



A FINE LIVING & LUXURY PORTAL TO THE CHARM & ELEGANCE OF THE ITALIAN LIFESTYLE

ABOUT US

Italia Living is a fine living and luxury portal to the charm and elegance of the Italian lifestyle, focused on the discerning client with refined taste – a premier Italian luxury digital, social and mobile publication.

Italia Living is the only online media destination of it's kind – an Internet based publication featuring the very best of fine living – Italian style.

We cater to our affluent reader's wants, needs, desires and expectations of high quality Italian products, services, and travel. **Italia Living** combines quality editorial content that is as sophisticated as our readers on a wide variety of topics from fashion, autos, entertainment food & wine, travel, Celebrity Spotlight interviews, videos, photography & exclusive VIP offers. All presented within an elegant design for not only the affluent consumer and traveler – but everyone wishing to live la dolce vita.

OUR MARKET REACH

While the main goal of **Italia Living** has been to share the luxury lifestyle of Italy in America – our audience is also from Italy and several other countries all over the world. Our top target market is the USA, with the largest regional areas being New York, California and Florida – as well as other major US cities.

Also our market reach in Asia is growing rapidly – specifically China, Tokyo, and India, as well as in the UAE as affluent spending is on the rise in these regions with growing interest in high quality Italian fashions, luxury brands and travel to Italy.

We cover a wide range of topics and interests, so as such, our reader base is very wide. The majority of Italia Living readers are high net worth individuals, but even though we cater to the affluent consumer and traveler, that demographic is about 70%. All of our readers wish to experience the finest things in life.





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OUR GOALS

Italia Living is featured in several other luxury lifestyle websites and publications, and we are constantly working on further plans for growth and visibility – including our recently released Italia Living Mobile App for iPhone, iPad & Android devices – on the AppStore and GooglePlay. **Italia Living** is gaining great respect and accolades by people in the entertainment industries and among media personalities.

We have built a reputation on **Italia Living** for only featuring high quality products, services, and travel that we can honestly recommend to our readers. We partner only with select brands, businesses and travel destinations of high standards that offer something we feel signifies the best of Italian luxury and fine living.

Italia Living is quickly becoming the premier influencer and online destination for Italian Luxury.

OUR STATS

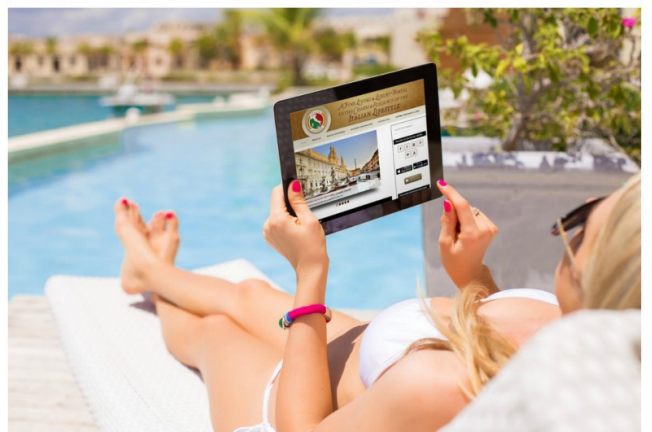
Italia Living average readership is 60% women and 40% men, with a very wide age range.

Top Overall Website Traffic

1. United States
2. Canada
3. Italy
4. Australia
5. United Kingdom
6. Brazil
7. Germany
8. Argentina
9. Netherlands
10. France

We are also active on invitation only affluent social media sites such as 'A Small World' and 'Best of All Worlds'.

We pride ourselves on reaching a niche market of readers specifically interested in Italian luxury.



40k+ Unique Website
Visitors per Month

60k+ Website Page
Views per Month



465k+



12k+



2k+



600+



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MARKETING OPTIONS

Option 1: Featured Sponsor Partner

Being an Italia Living Featured Sponsor Partner is the best value and ROI for high quality targeted market exposure of your brand/business — and having Italia Living as your digital media source of continually reaching the online marketplace of affluent readers on consistent basis. Italia Living is poised to bring your brand/business premium online visibility and marketing in the most positive way by being affiliated with us and our well established reputation.

- Your business/brand logo and link will appear on every page of Italia Living.com as a Featured Sponsor Partner. This is not rotating visibility based on impressions — but permanent consistent visibility. It will also appear on our mobile app, newsletters and all Italia Living social media outlets.
- We will publish a press release article on ItaliaLiving.com introducing your brand/business as a new Featured Sponsor Partner. This will be posted out to our social media channels and newsletter subscribers.
- We will publish press releases, promotions/special offers and featured article content on your brand/business consistently throughout the year or as you wish with on-going marketing efforts.
- We will post and share content throughout the year on your brand/business on all of our Italia Living social media outlets such as Facebook, Twitter, Instagram, Pinterest, LinkedIn, etc.

OPTION 2: SPONSORED BLOG/ARTICLE CONTENT

For many brands and businesses, Sponsored Blog Posts are a successful form of Influencer Marketing if partnered with the right person, blogger or team. To get the most out of your investment with Sponsored Blog/Article Content and Influencer Marketing, you need to be sure the person, blogger or team you're considering working with has... well... INFLUENCE! They have to be a well respected form of media. In addition, a blogger or media outlet having a large social media following is a great eye catcher... but be sure that a large number of those followers are actively involved in liking, commenting and sharing posts. That is what will give an even greater increase of eyes and potential customers to what your brand and business offers.

Richard Michelli and his team at Italia Living, have the respected influence in the Italian Luxury market. In addition, our social media followers are a highly engaging audience.

- We will write a blog/article post on an agreed upon topic. This can be about your brand/business in general and what you offer, it can be about a specific product, collection, event, or even a hotel destination for example. Content and photos may be provided by you if you wish.

The post/article will be published on ItaliaLiving.com, and will appear as a Featured Article on our website for a minimum of 72 hours, and will permanently remain on ItaliaLiving.com. We will also include it in our emailed newsletter to subscribers, and it will be posted to all Italia Living social media outlets.



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SERVICES & RATES

- Featured Sponsor Partner: \$ 4,800 /year
- Sponsored Blog/Article Content: \$ 250. /each
- Other collaboration opportunities may also be available.

We will email you an invoice and brief terms outline of the visibility and marketing agreed upon to be provided.

Payment can be made by check, Paypal or bank wire.



We look forward to an enjoyable and successful partnership collaboration.

Founder/Executive Director
~Richard J. Michelli

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SOME CLIENTS/PARTNERS WE'VE WORKED WITH

