

# ITALIA!

## ITALIA! GUIDE

# ITALY

*travel and life*

italytravelandlife.com

## Media Pack 2014



# ITALIA!

*For those passionate about Italy*

With its clean design, stunning photography and the very best writers, *Italia!* magazine has established itself as the ONLY must-read title for everyone passionate about Italy. Every month, we cover the very best that Italy has to offer: from expert property coverage and informed holiday guides, to the best food, wine and authentic culture.

## WHO READS ITALIA?

- 52% intend to buy property in Italy and are worth £1,645M in potential property sales.
- Average household income is £70,000.
- *Italia!* readers are worth £25.5M in holidays per year.
- 96% of readers intend to learn/improve their language skills.
- 56% of our readers buy Italian food & wine online.
- 96% of readers cook Italian food every week.
- *Italia!* has an email newsletter list of over 8,000 subscribers.
- 100% of readers find the adverts within *Italia!* useful or very useful.
- Readers find magazines the most trusted form of advertising.

## PRINT SALES

- Print run 12,000
- Reach of over 26,500 readers
- Permanent listings in WH Smiths High Street & Travel, Tesco, Waitrose, Sainsbury's and Asda.
- On sale in a further 18 countries worldwide, including Australia, Scandinavia and Hong Kong – and available in Barnes & Noble stores in the USA.

## ADVERTISING RATES

Display	1 mnth	3	6	12
DPS	£1600	£1500	£1200	£1000
Full Page	£800	£750	£700	£650
Half Page	£440	£400	£380	£350
Quarter Page	£260	£240	£200	£185



## DIGITAL EDITION

- Digital subs are up 105% to the *Italia!* app, available for iPhone, iPad and Android.
- Contact Laura McLean for unique in-app advertising and sponsorship opportunities.  
☎ 01225 489989

## RESEARCH

- At Anthem we invest more in readership research than any other publisher, conducting primary reader research every year.
- We also conduct advertising surveys twice a year helping to make your advertising more effective.

## PRINT BUYING

- Our relationships with UK printers combined with our in-house expertise mean we can purchase paper at very cost efficient rates. We can pass these discounts on to our clients, so get in touch if you want more cost effective marketing whether it be business cards, show materials or product catalogues.

## ADVERTISING RATES

Classified	1 mnth	3	6	12
6cm x 2 col	£192	£144	£120	£84
4cm x 2 col	£128	£96	£80	£56
6cm x 1 col	£96	£72	£60	£42

## Italia! 2013-2014 Schedule

Issue name	Ad Deadline	On Sale Date
Aug 117	20th June	10th July '14
Sept 118	25th July	14th Aug '14
Oct 119	22nd Aug	11th Sept '14
Nov 120	19th Sept	11th Oct '14
Dec 121	24th Oct	9th Nov '14
Jan 122	21st Nov	13th Dec '14
Feb 123	18th Dec	11th Jan '15



# ITALIA! GUIDE

These high-quality, special edition bookazines provide readers with a hands-on guide to help them plan weekend breaks, excursions and holidays, as well as articles on the local property market. With every page bursting with up-to-the-minute ideas and advice, each guide is sure to be a powerful driver to readers making bookings, travel and relocation decisions.



Italia! Guides are on sale for 6 months with an average print run of 11,000.

## ITALIA! GUIDES 2013-2014 SCHEDULE

<i>Subject - tbc</i>	<i>Ad deadline</i>	<i>On sale</i>
Weekend Breaks	12th Sept	2nd Oct

## ADVERTISING RATES

Full page advert	£650
Half page advert	£400
Outside back cover	+20%
Inside front / inside back cover	+15%
First RHP of guaranteed position	+10%
Advertorial, sponsorship and web	POA
iOS as (for Italia! app)	+£100

Contact **Laura McLean** for unique in-app advertising and sponsorship opportunities.

☎ 01225 489989

# ITALY

## *travel and life*

italytravelandlife.com

*For those passionate about Italy*

Our Website [Italytravelandlife.com](http://Italytravelandlife.com) is packed with tips on the best Italian travel and advice on buying a home in Italy. With features from top experts on Italian culture, food and drink (and more!) there's something for everyone.

### ABOUT ITALYTRAVELANDLIFE.COM

A tight focus on Italian travel, food, accommodation and culture. This means you can easily reach your target audience with the knowledge that you have spent your budget efficiently.

### WEBSITE ADVERTISING RATES

AD TYPE	COST PER '000 CPM
Leader Board	£10
MPU	£15
Channel Skin	From £300 (per month)

### ITALIA! NEWSLETTERS

A monthly e-newsletter is sent to 8000 opt-in subscribers. There are two advertising slots available – banner 600 x 100 pixels. There is also one promotion box available comprising 50 words and one image – cost £150 per newsletter.

### NEWSLETTER ADVERTISING RATES

AD TYPE	COST PER '000 CPM
Banner	£150
Your newsletter to our database	£650

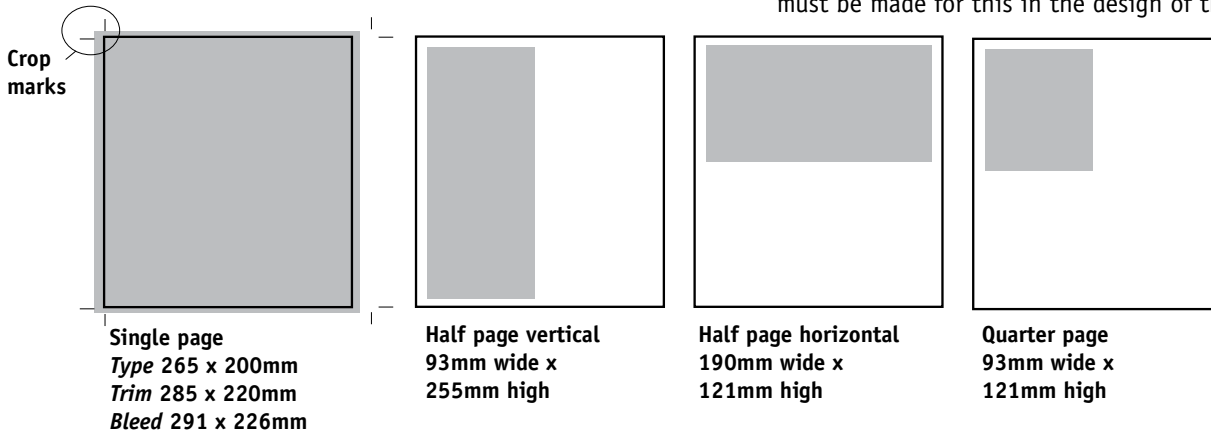




# ITALIA! PRINT ADVERTISING SPECIFICATIONS

## ADVERTISING DIMENSIONS

- Type area is where all the information in an advertisement must be contained. This is slightly smaller than the trim size to ensure the type is within the page borders.
- Trim size is the physical size of the page when the magazine is cut to size by the printers.
- Bleed size is larger than the trim size to ensure that any image or graphic that extends to the edge of the page does just that if the trim area moves slightly on press.
- Gutter is the space on the inside of a double page spread which the printer uses to bind the magazine. An allowance must be made for this in the design of the advertisement.



\*NB CLASSIFIED ADS: Minimum size = 6 x 1 Column, Max size 6 x 2 - Column width

# ITALIA! Digital Advertising Specifications

## ITALYTRAVELANDLIFE.COM

**Leader Board 728h x 90w pixels**

**Skin 1400w x 1000h pixels (Gap needs to be 1000 pixels)**

**MPU 300 x 250 pixels**

## ITALIA! NEWSLETTER

**Leader Board 600w x 100h pixels**

**Banner slot 100w x 480h (pixels)**

**Button 100 x 100 (pixels)**

## ITALYTRAVELANDLIFE.COM

**Leader Board 728h x 90w pixels**

**MPU 300 x 250 pixels**

## IOS ADVERTISING

**iOS Adverts Hyperlinks, videos and sponsorship**

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