

I I L

www.italiansinlondon.co.uk



Media Pack

ABOUT US



www.italiansinlondon.co.uk



www.italianialondra.it

After coming to London for our holidays, spending months or weeks every year during our childhood and youth, the natural next step was to move here.

www.italiansinlondon.co.uk (in English) aims to show how we appreciate London and its environs, whilst at the same time, hoping we can help London's inhabitants better understand what Italians think and why they behave "differently".

Year of creation: 2004.

www.italiansinlondon.co.uk has the top search engine ranking in Google: type "Italians in London" : you'll get the first page!

www.italianialondra.it (in Italian) is the natural complementary source to the other website and let us reach a different target-audience, the Italians wanting to reach London and its environs, those looking for a school of English, for a job or simply to visit them.

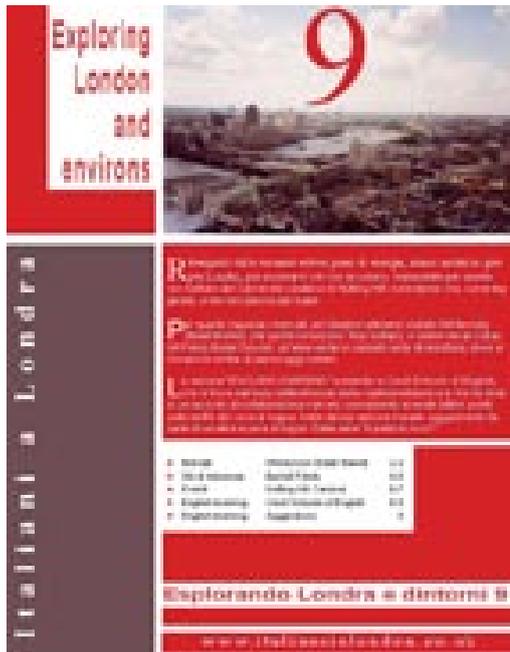
Year of creation: 2006.

www.italianialondra.it has a top search engine ranking in Google: type "Italians in London": you'll get the first page!

To check google ranking, you can use:

http://www.seoutilility.com/it/Google-Ranking/Ranking_Full.asp

NEWSLETTER



*Exploring London
and environs -
Esplorando Londra e dintorni*

Submitting editorial/ads

The deadline for submitting articles/ads for consideration is usually the last week of the month before the publication month, e.g. to be considered for the October issue, articles must be submitted by the third week of September.

If you have an idea for an interesting article, please contact us at newsletter@italiansinlondon.co.uk to discuss it.

You should also consult our guidelines for authors – click on “Writing articles” on our website

www.italiansinlondon.co.uk (top-right in “Newsletter”).

We do not publish work that has already been published elsewhere.

Our **e-newsletter** “*Exploring London and environs/Esplorando Londra e dintorni*” contains articles, some in Italian, some in English, informing you on a range of topics, such as:

- English learning;
- Markets;
- Sites of interest;
- Monuments;
- Attractions;
- Events;
- London’s villages;
- Interesting towns not far from London;
- A week-end abroad.

We believe our e-newsletter should deliver information interesting those getting to London for different reasons, whilst at the same time stimulating their curiosity. It is available free of charge upon request, by filling in a form, so as to be added to our mailing-list.

Our e-newsletter is sent every month to:

- 2194 Italian Secondary Modern Schools (14-18 years-old-students) and hundreds USP (Public Offices controlling the schools) and plenty of teachers and students, who represent the ideal target for the schools of language in the UK;
- our newsletter subscribers;
- www.italiansinlondon.co.uk and www.italianalondra.it visitors who contacted said web-sites;
- hundreds schools of language and universities in the UK.

In addition, several copy of the pdf file containing the e-newsletter are downloaded from our websites every day.

Numbers speak for themselves!!!

THINKING

- www.italiansinlondon.co.uk and www.italianialondra.it attract thousands of visitors and generate thousands of pages views every month;
- www.italiansinlondon.co.uk and www.italianialondra.it provide readers with a quick, authoritative, searchable point of reference. Features include:
 - Information on London and environs (both in English and Italian);
 - Archived newsletters database;
 - Regular updates.
- Several subscribers have signed up to receive “Exploring London and environs/Esplorando Londra e dintorni”, our monthly e-mail newsletter, which focuses on relevant topics interesting a wide range of people. Read as one subscriber put it: *“Your newsletter is very good from what I have seen. You have everything that new people here want to know about, tourism, language and more.”*;
- Our websites and e-newsletter are well-regarded for their independence and vital look and feel;
- Our e-newsletter has broad appeal and its editorial content is developed according to our readers and subscribers requests;
- Maximise the impact of your campaign, using three complementary channels, by combining your presence in the newsletter and advertising on the sites;
- Target your audience in an editorial style format;
- Benefit from a strong response generator representing a highly cost-effective marketing opportunity;
- Limit your efforts, as you only need to supply us with text and images, we do the rest!

Contact us:

To find out more about our e-newsletter “Exploring London and environs/Esplorando Londra e dintorni”, please, contact us at:

newsletter@italiansinlondon.co.uk

We hope you also enjoy our websites, that is why if you have some suggestions and/or criticisms, we would like to know, as feed-back, both negative and positive, stimulates us to serve you better content and look.

Please, e-mail us at:

webmaster@italiansinlondon.co.uk

info@italianialondra.it