



italy

magazine

LIFESTYLE. LANGUAGE. CULTURE. CUISINE. TRAVEL.
STAY CONNECTED WITH ITALY.



MISSION

- Italy Magazine is website produced by an international community of people who love Italy and Italian culture
- We are dedicated to delivering content that celebrates beauty and authenticity in Italian travel, lifestyle, language and food
- We help our readers stay connected to Italy in a meaningful way





OUR SITE CONTENT

- Our main content sections focus on interests and escape:
 - *Life & Style, Culture, Food & Wine, Travel*
- Our sub-sections focus on research and resources
 - *Property, Accommodations, Experiences, Weddings, Language*
- Readers turn to Italy Magazine to:
 - *Read detailed Italy themed feature articles*
 - *Learn the latest Italian news*
 - *Purchase authentic Italian products*
 - *Learn the language*
 - *Buy or sell Italian property*
 - *Make travel bookings*
 - *Like, post, tweet and pin on our social networks*
 - *Join our forums to share their passion for ITALY with others*





WHO IS OUR AUDIENCE?

almost **40%**
of our readers visit
the site via mobile
devices

81%
are age
35-64

62% are
women

51% travel to Italy
EVERY
YEAR

56% earn
\$100,000+
annually

71% have a
bachelor's degree or
higher

63% eat Italian
food several times
per week

60% are learning
to speak Italian

90% plan to own
an Italian
automobile in the
future



LOCATION, LOCATION, LOCATION

 **US - 57%** - our largest market today

 **UK - 12%** - where it all began

 **Italy - 9%** - supporting the expat community

geo-targeting and filtering on site, eCommerce and Facebook





OUR AUDIENCE IS GROWING & CHANGING

- existing numbers
 - **290,000+** Unique Visitors
 - **5000+** registered users
- **28,000+** newsletter subscribers - **20%** of readers also receive newsletter, they are engaged.
- **12%** growth last quarter, newsletter has open rate **200%** above industry standard and click-rate **400%** above industry standard
- **20%** increase in number of visitors to site and **33%** increase in page views in last 3 months **32%** visit site several times per week &/ or daily,
- direct traffic is **#1** referral source



WORKING SOCIAL NETWORKS



● Facebook

- 230,000+ Fans
- 4,000+ new likes organically each week
- 35% organic growth in last 2 months
- 2nd largest site referral source



● Twitter

- 24,000+ followers & growing fast
- promotion & giveaway platform



● Pinterest

- 40% follower growth in one month





MARKETING CAPABILITIES

- Targeted Banner Advertising
- Custom Content Integration & Sitelets
- Homepage Takeovers
- Section Sponsorships & Category Exclusivity
- Monthly Editorial Theme Sponsorships
- E-Mail Newsletter Sponsorship
- Mobile Advertising
- Listings Marketplace
- E-Commerce Marketplace (Q2, 2014)
- National, Regional and International Ad Targeting
- Contest and Giveaway partnerships
- Rich Media and Larger Ad Units





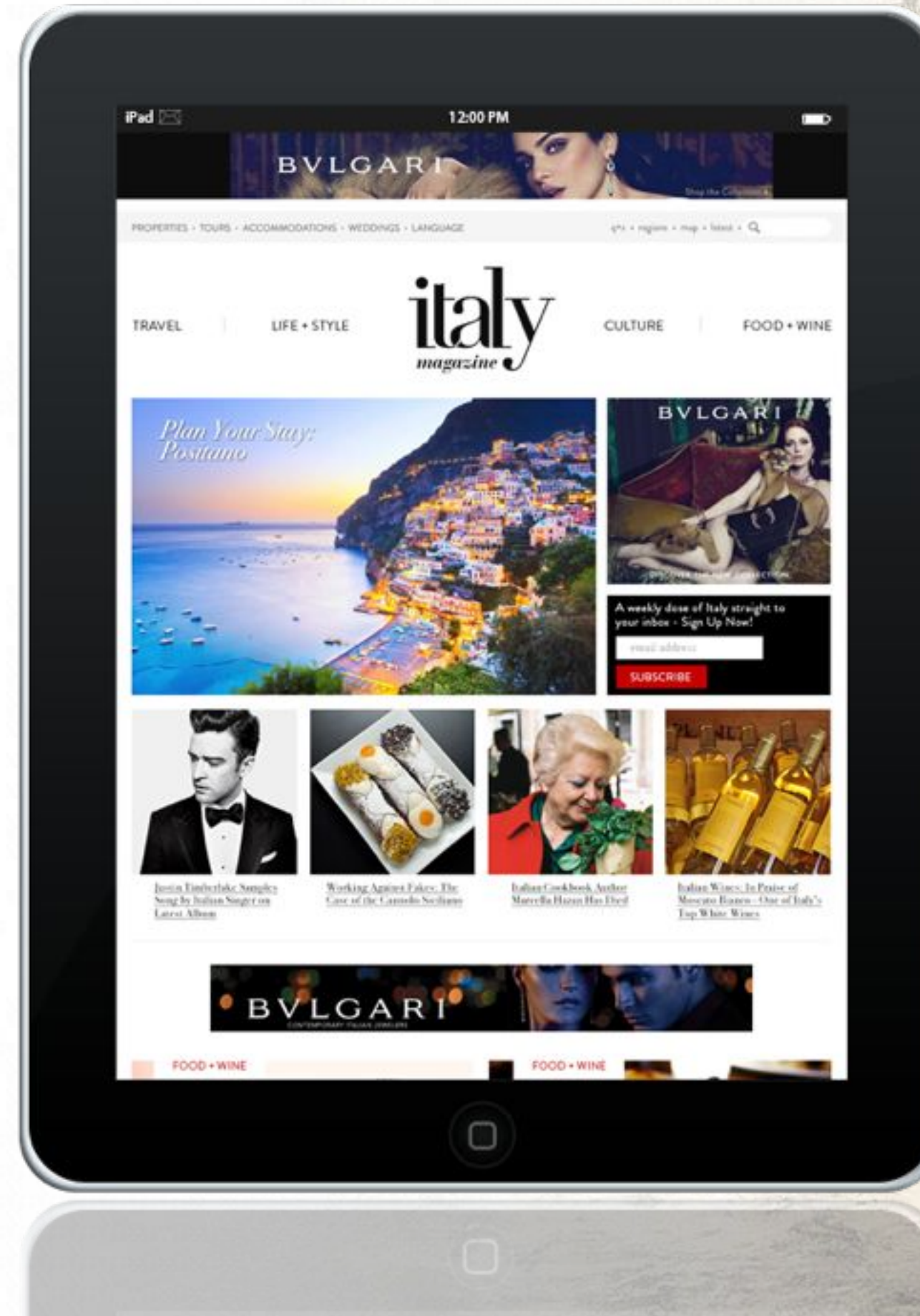
MONTHLY EVENTS/THEMES

- **January** = Mountains to Sea + Top Italian Destinations
- **February** = Celebrating Italian Festivals + Venice Carnival
- **March** = Celebrating Italian Food & Wine
- **April** = Experience Italy + Italian Cruises, Tours & Villas
- **May** = Italian Home & Garden
- **June** = Authentically Italian
- **July** = Great Giveaway
- **August** = Italian Music, Film and Media + Venice Film Festival
- **September** = Fast & Fashionable + Italian sports, auto, milan fashion week
- **October** = Italian Wine
- **November** = Italian Entertaining
- **December** = Holidays are Here + Christmas



MOBILE

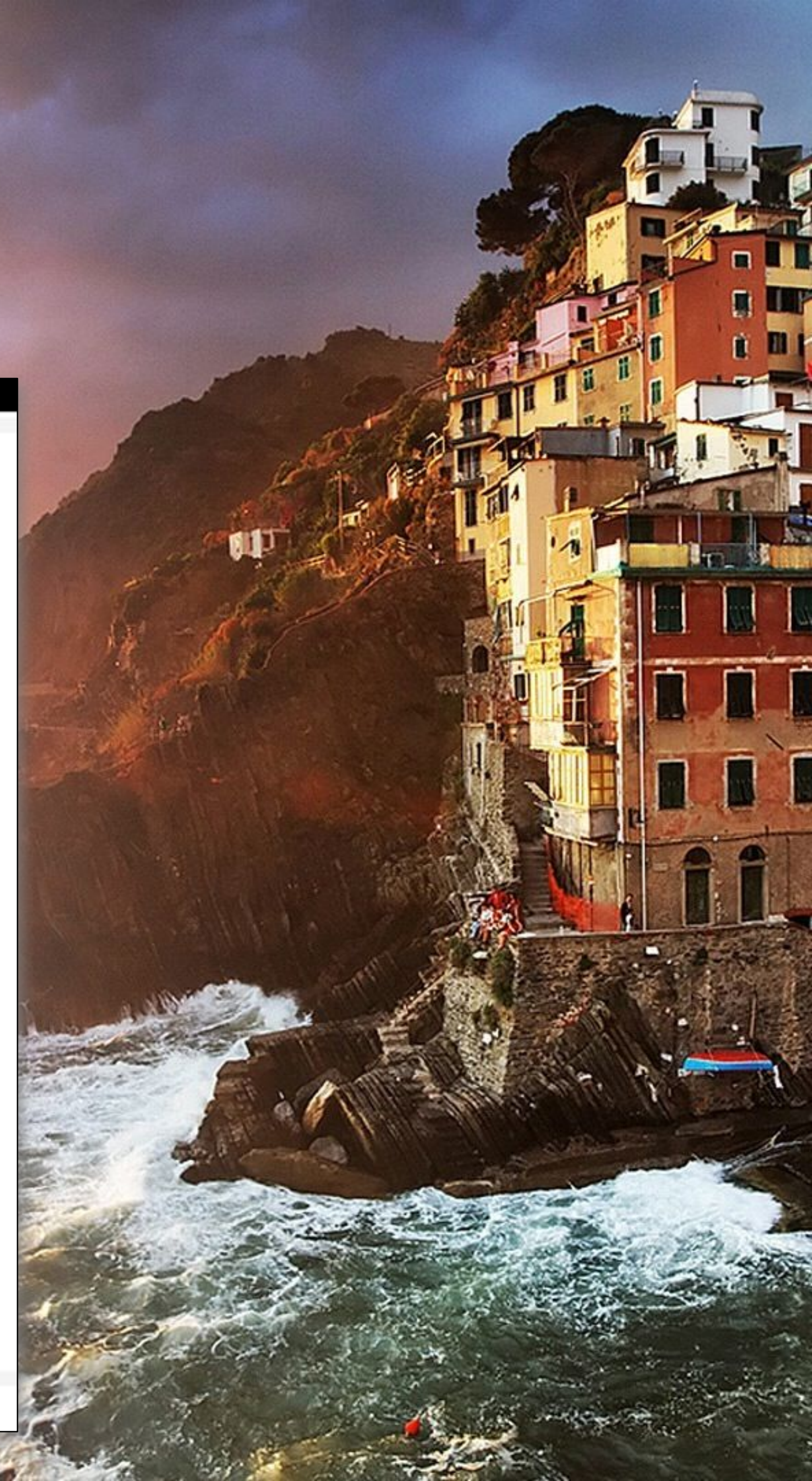
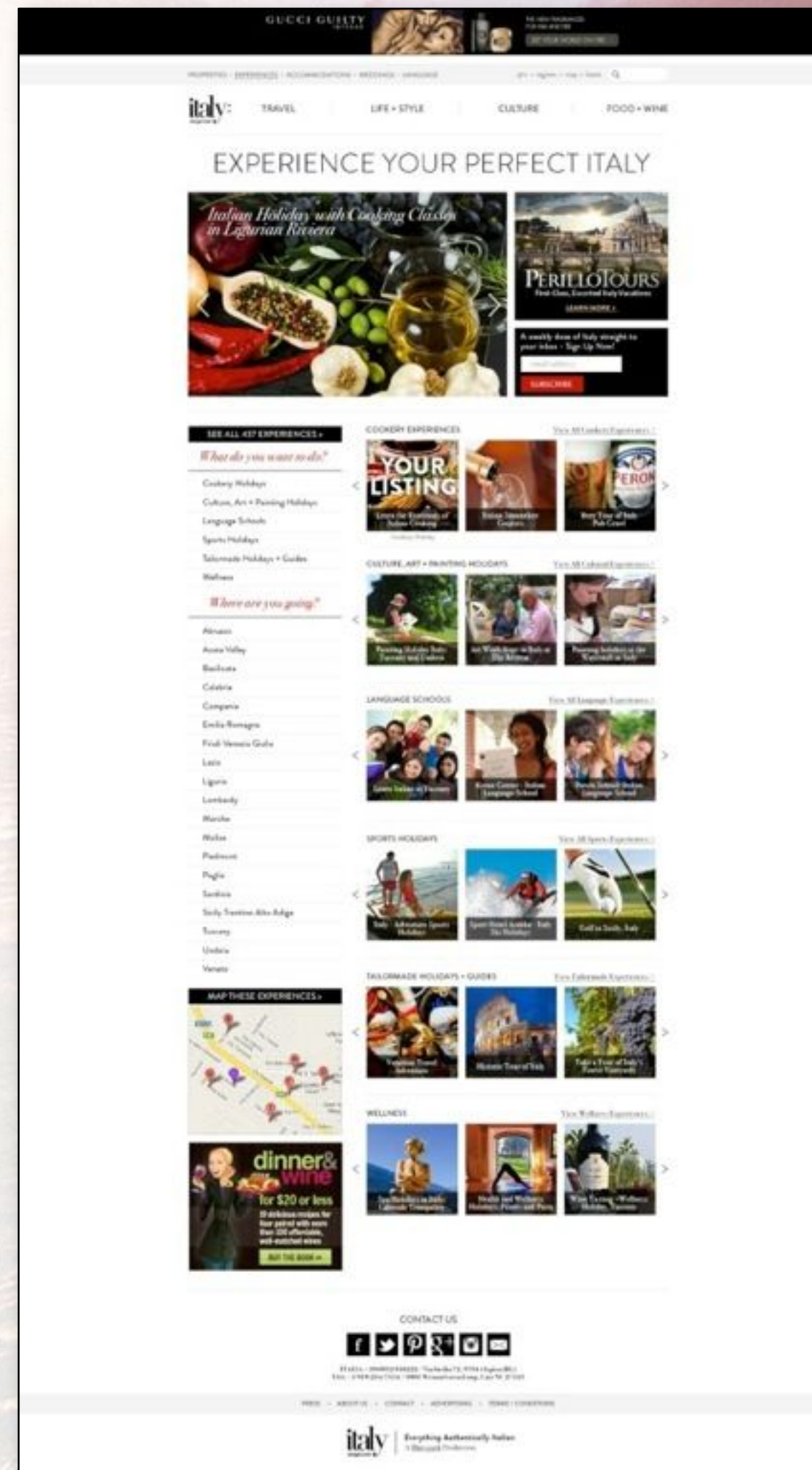
- 35%+ of traffic comes via mobile devices
- 70%+ of mobile traffic is on iPhone or iPad
- Standard banners available
- Italy Magazine mobile apps (Q3, 2014)





MARKETPLACE LISTINGS

- Italy Magazine now offers easy to use and cost-effective marketplace listings for small business advertisers
- Each listing allows advertisers to showcase photos, text descriptions and their contact information
- Listings categories include: *Property, Accommodations, Travel Experiences/Tours, Weddings and Language Learning*
- All listings get a personalized advertiser page, promotional drivers and automated tools and support
- To view listings live, go to:
 - <http://www.italymagazine.com/experiences>
 - <http://www.italymagazine.com/property>



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