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WELCOME

Cooking has always been an important part of Italian culture and is much more than merely putting together a few ingredients. Traditional Italian cuisine is cooked from the heart and made to share with family and friends. But while Italy may be well noted for its appetising food, delightful wines and picturesque travel locations, this is only a small taste of the broad appeal that the country has to offer.



Danielle Gullaci
Editor



John Murphy
Publisher

Italianicious is neither a foodie magazine nor is it a travel magazine. It is quite unique in its concept, aiming to bring together the love of all things Italian. While food, wine and travel are a large part of this, the magazine stretches far beyond these realms with features that cover style, people, language, culture and commerce. Our readers are taken on an educational journey as they learn about Italian culture and tradition, delving into the past and appreciating the present.

The magazine digs deep into Italian tradition; investigates how noted Italians have helped shape the community; veers off the standard tourist track to visit the usual and unusual; showcases Italy's cutting edge style; and celebrates those who continue to keep long-held traditions alive. It has been embraced by those of Italian heritage and by those keen to learn more about the Italian way.

Experienced writers and photographers that have been sourced within Australia and abroad ensure that content is kept fresh and engaging in each and every issue. Feedback and suggestions for editorial content or topics that may be of interest are also warmly welcomed.

We invite readers to join us as we travel on a rich and fascinating journey, to enjoy the magazine while gaining a deep insight into the Italian way of life.



OUR FACTS

OUR READERS ARE

Female - 81%

Male - 19%

THE AGE RANGE OF OUR READERS IS

Under 18	<1%		
18 - 29	5%	50 - 59	37%
30 - 39	17%	60 - 69	16%
40 - 49	21%	70 and over	3%

Italianicious is available nationally via subscription, through newsagents and specialty Italian stores.

Frequency Bi-monthly

Readership 49,000*

Cover price \$8.95

Website italianicious.com.au

Twitter *Italianicious Ed*

Facebook *Italianicious*

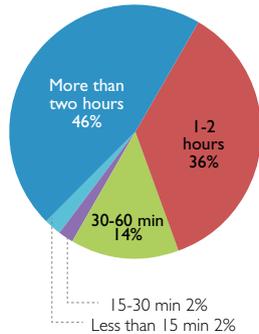
Instagram *Italianicious*

Youtube www.youtube.com/user/italianiciousmag

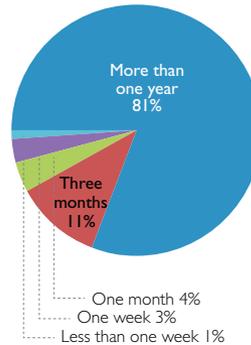
* Estimated readership based on 4.5 readers for each issue.

WHAT OUR READERS THINK

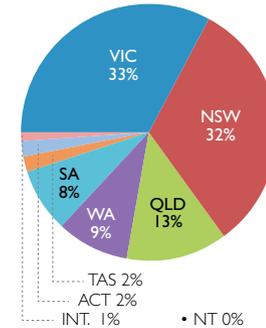
Italianicious readers read the magazine for:



Italianicious readers keep the magazine for:

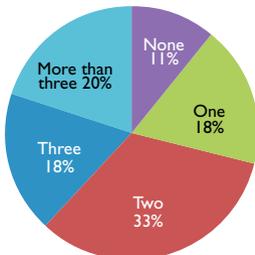


Italianicious readers by state:

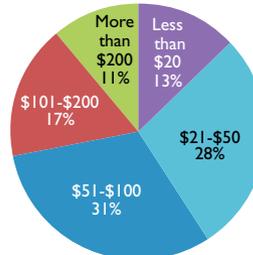


WHAT OUR READERS DO

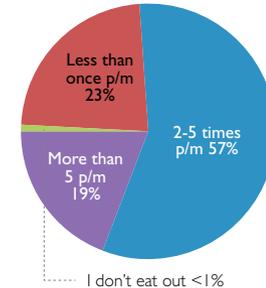
The number of holidays or short breaks *Italianicious* readers take per year is:



Italianicious readers' average wine spend each month is:



The number of times *Italianicious* readers eat lunch or dinner at a restaurant is:



FEATURES

FOOD

A celebration of traditional and seasonal food that not only educates, but is accessible for our audience, whether creating it in their own kitchens or dining out. We share the secrets of celebrity chefs both in Australia and abroad, pay homage to seasonality, teach the finer points of the key staples and celebrate the superb products on our doorstep – both imported and domestic.

RECIPES

On our recipe pages, Australia's leading Italian chefs share their treasured recipes, revealing some of their kitchen secrets and respecting what's in season. A different guest chef is featured in each issue, allowing readers to discover their stories and learn how to replicate many of their most popular dishes, as well as several recipes created exclusively for Italianicious.

SCUOLA DI CUCINA

The Scuola di Cucina or cooking school section is a step by step guide to a featured recipe, including instructions and photos. It guides readers through the most important steps of the dish and is complemented by a behind-the-scenes video, where chefs reveal additional tips and tricks.

RESTAURANT REVIEWS

The Destinazione Australia pages take readers on a journey through the nation to discover some of the finest Italian restaurants in each state.

CHEESE

An all-new cheese page has been introduced for 2014. Here we explore a different style of Italian cheese in every issue to discover its characteristics, how it is produced and what makes it so special.

BEVERAGES

Along with Italian wines, liqueurs and beverages available in Australia, we also meet winemakers and artisans who are increasingly putting these varieties on a wider map.



FEATURES

CULTURE

The contribution of Italian culture is highlighted by our profiles of the leaders, innovators and successful individuals who have done much to shape their own community and the national identity. Then there is the art, music, books, history, language and general lifestyle preferences that form an integral part of the Italian way.

STYLE

Innovative Italian design and style are sought after worldwide. Whether it is the iconic motor vehicles, leading edge fashion, machinery, homewares, or food products, we highlight what's new and where it is available.

TRAVEL

Exploring the rich Italian landscape from north to south, we discover the places and activities that make Italy so special, stepping off the beaten tourist track to introduce readers to some of Italy's best-kept secrets. In each edition, the travel section begins with a special regional feature that focuses on one of Italy's 20 regions. We explore the region in its entirety, stopping at each of its provinces, and offer a regional snapshot that outlines key points of interest.

PEOPLE

Whether it's the worlds of commerce, sport, public life or the arts, Italians and those of Italian origin feature prominently. Our in depth interviews share their philosophies and success.

COMMERCE

Finding Italian names among the leaders of business and commerce in Australia is easy. Name any business or industry sector and Italians or those of Italian heritage will loom large. However, to seize the opportunities that arise in a new land has required courage, tenacity and sacrifice. We celebrate the lessons to be learned from those who have succeeded and see them as an inspiration for the current and next generations who feel driven by the entrepreneurial spirit.

LANGUAGE

With each issue, readers can discover more about the Italian language. We highlight a different topic in each edition, with common phrases, questions and key words that can be used in everyday conversation.





ONLINE

Italianicious has a large presence online, with a dedicated website, along with Facebook, Twitter and Instagram pages. The magazine's easy to navigate website is regularly updated with the latest news, articles and recipes.

Visit www.italianicious.com.au.



Banner

Tile



italianicious
3,300+ likes*



@ItalianiciousEd
1160+ followers*



@Italianicious
830+ followers*

*Figures correct at December 2015

DIGITAL ADVERTISING

	Top Banner	Bottom Banner	Tile
Casual	\$1,150+GST	\$ 950+GST	\$1,000+GST
X 3 Months	\$3,050+GST	\$2,650+GST	\$1,500+GST
X 6 Months	\$5,950+GST	\$5,000+GST	\$2,550+GST
X 12 Months	\$10,500+GST	\$9,000+GST	\$5,100+GST

Prices per month.

ITALIANICIOUS E-NEWSLETTER

Each week, *Italianicious* sends an electronic direct mail to a database of over 5000 people. This newsletter keeps subscribers up to date with the latest news, stories and events.

Banner (468 x 60 pixels)

X 12 Months	\$5,940+GST
X 6 Months	\$3,960+GST

Tile (150 x 290 pixels)

X 12 Months	\$6,600+GST
X 6 Months	\$4,400+GST



VIAGGI ITALIAN TRAVEL

Designed exclusively for tour and accommodation businesses to promote their offering to a targeted market, 'Viaggi Italian Travel' serves as a resource for *Italianicious* readers who are planning their next adventure to Italy. The page is published in the travel section of the magazine and tours are also listed in an online directory at www.italianicious.com.au.

FEATURES AND BENEFITS

- Approximately 80 words about your tour or accommodation business and what you have to offer
- A photo to entice potential clients with the beauty of your location or the areas you visit
- A contact box to make it easy for readers to find you
- Presence on our website through a dedicated travel directory to generate more web traffic to your website
- Placement next to the magazine's major travel article: our regional feature

The screenshot shows a website layout for 'VIAGGI ITALIAN TRAVEL'. It features several tour listings with images and text. A red circle highlights the 'CASA SAN GABRIEL' listing, which includes a photo of a building and text describing a tour. Another red circle highlights a contact box with the text 'CONTACT US TODAY' and 'www.italianicious.com.au'. The website also features a 'PURE FOOD WINE & COOKING TOURS' section and a 'PURE ITALIAN LANGUAGES TOURS' section. The bottom right corner of the screenshot shows the 'italianicious' logo and the text 'If you need an Italian property in Italy, please contact us at: 02 9195 8764'.

- Showcase the beauty of the area
- Promote your brand
- Entice readers with your point of difference
- Lure in potential clients with what you have to offer

Ad rates

X 1 issue	\$750+GST
X 2 or more issues	\$600+GST
X 6 issues	\$550+GST

WINDOW SHOPPING

RATE – \$750

Italianicious offers a space to feature your product in Window Shopping, consisting of one product image and approximately 80 words promoting your product.

The screenshot shows the 'Window Shopping' section of the website. It features several product listings with images and descriptions. The products include:

- BETH MORGAN**: A white refrigerator.
- FLUX HONEY**: A jar of honey.
- CAROL'S PASTRY**: A box of pastries.
- WOLFEBA WINE**: A bottle of wine.
- DISCIPLION BEER**: A bottle of beer.
- STRAWBERRY**: A box of strawberries.

 Each listing includes a small image of the product and a short paragraph of text describing it. The background of the page shows a scenic view of a town at night.

BENEFITS TO ADVERTISERS

CUT THROUGH

As a specialised publication, *Italianicious* connects with affluent consumers, passionate enthusiasts, industry leaders, decision makers and business owners. Our readers possess the means to learn, grow, invest and purchase high quality goods, services and opportunities. The magazine enjoys a high retention rate.

EXPOSURE

In addition to the subscription base and distribution to specialist food and homewares outlets, *Italianicious* can be purchased in newsagencies nationally.

MARKET POSITION

While other large food-oriented publications periodically offer special editions on Italian cuisine, *Italianicious* is an ongoing blend of educational cuisine, lifestyle and business. The depth of our editorial team ensures that all content is backed by the relevant official cultural and commercial bodies charged with promoting Italian goods, services and traditions.

Contact

Danielle Gullaci on 0408 109 517
danielle.gullaci@primecreative.com.au

AD RATES

Product	Casual*	x 6*	
Inside Front Cover (DPS)	N/A	\$6,350.00	
Double Page Spread (DPS)	\$6,550.00	\$5,750.00	
Outside Back Cover	N/A	\$5,450.00	
Inside back cover	\$4,215.00	\$3,695.00	
Early Right Hand Page	\$4,415.00	\$3,995.00	
Full Page	\$3,950.00	\$3,550.00	
Half Page	\$3,050.00	\$2,250.00	
Third Page	\$2,250.00	\$1,850.00	
Inserts	Single sheet	4 page	8 page
Full run	4,500.00	6,500.00	7,500.00

**all quoted rates are exclusive of GST*



ADVERTISING DATES, DEADLINES & SPECIFICATIONS

ISSUE	MATERIAL DEADLINE	ON SALE
56 - Mar/Apr 2016	8th Feb	7th Mar
57 - May/June 2016	4th Apr	2nd May
58 - Jul/Aug 2016	6th Jun	4th Jul
59 - Sep/Oct 2016	8th Aug	5th Sep
60 - Nov/Dec 2016	10th Oct	7th Nov
61 - Jan/Feb 2017	30th Nov	10th Jan



DOUBLE PAGE SPREAD

TRIM	420 x 297mm
BLEED	430 x 307mm
TEXT AREA	400 x 277mm*



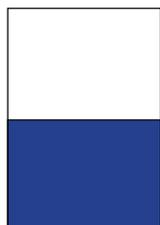
DOUBLE 1/2 PAGE SPREAD

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B	430 x 140.5mm
TA	400 x 127.5mm*



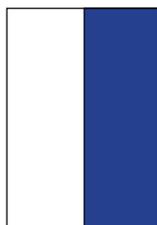
FULL PAGE

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B	220 x 307mm
TA	190 x 277mm



1/2 PAGE H

T	210 x 145mm
B	220 x 155mm
TA	190 x 125mm



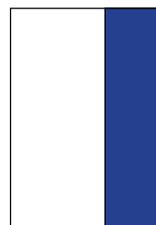
1/2 PAGE V

T	100 x 297mm
B	110 x 307mm
TA	80 x 277mm



1/3 PAGE H

T	210 x 95mm
B	220 x 105mm
TA	190 x 75mm



1/3 PAGE V

T	65 x 297mm
B	75 x 307mm
TA	45 x 277mm

TECHNICAL INFORMATION

Prime Creative Media will only accept material that adheres to the following information. Material that does not adhere to this criteria will be rejected.

Supplied material

1. Media is to be supplied to the correct publication page size. Taking special care to include bleed, trim and registration marks. (Minimum bleed size is 5mm. Trim and registration marks must lay 3mm outside of the trim)
2. Material must be supplied as a press ready pdf. All other formats will be rejected.
3. Avoid running type across the gutter of a double page spread.
4. All fonts need to be embedded into the PDF file
5. Files must be saved in CMYK format. Any non-process colors included in the file will be converted to CMYK. Conversion process may compromise the integrity of the file and waives our color guarantee.
6. Images need to be of a minimum 300dpi at print size.
7. Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print
8. Total ink limit should not exceed 300%

Please label all advertising artwork clearly with business name and issue number and email to the:

PRODUCTION COORDINATOR

Michelle Weston

e michelle.weston@primecreative.com.au

* DPS: Please ensure all text and logos are kept at least 15mm away from either side of the spine area.

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