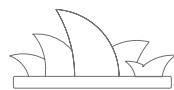
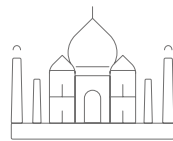
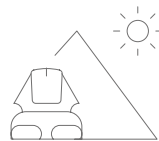
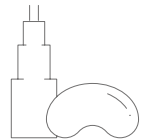
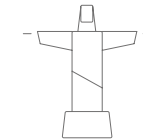
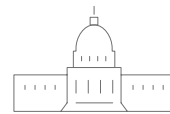
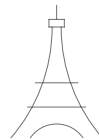
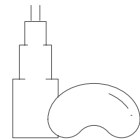
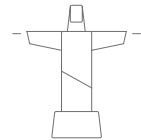
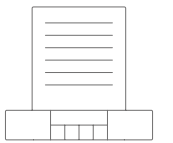
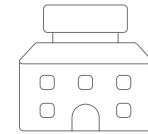
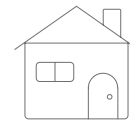
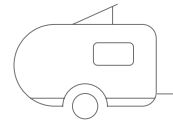
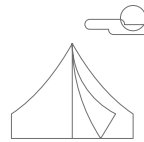
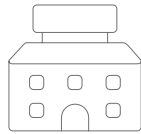
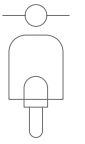
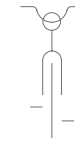
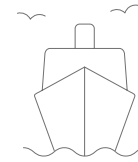
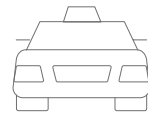
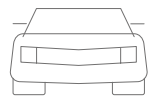
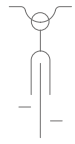
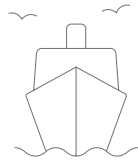
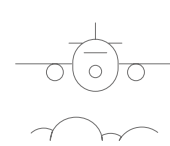
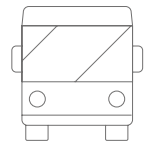
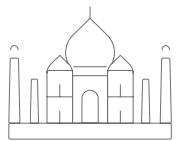


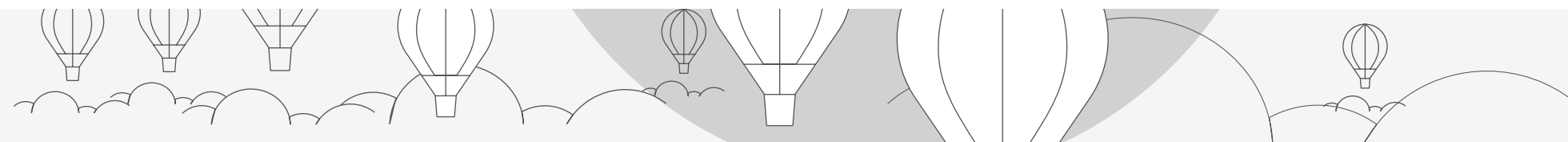
LATITUDES

TRAVEL MAGAZINE



MEDIAKIT 23





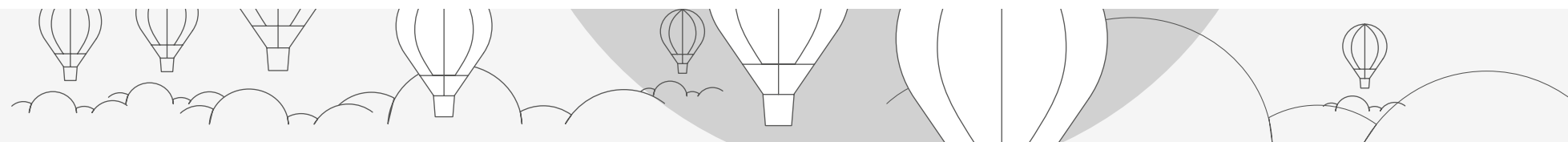
Latitudes was created in 2005 by a team of expert specialists including, journalists, photographers, art directors and animation designers; all of which have outstanding experiences in traditional publishing and want to experiment the web sector.



Latitudes is the first online travel magazine in Italy including reportage from around the world that can be viewed by flipping through its pages with their spectacular images and journalism, as though it were a printed version.

Domain authority 52
Domain reference 49





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 2020)

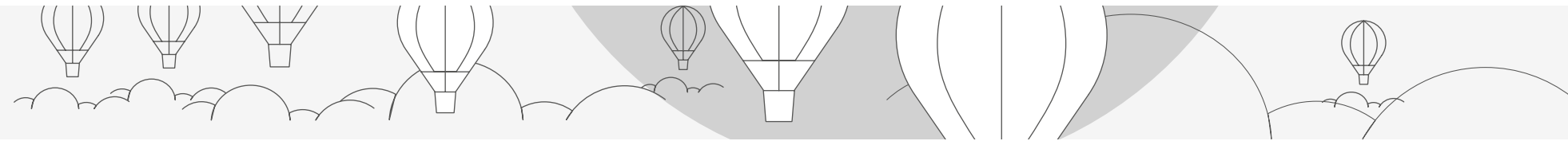
A research conducted by Google Italia, has suggested the majority of the public make their major holiday decisions after using on-line resources. Therefore, highlighting the major contribution that travel websites can offer to the public.

(SOURCE: TRAVEL GOOGLE ITALIA; February 2020)

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 2020)

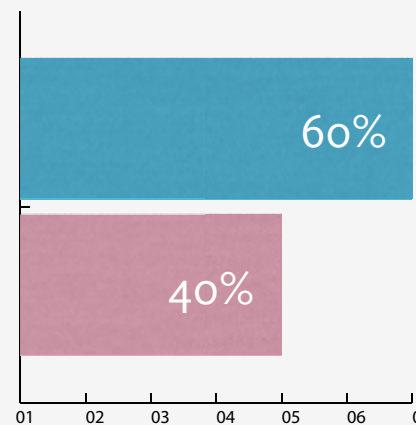




READERSHIP (demographics data)

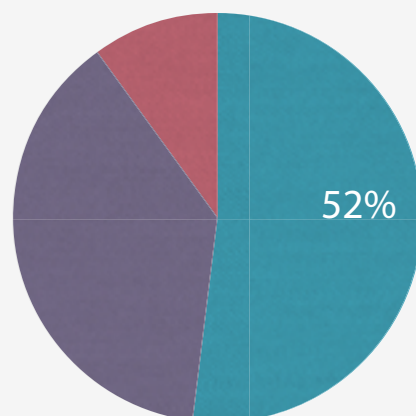
● MALE
● FEMALE

GENDER



● < 35
● < 35-55 <
● > 55

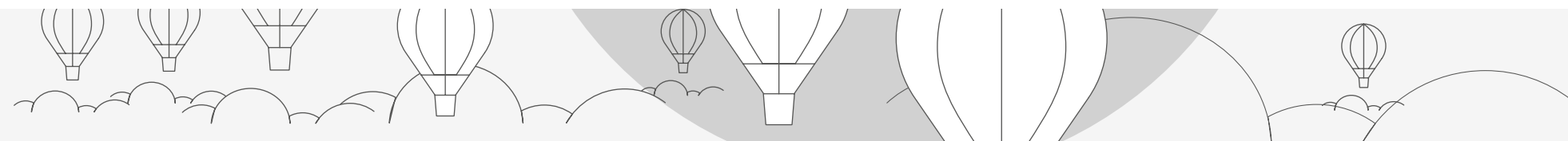
AGE



KEYWORDS

92.000 unique monthly users
1.850.000 web pages visited
42.000 mailing list
28.000 fans on our FB page
17.000 followers Instagram

Travel
reportage
news
photography
culture
food
lifestyle
journalism



www.latitudeslife.com

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

DOMAIN AUTHORITY 52 



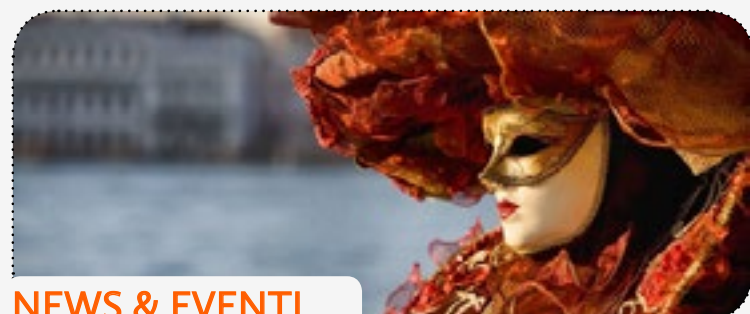
VIAGGI



WEEKEND



REPORTAGE



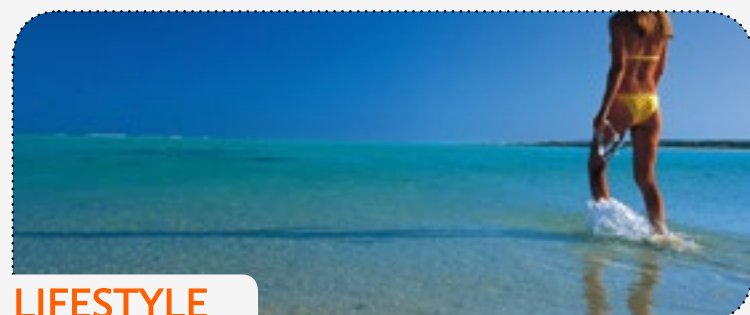
NEWS & EVENTI



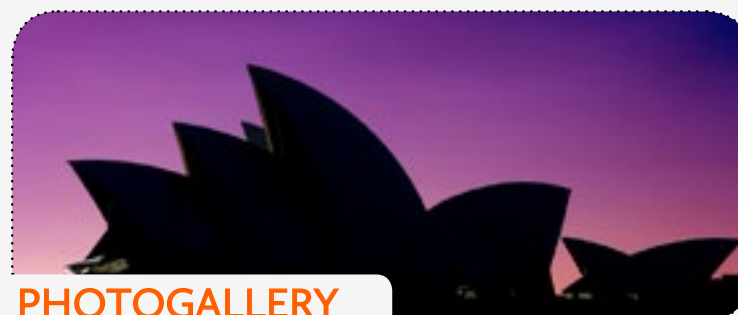
HOTEL



BENESSERE



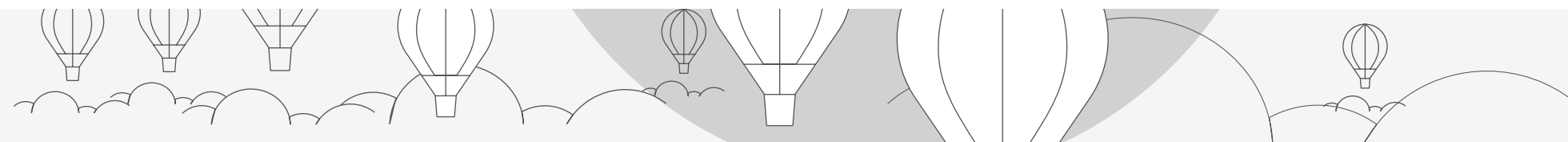
LIFESTYLE



PHOTOGALLERY



LOW COST



Latitudes online magazine features reports about Italy and all over the world with a unique format, including photogalleries and additional content. Latitudes is also published on Pressreader international online platform.

Every month it includes 5/6 major reports, created by expert journalists, with a main focus on photography.



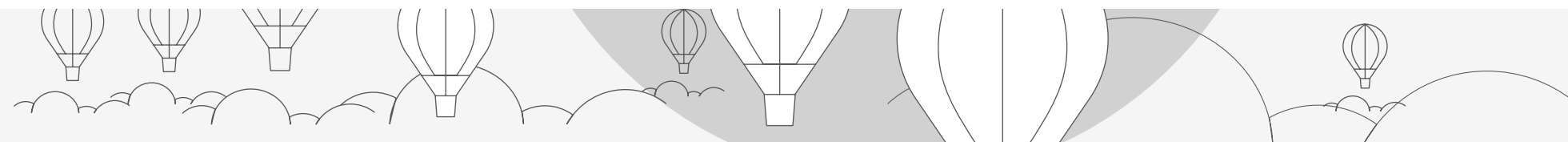
ACCESSIBLE
EVERYWHERE



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



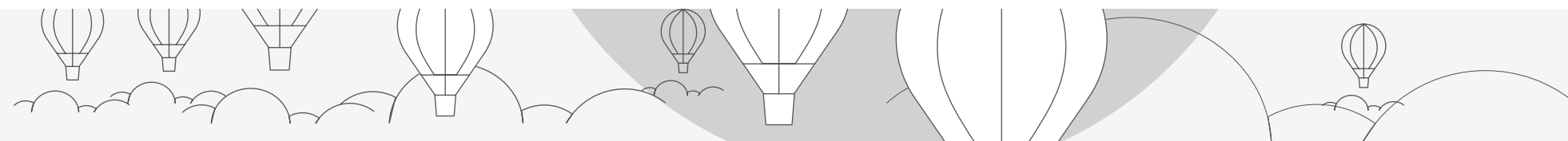
Dossiers are usually made up of several articles. One is always the introduction article, 10 reasons to go there, where to stay eat and play, outdoor activities, weddings and other content **agreed with the partner.**

Through our **dossiers** you can reach your target audience much more easily.

It is a **smart format** that adapts to every need.



Latitudes is a digital media **supported by all devices** and for all Apple and Android users, smartphones PC Tablets and laptops

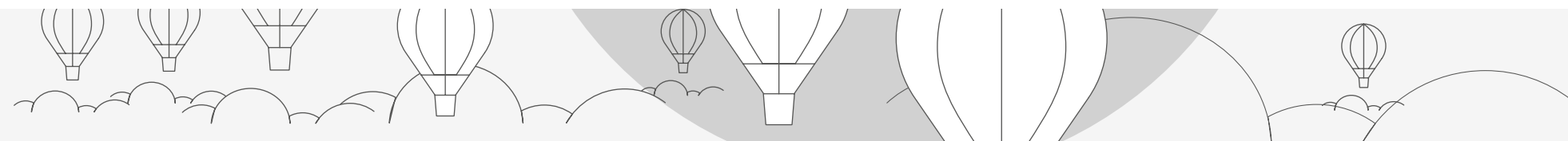


Latitudes publishes special monographic editions, focused on towns, cities and regions,



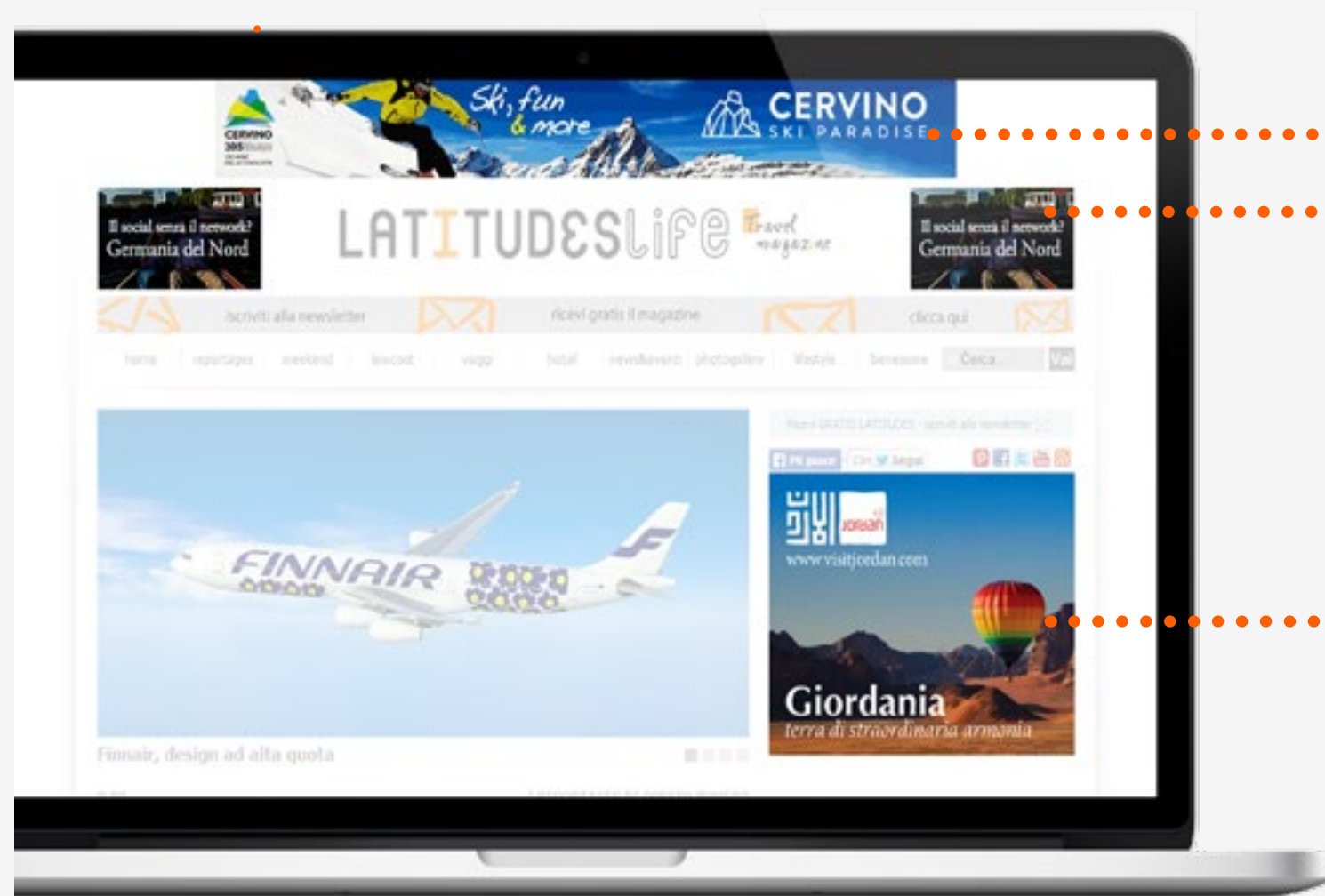
dealing extensively with historical, panoramic, monumental and gastronomic

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 and destinations.



DISPLAY ADVERTISING

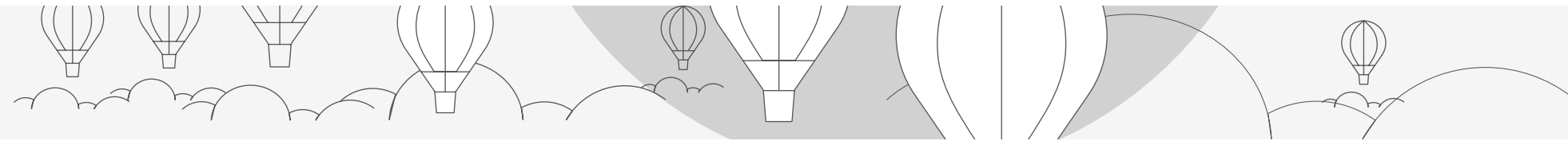
Latitudeslife hosts the main standard formats recognized by IAB (Internet Advertising Bureau) e EIAA (European Interactive Advertising Association)



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

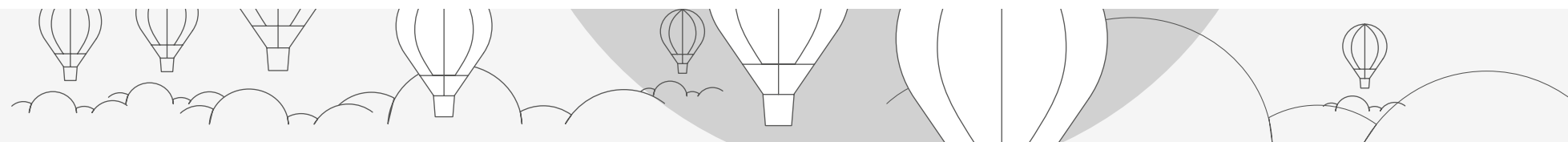
NEWSLETTER

4 monthly newsletters
42.000 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

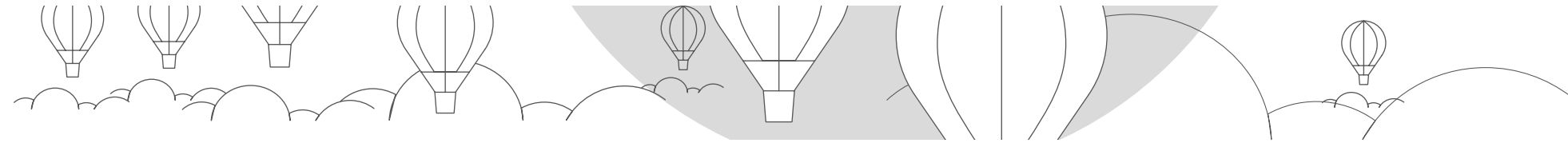
30 Wikipedia in-depth analysis

20 Google Maps

30 Youtube videos

10 integrated video (supplied by the client)

More than 150 hyperlinks to external websites

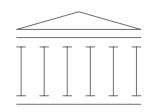
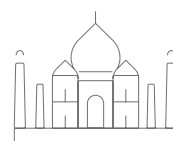
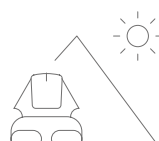
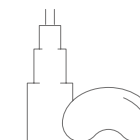
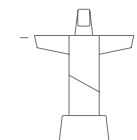
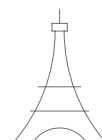
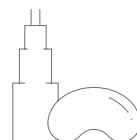
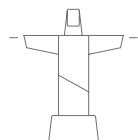
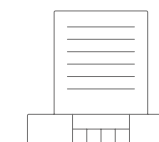
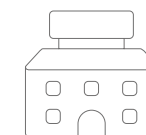
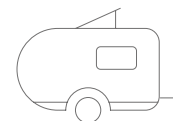
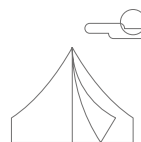
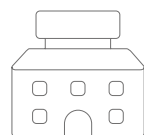
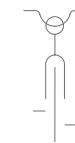
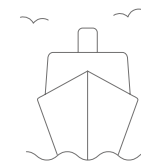
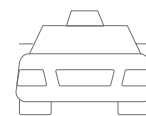
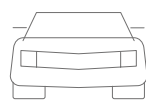
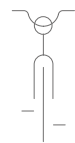
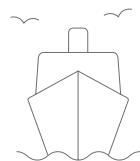
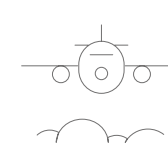
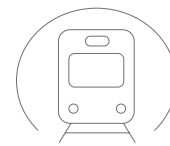
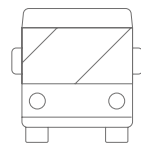


SOME OF OUR CLIENTS



LATITUDES

TRAVEL ATTITUDE



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redazione@latitudeslife.com

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