

Tempo

media kit

Tempo is a publication for anyone who loves Italy, its products, its culture, its fashion and anything to do with business and la dolce vita. Published by Solstice Media in association with The Italian Chamber of Commerce SA, Tempo is a full gloss professionally presented publication reflecting the professionalism, drive and style of the unique Italian and Australian cultural and commercial relationship.

Tempo will:

- Provide readers and advertisers that critical edge and insight into key trade and investment opportunities between our two countries.
- Capture and report the essence of Italian lifestyle and business in South Australia and Australia.
- Profile new products and services, Italian and Australian companies and the people driving our growing vibrant trade relationship.
- Capture and report on Italian – Australian businesses in Australia
- Cover current news, trends, views, personal and business profiles that are critical to protecting the export and import economy between Italy and Australia

WHO'S READING TEMPO?

The primary audience are the members and affiliates of The Italian Chamber of Commerce SA, made up of some of Australia's most prominent Italian Community and business leaders. Secondary audiences include interstate and overseas readers, government and non-government agencies, affiliated industries and their bodies. Tempo is for anyone who loves all things Italian.

DISTRIBUTION

- 2,000 Italian Chamber members and affiliates
- 75 Italian Chambers located in major cities worldwide
- 115 Chambers throughout Italy
- Distributed through newsagencies in Adelaide and throughout Australia
- Adelaide's Italian cafes

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|---------------------|-------------------------------------------------|
| Frequency | Quarterly |
| Style | Gloss full colour |
| Editorial | News stories, features, profiles, industry data |
| Distribution | 5,500 print |
| Readership | 25,000 |
| Online | Online subscription available |
| Cover price | \$8.95 inc. GST |

ADVERTISING SIZES AND RATES All rates are excluding GST

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|------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------------------------------------------------|---------------------|
| Double page spread 320mm high x 480mm wide 5mm bleed with crops | <u>AUD \$ 2,700</u> | Third page Solus 320mm high x 80mm wide 5mm bleed with crops | <u>AUD \$ 1,200</u> |
| Full page 320mm high x 240mm wide 5mm bleed with crops | <u>AUD \$ 1,500</u> | Foundation partnerships 12 Month sponsorship • Includes one full page ad per edition (4 editions) | <u>AUD \$ 5,000</u> |
| Half page 160mm high x 240mm wide 5mm bleed with crops | <u>AUD \$ 1,000</u> | | |

MATERIAL SPECIFICATIONS

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|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Image supply | All imagery & logos etc must be supplied in high resolution jpg, tif, eps. If specific colour is required, please supply CMYK breakdown. |
| Final artwork | Supplied in hi-res PDF with all fonts embedded or outlined. CMYK colour space only. No spot colours or RGB colour space. Final artwork supplied as any of the Microsoft Office suite formats (Word, Excel, Powerpoint or Publisher) will not be accepted. |
| Delivery methods | Quickcut or e-mail press ready PDF to advertising@solsticemedia.com.au |

ADVERTISING

Helen Rogers
T: +618 8224 1611 |
hrogers@solsticemedia.com.au
www.solsticemedia.com.au

EDITORIALE

Mareta Marrapodi
T: +618 8232 4022 | F: +618 8232 4033 |
mareta@italianchamber.net.au
www.italianchamber.net.au