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 main content sections focus on interests and escape:
  - Life & Style, Culture, Food & Wine, Travel

• Our sub-sections focus on research and resources
  - Shopping, Travel Experiences, Accommodations, Weddings, Language

• Readers turn to Italy Magazine to:
  - Read detailed Italy themed feature articles
  - Learn the latest Italian news
  - Purchase authentic Italian products
  - Make travel bookings
  - Buy or sell Italian property
  - Learn the language
  - Like, post, tweet and pin on our social networks
  - Join our forums to share their passion for ITALY with others
WHO IS OUR AUDIENCE?

- 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

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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
  - 9000+ registered users

- 35,000+ 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
• Facebook
  - 337,000+ Fans
  - 2nd largest site referral source

• Twitter
  - 65,000+ followers & growing fast
  - promotion & giveaway platform

• Instagram
  - 55,000+ followers
• Viaggio, our Travel Experiences/Accommodations Marketplace
• E-Commerce Marketplace
• Property Listings Marketplace
• Website Design and Builds
• Targeted Banner Advertising
• Custom Content Integration & Sitelets
• Homepage Takeovers
• Section Sponsorships & Category Exclusivity
• Monthly Editorial Theme Sponsorships
• E-Mail Newsletter Sponsorship
• Mobile Advertising
• Contest and Giveaway partnerships
• Rich Media and Larger Ad Units
- 35%+ of traffic comes via mobile devices
- 70%+ of mobile traffic is on iPhone or iPad
- Standard banners available
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/property