

The women's weekly news magazine of Corriere della Sera

IO DONNA is an integrated multimedia communication system including the print magazine, website - fashion channel of CORRIERE.it - and social media channels. The fashion brand features trend previews and inspirations as well as topics regarding everyday life.

The readers are mostly women interested in fashion, cosmetics, health, interior design, travel, cooking, and more. The target group is active and likes to go out.

Print

Coverage ¹	476,000
Print Circulation ²	274,000
Frequency	weekly

Online

Unique User ³	3,100,000
Page Impressions ³	10,500,000

