

COMPANY PROFILE:

PLATINUM MEDIA LAB IS INCREASINGLY ACTIVE AND PRESENT AT THE TOP END OF THE INTERNATIONAL PUBLISHING MARKET

"DREAMS INSPIRED BY OUR PASSIONS IN LIFE"

What is Platinum Media Lab:

The extensive experience in the publishing and communications sectors of the company's founders, **Matteo Galbiati e Barbara Del Duca**, has enabled **Platinum Media Lab** to create a **laboratory that can produce publications inspired by their passions in life.**



"Times are undoubtedly difficult, due to the economic crisis which has led to changes, and a need to rethink things at all levels, and this is also true of the world of publishing. Logic requires both practicality and pragmatism, to which we can add dreams: we want to give our readers emotional experiences, to excite and amaze them, and to remind them that beauty and elegance can still be found, and that they form a fundamental part of Italy's heritage," says Matteo Galbiati, Platinum Media Lab's managing-director.

Platinum Media Lab was founded in November 2012, with the creation of its first title, "**Wonder World Seasonal Winter 2013**". It was an innovative publication, based on national and international excellence, with the aim of getting readers both at home and abroad to appreciate pure "*Italian style*". This concept became a recurring theme in all the other titles published by Platinum Media Lab: quality, luxury publications created in "an Italian style", which start with a clear idea and which reach their target readership in the right way.

Platinum Media's headquarters are in the centre of Milano, in Via Passione 3. The editorial staff consists of an editor for each publication (there are currently two, with another due to come out in March 2015), as well as expert contributors from all the sectors covered in the publication. Platinum Media Lab also has a commercial division with a national network of agents. Furthermore, the international commercial network is run from our Milan office.

The company currently publishes three titles: **Wonder Cortina** (a free distribution publication that is published every six months), **Wonder World Seasonal** (every three months) and, as of March 2015 **The One - Yacht & Design** (every three months). These publications cover clearly defined subjects: from travel, lifestyle and riding to yachting and design while Wonder Cortina is about the ski resort of the same name. In addition to its publications, Platinum Media Lab also has a web TV channel, **Wonder Cortina Channel**, which deals exclusively with news and events in Cortina and with contents that range from fashion to sport, from nature to shopping.

Platinum Media Lab's publications are published **in both Italian and English.**

Platinum Media Lab also produces coffee table magazines with particular emphasis on the quality of their images and contents, which are presented in the most expressive and elegant way possible, in pure "Italian style."

Platinum Media Lab doesn't only publish magazines. It also operates a well-defined "*cross media*" system: events, trade fairs, happenings, web TV, the creation of corporate magazines, guaranteeing complete support, in terms of both image and information for its clients.

The company's magazine **distribution channel** is also clearly defined. It distributes premium products of an international nature (they are bilingual, in English and Italian). In order for them to be successful it is essential that they have a close relationship with both their current and potential readership. Distribution is attentive and focused: the use of reserved mailing lists selected by Platinum Media Lab, distribution at events, co-marketing (with quality partners), at prestigious international hotels and at carefully selected national and international news stands.

The path chosen by Platinum Media Lab is certainly difficult but at the same time fascinating: "*We want to create products that relate to the passions of our readers and which are aimed at people who still*

believe in emotions. And for our investors we want to guarantee excited clients." - Matteo Galbiati concludes.

Per further information, analysis, news and to download the media kit in pdf format and to browse the magazines online visit: www.platinummedialab.com

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