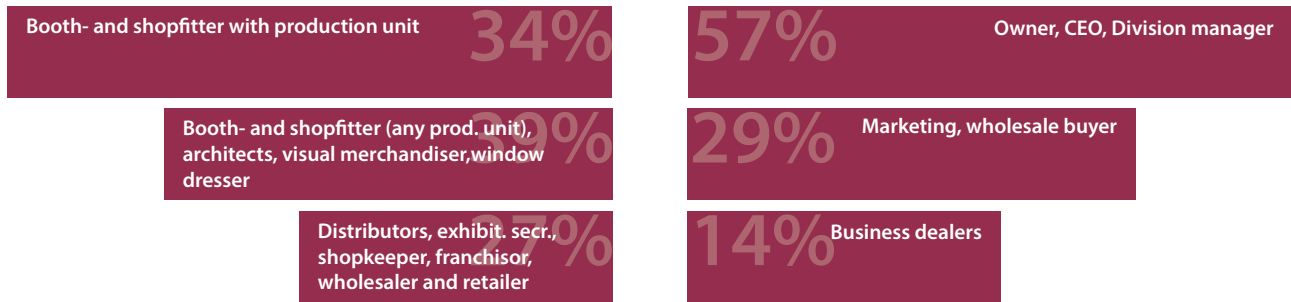




Editorial Calendar: topics

Reading target

Reading role



Editorial Calendar

ALLESTIRE	SPECIAL		SPECIAL			
	1/2018	2/2018	3/2018	4/2018	5/2018	6/2018
Circulation	12.000	25.000	12.000	15.000	12.000	12.000
Ad delivery date	13.03	09.04	13.06	17.09	03.10	03.12
Issue date	20.03	16.04	20.06	24.09	10.10	10.12
Interview to Interior Designer	Alberto Apostoli	Marco Piva	Simone Micheli	Daniele Menichini	Massimo Iosa Ghini	Architects at Allestire Decor Lab: feedback
Dossier	Light tensile structures	Salone del Mobile and Fuorisalone Milano	Lighting and light communication	Milano Fashion Week	Retail solutions	Showcases and promotional tools
Allestire Decor Lab	Best practice solutions: <i>Coolors, Progetti Forme, Guandong, Mabos</i>	Best practice solutions: <i>Lumio, Sisma Italia, Ecoarredi RIR, Floorcovering</i>	Best practice solutions: <i>CWS, Nuova Digiservice, Gemanco Design, Topcolor Dream</i>	Best practice solutions: <i>Materie, StudioT, Indigital, Simeoni Arti grafiche</i>	Best practice solutions: <i>Iwall Design, Battaglino, Decorprint, Creative Lab</i>	Best practice solutions: <i>Aplem, Officine del Nuovo, Decox, Plotterfilms</i>
Solutions for individual decoration	Wall decoration	Decoration of furnitures	Floor decoration	Re-fitting solutions	Retail solutions	One design, many surfaces
Actual & events	First half-year activity report	Events May – July	Events September – October	Activity report	Events November – December	Allestire Decor Lab: At a glance
Topicality	Promotion, Shop Expo Fair	Milano Design Week: Events and highlights	Milano Design Week follow-up report	--	Viscom Italy	Inprint Fair Milan follow-up report