



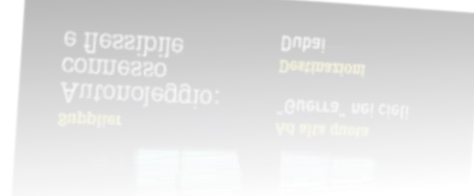
Newsteca

**Newsteca Ltd was founded in 2000 in Milan as a publishing house specializing in the business travel and company car fleets industries. It publishes Mission , The business travels magazine and MissionFleet , The company car magazine.**

Furthermore, its editorial staff offers a new and attractive editorial website, [\*\*www.missionline.it\*\*](http://www.missionline.it) , updated daily with the main news from the world of mobility .

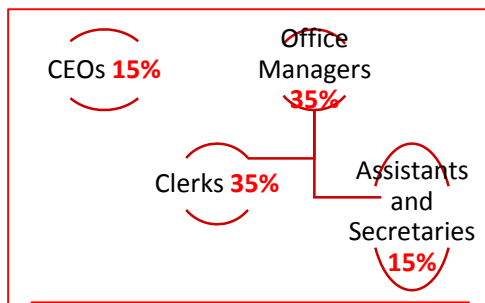
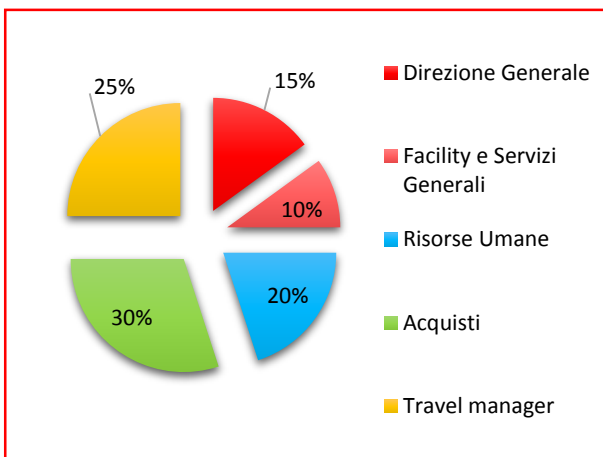
Aware that the role of a trade magazine is to contribute to the maturation and growth of the market , **Newsteca organizes events , such as conferences , training courses and an award dedicated to the business travel industry leading companies , which is enjoying growing success and came to its third edition.**

## Mission , the business travel magazine



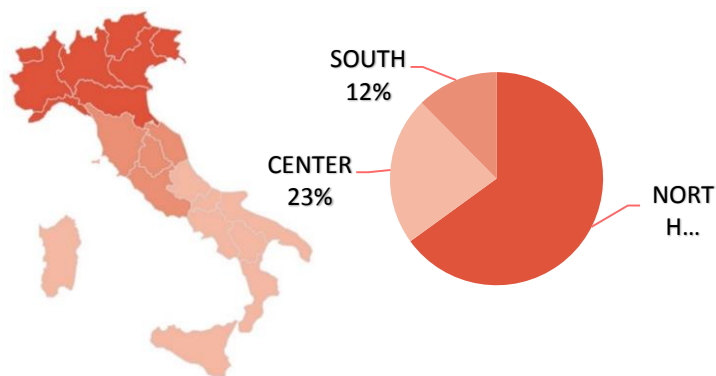
## Readers and distribution profile

### Different departments and professionals who are in charge of business travels and receive Mission



More than 1000 **Small and Medium Enterprise** are now in connection with Mission and are interested in business travel.

### Distribution on the Italian territory



#### Releases:

- N. 1 January/February**
- N. 2 March/April**
- N. 3 May**
- N. 4 June/July**
- N. 5 September**
- N. 6 October**
- N. 7 November/December**

## **MISSION** La rivista dei viaggi d'affari

Mission is the leading magazine in the Italian business travel industry, available on the market since 2000. It is distributed, with a print run of 9500 copies, to the main Italian companies working in different sectors (mechanics, transport, chemicals and pharmaceuticals, IT and telecommunications, electronics, construction, banking and insurance, food, fashion and clothing). It is delivered to **travel managers** and those **professionals** who, in each company, are responsible for buying and managing business travels.

The magazine covers the main issues related to business travels: from contracts to expense report processing systems, from travel policy to software for self-booking, from environmental sustainability in business travels to new mobile technologies.

Mission is also delivered to over **1,000 operators in the tourism industry**: TMC, Travel Agencies, Airline Companies, Airports, Hotels and Hotel Chains, Rental Company, Technology Companies, Tourist Boards.

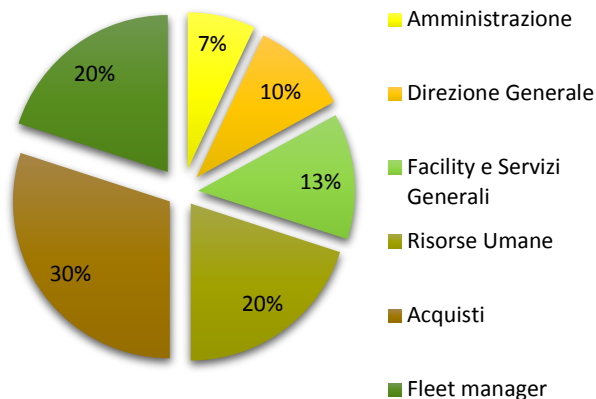


## Missionfleet , the company car magazine



## Readers and distribution profile

### Different departments and professionals who are in charge of fleet management and receive Missionfleet



CEOs **25%**

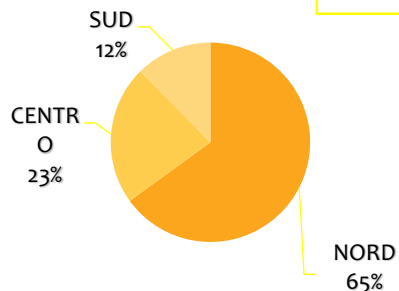
Office Managers **50%**

Clerks **25%**



More than 1000 **Small and Medium Enterprise** are now in connection with Missionfleet and are interested in fleet management.

### Distribution on the Italian territory



#### Releases:

**N. 1 February/March**

**N. 2 April/May**

**N. 3 June/July**

**N. 4 August/September**

**N. 5 October/November**

**N. 6 December/January**

## **MISSIONFleet**

La rivista dell'auto aziendale

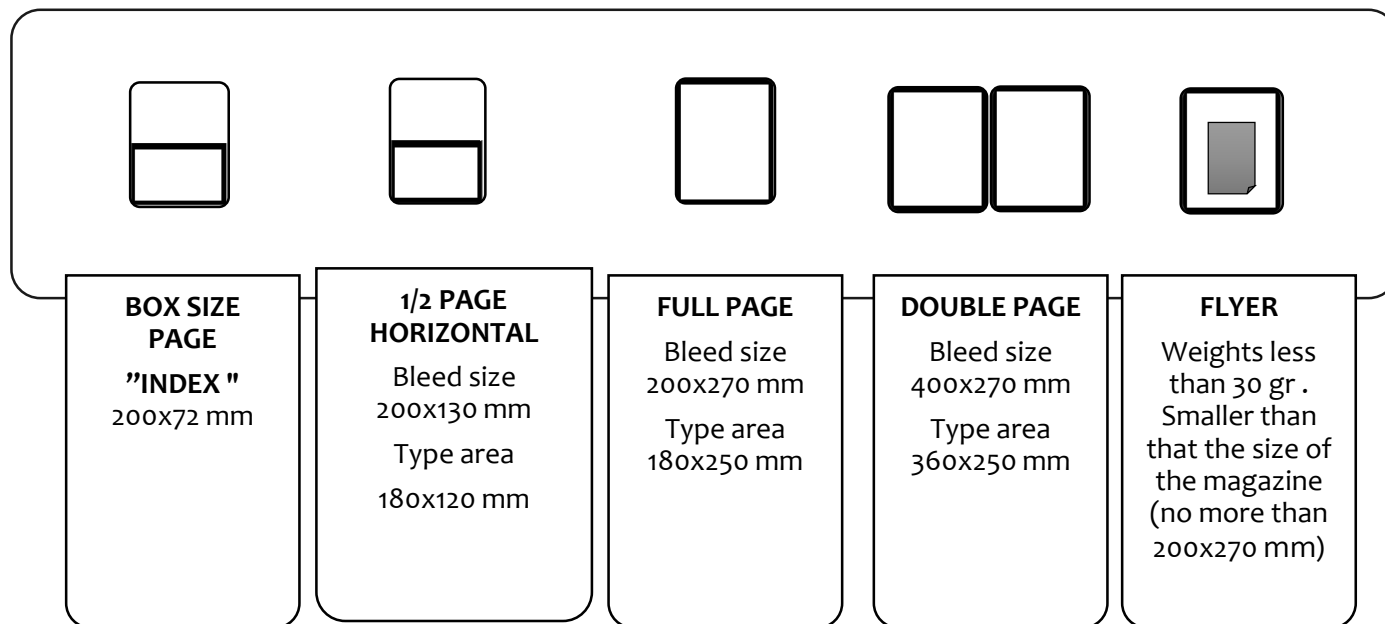
**MissionFleet** is a magazine dedicated to the analysis and deeper understanding of all the complex issues related to company car fleets management.

With an average circulation of **6,500 copies**, **MISSIONFLEET** is distributed by postal subscription to a selected mailing list of industry players that, in large and medium-sized Italian and multinational companies **are in charge of managing car fleets** (fleet managers, purchasing managers, general services managers, etc.).

Privileged themes are therefore those of the **comparison between different supply models (ownership, rental, fleet management)**, of **contracts, outsourcing, administrative management, relationship with internal customers, of benefits and car policy management, of the workflow automation**.

Other topics covered are: the analysis of new car models, with specific focus on professional customer needs; commercial vehicles; technological and telematic accessories; after-sales services available to the fleet management.

## Advertising Formats



**PRINTING :** flat offset 4-colours front and back

**PAPER :** 80 gr/mq matt coated inside + 150 gr/mq matt coated cover + protective varnish in 1st and 4th

**FORMAT:** 200 x 270 mm

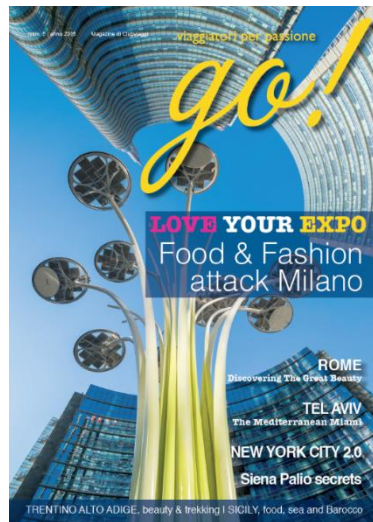
**PACKAGING:** saddle two staples binding

**REQUIRED MATERIAL**  
High resolution pdf file + print trial

## Other publishing activities

Specific editorial products for companies :  
Go!

Go! is a catalogue distributed in all Clubviaggi agencies



### Biztravel

Biztravel magazine is the house organ we create for UVET



2 deepening publications on business travel issues  
Corporate Travel . A challenge for all  
Technologies for business travel



## Events



The **first Italian award** dedicated to business travels organized by a publishing company. The initiative, puts in competition, but especially brings to light, the most important operators of the sector and the best travel managers, who are judged by non-partisan representatives (travel managers and members of the press).

IMA is a testament to the excellence of companies that, with their ability for innovation and high quality of service, contribute every day to the evolution and growth of the business travel market.

Visit our website :

[www.italianmissionawards.it](http://www.italianmissionawards.it)





## Events



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**Find out all categories in the competition and candidates, become the protagonist of the Italian fleet car world!**

**Visit our website :**

**[www.missionfleetawards.it](http://www.missionfleetawards.it)**



## MissionFleetAwards, 27 novembre 2017:



**Visirun S.p.a.**  
670 followers  
2w

Ancora qualche foto della serata di ieri e qualche insight sulla nostra vittoria (sì, stiamo ancora festeggiando)! **Martino Giovanardi**, il nostro Country Manager, e **Alberto Di Mase** il nostro Country Marketing Manager che ritirano il premio per il Mission Fleet Awards 2017 per la categoria "Servizio di telematica per la flotta auto". Qualche curiosità: il processo per arrivare in finale è stato tutt'altro che una passeggiata. Abbiamo dovuto riassumere i benefici della nostra soluzione per iscritto, tentando di non trascurare nulla perché sapevamo che la giuria era composta da Fleet Manager esperti e provenienti da aziende importanti. Infine abbiamo passato la palla ai nostri Sales nella persona del mitico **Fabio Sette** che ha mostrato il nostro software all'imperscrutabile giuria con una web demo live. La stessa demo che facciamo provare ai nostri potenziali clienti... Ora che abbiamo convinto la super Giuria messa insieme da **Newsteca srl**... non ci fermerà più nessuno!!!



**Enrico Ballestriero**  
Fleet Sales Manager SEAT  
2w · Edited

#MissionFleetAwards

Serata di gala all'hotel Gallia a Milano per gli Awards di Mission Fleet. Grazie agli organizzatori di Newsteca srl Alberto Vita, Paola Mighetto, Tiziana Gregori, Elisabetta Francioli che hanno organizzato splendidamente la serata e a tutti i numerosi Fleet Manager presenti che hanno reso unico l'evento. Complimenti ai vincitori e un saluto da SEAT Italia!



**Ernesto Giansante**  
Fleet & Used Senior Manager at Toyota Motor Italia  
2w · Edited

Mission Fleet Awards 2017, Milano: Toyota C-HR vince il premio nella categoria Company Car ad alimentazione alternativa. Il giusto riconoscimento per una vettura unica e inevitabilmente ibrida.

*"OCME awarded for its commitment to sustainable transport"*



**Ocme.it, dicembre 2017**

*«Nissan: la casa giapponese vince la seconda edizione del MFA-MissionFleetAwards»*

*«Nuova Renault Grand Scénic: la monovolume eletta migliore autovettura per quadri e middle management»*

**Sportfair.it, novembre 2017**

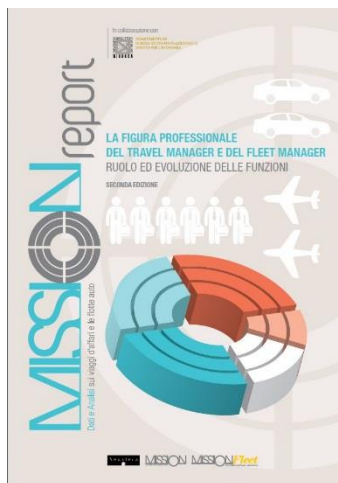
*«Alla edizione di MFA-MissionFleetAwards, dedicato al settore delle flotte quest'anno hanno partecipato 51 candidature, di cui 21 progetti aziendali relativi al settore delle flotte auto e circa 30 prodotti, che hanno generato 18 tra premi e menzioni speciali.»*

*«Tra questi, l'ambito trofeo di migliore "Auto per direttori e dirigenti" è stato assegnato ad Alfa Romeo Giulia Business Sport 2.2 Turbo AT8 180CV.»*

**Sezione Motori di Repubblica.it, 12 dicembre 2017**

## Convegni ed eventi studiati ad hoc per il mondo flotte

- Test drive
- Tavole rotonde
- Corsi di formazione
- Convegni
- Ricerche e report

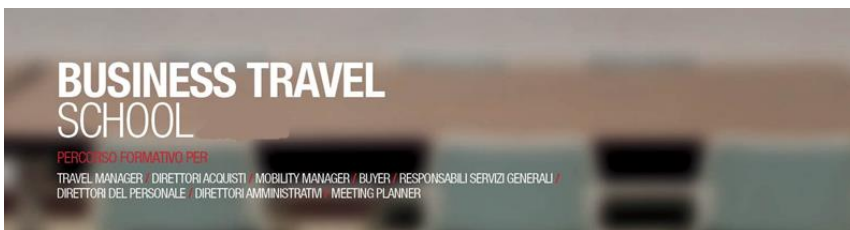


***“Lo stato dell’arte delle Reti in Italia  
per la rivoluzione della mobilità elettrica. Focus sulle flotte aziendali”***

**23 gennaio 2018, Milano, Starhotels E.c.ho.**



## Training Courses



The Business Travel School is a specialized training school that has organized for years courses that provide travel managers with the key tools for the optimal management of business trips.

The main topics under discussion during the courses are:

Air transportation in business travel

Technologies supporting business travel

Cost Management

Organizational Aspects in Travel Management

Corporate mobility management

## Survey



### MISSION REPORTS :

Survey published annually that investigates the role and evolution of the professional profiles of the travel and fleet manager

