

Accenti

Advertising Rates 2014-15

The Magazine with an Italian Accent



Magazine



Website



eNewsletter



Contests

Make your reservation today!

Contact: Domenic Cusmano
514-329-3254 ext.101
1-877-329-3254
accenti@accenti.ca

Accenti Magazine is published four times a year, each issue exploring a theme that reflects the season of publication.

General Information

Launch: March 2003

Circulation: North America

Cover price: \$6.49

Subscription, 4 issues: \$25.00

Issue Frequency: 4 times per year

Binding Method: Perfect Bound

Magazine Format: 9" x 10.88"

Style: Colour, High-Gloss, Upscale

Circulation

Print Run: 5,000

Subscriptions: 2,000

Newsstands: 1,000

Controlled Circulation and Promotional: 2,000

Reach: 10,000

ISSUE	SPECIAL SECTION
FALL Ad Reservation: July 21 Art Materials: July 28 Publication: August 15	Harvest: As the summer sun begins to fade, our attention turns to nature's bounty. This issue presents stories on the best-loved Italian foods, from both Italy and Little Italies around the world.
WINTER Ad Reservation: October 21 Art Materials: October 28 Publication: November 15	Arts Scene: The arts and culture scene comes to life as the winter sets in. This issue looks at some of the trends in television, cinema, theatre, music, exhibits and more.
SPRING Ad Reservation: January 21 Art Materials: January 28 Publication: February 15	Landmarks: With spring on the way, the time is right to contemplate making a fresh start: beautifying our surroundings, renovating or building something new! This issue focuses on interior and exterior design, with stories of how and where we live... and why!.
SUMMER Ad Reservation: April 21 Art Materials: April 28 Publication: May 15	Undiscovered Italy: It's great to travel to Italy all year round, but especially in summer. This issues brings to life Italy's lesser-known pathways and explores unfamiliar surroundings and the stories that surround them.

RECURRING FEATURES

Editorial: elaborates the Magazine's point of view on a current topic
Neighbourhoods: focuses on the local angle, and its wider implications
Profile: interview or feature on an individual or group working in a creative field
Heritage: focuses on a historical event marking Italian culture
Writings: winning stories from the Accenti Writing Contest
Images: winning photographs from the Accenti Photo Contest
Books: listing of the most recent books on Italian culture
Cartoons: images that convey the eccentricities of being Italian
Wine & Dine: how what we eat and drink defines who we are
Italian Festivals in North America
Arts Festivals in Italy
The Last Word: op-ed piece on a current topic of popular interest

Editorial Calendar eNEWSLETTER



The Accenti eNewsletter is published six times a year. It stays in touch with Accenti readers between print issues with exclusive online content. Each issue introduces articles found in Accenti Online and invites readers to link to the website to read the articles in full. It is also a promotional tool for Accenti events: the Accenti Gala and Cocktail, the Accenti Awards, and the Accenti Photo and Writing Contests.

The Accenti eNewsletter is a cost-effective way for advertisers to reach a unique community of consumers that are Accenti readers.

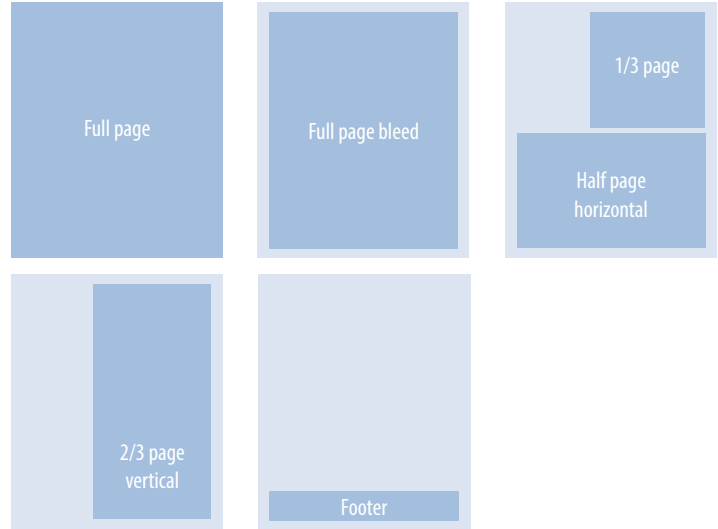
AD RESERVATION	ART MATERIAL	PUBLICATION
July 27	August 3	August 10
September 27	October 3	October 10
November 27	December 3	December 10
January 27	February 3	February 10
March 27	April 3	April 10
May 27	June 3	June 10

RECURRING FEATURES

Neighbourhoods, Profiles, Wine & Dine, Featured Books, Little Italies, Music, Cartoons, Digital World, Italian Festivals, Cinema, Travel, Sports.

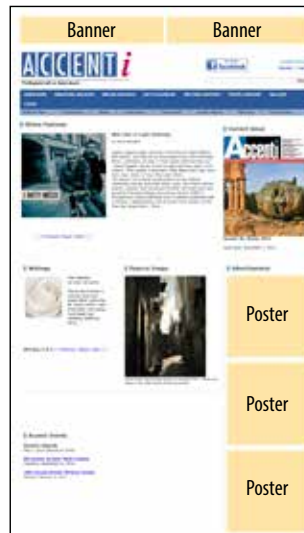
Magazine Advertising

Ad Space	Dimensions	Price
Full page back cover	9" x 10.88" (add .25" bleed)	\$1,350
Full page inside cover	9" x 10.88" (add .25" bleed)	\$1,250
Full page	9" x 10.88" (add .25" bleed)	\$950
Full page	8" x 10" (no bleed)	\$950
2/3 page (vertical)	8" x 5" (no bleed)	\$850
1/2 (horizontal)	8" x 5" (no bleed)	\$750
1/3 page	5" x 5" (no bleed)	\$650
Footer	8" x 1.25" (no bleed)	\$350



Website Advertising

Ad Space	Dimensions	Duration	Price
Tower	300 x 600 pixels	6 months	\$2,500
Tower	300 x 600 pixels	3 months	\$1,750
Poster	300 x 300 pixels	6 months	\$1,710
Poster	300 x 300 pixels	3 months	\$950
Banner	420 x 105 pixels	6 months	\$900
Banner	420 x 105 pixels	3 months	\$550
Banner (small)	210 x 105 pixels	6 months	\$500
Banner (small)	210 x 105 pixels	3 months	\$300



Reach per month: 6000 page views, 4000 unique visitors

eNewsletter Advertising

Ad Space	Dimensions	Frequency	Price
Poster	250 x 250 pixels	1	\$200
		3	\$500
		6	\$900
Tower	250 x 500 pixels	1	\$300
		3	\$750
		6	\$1,350

Reach: Emailed 6 times a year to 1500 registered users in Canada, the United States, and Europe

Event Advertising

Enhance Your Visibility by Sponsoring an Accenti Event

Accenti Writing Contest

Company name, logo and link on Contest ad in Magazine and on Contest website page for one year.

\$2000

Accenti Photo Contest

Company name, logo and link on Contest ad in Magazine and on Contest website page for one year.

\$2000

Accenti Magazine Awards

Company name, logo and link on Awards website page, for one year, online promotional material, press releases, event programme.

\$2000