



FIRST APPEARED: 2000

EDITOR-IN-CHIEF: Matteo Dore

FREQUENCY: weekly

AVERAGE

ANNUAL CIRCULATION:

182,987 copies

Ads 2017

READERSHIP:

646,000 readers (adults)

Audipress 2019.1

Sportweek is an in-depth weekly magazine by La Gazzetta dello Sport.

It's the only weekly magazine dedicated to sport and lifestyles in Italy and speaks to a contemporary male audience with an energetic, modern style. Sportweek provides an original take on the excitement of the world of sport by using suggestive high-impact images, articles that abound with in-depth information and a focus on great champions.

Since October 2017, Sportweek has been completely renovated with a bigger format and profound changes to the graphics and content; the large format is meant to enhance both the content and images and comes with a new feel and tone of voice. Articles take on an even bolder, more independent attitude, contributing to debates with determination and keeping up with trends and passions in the male universe, to further strengthen its leadership. Three new section readily recognizable and distinguishable characterise a clearly articulated structure: Sport Best, Sport People and Sport Style.

The new SportWeek starts with the world of sport and delves into the contemporary lifestyle, offering an exclusive and immediately recognisable perspective, firmly taking sides when discussing people and events and reaching a demanding public with sharp images and stories, carefully selected news items and exclusive in-depth content. The digital and print editions are brought closer together through a greater presence on Gazzetta.it and increased use of social networks to strengthen interactions with readers.

Sportweek provides several opportunities for communication: sponsorship of special events, complete guides to events that the magazine builds to coincide with great sports appointments and that satisfy the thirst for information of even the most demanding readers; contextualised advertisements according to specific objectives:

- 1) Impact: top positioning in the first scroll (Sport Best);
- 2) Sport Presidium: contextualization in sportsmen and sportswomen issues (Sport People);
- 3) Segmentation: continuing presence in Sport Style: fashion, cars, motorbikes, food&wine, sport activity, technologies, travels and culture.