



Clean design, stunning photography and the very best writers... *Italia!* is the ONLY must-read title for everyone passionate about Italy! Each 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.

ITALIA!

FOR THOSE PASSIONATE ABOUT ITALY

Print Readership
of over 14,000
passionate
enthusiasts

DIGITAL
8,000 opt-in email subscribers.
Italia! app subscriptions are up
105% year on year – available
for iPhone, iPad and Android.

Worth over
£629 Million in
potential
property sales
per year

NEED TO KNOW

Frequency Monthly Pagination 100pp
Cover price £4.99 Print run 10,000
Where to buy WH Smiths High Street & Travel,
Tesco, Waitrose, Sainsbury's and Asda.
Overseas On sale in a further 18 countries
worldwide, including Australia, Scandinavia and
Hong Kong – and available in Barnes & Noble
stores in the USA.

ADVERTISING IN *ITALIA!*

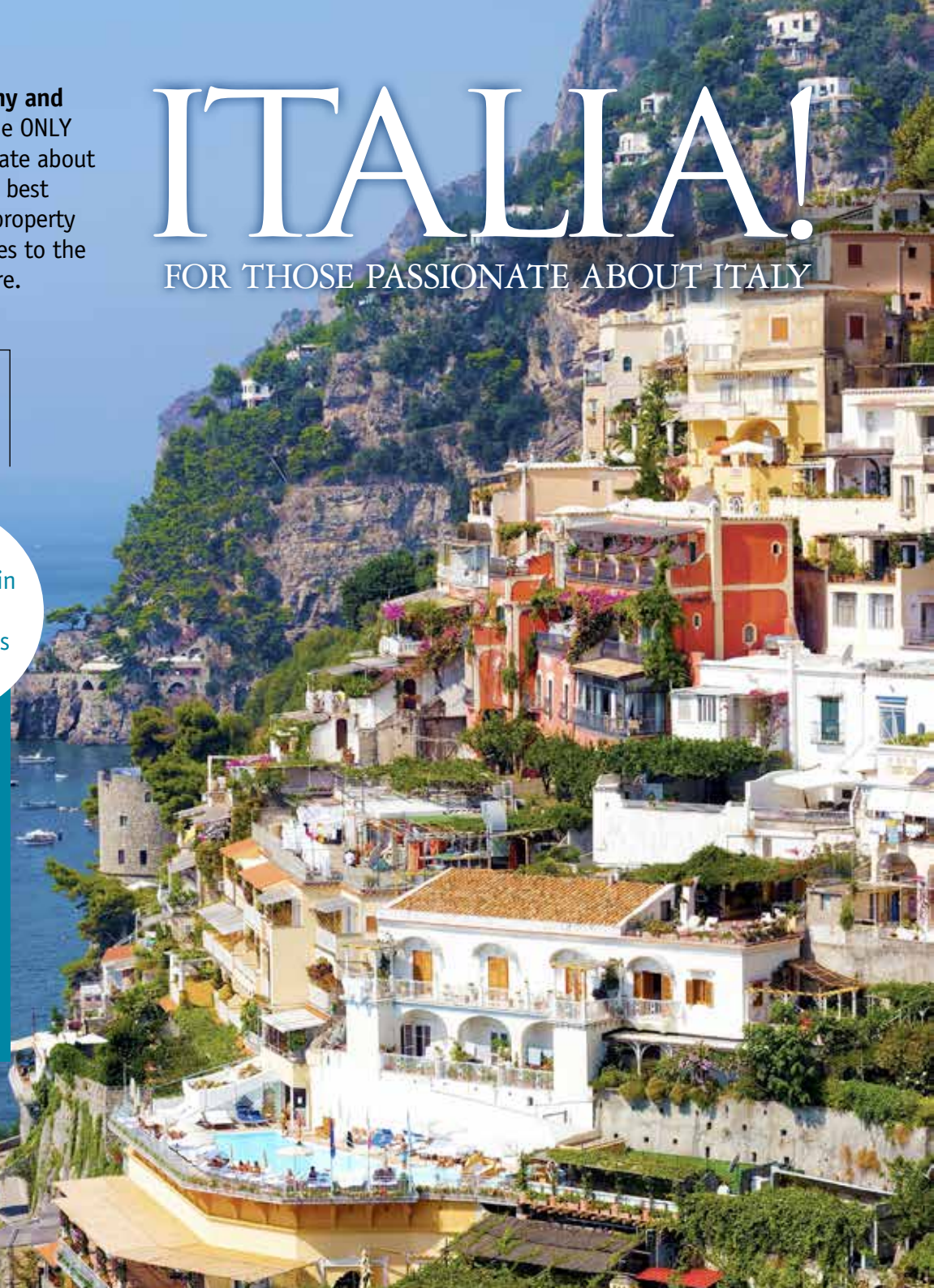
At *Italia!*, we always ensure that advertising in our magazine amounts to more than just a paid-for page. We work closely with our partners to create packages that include editorial, prize draws, competitions, email opportunities and social media. As a director-owned company, we know the value of every marketing pound you spend and work hard to deliver success in return.

ANTHEM PUBLISHING

Call Adrian Major ☎ +44 (0)1453 836257 / +44 (0)7909 968982
or email adrian@majormediasales.com

AVERAGE READER

- ABC1
- Female 61%
- Aged 45-55
- Employed full time 51%
- £73k – average household income
- Visits Italy twice a year
- Spends £3,450 per holiday
- City breaks every other year
- 39% interested in buying property in Italy
- 90% want to learn/improve their Italian





Readers have voted *Italia!* the **most trusted form of advertising** for Italian products and services over other magazines, TV, radio, websites, social media and newspapers. 84% find print ads in *Italia!* useful or very useful.

ITALIA!

FOR THOSE PASSIONATE ABOUT ITALY

FOOD SHOPPING HABITS

41% buy Italian food and wine online.
 Products bought online/in store:
 Wine 23%/87% Balsamic Vinegar 10%/91%
 Coffee 14%/83% Cheese 6%/91%
 Olive Oil 13%/93% Sweets 9%/63%
 Pasta 11%/95% Sauces 8%/83%

95% of readers cook Italian food every week

TOP HOLIDAY ACTIVITIES:

- Food and Wine 56%
- Cultural Tours 38%
- Art & Literature 33%
- Language Learning 31%
- History/Genealogy 28%
- Beach 28%
- Walking 28%

Worth over £49 million in holidays per year

DIGITAL

ITALIA!

Italy travel and life

www.italytravelandlife.com

ABOUT OUR WEBSITE

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

Sold on Monthly Tenancy:
 Leader Board £150
 MPU £180
 Channel Skin from £150

NEWSLETTER

ADVERTISING RATES

Exclusive dedicated E-blast £500
 On-sale newsletter ad £100
 Property Listing £100 Per Month
 Hotel Listing £100 Per Month
 Tour Operator Listing £100 Per Month

ADVERTISING RATES (PER MONTH)

Display	3 Months	6 Months	12 Months
DPS	£1400	£1200	£1000
Full Page	£750	£700	£650
Half Page	£400	£380	£350
Quarter Page	£240	£200	£185
Marketplace	3 Months	6 Months	12 Months
Half Page	£400	£380	£350
Quarter Page	£240	£200	£185
Eighth Page	£150	£120	£100

2018 SCHEDULE

Issue	Ad Deadline	On Sale
Mar-160	18 Jan	08 Feb
April-161	15 Feb	08 Mar
May-162	22 Mar	12 Apr
June-163	19 Apr	10 May
July-164	24 May	14 Jun
Aug-165	21 Jun	12 Jul
Sept-166	19 Jul	09 Aug
Oct-167	23 Aug	13 Sept
Nov-168	20 Sept	11 Oct
Dec-169	18 Oct	08 Nov
Jan - 170	15 Nov	13 Dec
Feb-171	13 Dec	10 Jan



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