



FIRST APPEARED: 1991

EDITOR-IN-CHIEF:
Simona Tedesco

FREQUENCY: Monthly

AVERAGE ANNUAL CIRCULATION:
56,614 copies Ads 2017

READERSHIP: 409,000 readers
(adults) Audipress 2019.1

For 25 years, **DOVE** has brought together tourism and lifestyle in a single publication.

In **DOVE**, talking about travel is not just about the itinerary. It includes a range of advice about places to visit, where to stay and where to eat that are all tested personally and rigorously selected by experts on its editorial staff who travel both professionally and for pleasure.

The editorial philosophy of the magazine is centered around its readers who are sophisticated and demanding in their travel habits and who in the **DOVE** brand look for selective and “exclusive” suggestions, aspects which are not measured on the basis of their monetary value, but their intrinsic value in terms of uniqueness and personality.

In **DOVE**, emotion and information are perfectly integrated to offer readers the destinations of their dreams, accompanied by useful, easy-to-reference information about how to live the travel experience in the most “exclusive” way possible.

Not just a publication, the **Dove** brand is a true, all-round **multimedia system** that includes:

MAGAZINE: monthly in print and digital format; **WEBSITE:** viaggi.corriere.it; **E-COMMERCE:** doveclub.it; **SOCIAL NETWORK:** Facebook and Twitter; **TV:** canale 413 on Sky.

In April 2015, **Dove** completely revamped all its outlets to render more modern and up-to-date the way in which it covers and organizes trips and free time, in line with today’s concept of travel