



# .it Magazine Special Celebratory Edition:

**Date of publication:**

October 2016

"The Best of Made in Italy  
in America"

**Number of pages:**

120

**Language:**

English & Italian

**Distribution:**

3000 printed copies + digital  
publication on IACC website

# MEDIA KIT

MIAMI SATURDAY 22 OCTOBER, 2016

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# INTRO

In occasion of the **25° anniversary** of the **Italy-America Chamber of Commerce Southeast**, a special edition of **.It Italian Trade magazine** will be launched.

The glossy publication will pay tribute to the best of Italian style and creativity, and its influence over the American lifestyle, featuring interviews with protagonists of economy , culture, and politics.

Among the personalities interviewed there are **Santo Versace** (Chairman of Gianni Versace SpA) , **Andrea Bocelli** (world most beloved tenor), or the Mayor of the City of Miami, **Tomás Regalado**.

The official presentation of this special edition of the magazine will take place on **October 22<sup>nd</sup>** , during **“The Best of Italy Gala Night”** , an amazing event that will gather hundreds of VIP guests for a prestigious display of Made in Italy high-end products.

**Promote your business and be part of this unique publication!**

**ORGANIC FOOD**  
The Global Organic Market

**COST REDUCTION**  
Weathering the Economy in Fine Style

**CLEAN TECHNOLOGIES**  
Renewable Energy & Biotech

**INTERVIEW**  
Ennio Capasa

**.it**  
ITALY TRADE

**REAL ESTATE INVESTMENTS IN SOUTH FLORIDA FOR ITALIAN BUYERS**  
La guida per gli investimenti immobiliari nell'area metropolitana di Miami

**20TH ANNIVERSARY**  
Growth of Italian presence in Miami

**BUSINESS**  
Manufacture Q1 & Q2 - Business Incentive Programs, Trade Development Specialist

**R2B**  
Biomedical Engineering, fastest-growing Member of the Engineering Family

**INTERVIEW**  
Antonio Tompini, Altale

**.it**  
ITALY TRADE

**ELECTION TIME**  
Italy Weighs In on the U.S. Presidential Campaign

**GEORGIA**  
Business Thrives in the Peach State

**100% MADE IN SALENTO**  
Undiscovered Business and Business Opportunities

**SMALLER CARS FOR A BIG ISSUE**  
How to Make a Virtue of Necessity

# AUDIENCE PROFILE

**Executives** and **employees** of more than **200 companies** that are members of the Italy-America Chamber of Commerce



Attendees of "The Best of Italy Gala Night"  
- **1000 people** will attend the **street exhibit**  
- **300 VIP gala dinner guests**



**Clients of Law Firms, CPA firms, Italian restaurants and shops** that will make available the guide in their locations



**Users** of the **website** of the Italy-America Chamber of Commerce



# CONTENTS

Renowned entrepreneurs and representatives from the art, culture, and political world will talk about the special relationship between Italy and Florida. Including editorials and interviews with Santo Versace (Chairman of Gianni Versace SpA), Andrea Bocelli (World most beloved tenor), Tomás Regalado (Mayor of the City of Miami), and many others.

## ○ ADVERTISING RATES

Back cover	\$ 3,100
Two page spread	\$ 2,800
Inside Front Cover	\$ 2,400
Inside Back Cover	\$ 2,000
Full Page	\$1,600
Half Page	\$1,000

A discount fee of 20% will be applied solely to IACC members.

## ○ SPECIAL PACKAGE: Advertising + Gala Dinner

Non-Members:

Full Page + 2 Gala Tickets \$ 2,100  
(instead of \$ 2400\*)

IACC Members:

Full Page + 2 Gala Tickets \$1,800  
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## ○ AD SPECS

- For quality purpose we require an advertising prepared from a graphic designer
- All art must be in full color and in a .TIFF, .PDF, or JPEG format;
- CMYK format is required for accurate color matching;
- Ads in PDF must have all text converted in line art;
- Full page is 8x9.6 inches or 8.5x11 inches with 0.125 inches bleed)

Deadline for sending artwork and payments:  
**August 19th, 2016**

For further information and purchasing please contact us at  
[info@iacc-miami.com](mailto:info@iacc-miami.com)  
or call us at 305-577-9868





# "The Best of Made in Italy in America"

## -AD Order Form-

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