

Special Issue:

"Real Estate Investments in South Florida for Italian Buyers"



MEDIA KIT

- **Date of publication:**
January, 2016
- **Number of pages**
100
- **Language**
English & Italian
- **Distribution**
3000 printed copies +digital publication on IACC website (1500 unique visitors per month)

INTRO



“It Italian Trade” guides have become the primary source of information for Italian entrepreneurs and investors in South Florida. The guides are published annually by the Italy America Chamber of Commerce.

The **Italy-America Chamber of Commerce Southeast (IACC)**, is a non-profit, U.S. Corporation officially recognized by the **Italian government** which is devoted to fostering trade between the **United States** and **Italy**. The **Chamber** has grown substantially since its inception in 1991, a direct reflection of the rapidly expanding and increasingly prominent Italian business community in Florida

Our Chamber boasts a qualified corporate membership of almost 200 companies of both Italian and American origin, including some of the most prestigious “Made in Italy” brands.

The **IACC** counts on many institutional partners both in the U.S. and Italy. Our organization is part of the **Assocamerestero** the official association of the **Italian Chambers** abroad officially recognized by the Italian government. We also work in close collaboration with the **Consulate General of Italy** in Miami to promote the development of trade between and access to the Italian and U.S. markets in a whole host of sectors, including but not limited to food & beverage, logistics, fashion & lifestyle, marine industry, and interior design.

Currently Italians held the **8th position among international investors in properties** in South Florida. This growing trend has pushed the Italy-America Chamber of Commerce to offer an exhaustive guide about all the factors related to the purchasing or the renting of a residential or commercial property.

Through the help of its **network of experts**, the Chamber makes available all the essential information for any Italian investor or entrepreneur in this publication: ***Real Estate Investments in South Florida for Italian Buyers.***

Promote your business and be part of this unique publication targeting the Italian business community on both sides of the Ocean!

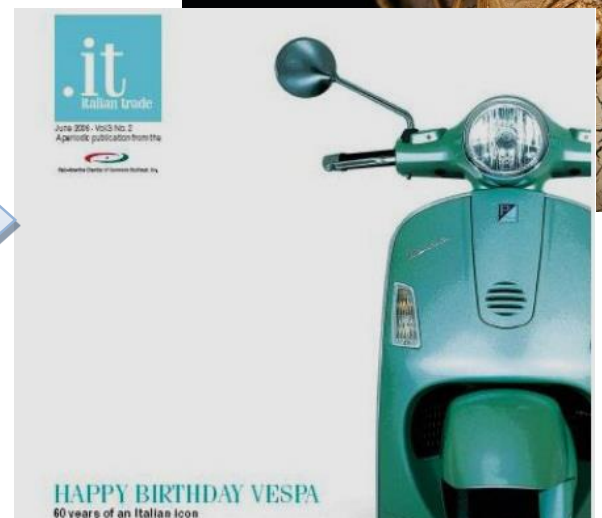
AUDIENCE PROFILE

Entrepreneurs and Investors from Italy interested in doing business in Florida that contact the Chamber looking for reliable information

Executives and **employees** of the more than **200 companies** that are members of the Italy-America Chamber of Commerce (mostly located in South Florida)

Users of the **website** of the Italy-America Chamber of Commerce (50% of users are from Italy, usually people willing to open a new business in Florida)

Clients the **dozens of Law Firms** and **CPA firms** members of the Chamber that will make available the guide in their offices



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6. Websites and apps for researching properties in South Florida
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8. Access to mortgages for Italian citizens
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13. Property renovation: How to start?
14. Tax issues related to real estate investments in the US for Italian citizens
15. Commercial Real Estate Market:
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○ ADVERTISING RATES

Back cover	\$2,700 - SOLD
Inside Front Cover	\$2,200 - SOLD
Inside Back Cover	\$1,800
Two page spread	\$2,500
Full Page	\$1,400
Half Page	\$900

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

Make checks payable to:
Italy-America Chamber of Commerce
One Biscayne Tower
2 S Biscayne Blvd. #1880
Miami, FL 33131

○ AD SPECS

- For quality purpose we require an advertising prepared from an advertisement studio
- 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;
- .it Italian Trade magazine does not accept bleeds for any ads smaller than a full-page. (Full page is 8x9.6 inches or 8.5x11 inches with 0.125 inches bleed)

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