

Mission Statement

PRIMO is a magazine for and about Italian Americans!

PRIMO invites Italian Americans and Italophiles to be entertained, enriched and inspired.

Italians have always been regarded as masters of food and wine, leaders in fashion and innovators in the world of art, architecture and science. PRIMO brings to the forefront their accomplishments and all that this rich culture offers.

Actors, actresses, athletes, government officials, artists, musicians, chefs and many other prominent members of the Italian community have graced the pages of PRIMO.

By weaving together stories on fashion, food, film, architecture, art, science and more, every issue of the magazine is packed with articles to captivate readers, telling stories which celebrate Italian American achievements and Italy's unique relationship with America.

It is a focus on the present with a strong tie to the past which allows PRIMO, uniquely, to speak to the Italian in us all.

Background

As a 3rd generation Italian-American, Dr. Francis DeFabo found his children losing their Italian cultural identity.

He hoped to subscribe to a magazine that would enlighten his children about Italy and the Italian American experience.

Outside of a non-profit member magazine, the only magazines he could find were solely focused on either Italian food or travel.

Seeing a need for a magazine that covered all aspects of the Italian American experience, Dr. DeFabo began PRIMO magazine in August 2000.

PRIMO's editorial focus was originally on Italian Americans—their achievements and experiences.

Today, PRIMO has broadened its focus and provides editorial content on all things Italian that are in America—coverage on Italian Americans and Italian American communities as well as Italian influence on America in architecture, art, fashion, entertainment, food, science and business.

PRIMO is read by both Italian Americans and non-Italian Americans who are interested in the Italian culture.

TO ADVERTISE IN PRIMO MAGAZINE

Please contact advertising sales representative Potomac Media, 4201 Cathedral Ave., Ste. 107W
Washington, D.C. 20016, Tel: 888-325-9943, 202-363-3740, Fax: 202-621-9497 advertise@flprimo.com

Why Advertise in PRIMO?

Advertisements of specific products and services that appeal to the unique tastes and interests of a specific demographic group must be placed in a magazine that is read by them.

In that case, companies with products and services aimed at Italian Americans should advertise in PRIMO.

PRIMO readers make up the Italian American demographic group. Our readers share a deep passion and love for all things Italian. They are Italian Americans who live throughout the country. The mission of PRIMO and its editorial content guarantees that Italian Americans will always be our readers.

In every issue, the goal of PRIMO is to cover all aspects of Italian culture and its unique relationship with America. First, PRIMO features articles on the history of Italian immigration and settlement in America. These articles are of considerable interest to any of the 23 million Americans of Italian descent. Second, PRIMO features articles about the achievements of Italian Americans. Third, PRIMO features articles on Italian American communities and how Italian Americans continue their cultural traditions today. Fourth, PRIMO features articles on the products, people and places of Italy.

With such an editorial mission and content, you can be sure that today's Italian Americans and Italophiles will read PRIMO.

What do these readers buy? The answer is Italian food, wine, clothing and accessories, makeup, cologne and perfume, jewelry, furniture, automobiles and manufactured products made in Italy; films and books about Italian history, language, culture and the Italian American experience; and various travel destinations in Italy and America.

If you produce and sell any products and/or services belonging to the above-mentioned categories, then your ad in PRIMO magazine will directly notify and educate our readers about your products and services and get our readers to become your most loyal and lucrative base of customers.

Remember, our readers love all things Italian...especially those things Italian that are advertised in PRIMO.

Thank you for advertising.

Buon Fortunata!

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Media Kit

2009

Summary of Circulation Figures

TOTAL READERSHIP	31,100
Direct paid subscription	70%
Controlled circulation	20%
Newsstand paid through circulation	10%

Direct paid subscription

Readers can purchase a subscription to PRIMO for one year (\$24.95), two years (\$44.90) or three years (\$59.85) by completing bound-in insert forms placed in each issue or the electronic subscription form available on the website www.primomagazine.com.

The current subscription renewal rate is 89 percent. PRIMO experienced growth last year in direct paid subscriptions. Each paid subscriber receives his/her issue copy via the U.S. mail periodical rate.

The part of our circulation consisting of direct paid subscribers is the best reason to advertise in PRIMO. People who pay to receive a magazine are interested in the magazine and will read it cover-to-cover. As a result, you can be sure your ad will be read and responded to when you place your ad in PRIMO.

Controlled circulation

PRIMO is distributed at a number of Italian American festivals, events, trade shows and conferences. On average, 1,000 additional magazines are circulated at these gatherings every two months.

At some gatherings, the magazine is purchased by participants.

Most notably, PRIMO is also available on Delta Airline Shuttle flights from Washington, D.C. to New York and New York to Boston. About 1,500 magazine copies are available through the airline.

Our controlled circulation provides an additional audience for your advertisements.

Newsstand paid through

PRIMO copies are available at a number of newsstand outlets throughout the country.

The cost to purchase a single copy is \$4.95. About 78 percent of copies distributed at newsstands are purchased.

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Media Kit 2009

Demographics of 31,100 readers:

Men	13,684 (44%)
Women	17,416 (56%)
Italian/Italian-American	27,990 (90%)
Non-Italian	3,110 (10%)
18-34 years old	4,665 (15%)
35-55 years old	9,330 (30%)
55-75 years old	9,330 (30%)
Over 75 years old	7,775 (25%)
Annual income \$69,000 and above	23,325 (75%)
Median annual income	\$92,750

Source: In-house telephone survey, 2006

Geographical Breakdown

Although distributed in all 48 states, most of PRIMO readers reside in states with the highest concentration of Italian Americans and Italian immigrants. Those states are:

California	Connecticut
Florida	Illinois (Chicago and metropolitan region)
Missouri (St. Louis)	Massachusetts (Boston and Worcester)
Nevada	New York (NYC, Long Island, and Buffalo)
New Jersey	Ohio (Cleveland, Toledo and Youngstown)
Pennsylvania (Philadelphia and Pittsburgh)	Rhode Island (Providence)

Publisher's Statement

I hereby certify that all data set forth in this Readership Information document of the 2007 media kit of PRIMO magazine is true and correct to the best of my knowledge.

Truby Chiaviello, Publisher

Media Kit

2009

PRIMO is published every 10 weeks (5) times per year. Each issue consists of 64 pages with 80% to 20% editorial to advertising ratio. The editorial intent is to fulfill the goal of preserving the Italian culture as lived here in America.

Each issue contains an average of five feature articles with columns on travel, genealogy, language and reviews of the latest books by Italian American authors. We offer special issues of interest to particular advertisers:

February/March

Ad space deadline: February 20, 2009

Ad copy deadline: February 27, 2009

Distribution: March 14, 2009

Special advertising focus: Italian leather. All Italian leather goods makers and sellers can advertise at 20% off!

April/May

Ad space deadline: April 24, 2009

Ad copy deadline: April 30, 2009

Distribution: May 15, 2009

Special advertising focus: Guide to Italian American festivals. All Italian American festivals can advertise at 20 percent off!

June/July/August

Ad space deadline: June 26, 2009

Ad copy deadline: July 3, 2009

Distribution: July 17, 2009

Special advertising focus: Italian Grocers. Italian region focus: Molise. All American food companies and travel related companies can advertise at 20 percent off.

September/October

Ad space deadline: August 28, 2009

Ad copy deadline: September 4, 2009

Distribution: September 18, 2009

Theme: Italian American veterans. Special advertising focus: Genealogy. Guide to genealogy software, books, organizations and services. All genealogy service companies can advertise at 20 percent off.

November/December 2009

Ad space deadline: October 30, 2009

Ad copy deadline: November 6, 2009

Distribution: November 20, 2009

Special advertising focus: Guide to New Books. Italian weddings. All book publishers and Italian wedding planners can advertise at 20 percent off!

February/March 2010

Ad space deadline: February 12, 2010

Ad copy deadline: February 20, 2010

Distribution: March 6, 2010

Special advertising focus: Museum Showcase. All museums can advertise at 20 percent off!

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<p>Ad sales grew by 20% in PRIMO during 2008. Here is a list of companies and organizations that advertised in PRIMO magazine.</p> <p>Author Adriana Trigiani Allthatsitalian.com American Ideals Foundation Babilonia Ital. Lang. School Bellezza Imports Belle Viste Tours Bomboniere Shop Celebrations Wine Club Coccia Institute Confetti Pelino Corbin Gurking Photography Community Partners Heritage D'Argenzio Winery DNV Insurance Donna Distefano Jewelry Firenze Italian Specialties Francena Hall Cookbook Gitaly LLC Georgetown University Getty Publications Hey I'm Italian House4Good</p>	<p>Italian Catholic Foundation International Kitchen Il Circolo Calabrese Italian IQ Italian Sons & Daughters ISDA It.aly Res. Homestay School Italia Foundation Italian American Showcase Italian Cultural Society Italia Unita Organization Italian Property & Family Law Italian Research Services Judson Journal Publication John Borin Clocks John Biaselli John Cappelletti Collections Joe DeSimone Tours L'Italo Americano Marshall Rand Publishing Merano Tours & Cruises Mercer County IA Festival Michael Chiarello Vineyards "More Coffee with Nonna" Museum of Illinois My Italian Family National Italian-American Foundation Author Nicolas Mancini</p>	<p>PASCO Papavero Rentals "Sparrow's Revenge" Pezzo Bello Italian Imports Piccolina's Pocket MD, LLC RAI International TV Random House Publishing Sacramento Cultural Society San Gennaro Festival Sarah Spiritual Healer Sons of Italy Sons of Italy / Florida Sons of Italy / New Jersey Sony BMG Sorrento Lingua The Wolves Organization Travel Concepts International Unico National University of Pittsburgh Upper OH Valley Italian Festival "More Coffee With Nonna" Venice Events Vincero Enterprises Weddings in Tuscany Wolf Media YMT Tours</p>
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Advertising Rates

Media Kit

2009

Display Gross Rates (Black and white)

Size	<u>1x</u>	<u>2x</u>	<u>4x</u>	<u>6x</u>
Full Page	\$940	\$920	\$905	\$875
1/2 Page	\$560	\$505	\$480	\$455
1/3 Page	\$340	\$320	\$300	\$295
1/4 Page	\$300	\$270	\$255	\$230
Cover II (Inside Front Cover)	\$1,150	\$1,125	\$1,100	\$1,075
Cover III (Inside Back Cover)	\$1,100	\$1,078	\$1,056	\$1,035
Cover IV (Back Cover)	\$1,300	\$1,270	\$1,240	\$1,200
1st Right Hand Page	\$1,125	\$1,059	\$1,034	\$1,000
Opposite T of C	\$1,115	\$1,000	\$998	\$925

Four color addition: \$450

Two color addition: \$250

Website Banner Ads: \$90.00/month

Advertorial: Paid articles either submitted by the advertiser or written by the Primo staff. Single page — \$1,100.00. Two pages — \$2,000.00. Three pages — \$2,705. Four pages — \$3,150.00.

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Advertising Rates

Classified & Italian Society Cards

Media Kit

2009

Classified Text Ads

Only \$55.00 per 20 words on a per issue basis. A minimum charge of \$25.00. Please type or print ad in legible block letters, enclose payment or credit card information with order and provide your telephone number and street address (even if they do not appear in the ad.) Website and other large words will count as two words.

Classified Display Ads: (1" wide x 2" tall)

\$70.00 per insertion. Enclose camera ready artwork with order and payment. We offer a type-setting service for an additional \$25.00. Please ask ad salesperson for details.

Italian Societies and Club Card Ads:

Two possible size ads are one inch (2-14" wide x 1" tall) for \$100.00 a year, or six issues, and two inch (2-14" wide by 2" tall) for \$175.00 per year or six consecutive issues.

Italian American clubs and/or societies can now advertise their regional organization to PRIMO readers and gain new members and retain exiting members. In addition to the ad placement, PRIMO will list each participating society or club alphabetically and by state in each issue. Each advertiser can get listed on our website for only an additional \$25.00 per year. Payment must accompany order either by check or credit card. Please contact ad salesperson for details.

Genealogical or Family Reunion Text Ads

Families can place ads looking for other family members. Only \$10.00 per 20 word announcement per issue. Many PRIMO readers may share your family roots. Find other members of your extended Italian family by advertising in our genealogical section. Payment must accompany order either by check or credit card. Please contact ad salesperson for details.

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A TASTE OF ● ITALY IN AMERICA

primo

F&L

Advertising Specifications

Media Kit

2009

Publisher:

Potomac Media

Headquarter:

2125 Observatory Place, N.W.
Washington, D.C. 20007
888-325-9943 Toll Free
advertise@flprimo.com

New Office:

4201 Cathedral Ave, Ste. 107W
Washington, D.C. 20016
202-621-9497 Fax
www.primomagazine.com

Size Specifications (In Inches)

Full page	7-3/8 x 10-1/8
Full page bleed	8-3/4 x 11-1/8
Full page bleed trim	8-1/2 x 11
2/3 page horiz.	7-3/8 x 6-3/4
2/3 page horiz. Bleed	8-3/8 x 7-1/2
2/3 page vert.	4-3/4 x 10-1/8
2/3 page vert. Bleed	5-1/4 x 11-1/8
1/2 page horiz.	7-3/8 x 4-3/4
1/2 page horiz. Bleed	8-3/8 x 5-1/4
1/2 page vert.	3 x 10-1/8
1/2 page horiz. Bleed	5-1/4 x 11-1/8
1/3 page horiz.	7-3/8 x 3-3/8
1/3 page horiz. Bleed	8-3/8 x 3-7/8
1/3 page vert.	2-3/8 x 10-1/8
1/3 page vert. Bleed	2-7/8 x 11-1/8
1/3 page island	4-3/4 x 4-3/4
1/4 page vert.	3-1/2 x 4-5/8
1/8 page horiz.	3 x 2

Submission Specifications

Late changes—Material submitted following the ad copy deadline will be subject to additional fees for production of the advertisement that will be billed to the advertiser.

Media: CD-ROM, 100MB Zip

Preferred file formats: Photoshop, and Acrobat
Resolution: 300 dpi (minimum)

Proofs: Mark all proofs with output percentages

Send all ad material to:

Potomac Media, 4201 Cathedral Ave., Ste. 107W,
Washington, D.C. 20016. For questions about ad
submission, please contact Reem Nourallah at
202-363-3740.

Email: advertise@flprimo.com

Email: potompub@aol.com

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A TASTE OF ITALY IN AMERICA



Ad Space
Contract & Conditions
Page 1

Media Kit

2009

ISSUE(S)	SIZE/COLOR	COST

ADVERTISER

AGENCY

Company:
Contact:
Title:
Address:
City: State:
Zip Code:
Phone:
Fax:

Company:
Contact:
Title:
Address:
City: State:
Zip Code:
Phone:
Fax:

Method of payment. (Please check one): Money Order Check Credit Card

Credit Card Company: _____ Exp. Date: _____

Credit Card #: _____

Name of Signature on Credit Card: _____

Please mail and fax your completed space contract to: Reem Nourallah, Potomac Media , 4201 Cathedral Ave, Ste. 107W, Washington, D.C. 20016. Fax: 202-621-9497.

Full name of person signing (please print): _____

Authorized Signature: _____ Date: _____

Please refer to contractual requirements' sheet for conditions of agreement.

I. FINANCIAL CONDITIONS

- 1.) Terms. Prepayment. Prior to each issue contracted for, Advertiser will make payment at each materials deadline date(s) of the issue(s) contracted for advertising. The Advertiser or its Agency agrees to pay Potomac Media for advertising services rendered by the Publisher. The Publisher need not be a party to any suit to collect monies owed under this agreement.
- 2.) A tearsheet will accompany each invoice. One complimentary publication copy is available upon request of advertiser or its agency. Additional requested copies will be charged to the advertiser or agency at the publication's single copy subscription or newsstand rate.
- 3.) No Payment Within 60 Days. If an account is not paid within 60 days, then a) ads for the account will not be run; b) the account will be referred to the principal client and the advertiser or its agency loses its discount; c.) accounts not paid with 90 days subject to legal action; d.) the account will be deemed as having poor credit history.
- 4.) Confession of Judgement. The advertiser or its agency authorize irrevocably any attorney at law to appear in any court of record in the District of Columbia or in any other state in the United States after the above obligation becomes due and waive the issuing and service of process, and confess a judgment against the advertiser or its agency in favor of Potomac Media, LLC for the amount of space contract, together with costs of suit and thereupon to release all errors and waive all right of appeal in the event the provision immediately above in the paragraph is held to be unenforceable by a court and thus the advertiser or its agency and Potomac Media LLC proceed to trial: the advertiser or its agency hereby knowingly, voluntarily and intentionally waives the right either it or its successors, personal representatives or assigns may have to a trial by jury in respect of any litigation based hereon, or arising out of, under or in connection with this agreement and any agreements contemplated thereby to be executed, in conjunction therewith or in conjunction with any course of conduct, course of dealing, statements (whether verbal or written) or actions of the parties. The provision is a material inducement for representative entering into this agreement.
- 5.) All advertising is subject to publisher's approval.
- 6.) Governing Law and Forum. The terms of the Financial Conditions Portion of this Agreement shall be governed exclusively by the Laws of the District of Columbia. Any dispute arising from the Financial Conditions Portion of this Agreement, including a suit to collect monies owed, shall be resolved only in the Courts and regulatory agencies of or in the District of Columbia. The Advertiser and its agency will submit to the jurisdiction of the Courts of the District of Columbia.

II. PLACEMENT CONDITIONS

- 1.) Positioning of display ads is determined by publisher, except where a special position is purchased.
- 2.) This contract is non-cancelable except by permission of the publisher.
- 3.) Advertisers will be short-rated if they do not fulfill the number of insertions with a twelve-month period based upon billings.
- 4.) Previous ads for multiple insertion contracts will be repeated if new ad copy is not received by the ad copy deadline.
- 5.) Publisher will not be bound by any conditions appearing on insertion orders conflicting with provisions of specs and rate sheets.
- 6.) Advertiser or its agency agree to indemnify, defend and save the publisher from and against any claims for design, patent or copy infringement, libel, violation of right of privacy.
- 7.) Publisher liability on account of errors in or omissions of such advertising, shall in no event exceed the amount of charges for the advertising which was omitted, or in which the error occurred in the then current issue.
- 8.) If any term or provision hereof is illegal, it will be severable here from and all remaining provisions will remain full force and effect.