





# VOI TUTTI

*“This magazine is for all of us, bringing the passion of Italy into our lives”*

**PUBLISHER**  
NICHOLAS CARÉ

**VOI TUTTI** is your guide to *la dolce vita*. This beautifully presented 80 page magazine was first published in 2005 by the Italian Chamber of Commerce in Sydney for Italian-Australians, those who conduct business with Italy or those who simply love Italy.

*Voi Tutti* is an independent publication that informs and entertains readers across the world interested in all things Italian. Subjects of note have included the Versaces, Vince Colosimo, Giorgio Armani, Marcel Wanders, Neil Perry, The Veronicas, Gabriella Cilmi, Tobie Puttock and Carla Zampatti.

*Voi Tutti* is distributed throughout Australia. It can be found in selected newsagencies in NSW and nationally at the best design and food stores, five-star hotels, airline lounges, at ICCI Aperitivo clubs, business luncheons as well as in the hands of an increasing number of subscribers and with our loyal ICCI members.

● *Voi Tutti* issues #06, #07, #10, #13 and #16 were released as supplement to Vogue Living and reached more than 50,000 readers.



**ISSUE DATES AND DEADLINES**

MONTH	ISSUE	ON SALE	BOOKING DEADLINE	MATERIAL DEADLINE
January 2010	#16 Autunno*	February	10 December	17 December
May 2010	#17 Inverno	June	14 May	21 May
August 2010	#18 Primavera	September	13 August	20 August
November 2010	#19 Estate	December	28 October	4 November

\* Available with Vogue Living in metropolitan areas  
\*\* Special Food and Wine issue  
The publisher reserves the right to change all dates.

Circulation	10,000/ 60,000*
Readership	35,000
Frequency	Quarterly
Cover price	\$6.95

RATE CARD	CASUAL	FOUR ISSUES
Full-page colour	\$2,250	\$8,100
Double-page spread	\$3,600	\$12,960
Half page	\$1,350	\$4,860
Third page	\$1,050	\$3,780
Inside front cover spread	\$5,400	\$19,440
Inside back cover	\$2,700	\$9,720
Outside back cover	\$4,050	\$14,580

FOUR ISSUES includes 10 per cent discount on casual rate  
Other specified positions: 10 per cent loading applies  
All pricing is inclusive of 10 per cent GST and in Australian dollars  
Non-members' rate: an additional 10 per cent cost

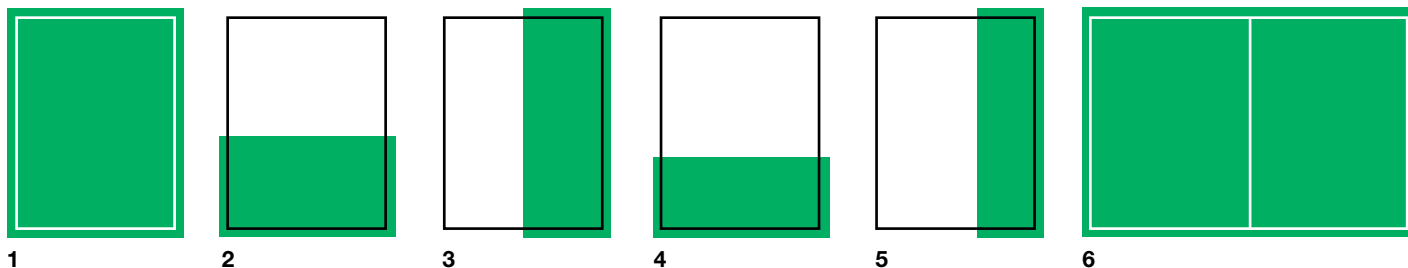


**MAGAZINE TRIM SIZE** 297mm x 220mm

SIZE	BLEED AREA (mm)	TRIM (mm)	TYPE (mm)
1 Full page	307 x 230 wide	297 x 220 wide	277 x 200 wide
2 Half-page horizontal	158 x 230 wide	148 x 220 wide	128 x 200 wide
3 Half-page vertical	307 x 120 wide	297 x 110 wide	277 x 90 wide
4 One-third page horizontal	109 x 230 wide	99 x 220 wide	79 x 200 wide
5 One-third page vertical	307 x 83 wide	297 x 73 wide	277 x 53 wide
6 Double-page spread	307 x 450 wide	297 x 440 wide	277 x 420 wide

**CONTACT**

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**ARTWORK REQUIREMENTS**

The requirements for submitting advertising material are:

- All advertisements must be supplied by the due date and to the specifications as outlined here.
- Please supply the artwork as a high-resolution, press-quality PDF with crop marks. All fonts to be outlined, 5mm bleed all around. All the crop marks to be offset – ie outside of information area inclusive of bleed.
- All artwork is to be supplied on disk, with hard-copy colour print-out for reference.
- All images at 300dpi, CMYK.
- Image area not including bleed is 220mm x 297mm. Total image area including bleed is 230mm x 307mm (this is the image area plus 5mm of extra image needed all the way around). Available for your reference is a full-page advertising template showing image area, bleed area and crop marks.
- Please note the client/agency must supply correct advertising material accompanied by specific instructions. ICCI will not take any responsibility for incorrect material supplied.

**The Italian Chamber of Commerce and Industry in Australia Inc.**

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