

MARCH SEES AN EXCITING NEW INTERNATIONAL LUXURY YACHTING PUBLICATION: "THE ONE YACHT & DESIGN"

Emotion and uniqueness: a new dream from Platinum Media Lab with the birth of

THE ONE YACHT & DESIGN

"The One" will not pass unnoticed, it is immediately recognisable by its cover!

As of March 2015 a new publication will be present on the national and international market: "**THE ONE Yacht & Design**" published by **Platinum Media Lab**. It will feature articles mainly about **megayachts** (both sail and motor) but with a particular angle: their story will be told, explaining how an idea became reality, passing through all the production stages (the original idea, design, realisation, decoration, right up to the launch). Considerable space will be given to their inspirational philosophy, emphasising the contribution of everyone involved: designers, yards, architects, suppliers, not to mention the owner's emotional drive.

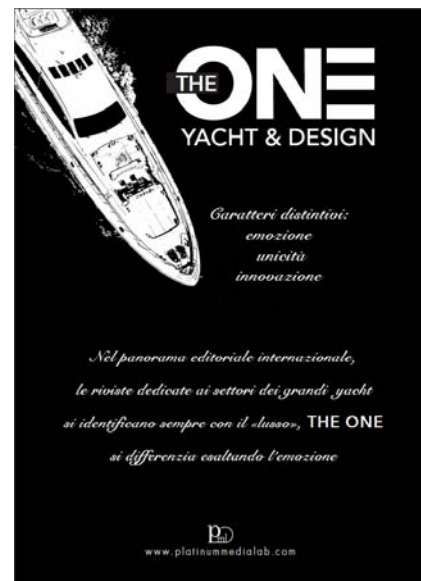
THE ONE will explain the complete production chain and the teamwork that gives life to a **UNIQUE** megayacht product.

Every issue of **THE ONE** will offer a large number of features with an interesting take in terms of design solutions and technological innovation. These features have an elegant presentation because **THE ONE** won't just offer technical files but also ideas, discussion points and emotions.

THE ONE is aimed at a quality national and international clientele that is interested in the nautical sector. The magazine will be published every three months and in the English language. Each edition will feature a precious stone which will be the leitmotif of that particular issue.

The publication's main aim is let the reader live a great adventure. Great attention will also be paid to **yacht-decor** and to the magic that is created on board: it is an editorial product that also aims to provide ideas and solutions for the reader's own craft.

But it won't only be about yachting: each issue will also have a detailed feature about **private jets** and, in particular the design that characterises this world. And then **Ports and Marinas**, presenting the "facilities" and their surroundings, the most exclusive **Yacht Clubs**, their curiosities and traditions,



Real Estate with the presentation of unique and exclusive residences, **car design, watches and jewelry**... a complete and enjoyable product that will capture the attention of both a male and female readership.

The distribution channel for **THE ONE**, given its UNIQUE target, is well defined: it is aimed at an elite readership with considerable spending power and the capacity to feel emotions and to follow their passions in life, and to dream.

The magazine will have a **print run** of about 18,000 copies, part of which will be earmarked for the Dubai, Singapore, Montecarlo and Fort Lauderdale boat shows. The rest will be distributed through a select network of news stands on Italy and abroad, including those in international airports, their VIP lounges and in the airports of private jets, in the Club Houses of the most prestigious Yacht Clubs, and in Five-Star hotels, in addition to operators in both the nautical and design sectors.

The **price** of **THE ONE** is €10. Four **issues** are planned for 2015: March (the leitmotif is ruby), April (emerald), July (sapphire) and October (diamond).

"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 clients who are excited" – says Matteo Galbiati, Platinum Media Lab's MD.

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, the **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 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.

All of Platinum Media Lab's products are in Italian and in English (while THE ONE is only in English).

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

**Per ulteriori informazioni:
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