



The Italian Insider

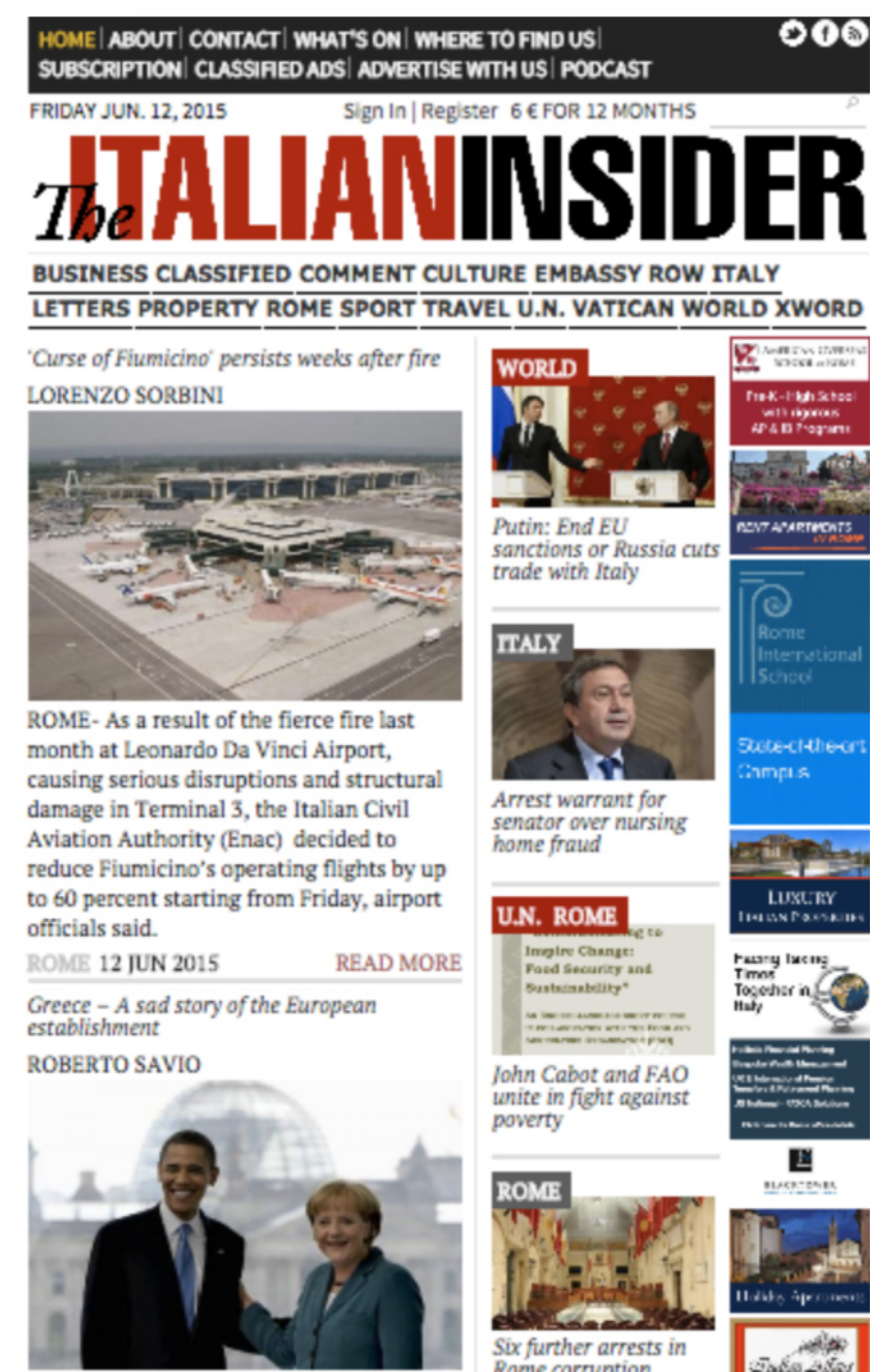
The **ITALIANINSIDER**

MEDIA KIT 2017

OWN THE ENGLISH CONVERSATION



Newspaper



Digital

Through a monthly print edition and 24/7 digital news channels, the Italian Insider delivers Italy's number one English-language news source, and access to a highly lucrative and engaged expatriate audience. With news, features, investigations and diplomatic reports from some of the most accomplished and experienced foreign journalists working in Rome and other cities, Italian Insider provides a powerful channel for advertisers to achieve impact and cut-through amongst a highly relevant and informative media environment.

OUR POWERFUL AUDIENCE

Everyday across our print and online offerings, the Italian Insider reaches an exclusive and valuable audience who can be targeted through a variety of dedicated sections by advertisers.

- A readership mostly made up of Anglophone expatriates in Italy
- Targeting those working in Embassies and UN Agencies
- 40% of local print readers who are foreigners with high incomes
- 60% of online readers are from outside of Italy

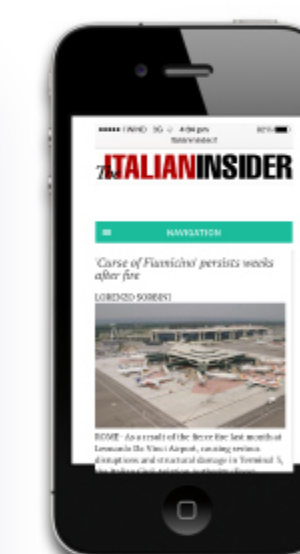
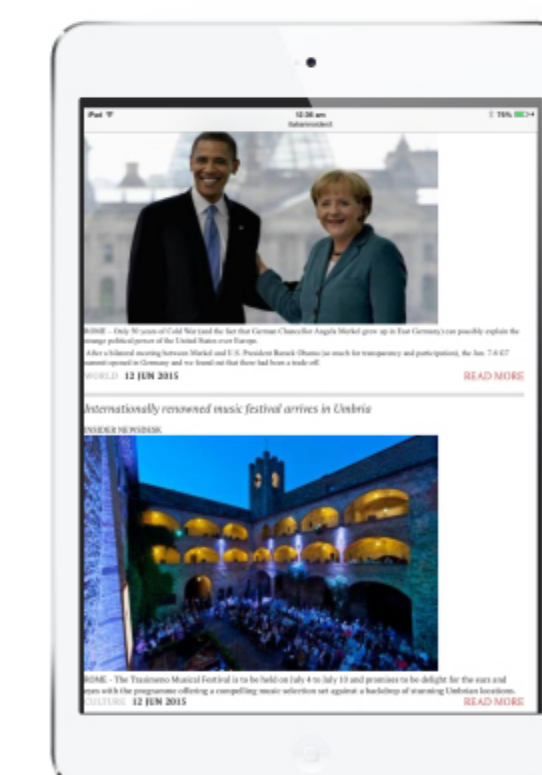
Our audience is a unique, highly engaged target market that is living, investing, and travelling to and from Italy.



Monthly Circulation: 12,000*
Monthly Readership: 28,000*



Monthly Online Hits: 40,000
Fixed Online Audience: 60%



Mobile Online Audience: 40%

OUR QUALITY CONTENT

Established in 2008, the Italian Insider is committed to delivering unique, breaking news stories alongside features on culture, lifestyle, Mediterranean travel, Italian politics and the Vatican.

We provide an objective source of English daily news for readers looking for independent coverage that is not always available in the local Italian media. Our stories are picked up by major news agencies across the globe, including the *The Economist*, *Il Messaggero*, *Internazionale.it*, and Agence France Press.

With such depth and coverage, the offering by Italian Insider encourages reader loyalty, longevity, and continued market leadership.

- BUSINESS
- CLASSIFIEDS
- COMMENT
- CULTURE
- EMBASSY ROW
- ITALY
- LETTERS
- PROPERTY
- ROME
- SPORT
- TRAVEL
- U.N.
- VATICAN
- WORLD



YOUR OPPORTUNITIES



Rome's Ancient Treasures

Half page advert
259 x 170 mm



Golden Gilbert snatches rainbow honours

1/3 page advert
259 x 110 mm



The Italian Insider
Italy's first English language daily newspaper

Headline banner
185 x 90 pixels

Business card
173 x 123 pixels

Vertical Banner
173 x 320 pixels

Other visible ads include: 'Hospitals targeted, medical relief efforts hindered in war-torn Syria', 'Furore over concert for Syrian Children', 'Vintage: the irresistible charm of the past', 'Suicide rattles FAO leadership', 'The best tours of Italy & the Vatican', 'Vatican Exclusive', 'Daily Tours of Rome', '10% OFF', 'Ebullent soccer coaches nourish reform', and 'FAO's top American hived off in re-shuffle'.

CONTACT US

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