



ANNO DI NASCITA: 1962

DIRETTORE: Emanuela Testori

PERIODICITÀ: mensile

AVERAGE

ANNUAL CIRCULATION:

102,057 copies Ads 2017

READERSHIP:

410,000 readers (adults)

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Amica is the magazine that, more than any other, has accompanied the **evolution of the Italian woman** over the last five decades. Without fear of fighting against conformity, of telling the truth and of addressing awkward issues. **With expertise and irony, freedom and impartiality.**

Because fashion is evolution in itself, a reflection of culture and its transformations.

For women that want **an enjoyable read and a selective look at all things fashionable** rather than advice and guidelines. Clothes and much more besides. Trends, personalities, places and absorbing content to digest as if brought to you by a special friend that frequents red carpet events and fashion shows, and mingles with the VIPs, but who is never a fashion victim.

The Amica we wish we had, because she is fun, because she wins us over and because she reminds us that being a woman means dreaming.

We target a woman that has an ability to combine labels with high-street fashion, who tweaks her accessories to give a new twist to her style, who is attentive to her looks and who wants to be kept up-to-date on all the **latest news** and the pros and cons, who knows how to choose and is **inquisitive**, who isn't afraid of experimenting, trying new things, pushing the boat out.

A woman that knows how – and wants – to laugh, that knows about relations, sex, children, problems.

A woman that can't stand prejudice and hypocrisy. That takes great joy in the success of others and shares the pain of their tragedies.

A woman that uses the internet but doesn't compromise on the personal pleasure of reading. The quality of the writing is important to her, as is that of the images.

A woman that is proud of her ability to multitask and whose favourite monthly is an ally not a teacher.