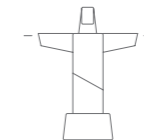
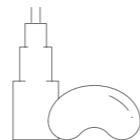
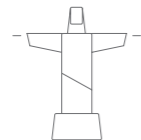
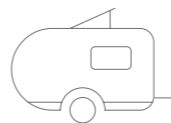
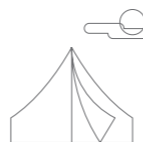
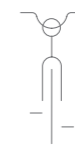
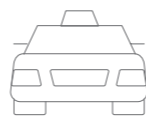
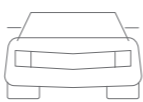
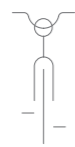
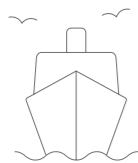
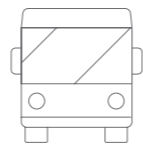


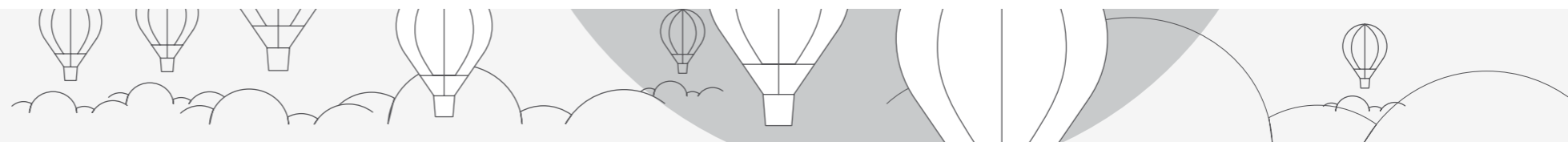
LATITUDES

TRAVEL MAGAZINE



MEDIAKIT 19





Latitudes was created in 2005 by a team of expert specialists including, journalists, photographers, art directors and animation designers; all of which have outstanding experiences in traditional publishing and want to experiment the web sector.



2017:
HONORABLE MENTION
BEST IPW HOST CITY
US TRAVEL ASSOCIATION

2014:
PRESS AWARD FOR THE VISIT
USA ASSOCIATION, FOR ITS
CONTRIBUTION TO PROMOTE
TOURISM IN THE USA



Latitudes is responsible for the online travel section of:

LIBERO QUOTIDIANO

CORRIERE DELL'UMBRIA



Latitudes is the online travel magazine of:

GIORNALE DI PUGLIA

CORRIERE DI SESTO

SIENAFREE.IT

VIAGGIARELOWCOST.ORG

ZENAZONE MAGAZINE



2011:
ADUTEI AWARD FOR
THE BEST ONLINE
WRITTEN ARTICLE

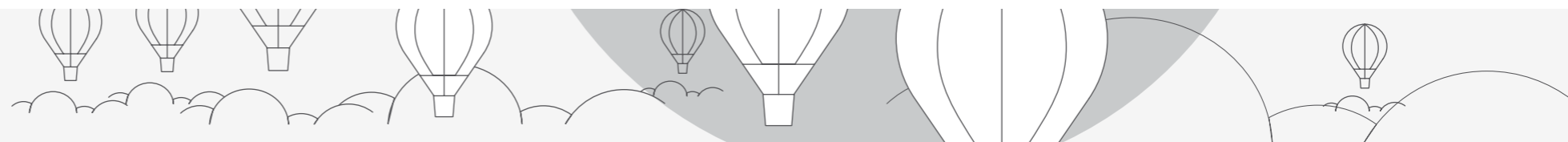
2013:
ADUTEI AWARD FOR
THE BEST ONLINE
WRITTEN ARTICLE




2017:
PRESS AWARD
SHOWCASE
USA ITALY
NAPOLI

2019:
PREMIO STAMPA
SHOWCASE
USA ITALY BERGAMO



.....

Around **78%** of travellers use on-line resources to get essential information for their holiday.

.....

(SOURCE: ONLINE OBSERVATORY OF TOURISM IN COLLABORATION WITH WWW.TRAVELPEOPLE.IT; February 2015)

A research conducted by Google Italia, has suggested the majority of the public make their major holiday decisions after using on-line resources. Therefore, highlighting the major contribution that travel websites can offer to the public.

.....

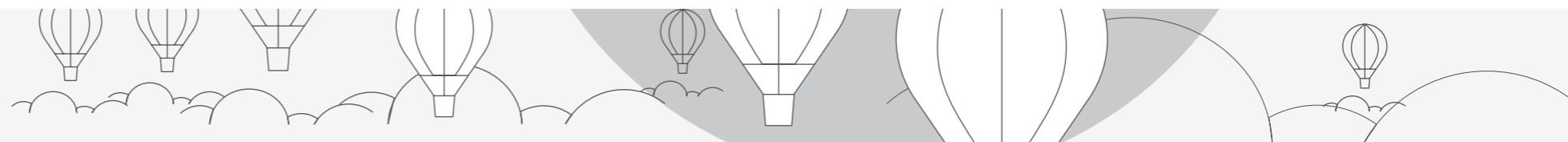
(SOURCE: TRAVEL GOOGLE ITALIA; February 2015)

Almost **37.8 millions** of people between the age of 11 and 74 access the web on all kinds of devices, creating an average of **14.8 million** daily users. Thanks to mobile devices, the access to the web has increased and is continually growing.

.....

(SOURCE: AUDIWEB; MARCH 2015)

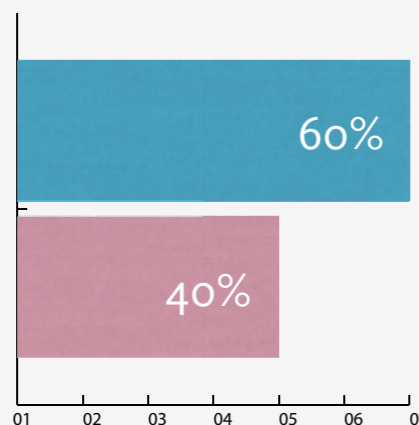




READERSHIP (demographics data)

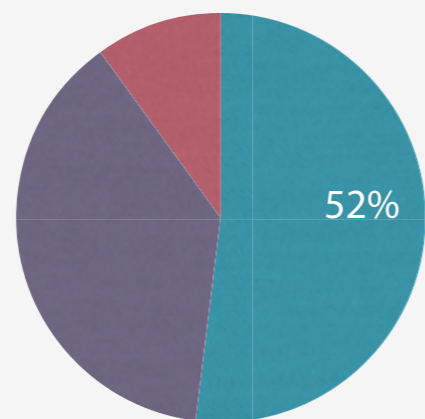
● MALE
● FEMALE

GENDER



● < 35
● < 35-55 <
● > 55

AGE



KEYWORDS

Travel
reportage
news
photography
culture
food
lifestyle
journalism

82.000 unique monthly users

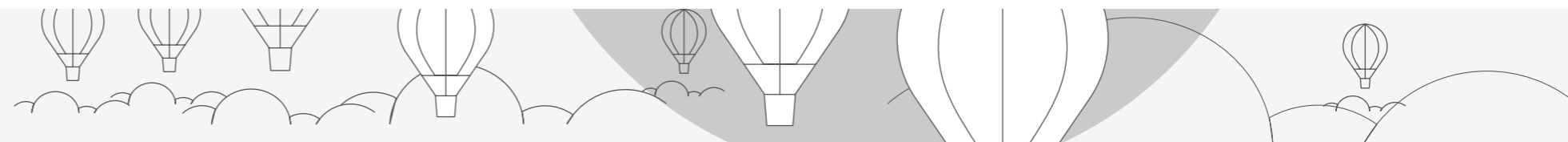
793.000 monthly web pages visited

45.000 mailing list

26.000 fans on our FB page

6.000 followers Instagram





latitudeslife.com

Our sections cover major topics.

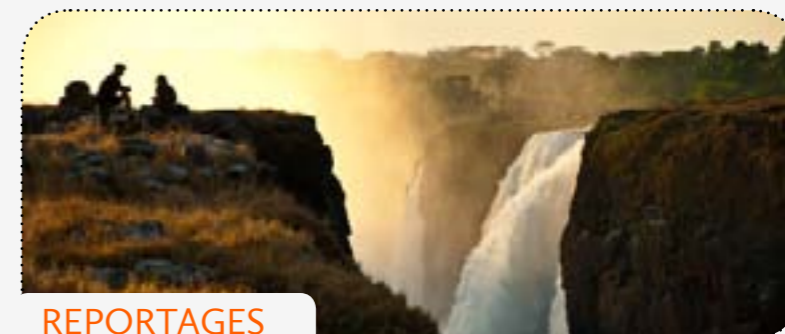
There is access to the online monthly magazine for all through the latitudeslife.com home page.



TRAVELS



WEEKENDS



REPORTAGES



NEWS AND EVENTS



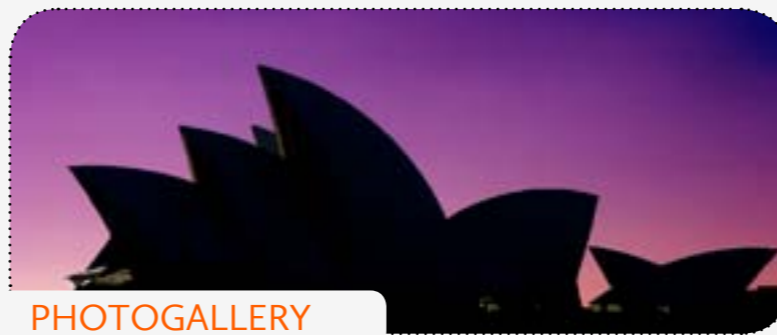
HOTEL



WELLBEING



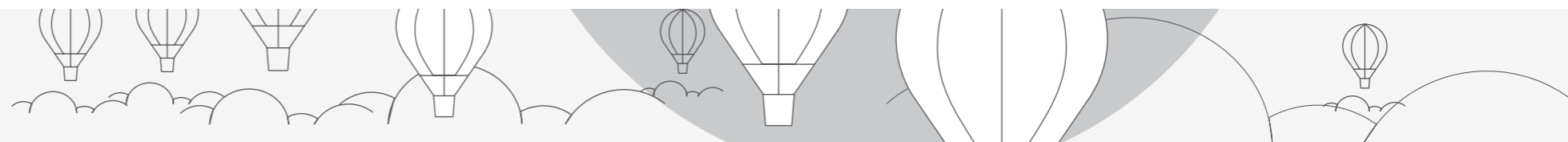
LIFESTYLE



PHOTOGALLERY



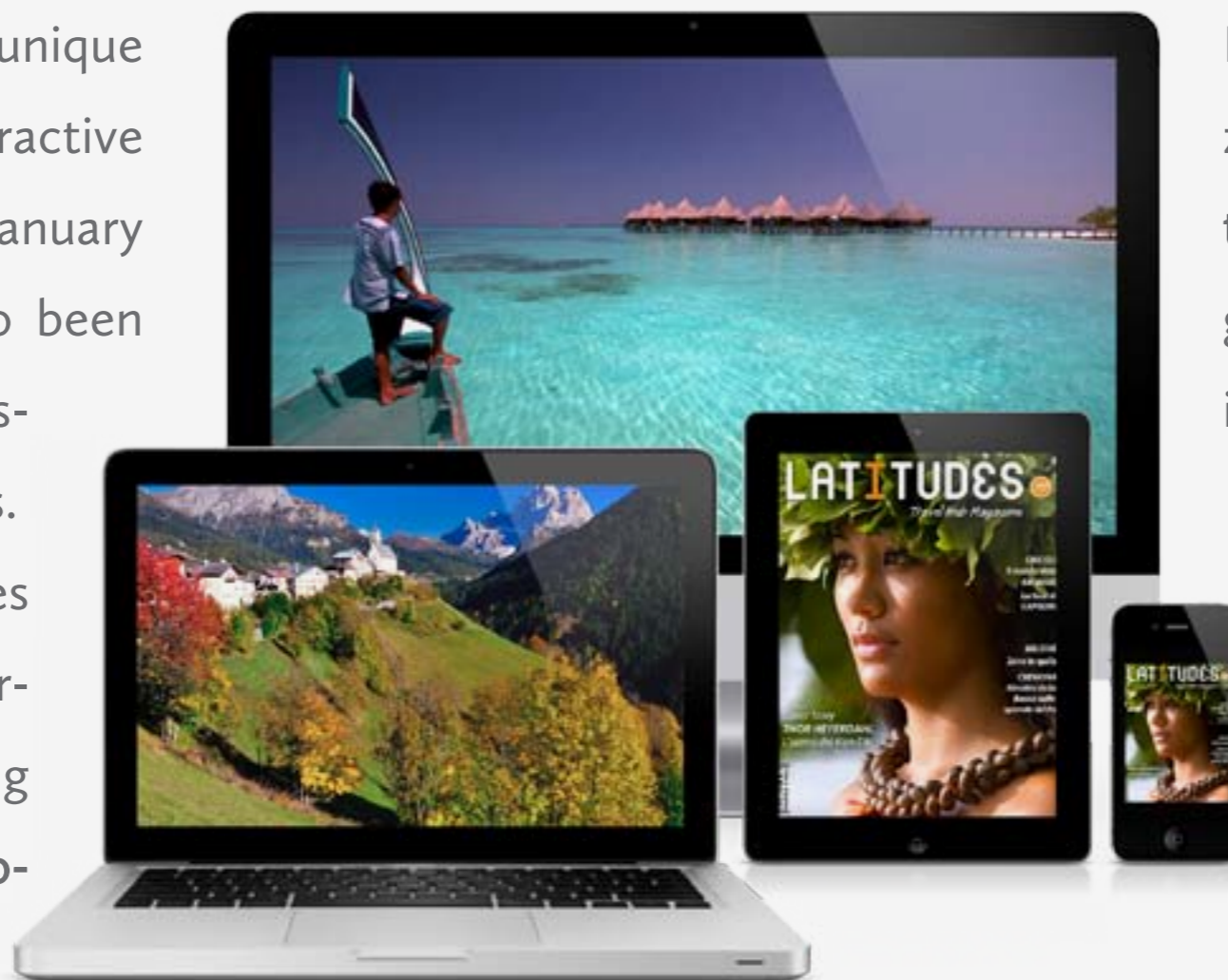
LOW COST



Latitudes online magazine offers reports from Italy and all over the world with a unique format, including interactive content. Starting from January 2015, Latitudes has also been delivered by Issuu e Presreader online platforms. Every month it includes 5/6 major reports, carried out by outstanding experts, with a main focus on photography.



ACCESSIBLE
EVERYWHERE

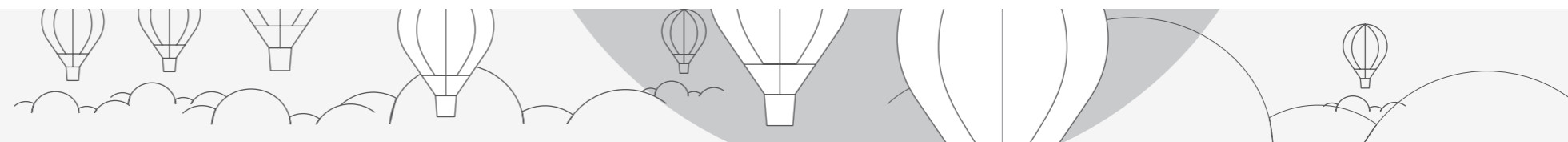


Latitudes is a monthly magazine, delivering **11 yearly editions**, combining July and August in one edition, it is issued in the first week of each month.

160 – 180 pages

21.000
magazine downloads



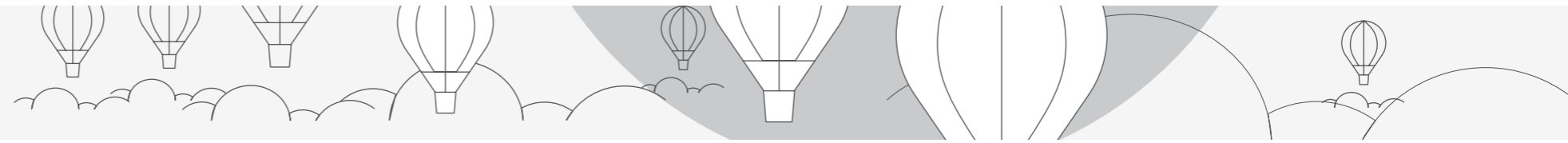


Latitudes publishes special monographic editions, focused on towns, cities and regions,



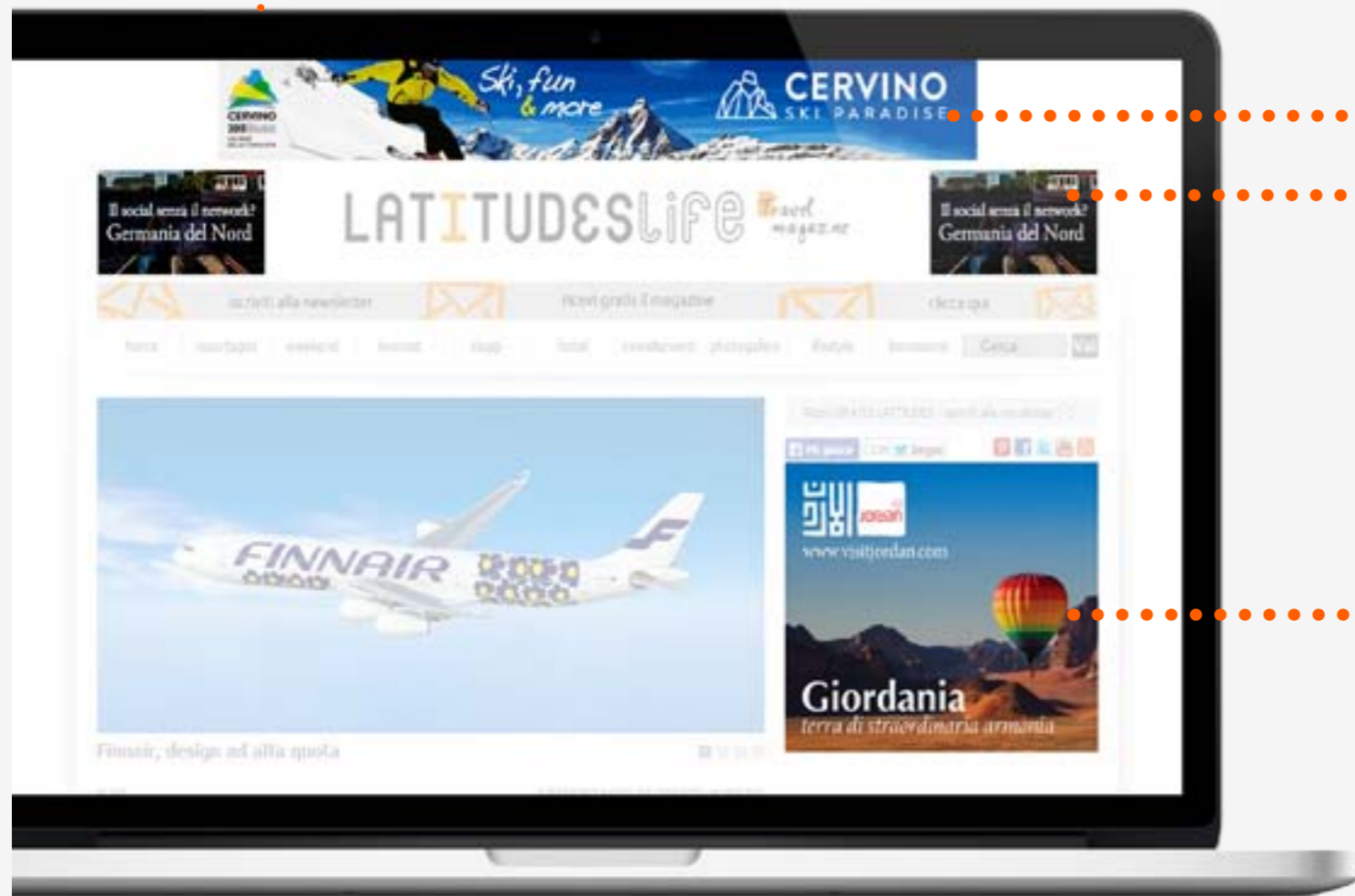
dealing extensively with historical, panoramic, monumental and gastronomic

distinctions. Offered from the HP portal, these special editions can be sponsored and personalized; these editions can be accessed from both our platform and that of our sponsor's. These editions spouse Latitudes' philosophy, in offering high-quality publications in terms of photography, graphics and texts, suitable for promoting any kind of products.



DISPLAY ADVERTISING

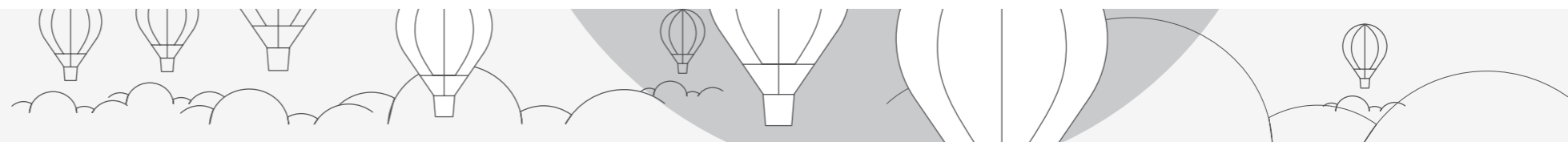
Latitudeslife hosts the main standard formats recognized by IAB (Internet Advertising Bureau) e EIAA (European Interactive Advertising Association)



Leaderboard 728x90

Manchette 160x90

MPU 300x250



DOUBLE SPREAD IN THE DIGITAL MAGAZINE



Double spread in the digital magazine static and dynamic
1024 x 768px + bleed 10px

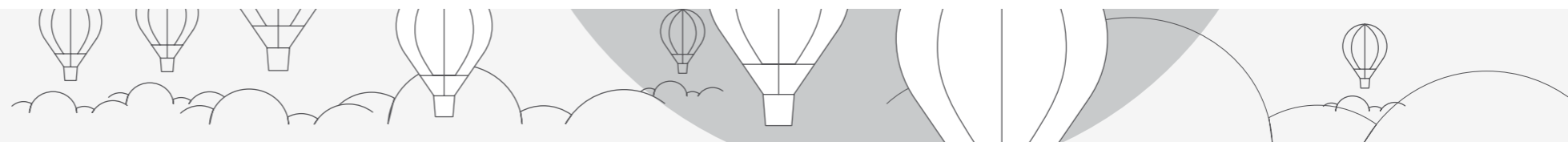
NEWSLETTER

4 monthly newsletters
45.000 recipients



DEM





EBOOK

Latitudes eBook is the ideal product to promote your destination. Lightweight, pocket-size, readable before departure or on site. A multimedia, modern, engaging, interactive and updatable product.

AVAILABLE IN 3 OPTIONS

STANDARD

Texts, pictures, graphic layouts by our editorial staff.

100 pages max

10 focus/in-depth boxes

5 photo galleries

10 Wikipedia in-depth analysis

10 Google Maps

10 Youtube videos

3 integrated video (supplied by the client)

More than 50 hyperlinks to external websites

PREMIUM

Texts, pictures, graphic layouts by our editorial staff.

200 pages max

20 focus/in-depth boxes

10 photo galleries

20 Wikipedia in-depth analysis

15 Google Maps

20 Youtube videos

6 integrated video (supplied by the client)

More than 100 hyperlinks to external websites

GOLD

Texts, pictures, graphic layouts by our editorial staff.

300 pages max

30 focus/in-depth boxes

15 photo galleries

30 Wikipedia in-depth analysis

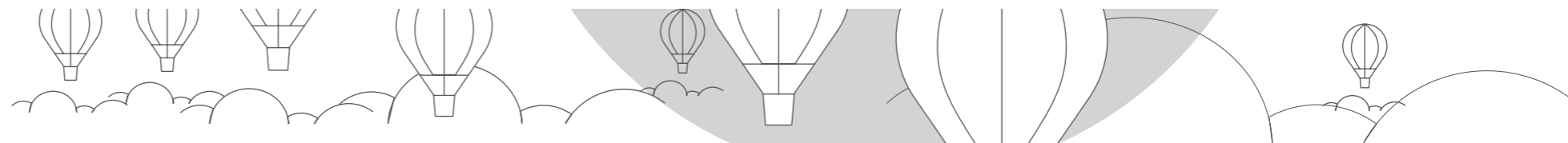
20 Google Maps

30 Youtube videos

10 integrated video (supplied by the client)

More than 150 hyperlinks to external websites



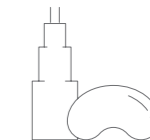
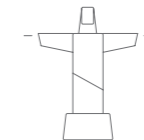
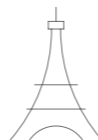
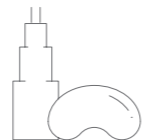
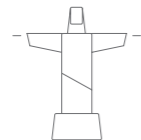
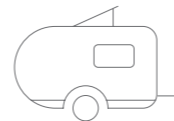
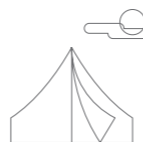
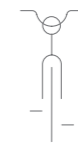
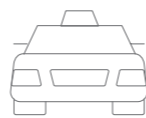
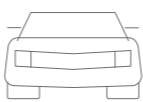
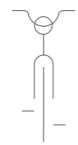
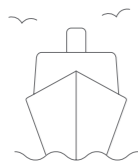
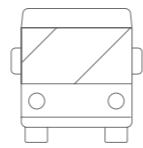


SOME OF OUR CLIENTS



LATITUDES

TRAVEL ATTITUDE



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www.latitudeslife.com