

# Italian America

The Official Publication of the Order Sons of Italy in America

***Use Your Ad Dollars Wisely:  
Reach 180,000 Italian Americans  
with only **ONE** Publication!***

**W**elcome to *Italian America*, the most widely-read magazine in the United States for men and women of Italian heritage.



***Italian America*** has a circulation of 65,000 households and a readership estimated at more than 180,000 nationwide.



***Italian America*** is a glossy, full-color magazine published quarterly. It offers original features and news articles on Italian American current events, history and culture, book reviews and more.



***Italian America*** is published by the Order Sons of Italy in America, the oldest and largest national Italian American organization in the United States.

# A PROFILE OF TODAY'S ITALIAN AMERICANS

Italian Americans are an untapped consumer market. According to the U.S. Census Bureau, Italian Americans are above the national median in their levels of education and income.

**Median Annual Income: Italian Americans: \$61,300 / National Median: \$50,000**

**\*Education: Italian Americans: 57% / National Average: 53%**

*\*High school and beyond*

Most Italian Americans (88%) live in or near a big city, have small families (one child), low divorce rates (8%) and white collar jobs (66%).

## **U.S. CENSUS BUREAU STATISTICS:**

- ❖ Nearly 16 million people identified themselves as Italian American in the last U.S. census.
- ❖ Italian Americans are the only European group whose population has increased in the last two census surveys. (15 million in 1990; 16 million in 2000.)
- ❖ Italian Americans are the nation's fourth largest European ancestry group.
- ❖ Italian is the fourth European language most spoken in U.S. homes.

## **AD DEADLINES**

<b>ISSUE:</b>	<b>WINTER</b>	<b>SPRING</b>	<b>SUMMER</b>	<b>FALL</b>
<b>AD DEADLINE:</b>	November 15	February 15	May 15	August 15
<b>MAGAZINES MAILED:</b>	January 15	April 15	July 15	October 15

# READERSHIP

**Circulation:** 65,000

**Estimated Readership:** 180,000

## **READER PROFILE**

Sons of Italy members • outside subscribers •  
members of Congress • celebrities • government officials  
• corporate leaders • journalists

## **READER DEMOGRAPHICS AND INTERESTS**

- ▶ 50 % women
- ▶ 56 % under age 65
- ▶ 65 % with annual household incomes of \$50,000 +
- ▶ 65 % with college, technical or professional training
- ▶ 75 % speak some Italian
- ▶ 80 % want to perfect their Italian language skills

## **IN ANY GIVEN YEAR**

- ▶ 68 % purchase Italian food products
- ▶ 66 % purchase Italian wines
- ▶ 35 % buy books on Italian American history & culture
- ▶ 24 % travel to Italy regularly
- ▶ 22 % purchase Italian designer clothing
- ▶ 21 % watch Italian films
- ▶ 20 % purchase computer hardware and software



## **ITALIAN AMERICA MAGAZINE**

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# ITALIAN AMERICA MAGAZINE

## ADVERTISING RATES

AD SIZE	WIDTH	DEPTH	1X	4Xs OR MORE
<b>COVER</b> (BLEED)	8.375" (21.3 cm)	11.125" (28.3 cm)	\$3,000	\$2,700
<b>FULL PAGE</b> (NON-BLEED)	7.5" (19.05 cm)	9.75" (24.8 cm)	\$2,500	\$2,250
<b>HALF-PAGE</b>	7.5" (19.05 cm)	4.75" (12.06 cm)	\$1,500	\$1,350
<b>THIRD-PAGE</b>	2.25" (5.7 cm)	9.5" (22.8 cm)	\$1,000	\$900
<b>QUARTER-PAGE</b>	7.5" (19.05 cm)	2.25" (5.7 cm)	\$750	\$675
<b>SIXTH-PAGE</b>	2.25" (5.7 cm)	4.75" (12.06 cm)	\$500	\$450

**Business Reply Cards (Furnished):** \$6 per 1,000 copies plus the cost of a full-page advertisement.

### PRODUCTION

**Issues:** Winter, Spring, Summer, Fall  
**Mail Drop:** January, April, July, October  
**Ad Agreements:** Due 45 days prior to mail drop  
**Ad Payment:** Due 45 days prior to mail drop  
**Ad Mechanicals:** Due 30 days prior to mail drop

**Film:** Right Reading, Emulsion side down  
**Electronic Files:** JPG, TIF, EPS (with fonts) or PDF

### TERMS

**Placement:** Requests honored on a first-come, first-served basis.

**Production:** Trim size is 8.25" wide by 10.875". Cover is on 80 lbs #3; editorial is on 60 lbs. #4 groundwood paper with a 133-line screen maximum and saddle-wire stitched.

**Mechanicals:** Advertisers supplying mechanicals should provide camera-ready copy, diskette, or film negatives (right-reading, emulsion side down). Match print required for ads on film or diskette. Send electronic files as **JPG, TIF, EPS (with fonts), or PDF.**

**Design:** Production/design charges are separate and not discounted. Design rates are competitively priced.

### DISCOUNTS

**Advertising agencies** receive a 15% discount if they supply the ad and assume payment responsibility.

**OSIA members** receive a 15% discount. No discounts on design charges.

**Advertisers** receive a frequency discount of 10% for four (4) consecutive ads. Discount is applied immediately to ads paid in full in advance. Otherwise, the discount is applied to the fourth ad in the series.

***Only one discount per ad is applied.***

**Terms:** Payment per ad must be made in advance unless credit has been approved by OSIA. Invoices are due upon receipt. Invoices will be considered delinquent after 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum) or the maximum allowed by law.

In the event of nonpayment within our terms, the advertiser or agency agrees to pay all collection costs resulting from collection efforts on the delinquent balance, including reasonable attorney's fees.

**Editorial Privilege:** Italian America reserves the right to reject any advertisement containing offensive materials or deemed to be contrary to the goals of OSIA. Advertisements for certain products, including tobacco, liquor, and insurance, will be reviewed on an individual basis.