



FIRST APPEARED: 1996

EDITOR-IN-CHIEF:

Diamante D'Alessio

FREQUENCY: weekly

AVERAGE ANNUAL

CIRCULATION:

286,861 copies Ads 2017

READERSHIP: 577,000 readers

(adults) Audipress 2019.1

For 22 years on the publishing market, Io Donna is the women's magazine whose circulation and readership profile make it the perfect and essential tool for reaching the most evolved and interesting section of Italy's female population. It is an integrated, multimedia system of communication that exists on paper, the web, in social media and in the territory thanks to its numerous initiatives in the field. An editorial identity that is strong, unique and original ... in a word, Extraordinary.

A 'slow' magazine to be enjoyed at leisure when there is more time available at weekends.

An immersive publication that aims to engage readers on an emotional level thanks to contents that meet their needs for inspiration, entertainment and relaxation.

A flowing sequence with no section covers for easier reading.

Graphics are soft on the pages and typefaces are elegant.

Colors are warm and feminine, inspired by a cosmetics palette.

The format is larger to enhance the images and make reading easier.

The paper is crisp, pleasing to touch, and emphasizes colors and shades.