna liquida, fresca
1 baccello di vaniglia
scorza di 1 limone
3 tuorli

130 g di zucchero
1 pizzico di sale

Scaldare il latte, la panna, la vaniglia e la scorza di limone, prelevata tagliandola a strisce. Spegnete poco prima che raggiunga il punto di ebollizione e lasciate in infusione 15 minuti. In una ciotola, o nella planetaria, montate i tuorli con lo zucchero e aggiungete il pizzico di sale. Versateci sopra lentamente il latte caldo, togliendo la vaniglia e la scorza di limone, mescolando piano con una spatola. Riportate tutto nella casseruola e scaldate a fiamma media sino a che la crema prenderà consistenza velando il dorso del cucchiaino. A questo punto lasciate raffreddare a temperatura ambiente e poi mantecate nella gelatiera secondo le istruzioni dell'apparecchio. Servite nelle coppette fredde, tenute in freezer, decorando con le ciliegine al maraschino.

why foster

(Source: Oxford Dictionary, meaning)

grow, cultivate, promote, encourage

Fashion, Food
Overview, Opinion
Style, Signature
Timeless, Trendsetter
Experience, Exclusivity
Revolutionary, Remarkable

THANK YOU

Csaba dalla Zorza
EDITOR IN CHIEF

Margo Schachter
EDITOR IN CHIEF DIGITAL

ART DIRECTOR
Elisa Ardeni

Contributing editors - foster ambassador

Culture & Arts - Domitilla Dardi

Interior & Design - Veronica Orsi

Fashion & Jewelry - Nicolò Milella

Beauty & Well-being + hôtel & SPA - Mariangela Rossi

Food & Wine - Csaba dalla Zorza

Travel & Leisure - Margo Schachter

Syndication Editor - Francesca Pavesi

Advertising DEALER
24ORE System

Advertising DEALER 24ORE System

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SALES POLICY

ADV – Best possible position

PRESS

➤ 1 single page	4.000€
➤ package of 3 pages	10.500€
➤ package of 6 pages	19.500€

DIGITAL

➤ Companion (skin+mpu top/halfpage+masthead) one week 100% SOV run on site	5.000€
➤ IG* Social set	3.000€

PREMIUM POSITIONS +20%

*social posts need to be scheduled after approval from the publisher, and will be exclusively on Instagram. They include: 1 carousel post + 3 story snaps.
In this initial phase, no guaranteed audience numbers or amplify campaigns are planned. Instagram reels can be added on top of social set (extra fee 1.000€)

Branded content : *Curated*

PRINT

- | | |
|---|---------|
| ➤ 1 single page written by the editorial team | 6.000€ |
| ➤ 1 double page written by the editorial team | 12.000€ |

DIGITAL

- | | |
|------------------------------|---------|
| ➤ 1 curated online | 6.000€ |
| ➤ 1 curated long form online | 10.000€ |

foster

Cross-Media package – Business Class

ADV

- 1 single page + Companion (skin+mpu top/halfpage+masthead) one week 100% SOV run on site 8.000€

CURATED&SOCIAL

- 1 single page + 1 related digital content 10.000€

Cross-Media package – First Class

ADV&SOCIAL

- 1 single page written by the editorial team + Companion + (skin+mpu top/halfpage+masthead) one week 100% SOV run on site + Social Set IG 10.000€

CURATED&SOCIAL

- 1 double page written by the editorial team + 1 curated long form online + 1 set social IG* 18.000€

foster

Cross-Media package – Smart Class

ADV&SOCIAL

6.000€

- 1 single page + 1 Set social IG
- Companion (skin+mpu top/halfpage+masthead) one week 100% SOV run on site + Social set IG*

7.000€

Premium Positions

1 pos SX contro editoriale del direttore
1 pos SX contro sommario, apertura
2 pos DX contro sommario, seguire
1 pos DX contro STAFF / collaboratori
1 pos DX contro colophon
1 pos SX contro apertura giornale

IV copertina
II + I romana

1 pos SX contro apertura attualità
1 pos SX contro apertura design
1 pos SX contro apertura moda
1 pos SX contro apertura bellezza
1 pos SX contro apertura viaggiare
1 pos SX contro apertura food & wine

La posizione III di copertina sarà valorizzata da un articolo
speciale "ultima pagina"

foster

Syndication

- 1 double page or 2 single pages or 1 internal ad position, per issue for 5 issues
- 1 back cover (for the year)
- 1 editorial cover dedicated to the vertical number related to syndication (not together with the back cover)
- 1 curated 6-page spread for a number to be agreed upon + 1 digital curated content related (example: backstage/interview)
- 1 possibility of hosting the launch event for the cover issue: the client may provide their own location to host an event for readers upon the release of the issue
- Web visibility for 4 weeks with an advertising position to be defined
- 2 sets of social media content for IG (reel set 30 "+ feed post in grid + 3 snap stories) to be used throughout the year
- 1 audio interview to be agreed upon, to be included on the digital platform
- 1000 copies of each issue available for the client to distribute in their locations, flagship stores, or network (6000 total annual) copies

Starting from 80,000€ .

Any discounts related to the sector will be evaluated on a tailor -made basis.

Excluding direct costs related to hosting the event.

PDF file format

- It must be compliant with the standard

PDF/X -1a:2003 in PDF version 1.3 with intent profile "Coated Fogra 51" (Acrobat 4 compatibility);

- It must not be password -protected;
- It must contain only one page;
- It must be composite (separated files are not accepted);
- It must not contain more than 10,000 vector objects or clipping paths with more anchor points than the specified value;
- The number of paths per page must be fewer than 20,000 objects;
- It must not contain 16 -bit images per channel;
- It must not contain " PieceInfo " (Application Structure Information);
- It must not contain transparent objects.

Fonts used

- All fonts must be embedded or incorporated in the PDF;
- Use OpenType fonts. Do not use Fonts with CID encoding.

Colour and resolutions

- Colour images must be in high -resolution (300 dpi). Use only CMYK colour space. Any elements in RGB, Lab, Pantone, or Spot Colors (All) must be converted to CMYK;

The total percentage of colour saturation (total INK) must not exceed 300%;

The profiling must be PSO_Coated_v3.

- For grayscale images, use the Grayscale space (15%) with 300 dpi resolution;
- Black & White line -art images should be vector -based or Bitmap with a resolution of 1200 dpi;
- For colour advertisements, avoid placing texts smaller than 14 pt and thin borders/lines in negative print on coloured backgrounds. In the case of positive text or frames/threads with characters lower than the body 14, use only the black colour (no cyan, no magenta, no yellow). This prevents issues caused by even the slightest register shift during printing.

Document and trim sizes

- The document must show (trim box) with a 5 mm bleed (bleed box) on each side and mandatory crop marks;
- Please note that any type of writing or illustration on a live ad must be placed within 5/7 mm of the trim edge.

Formats

- Page: 210x278 mm + bleed
- 2. Double page: 420x278 mm + bleed
- The pdf will be uploaded **solely and exclusively** to the Group's portal at the following address:

<https://portalemateriali.system24.gruppo24ore.com>

Deadline for delivery of the material:

20 working days before publication. For more technical information write to:

grafosolequotidiani@emmegiprepress.it