



CartaSi Luna

revolutionises women's magazines market

Target: reach 120 thousand holders within 24 months

"A real revolution within the women's magazines sector, that will lead to the development, with the readers and card holders, of a fidelity bond that does not exist with any other magazine, starting a selected reference targeted for all advertisers". Paolo Panerai, Class Editori's managing director and vice president, explains the Carta Sì Luna project, during the presentation to the advertising market held wednesday March the 1st evening at the Fondazione Metropolitan in Milan.

The initiative is diametrically opposed to the strategy of the women's magazine market players, always more ruled by the coupling of magazines and products, often with no relation to contents, damaging the quality. CartaSi Luna has the idea to tie with a double thread the monthly magazine Luna, that for vocation expresses a life style, to a payment tool such as CartaSi, that answers all reader's needs. Offering also something else. Within the different agreements and exclusive benefits offered by CartaSi Luna's partners, the owners will receive a monthly subscription of the Compact version (the traditional format will still be sold at newsstands) as a gift.

Carta Sì Luna's project partners belong to three consumers macro areas: every day shopping and family purchases, personal care and fitness, spare time and holidays. Each area makes use of exceptional partners, luxury brands such as (for example) Tiffany and Tod's, spare time brands such as Starhotels and the Italian Touring Club, up to the DiperDi big distribution chain.

Luna's version distributed to card holders will include extra contents compared to the traditional version. The readers-holders will monthly be updated on reserved offers from the CartaSi Luna partners, making the relation between the publication and readers interactive, that will have useful information in orientating the shopping choices. The chosen formula is revolutionary, because besides offering interaction between CartaSi Luna holders and the magazine within the shopping benefits of the credit card, it allows to supply investors with real consuming trends, with data, still respecting the anonymity, regarding the sales. Not through polls but through CartaSi's real data bank.

The project's target, made possible thanks to the relation with the CartaSi, intentioned to create a credit card for the women's world, is to reach 120 thousand CartaSi Luna holders within the next 24 months, counting on the distribution of the credit card through the banking networks that agree with the CartaSi system.

In such a way it will be possible to offer investors an extraordinary circulation of the magazine, reaching a precise target based on real purchase habits. A benefit of big interest for companies that invest in communication projects, as it provides the possibility to reach the public target of their promotions in a more precise and definite way.