



Media Kit 2018-2019



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!

SEGMENTO's 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.



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



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's Evolution

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

Segmento entered the digital era with a totally new website, a significant presence in diverse social media with an increasing multitude of loyal followers

New website



Click the image to browse the new website

Social media



Newsletter

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

Circulation and funding

Segmento has built a readership of 30,000 followers and is still growing. The hard copy is distributed in over 40 stockists around Melbourne, Perth, Canberra and Sydney.

**find
us**

Free online access www.segmento.com.au



SEGMENTO's Evolution



4550 likes

4508 followers



615



1070



10,800+



7000+

A constant growth

Our numbers have been consistently increasing since the start.



20% per year

SEGMENTO's Price list

Advertising Rates

Prices quoted per each edition	3 Months	6 Months	12 Months
Discount		14%	21%
FULL PAGE & LEADERBOARD TOP HOME PAGE	\$1,950	\$1,677	\$1,540
HALF PAGE HORIZONTAL & BILLBOARD MIDDLE HOME PAGE	\$1,200	\$1,032	\$948
1/4 PAGE HORIZONTAL & BANNER SMALL HOME PAGE	\$800	\$688	\$632
BACK COVER & LEADERBOARD TOP HOME PAGE	\$2,300	\$1,978	\$1,817

Additional Options

Prices quoted per period	3 Months	6 Months	12 Months
Discount		14%	21%
SMALL DIGITAL - 1 post/month on Segmento social media	\$279	\$516	\$948
MEDIUM DIGITAL - 1 appearance/month on Segmento newsletter	\$279	\$516	\$948
FULL DIGITAL - 1 appearance/month on both, Segmento social media and newsletter	\$558	\$1,032	\$1,896

Current offers

Michelangelo

Half page Ad
Half page Editorial
Full digital

\$3,300

6-month package

save \$1,086

Leonardo

Half page Ad
Full digital

\$4,300

12-month package

save \$1,388

Raffaello

1/4 page Ad
1/4 Editorial
Medium digital

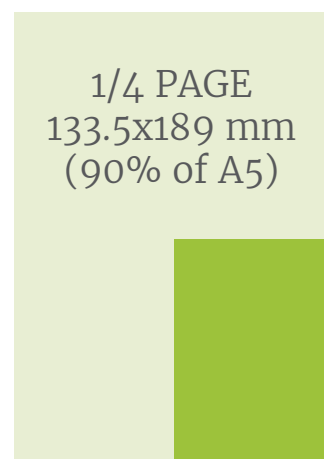
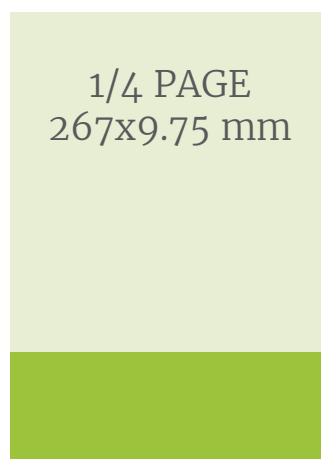
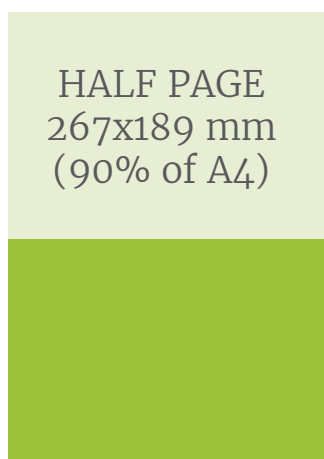
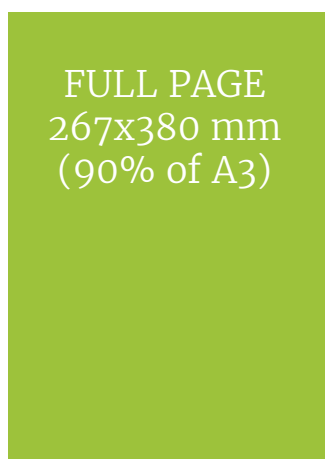
\$1,500

6-month package

save 1,080

SEGMENTO's banner sizes and positions

Advertising Sizes



T&C

Banner Sizes

Leaderboard 1100x300 px

Billboard 740x200 px

Banner 320x180 px

Please!



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

Payment

7 days prior the publication

Ad Artwork Specs

Artwork must be provided as PDF or JPEG
300 dpi res - sizes in mm as indicated

Digital Artwork Specs

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

Deadlines

Artworks must be received 4 weeks prior publication date (first week on the month before)

Graphic Design Option

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

- static banner \$250 (any banner size)
- animated graphic \$500
- advertisement \$750 (any size)

all content (text, images, logos) and brief provided by the advertiser



Grazie!



Contacts

For features, articles and editorial submissions:

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For advertising enquires please contact:

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