

AUTOMOTO NETWORK

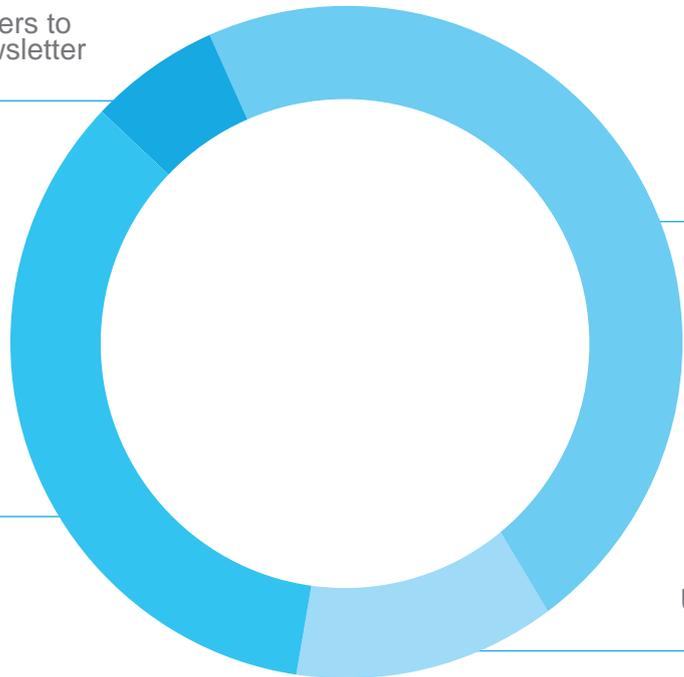
AUTOMOTO NETWORK

Moto.it and Automoto.it form the only network dedicated to the motor sector that permits **qualitative information**, guaranteed by authoritative signs, and a secure purchase choice, guaranteed by networks' official dealers.

The two platforms provide daily automotive content to Yahoo!, LaStampa.it, Msn (Microsoft), Windows 8 and Windows Phone: **30 million potential users** in addition to the ones already visiting our websites on a daily basis. We're also **media partner of Quintegia, Italian Motorcycle Federation(FMI) and EICMA**. Moto.it and Automoto.it count on a Facebook fan base of **over 1 mln extremely active fans**, with **40 mln people involved weekly**.

Moto.it is the most important "motorcycle" platform.

Registered users to DEM and Newsletter
540.000



Page Views
37.242.000

User Session
6.466.000

Unique Browsers
2.235.000



READERS' PROFILE

MOTO.IT

93% **Men**
7% **Women**

96% **Moto/scooter owners**
84% **Private car owners**

30 - 42 years (>50%) **Age referral**

AUTOMOTO.IT

Men: 66%
Women: 34%

Private car owners: 92%

Age referral: 30 - 46 years (>50%)
Average age: 41 years

1,270.000 Unique Browser/Month

31.127.000 Page Views/Month

Font: Comscore, desktop usage, Sept. 2015

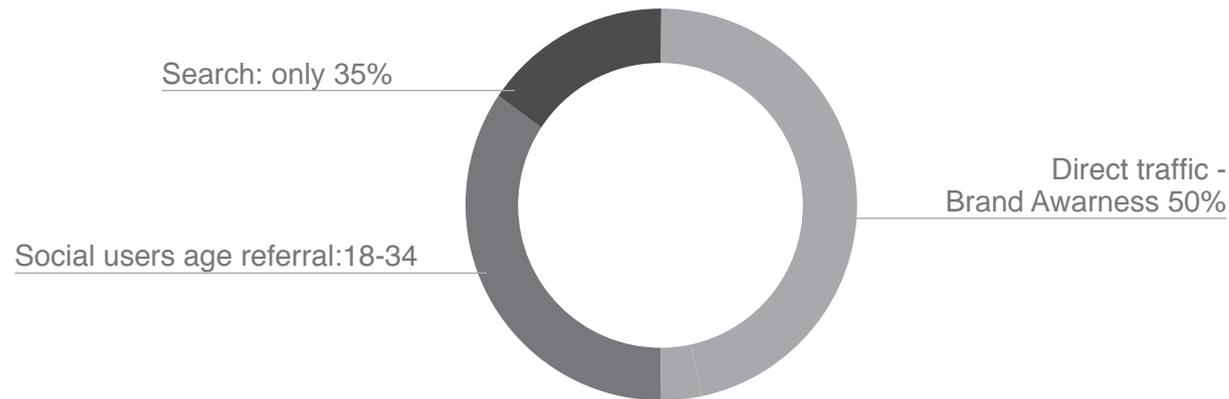
Unique Browser/Month 964.000

Page Views/Month 4.850.000

Font: Comscore, desktop usage, Sept. 2015



MORE INFOS



APP + MOBILE

MOTO.IT AND AUTOMOTO.IT APP

Daily in real time

Contents: Tests, News, MotoGP, SBK, Sport, F1, Models' list, Comparisons, Eco, New and used motorbikes, Vintage

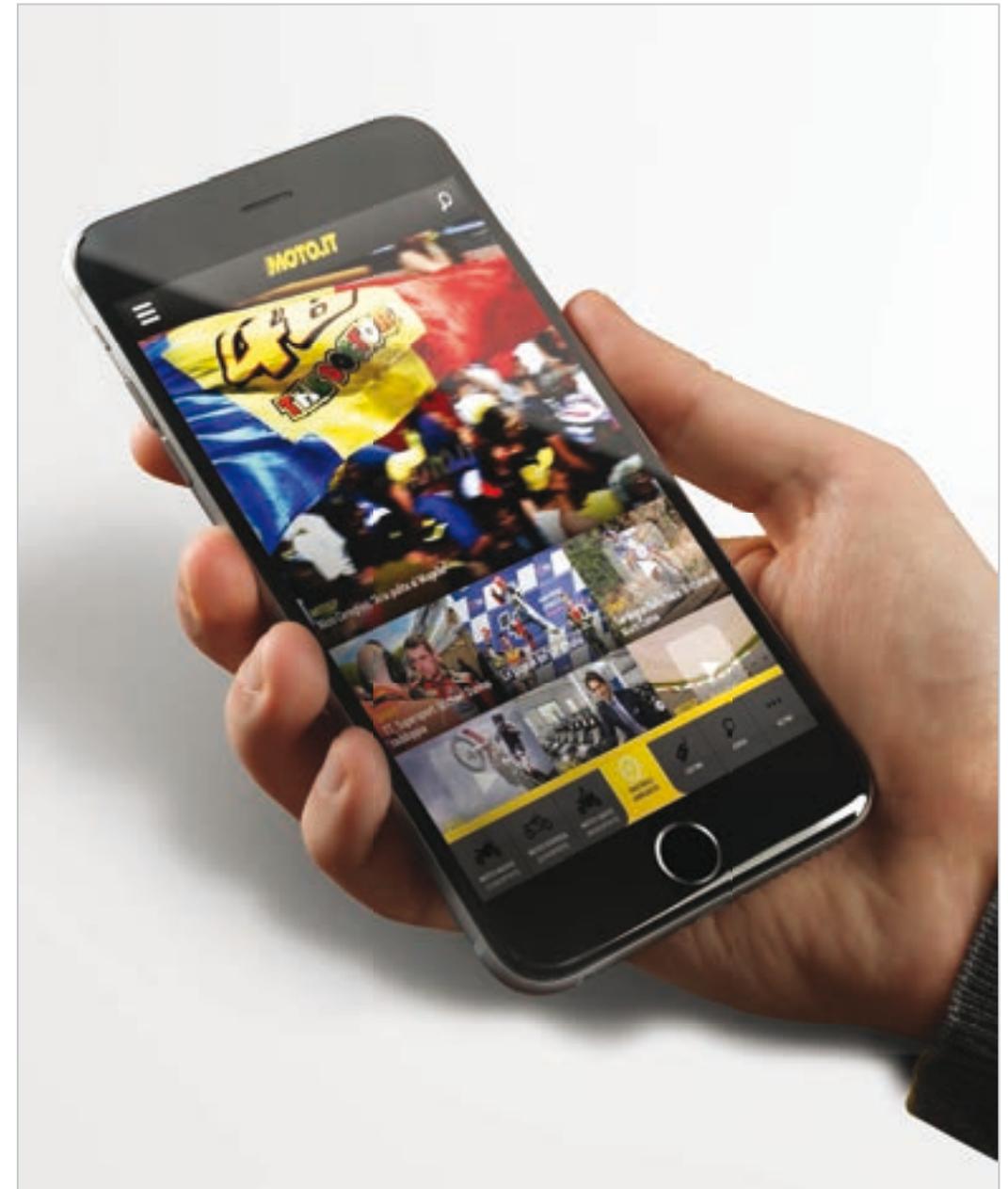
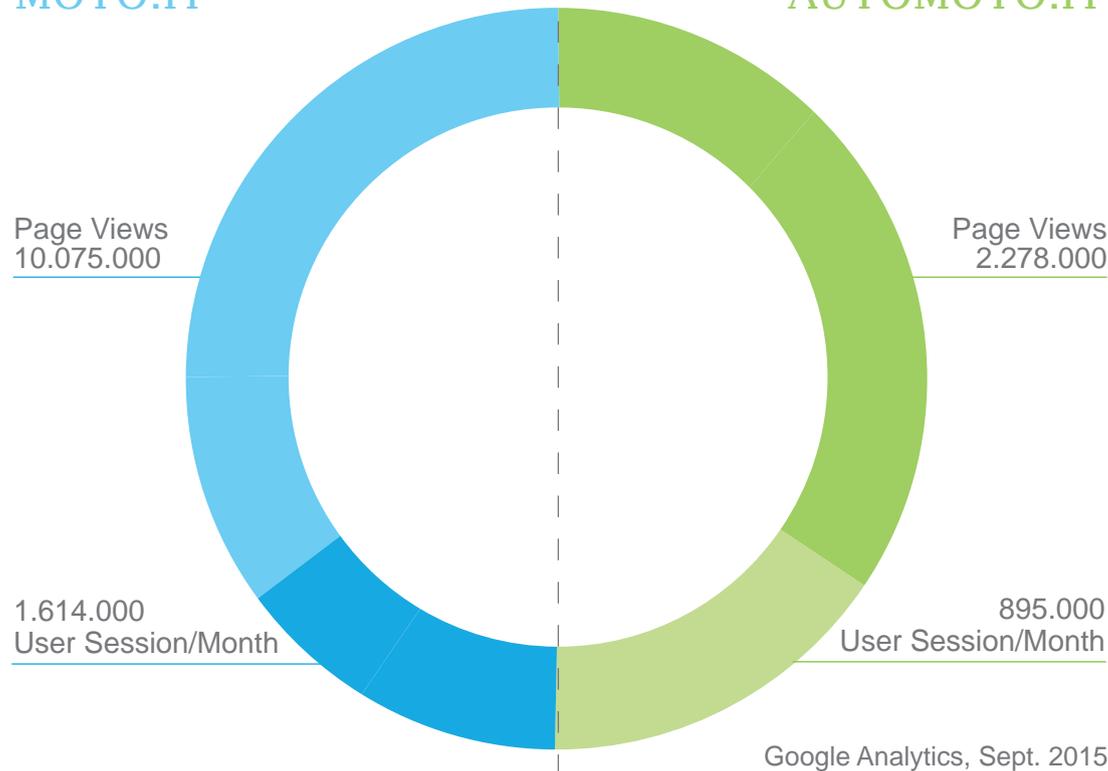
Available on:



OVERALL TRAFFIC ON MOBILE

MOTO.IT

AUTOMOTO.IT



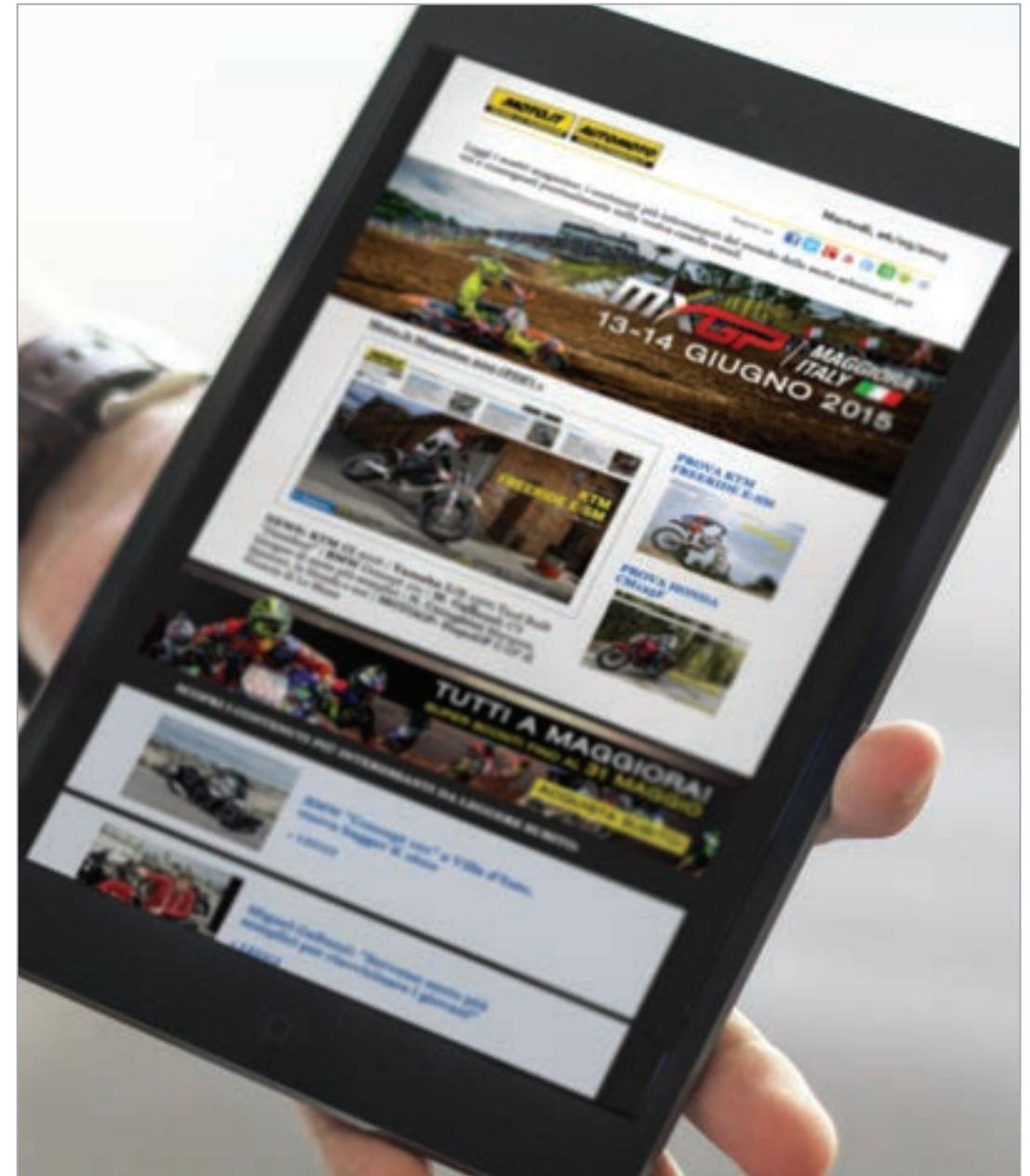
DEM AND NEWSLETTER

DEM

540.000 users. Segmentation by: age, region, province, auto and moto segment, owned motorbike..

NEWSLETTER

540.000 Readers. Sent weekly (Tuesday). Available formats: sponsorship newsletter, internal pages.



DIGITAL MAGAZINE

MOTO.IT

Free, available on a weekly basis

The best of Moto.it: Tests, News, MotoGP, SBK, Sport (approx. 120 pages)

Available on:



Google play

amazonkindle

Available formats: Splash screen, app banner, full pages, total sponsor

Readers: 37.000/release



AUTOMOTO.IT

Free, Available every 2 weeks.

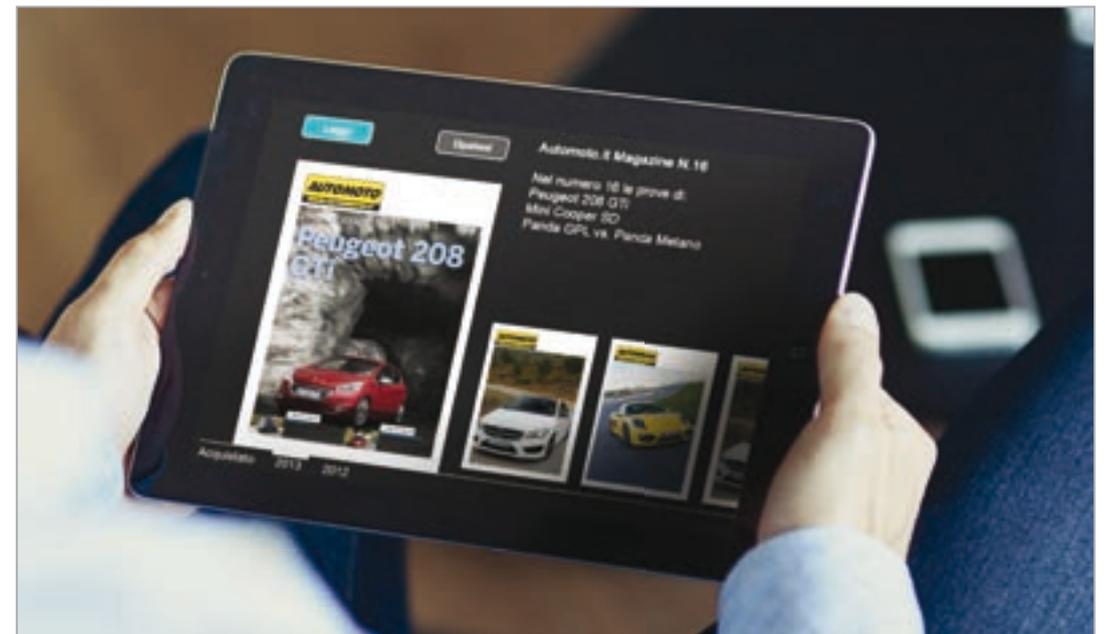
The best of Automoto.it: Prove, News, Cars, F1, Rally

Available on:



Google play

amazonkindle

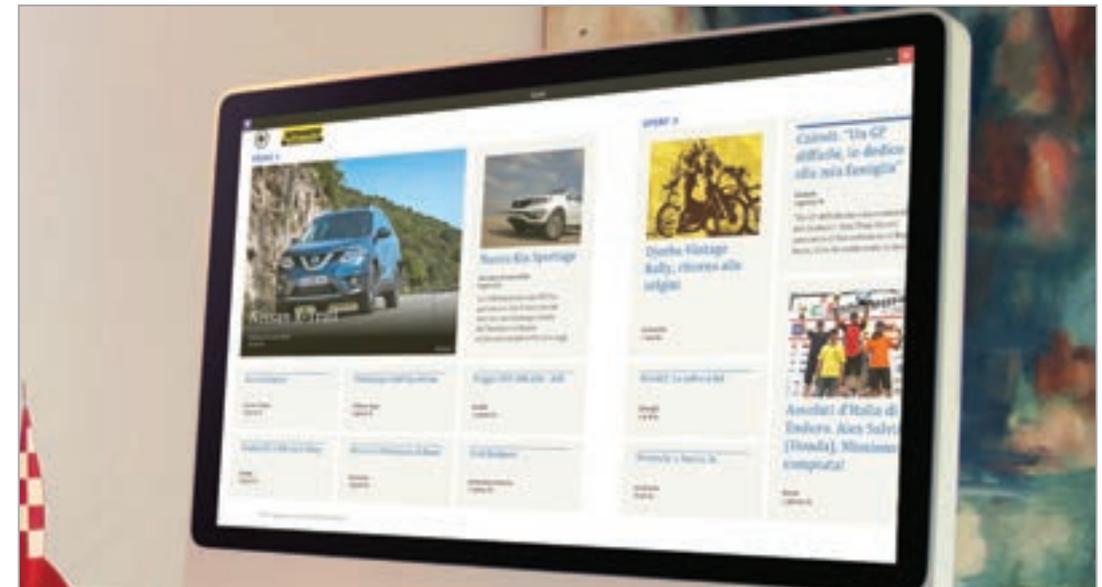


PUBLISHING ACTIVITIES

Automoto.it and Moto.it, gathered under the Automoto brand, are **Premium Publisher for Windows 8 with a native APP** (already installed in the operating system).

All Automoto.it and Moto.it's contents are available on Microsoft Windows 8.

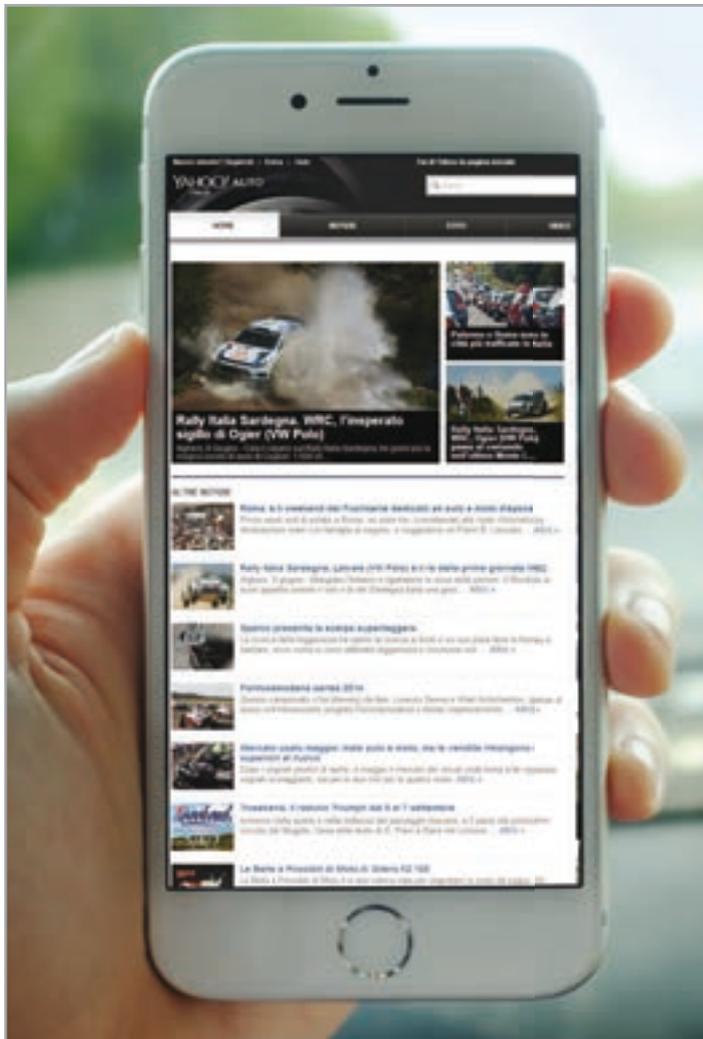
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PUBLISHING ACTIVITIES

Yahoo!

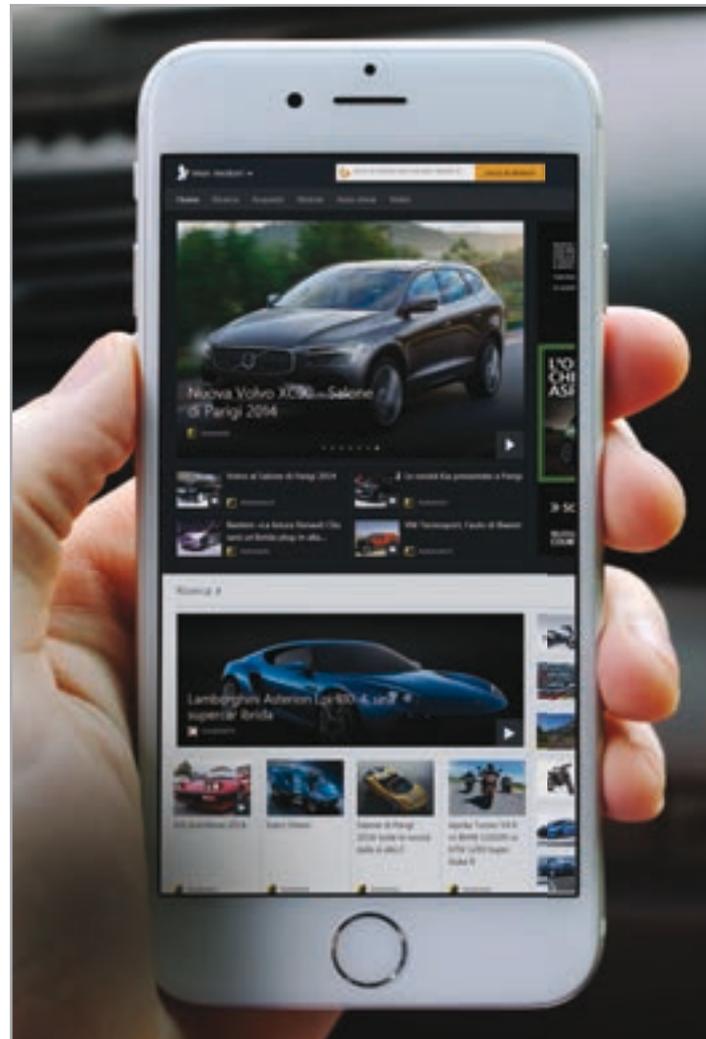
Automotive channel edited by Automoto.it e Moto.it



Yahoo.it

Msn

Automotive channel edited by Automoto.it e Moto.it



Msn.com

Lastampa.it

Motorbike channel edited by Moto.it



Lastampa.it

VIDEOS, SPECIAL PROJECTS AND SOCIAL

Our newsrooms are supported by “units” dedicated to video projects. Format generation, testimonial choice, direction, video recording with slider, dolly, steadycam, minicam and drone, mounting and postproduction of special projects. Recordings both in external and in studio with chroma key and video production in full HD. **Complete production of exclusive programs with journalists and external guests.** Depending on target our productions run on our websites, on our media partner sites and on our social channels. **The communication impact and the number of reached users is unique.**

- RecenSito, new and exclusive video format dedicated to accessories.(picture)
- DopoGP, Moto.it’s appointment dedicated to MotoGP: analysis of pilots’ performances and a lot of technique.
- Eugenio Franzetti, Peugeot Italy External Relation Director, recounts Peugeot 205’s 30 years
- Andrea Dovizioso leaves his Ducati 1199 Panigale R for a day, and drives a Lamborghini Aventador Roadster
- SicuraMente, dedicated to cultural, social, technological and regulatory themes linked to security on the road.
- Nico Cereghini presents in a total new way, the technical features of a motorbike and of its engine
- Tony Cairoli, exclusively for Moto.it, takes us to discover all the cross tracks of the world championship.
- Marco Aurelio Fontana presents “Mountain Bike lessons”, in collaboration with Volkswagen Amarok.
- Gio Sala, exclusively for Moto.it, teach us how to manage with enduro during “Enduro lessons with Gio Sala”



SOCIAL, LIVE STREAMING, EXHIBITIONS

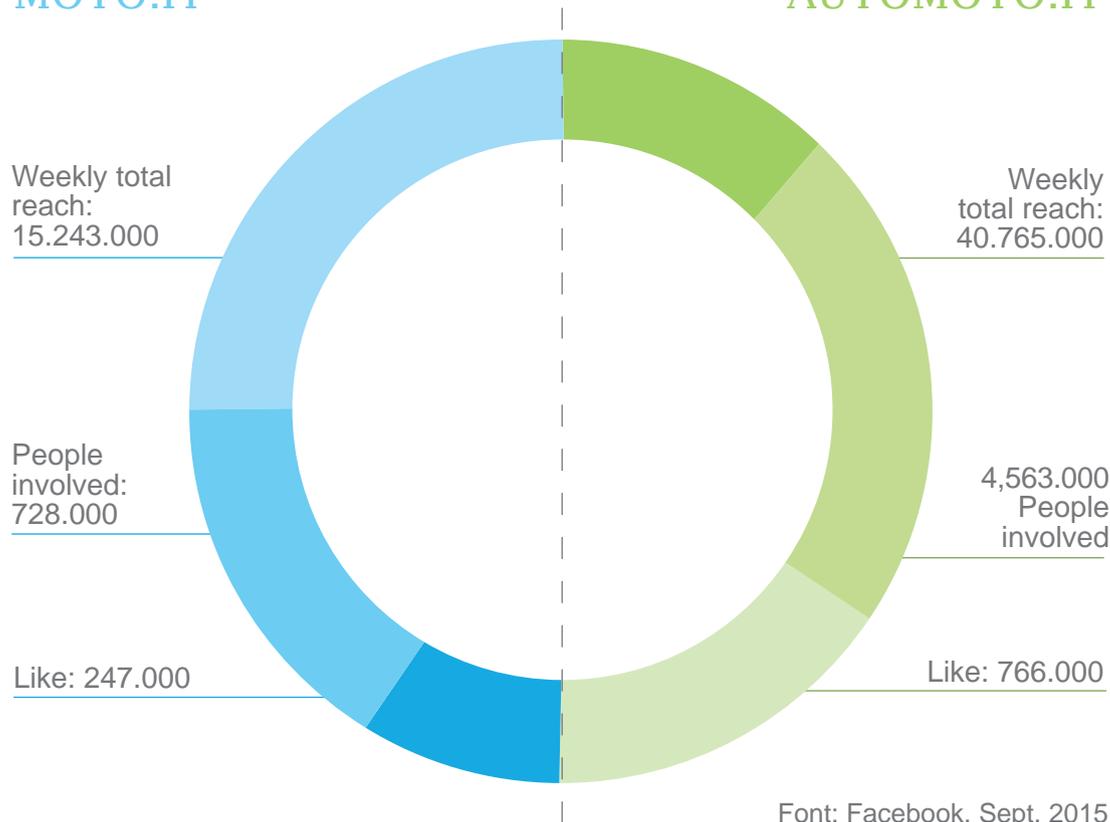
Social Networks, Facebook in particular, permit to talk to an immense public with an innovative linguistic approach.

Live Streaming activities with comments of the main sport events (MotoGP, Superbike, etc.) from our reporters, pilots and readers.

We attend all main exhibitions, with our own stands or with co-marketing activities with partner brands.

AUTOMOTO NETWORK'S ON FACEBOOK

MOTO.IT AUTOMOTO.IT

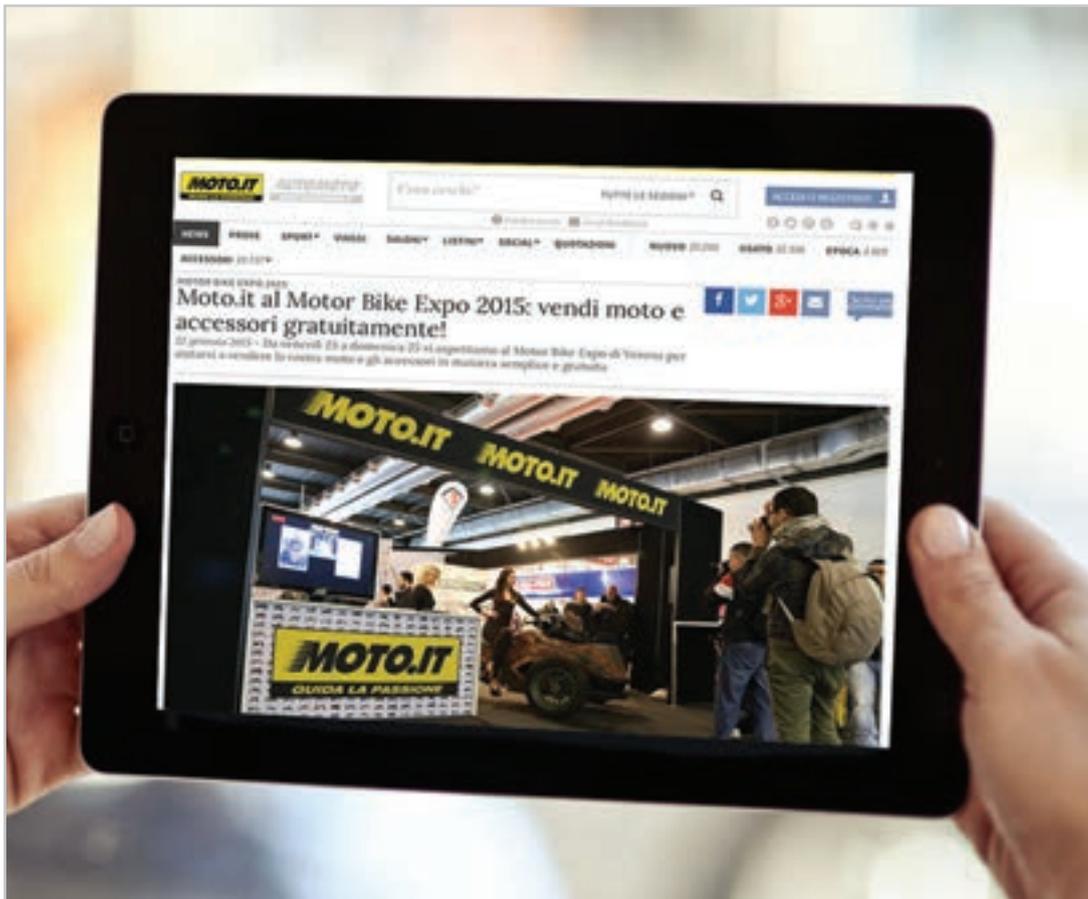


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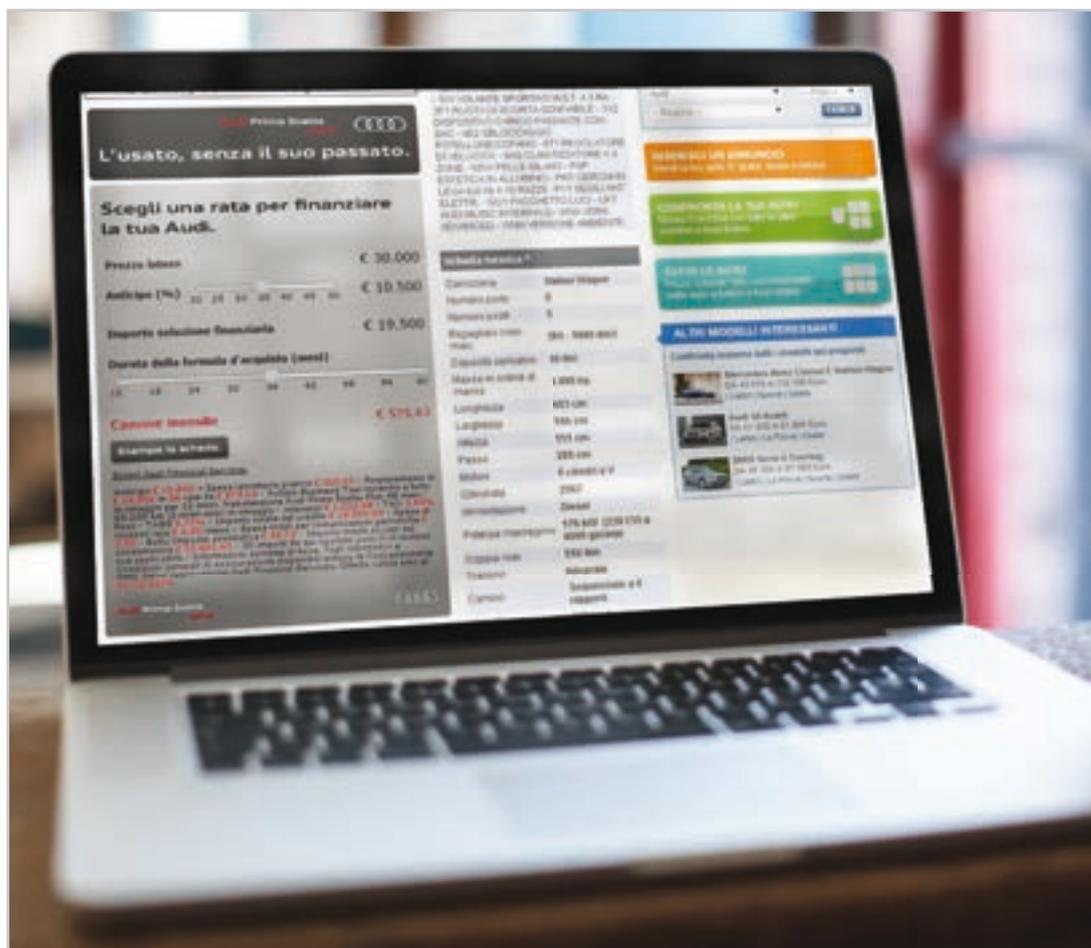
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AD SERVER

In order to intercept user's choices, the AD Server can **disburse campaign depending on a plurality of parameters** as brand and model of car or motorbike of interest, price range, **segments and geographical localizations**.

A unique experience of **advertising calibrated on the choices the user is actually making**.



AD SERVER



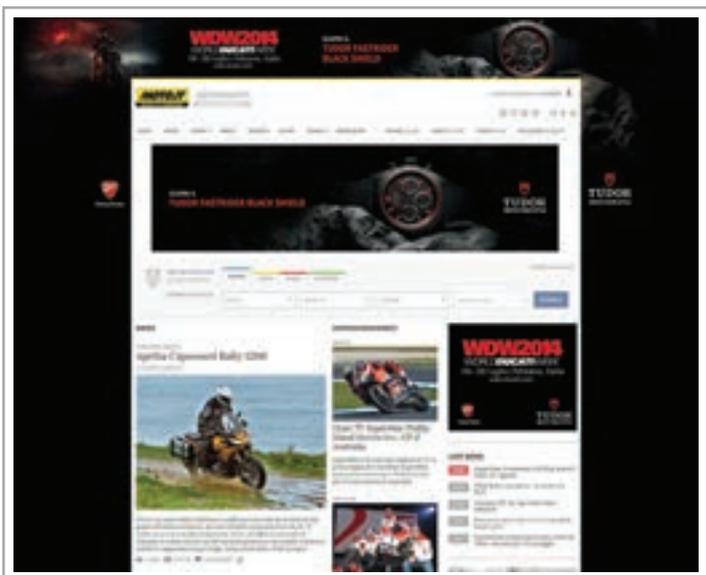
Parametric box



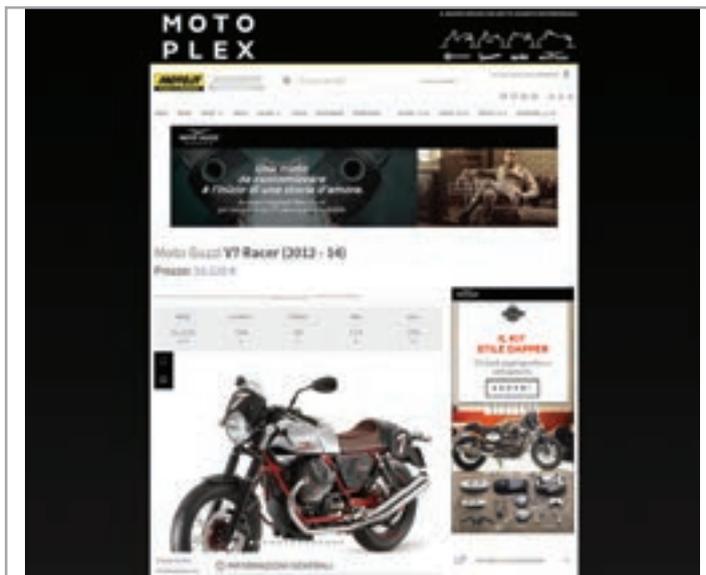
Brand garrison



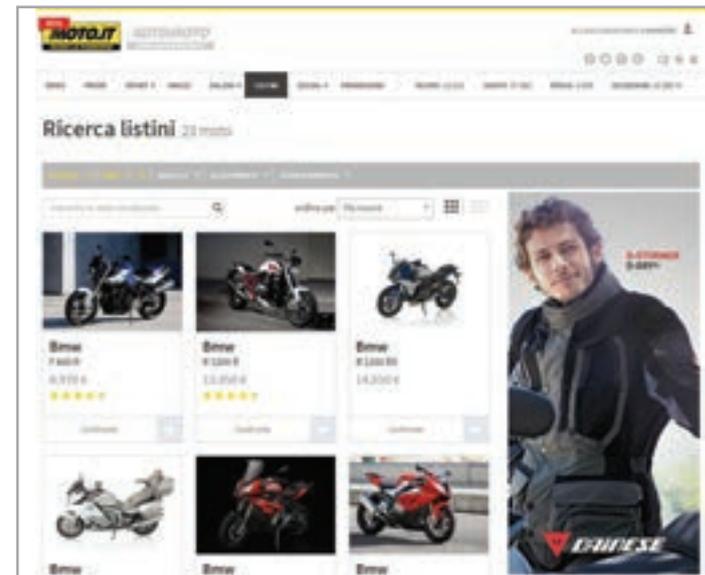
Sport section sponsorship



Full Domination Home Page



Models list Full Domination



Brand targeting



THANKS FOR WATCHING
Automoto Network