



*Media
Kit 2018*



What is SEGMENTO ?

Segmento is an Italian word for segment.

In many disciplines, through a mathematical calculation, it suggests harmony, balance and beauty. As a result Segmento relating to Italy is inevitable.

Italy over the centuries became the cradle of art and beauty and the Italians became the inventors, witnessing this process.

In Australia, we believe, Italian migrants continued and exploited their heritage as a part, as a limb, as a "segment" of their ancestors and their descendants.

History and Background

Daniele Curto, Founded and Created Segmento Magazine in March 2014. Daniele was born and raised in Rome. He lives to share his passion to educate and appreciate the Italian culture.

He has a Doctorate of Literature with a major in Cinema, from "La Sapienza", the University of Rome and a Diploma in Freelance Professional Photography from the "Institute of Photography", London.

Daniele has vast work experience, working as a Journalist at one of the most prestigious News Agencies in Italy, "AdnKronos", at the Italian Television Network (RAI) and as a Cameramen for TV News (TG3; TGLAZIO; LINEA AMBIENTE; TG1).

Ten years ago he moved to Dublin, Ireland and kicked off his dream by starting his import business to win over the Irish with Italian food and wine. Not long after, he opened "La Dolce Vita", a wine bar in the heart of the arts quarter - Templebar. He showed old Italian films and served up an array of Italian cuisine - keeping it simple!



WHO WE ARE

"There is nothing more temporary than a permanent immigrant"

An immigrant is always looking for a home, the further away they are, the stronger is their quest for a home. Italians always have had their roots deeply planted in their Italian culture but they become completely oblivious to the fact that they have packed their historic and rich inheritance into their luggage when migrating to Australia.

We like to hear their stories, we provide them with a forum to articulate their views, whether they are multinational enterprises, successful business people or young disoriented talents.

Segmento aims to be the megaphone of the Italian Australian community. Its objective is to become the vital link between their Italian roots and the new culture of multi-ethnicity that prevails in Australia.

Daniele Curto
Founder and Managing Director

ENDORSEMENT



SEGMENTO & Mission

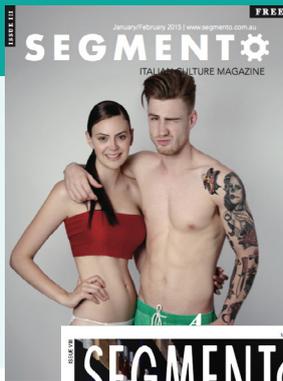
Celebrate Italian history and its future in Australia.

Provide a voice to Italian migrants.

Discover and share Italian Australians success.

Educate Australians on the Italian community and integration.

Segmento started their venture in 2014 as a traditional magazine, carefully designed, printed in full colour on a prestigious silky stock, with hard cover and counting approximately 49 page each edition in a compact 205x276mm size format.



Target Audience

First and only Italian magazine written in English that targets the second and third generation of Italian-Australians and the young Italians migrated in recent years

- All ages
- All ethnic groups

Contents

- Italian Food & wine, Lifestyle, Profiles, Arts & Culture, Current Affairs
- Photographic reportages
- Features:
 - Correspondents from Italy
 - Dedication to the Italian migrants in Australia
 - New and historical Italian immigration
 - Special events in Italy

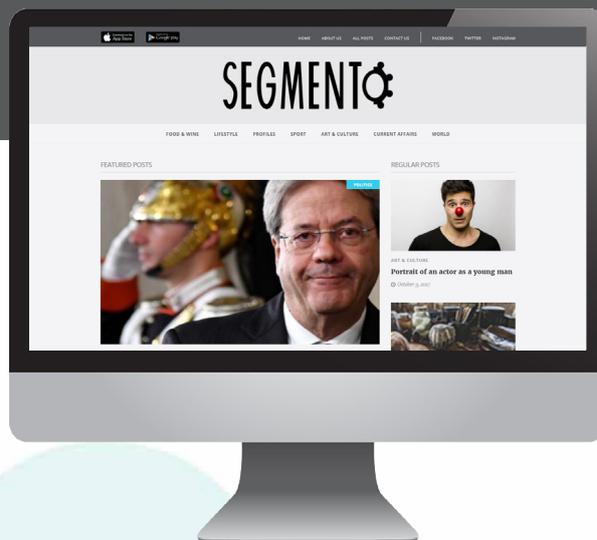
SEGMENTO & Evolution

Segmento is celebrating their third year of circulation in a moment in which the real world seems to be magnetically attracted by the digital environment.

The preparation has been long and accurate.

Segmento is now ready to enter the digital era with a totally new website, its mobile app, a significant presence in diverse social media with an increasing multitude of loyal followers

New website



Social media



Mobile app

Click the image to browse the new website



Newsletter

The link between the Italian roots and the new culture of multi ethnicity

Circulation and funding

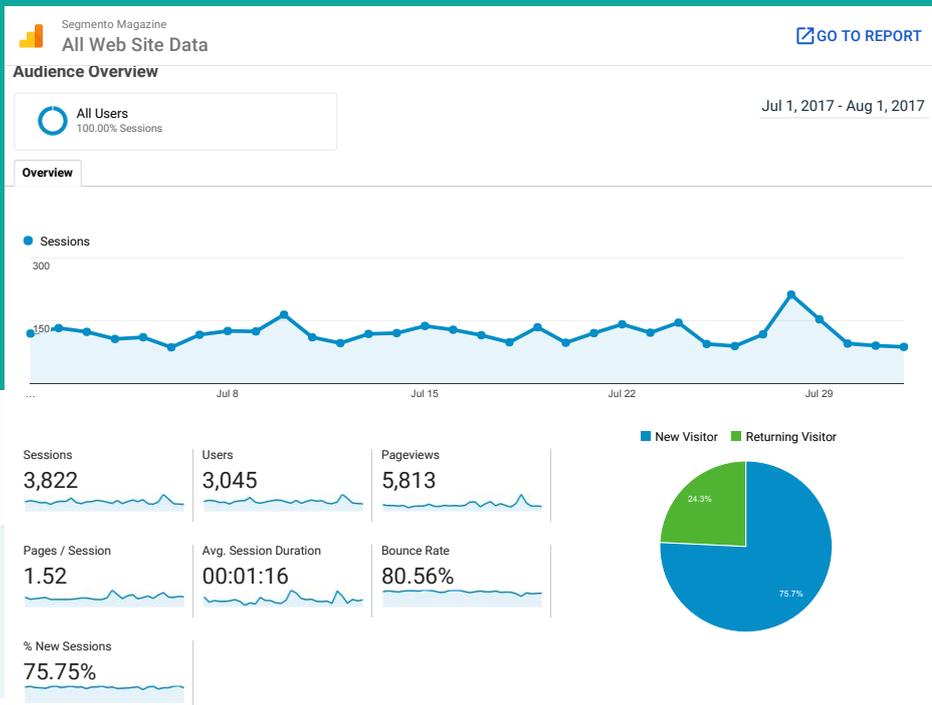
Segmento is a free magazine funded by private sponsors, partners and advertisers

**find
us**

Free online access www.segmento.com.au



SEGMENTO & digital presence



3711 likes

3665 followers



1282



2693



9357



7000+

A constant growth

Our numbers have been consistently increasing since the start.



20% per year

SEGMENTO & Price list

Advertising Rates

	1 Month	3 Months	6 Months	12 Months
Discount		7%	14%	21%
A - LEADERBOARD TOP HOME OR ALL POSTS PAGE	\$500	\$1,395	\$2,580	\$4,740
A - LEADERBOARD BOTTOM HOME OR ABOUT US PAGES	\$300	\$837	\$1,548	\$2,844
B - BILLBOARD MIDDLE HOME PAGE	\$300	\$837	\$1,548	\$2,844
C - BANNERS SQUARE HOME PAGE	\$180	\$502	\$928	\$1,706
BANNERS INDIVIDUAL POST OR ALL POSTS PAGE	\$100	\$279	\$516	\$948
FIXED BANNER WITH VIDEO - MAX 30 SECS	\$700	\$1,953	\$3,612	\$6,636

Additional Options

	1 Month	3 Months	6 Months	12 Months
Discount		7%	14%	21%
1 post/month on Segmento social media	\$100	\$279	\$516	\$948
1 appearance/month on Segmento newsletter	\$100	\$279	\$516	\$948
1 appearance/month on both, Segmento social media and newsletter	\$200	\$558	\$1,032	\$1,896

Payment Terms

7 days prior the publication

Display Timeline

Publication within two weeks from the submission of the material, if payment regularly received

Artwork Specifications

Artwork must be provided as JPG, PNG, GIF no larger than 500 Kb - Sizes in pixels as indicated in the next page
Videos MP4 or link from YouTube - Vimeo

Graphic Design Option

Segmento offers a service for the creation of artworks at the following rates:

- static banner \$250 (any banner size) - all content (text, images) and brief provided by the advertiser
- animated graphic \$500 (1 size fits all banner sizes)

SEGMENT & banner sizes and positions

Banner Sizes

A Leaderboard

1100 x 300 px

B Billboard

740 x 200 px

C

320 x 180 px

Rotating Banner Positions and Availability

HOME PAGE

- 3 x A - top scroll
- 3 x A - bottom scroll
- 6 x B - left column
- 9 x C - right column

POST PAGE

- 3 x A - same in all posts

ALL POSTS PAGE

- 3 x A - top scroll
- 9 x C - right column

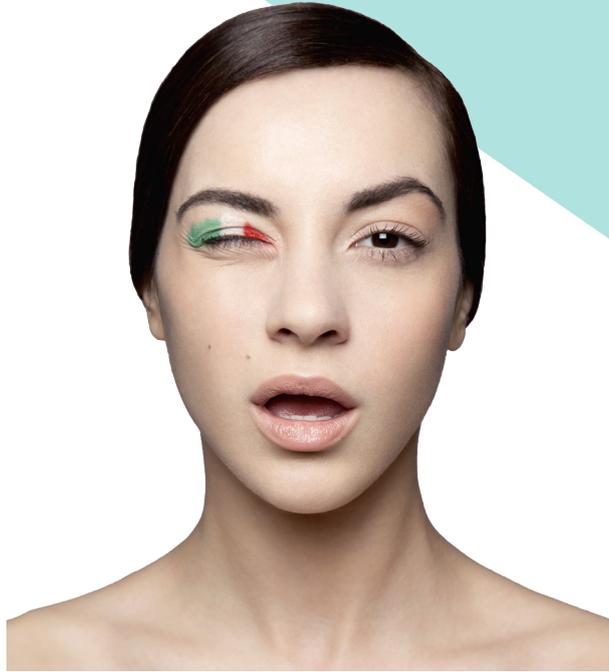
ABOUT US PAGE

- 3 x A - bottom scroll

Please!



Consult the website and double check positions before confirming your booking and payment



Grazie!



Contacts

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