

Ale Modò Mio

italienische Küche und Geschichten



470 recipes
with their stories in three
languages (DE, IT, EN)

Mediainfo 2021 – QII

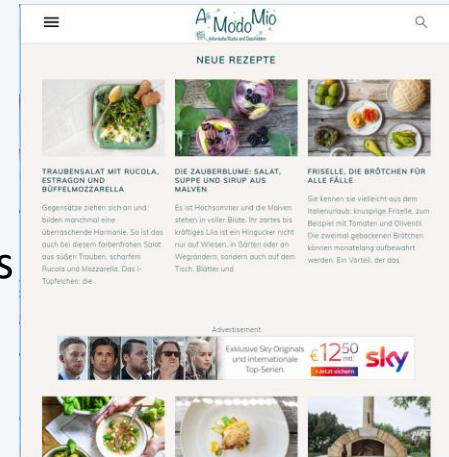


BLOG

- Since 2017 the weekly publication of a new blog in German and Italian (since 2020 also in English)
- To date, the collection comprises over 470 recipes and their stories
- Traffic values March 2021, according to Google Analytics only traffic is available for the valid DSGVO Marketing Consent:
 - * **194,000 Sessions, 165,000 Unique Users, 265,000 Page views**
 - * 25% Austria, 30% Italy, 30% Germany, 5% Switzerland, 10% worldwide

Newsletter

- monthly Newsletter with seasonal recipes
- currently + 1200 Subscribers according to Mailchimp (DE)



BUCH

- In spring 2022, the A-Modo-Mio-Kochbuch will be published in the Edition Raetia Verlag.

Actually, two cookery books, one in German and one in Italian.

- The books contain as yet unpublished recipes and stories as well as the best and most popular recipes from the blog.

- The cookery book contains around 90 of my favourite recipes and stories. Every recipe will be accompanied by at least one high quality recipe photo. In each book, there is space for five pages of advertising.

PRINT ADS IN BOOK

- Products as well as services which fit in with the A-Modo-Mio concept can be exclusively advertised in the book.

in only one language: € 1,500

in both languages: € 2,000

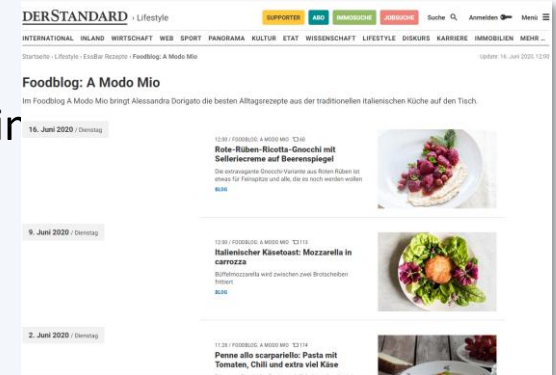




DERSTANDARD

DER STANDARD

- weekly publication of one contribution (recipe plus article) in German
- currently over 20,000 clicks per contribution (without Longtail, source Der Standard)
- pro recipe, approx. 85 posts
- <https://www.derstandard.at/lifestyle/essbar-rezepte/foodblog-a-modo-mio>



SOCIAL MEDIA

Facebook <https://www.facebook.com/AModoMio4/> 1,809 followers

Pinterest <https://www.pinterest.de/AModoMioFoodblog/> 176,300 views/month

Instagram https://www.instagram.com/a.modo_mio/ 5,123 followers



WORKSHOP

In a group of maximum ten people, we prepare different types of pasta and the accompanying sauce in one afternoon. I share my know-how with you, and give you tips and tricks on how to make pasta. We then taste the homemade pasta together. Along with many stories of Italian cuisine, you will get a true feeling of the Italian attitude to life: "la dolce vita".

<https://a-modo-mio.at/work-shop/termine/>





PARTNERSHIP

- AModoMio appeals to lovers of Italian cuisine and its stories in a wide variety of formats. AModoMio is synonymous with the highest quality in food, text, images and workshop content.
- AModoMio offers you the opportunity to experience the Italian way of life, "la dolce vita".
- All formats can also be used for the presentation and communication of your products and services. The prerequisite is that the products and services are in line with A-Modo-Mio. In this way, A-Modo-Mio fans will not regard this as advertising, but rather as serious information.

Banner advertising

- Branding or product advertising for your brand as well as your products and services
Classic UAP banner formats, programmatic link via purpur.media, two advertising spaces per page after the first paragraph and directly before the first recipe. Links directly to your website
- eg: Placement of 50,000 banner views linked to your product page, in the period of your choice - e.g., two months

Cost for 50,000 Banner views: € 250,--

The screenshot shows a mobile website interface. At the top, there is a navigation menu (three horizontal lines) and a search icon (magnifying glass). The main header features the 'A^{le} Modò Mio' logo with the tagline 'italienische Küche und Geschichten' and 'AUFGESCHNITTEN'. Below the header, there are two main content areas. The first is a banner for a Jeep SUV, featuring the 'MVC MOTORS' logo, the 'Jeep' brand name, and a price tag: 'JETZT AB € 17.590,- ODER IM LEASING € 99,-'. A green circular badge on the right says 'JETZT AUCH ALS PLUG-IN HYBRID ELEKTRO'. Below the car image is a blue button that says 'WEITERE INFOS HIER'. The second content area is a recipe for 'KARTOFFELGNOCCHI GEFÜLLT MIT WILDEM SPINAT, RICOTTA UND...'. The recipe title is partially visible, and there is a 'Druck' button with the number '5' next to it.



BLOG / MODULE Creation of a sponsored recipe

Creation of an advertising blog with your products or brand, or
Development of a recipe with your products or your brand.

This includes the following detailed services

- Recipe research and selection
- Preparation of the recipe
- Text of the story behind the recipe approx. 1,000 characters
- Step-by-step instructions and integration of your brand
- 4 recipe photos, 2 of which with an image of your products/business
- 2 links in the text link directly to your website

Cost per recipe: € 700,--



BLOG / MODULE II Presentation of the sponsored post:

The recipe will be presented for 1 quarter on A-Modo-Mio in two categories suitable for the recipe

Two months of which on the home page of A-Modo-Mio, and one week of which in the highest section on the home page.

Cost per quarter/recipe: € 350

You are permitted to include the content on your website for the duration of the cooperation.



PRODUCTS IN WORKSHOPS:

Selected products of the highest quality can be integrated into the workshop experience.

By arrangement and individual agreement

NEWSLETTER:

Communication of your product or service in the monthly newsletter.

Cost per mailing: € 100

ANNOUNCEMENT OF EVENTS:

Communication of your event on the website for all recipe views of one week (start/end of your choice)

Cost per week: € 150



All modules can be combined with each other as desired. All prices are net before 20% VAT.

We would be happy to create a tailor-made combination package for your communication needs and budgetary possibilities that ideally combines the offered components to your greatest advantage.

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