



Launch of the Magazine  
**April 2018**

Number of pages  
**100**

Language  
**English**

Distribution  
**3,000 printed copies**  
**Digital publication**



# THE EXTRAORDINARY ITALIAN TASTE

in search of the authentic Italian culinary experience in the USA

**.it Magazine special edition**



## Why a special edition of the .it Magazine?

With the occasion of "**Authentic Italian Table**", the Italy-America Chamber of Commerce Southeast (IACCSE) will launch a special edition of **.it Italian Trade Magazine**:

**The Extraordinary Italian Taste**  
*in search of the authentic Italian culinary experience in the USA*

The publication will pay tribute to the **iconic Italian food and wine products**, and their influence over the American lifestyle, featuring interviews with protagonists from the food and the hospitality industry.

### **MAGAZINE LAUNCH AT "AUTHENTIC ITALIAN TABLE"**

The official presentation of the magazine will take place on April 2018 during the event "**Authentic Italian Table**", organized by the IACCSE showcasing the **Italian talents** of some of the most renowned **food, wine and spirit producers, chefs and culinary personalities** in Miami area. The event will attract **500+ of participants** from the food and beverage community (300+ attendees in 2017).

The publication will be issued in English, and will be distributed to our members and partners in print and online.

Total printed copies: **3,000**

Online distribution: **Newsletter & the IACC-Miami website**

## Customized to the interests of your audience

*The Extraordinary Italian Taste* its special edition has been crafted to meet the needs and cater to the interests of your specific audience:

- Executives and employees of more than **200 companies** that are members of the Italy-America Chamber of Commerce
- Guests of “**Authentic Italian Table**” (Food&Wine Importers/Distributors, Journalists, Influencers, Food Bloggers, Foodies)
- Clients of more than 30 Restaurants certified with the Marchio Ospitalita’ Italiana.
- Users of the website of the Italy- America Chamber of Commerce: **1,700 unique visitors per month**

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Renowned entrepreneurs and representatives from the **food and beverage** and **hospitality industry** will talk about new consumer’s trends, hospitality quality, **culinary tradition** and **innovation**, relationship between **products** and **territories**, excellence in **food service equipment**.

There will be also a section dedicated to **legal and financial aspect** of starting a **hospitality business** in Florida.

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

## Make your brand stand out with an ad

### Advertising rates

■ Back cover + editorial or interview	\$2,700
■ Inside front cover (2 pages)	\$2,500
■ Inside back cover (2 pages)	\$2,300
■ Two page spread	\$2,200
■ Full page	\$1,300
■ Half page	\$ 700

If you purchase a double page spread or a back cover, you have the option to include an **interview** or an **editorial** in the publication.

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

### Ad specs

For quality purposes, ads must be designed by a graphic design professional and comply with the following specifications:

- 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 as inline art
- Full page ad size is 8x9.6 inches or 8.5x11 inches with 0.125 inches bleed
- Half page ad horizontal size is 8.5 x 5.5 inches.
- Logo must be in print resolution - 300dpi, minimum size: 2 x 2 inches

Please complete the ad order form and send, along with logo, artwork and payment, **no later than March 15, 2018** to [marketing@iacc-miami.com](mailto:marketing@iacc-miami.com).

For more information or to purchase your ad, please contact us at [marketing@iacc-miami.com](mailto:marketing@iacc-miami.com) or call us at (305) 577-9868.



# Ad order form

## Contact information

\_\_\_\_\_  
Company name

\_\_\_\_\_  
Name and title

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Contact phone number

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Contact e-mail address

\_\_\_\_\_  
Contact fax number

\_\_\_\_\_  
Website

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Address

\_\_\_\_\_  
City/State/Zip code

Business category: \_\_\_\_\_

## Advertising rate (please select one)

- Back cover (\$2,700)     Inside front cover 2 pages (\$2,500)     Inside back cover 2 pages (\$2,300)  
 Two page spread (\$2,200)     Full page (\$1,300)     Half page (\$ 700)

*IACC members will be given a 20% discount on the above-listed prices.*

## Payment method

- Please send me an invoice     I am enclosing a check     Please charge my credit card

Card Type:     Visa     Mastercard     AmEx     Discover

\_\_\_\_\_  
Card Number

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Expiration Date

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Security Code

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Name on card

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Signature

\_\_\_\_\_  
Date

Please Make checks payable to:  
**Italy-America Chamber of Commerce Southeast, Inc.**  
999 Brickell Avenue - suite 1002  
Miami, FL 33131