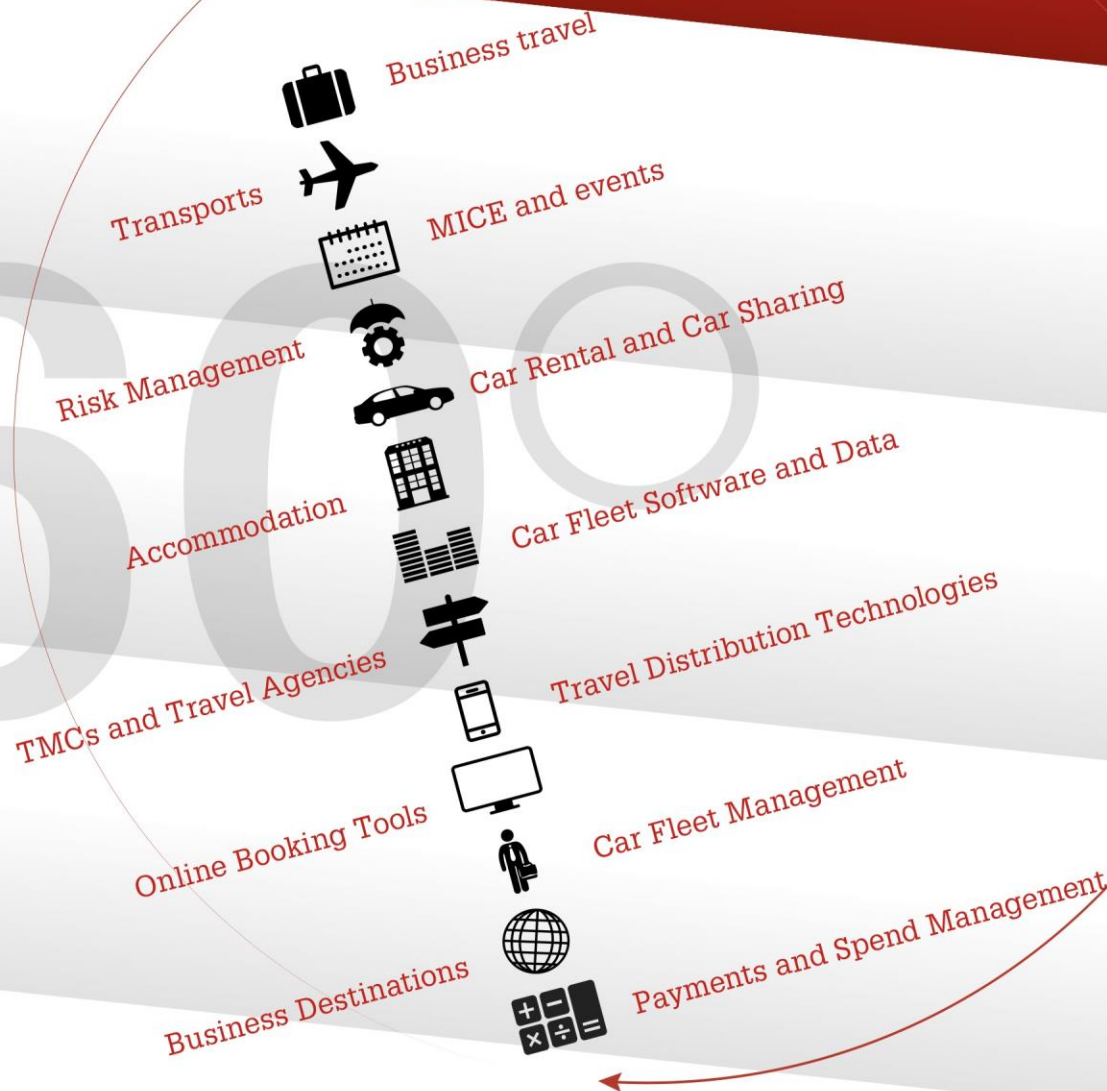


Newstecca



MUCH MORE THAN JUST NEWS!

NEWSTECA: 360° BUSINESS MOBILITY



Newsteca is the only Italian B2B market-focussed publishing company specialising in the business travel and car fleet sectors.

Our editorial team are particularly proud of **Mission – The business travel magazine**, and **MissionFleet – The company car magazine**, which are successfully supported by www.missiononline.it, the portal that's all about 360° mobility.

Since 2018 this has included a section dedicated to the **Meeting Industry** and **MICE**.

Our editorial team offers integrated communication through offline and online channels and events.

OUR HISTORY

2000

We launched **Mission** – The business travel magazine

2006

We launched **MissionFleet** – The company car magazine

2007

First Edition of **BT School**

2008

First Edition of **GreenFleet**

2009

First Edition of **MissionForum**

2014

First Edition of **Italian Mission Awards**

2015

We launched the portal **www.missionline.it**

2016

First Edition of **MissionFleet Awards**

2018

We launched **Mission MICE**

2019

Mission turns 20 years old

2020

We launched **MissionForum Digital** and **Newsteca webinars**

2021

We launched **EMA** – European Mission Awards

MISSION
La rivista dei viaggi d'affari

MISSION
forumdigital

MISSIONFleet
La rivista dell'auto aziendale

MISSION
forum
Incontri sui viaggi d'affari e le flotte auto

IMA
ITALIANMISSIONAWARDS

MISSIONLINE

MFA
MISSIONFLEETAWARDS

MISSION

La rivista dei viaggi d'affari



Circulation

9.500 copies per issue
4 issues per year

Distribution

National

Target audience

- Travel managers and professionals responsible for booking and managing business travel.
- Industry operators: TMCs, travel agencies, airlines and train companies, airports, hotels and apartments, relocation companies, rental companies, IT providers, and tourist boards.

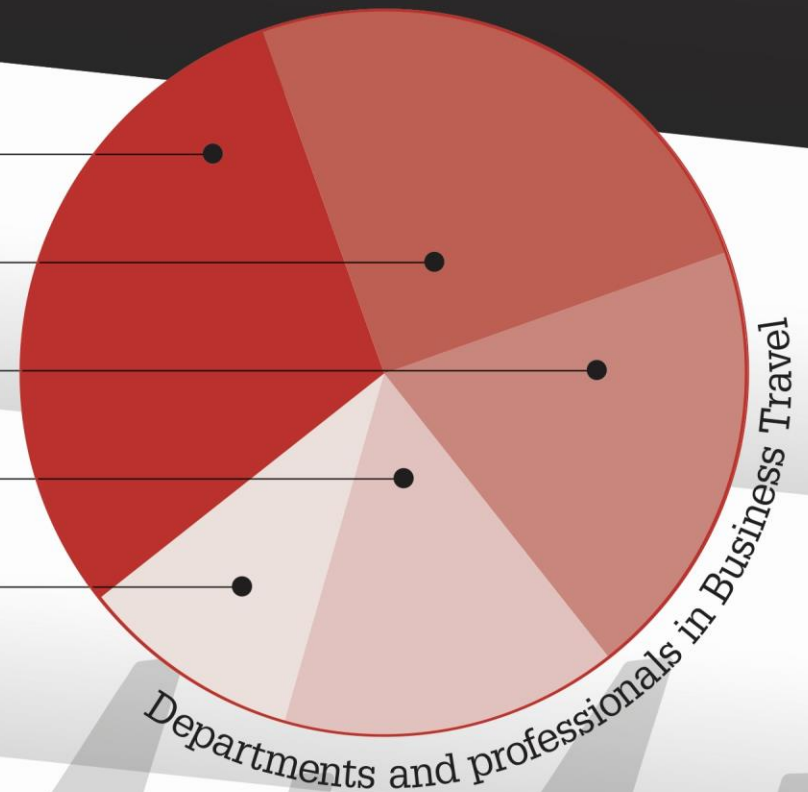
30% **Purchasing department**

25% **Travel Managers**

20% **Facility and General Services**

15% **Management**

10% **HR**



MISSION

La rivista dei viaggi d'affari



Editorial schedule

February/March/April

→ Issue 1

May/June/July

→ Issue 2

August/September/October

→ Issue 3

November/December/January

→ Issue 4

Columns and main topics

- Market news – all the latest in business travel
- Airlines: product and distribution strategies
- Mobility: high-speed rail and car rental for business travel
- Accommodation: BT specialists
- Market: current business travel trends
- BT Tech: booking tools, apps, expenses, hotel sourcing
- Payment: the latest news on BT payment tools
- Terminal: security and regulations for airports and passengers
- TMC Special: interviews with Business Travel Managers
- Travel Manager Profession: those behind the booking
- Room with a View: new BT directions
- Risk Management and Duty of Care: IT tools and legislation
- MICE news
- B-leisure and business destinations
- Interviews with key BT names

MISSION *Fleet*

La rivista dell'auto aziendale



Circulation

6.500 copies per issue
6 issues per year

Distribution

National

Target audience

- Fleet Managers, Mobility Managers, Procurement Managers, Facility Managers.
- Industry operators: car manufacturers, rental firms, telematics and software solutions for fleet management, tyre manufacturers and automotive supply chain companies.

30% **Purchasing department**

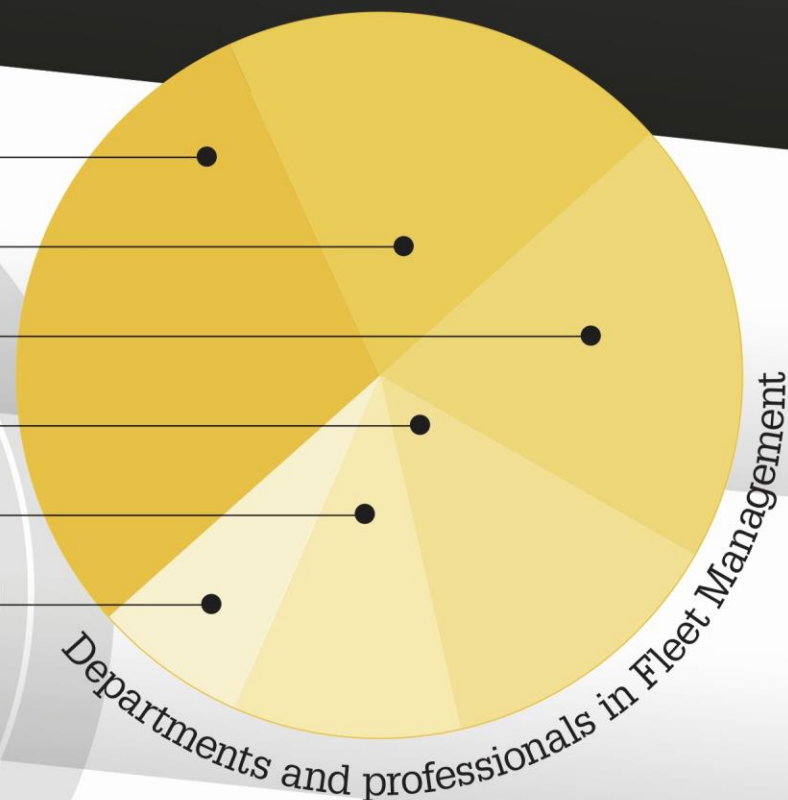
20% **Fleet Managers**

20% **HR**

13% **Facility and General Services**

10% **Management**

7% **Admin**



MISSION Fleet

Editorial schedule

February – March

Issue 1

April – May

Issue 2

June – July

Issue 3

September – October

Issue 4

November

Issue 5

December – January

Issue 6



Columns and main topics

- Dashboard: market data on the latest registrations
- Short-term, mid-term and long-term rental + car sharing
- Dura Lex: tax bureaucracy legislation
- The Fleet Manager Profession: those behind the booking
- Directors' Cut: automobile culture and history
- Analysis: an in-depth look at two new models in every issue
- Fuelling and engines: the latest trends
- On the big chair: interviews with opinion leaders
- Women steering the way: the latest news for the female driver
- Fleet management: software, telematics and maintenance
- Focus and special reports: in-depth features

MISSIONMICE

MissionMICE: the latest news from the meeting & events industry

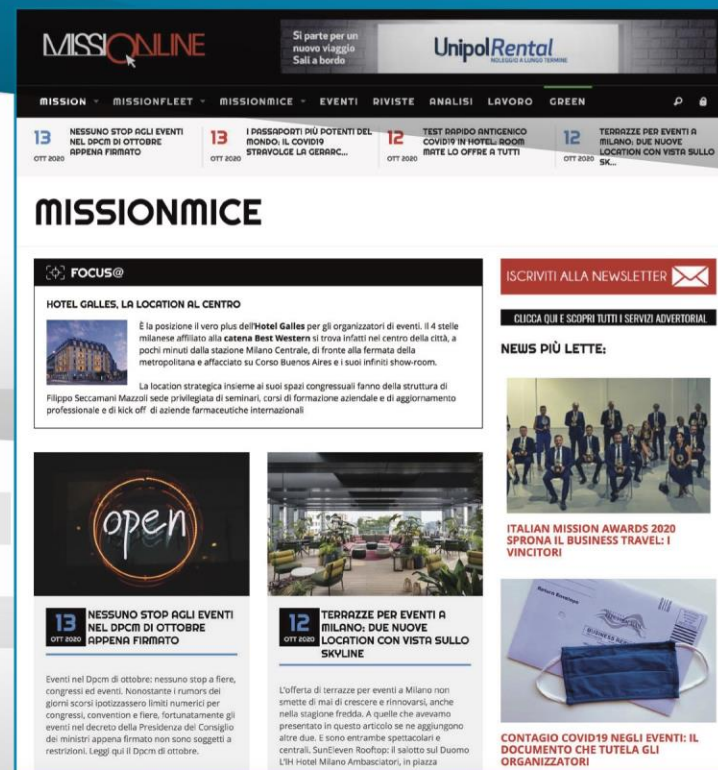
A special section on www.missionline.it!

Target audience

- Events managers, travel managers and all professionals responsible for meetings and events.
- MICE suppliers and DMCs, professional congress organisers (PCOs), tourist boards and convention bureaus.

Read all about:

- The latest news in MICE
- New locations and destinations
- Sector professionals and events firms
- Industry operators, including training and legislation
- Leading MICE figures



4,000

Subscribers to our MICE newsletter

MISSIONLINE

@missionline



@mission.newsteca



Newsteca



www.missionline.it
is the digital heart of Newsteca

- Market news for Business Travel, Fleet Management and MICE
- Insights, research and statistics
- Browsable versions of our Mission and MissionFleet publications
- Job Search
- The latest news on our events and training courses

	mar-20 / mar-21	mar-21 / mar-22
Unique users	771.799	1.308.327 +41%
Pages visited	3.032.833	4.843.943 +37 %
Pages visited/unique user	3,9	3,7
Visit duration	12 minutes	11 minutes
Returning visitors	31%	30%

Twice-weekly newsletter

- Missionline News – 6,000 email contacts
- Missionline Fleet News – 4,000 email contacts

Monthly newsletter

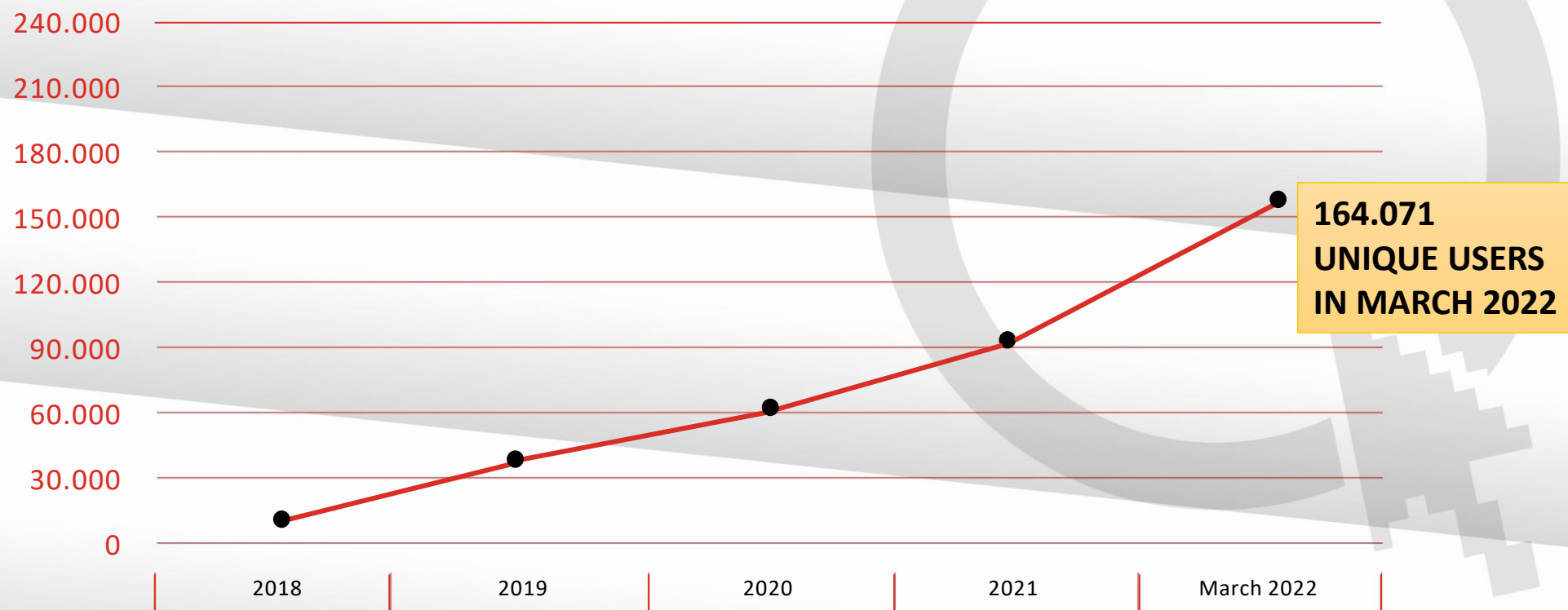
- Missionline Mice News – 4,000 email contacts

MISSION ONLINE

UNIQUE VISITORS

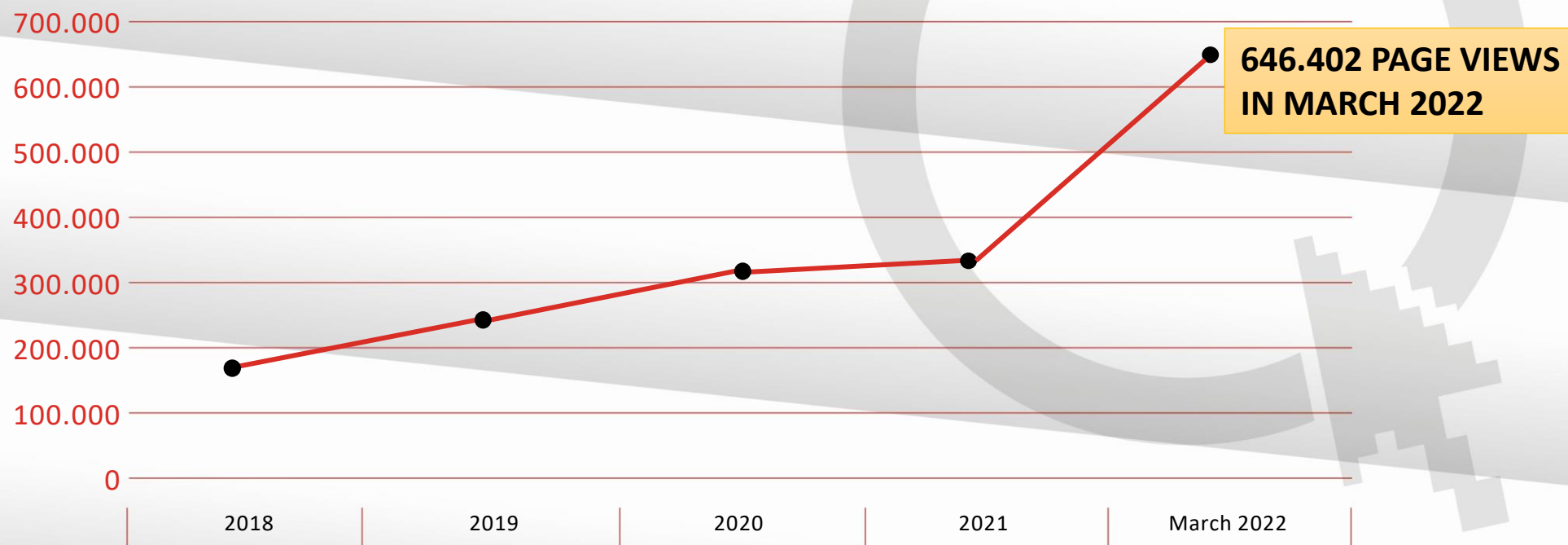
Exponential growth of USERS visiting the site each month

Last Update 31st March 2022



MISSION ONLINE

PAGE VIEWS Exponential growth of PAGE VIEWS Last Update 31st March 2022



Fonte: Google Analytics

MISSIONLINE NEWS

NEWSLETTER statistics

MISSIONLINE TRAVEL NEWS	Email Followers	Total open rate	CTR – Total Click	CTOR – Click to open rate
Reader statistics	6000	30%	8%	13%
B2B channel Media/Editorial sector benchmark*		23,2%	3%	11,6%
MISSIONLINE FLEET NEWS	Email Followers	Total open rate	CTR – Total Click	CTOR – Click to open rate
Reader statistics	4000	31%	10%	13%
B2B channel Media/Editorial sector benchmark*		23,2%	3%	11,6%
MISSIONLINE MICE NEWS	Email followers	Total open rate	CTR – Total Click	CTOR – Click to open rate
Reader statistics	4000	42%	14%	15%
B2B channel Media/Editorial sector benchmark*		23,2%	3%	11,6%

Monthly average. Last Update 31th October 2021

*Source: Mail Up, Osservatorio Statistico 2020

MUCH MORE THAN JUST NEWS!



- The most exclusive awards in the Business Travel and Fleet Management sectors: the Italian Mission Awards and the MissionFleet Awards
- Test drives, round tables, training courses (on and off line), webinars, forums and surveys.
- Ad hoc events designed to meet your needs.



Would you like to back one of our events? Contact: gregori@newsteca.it

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