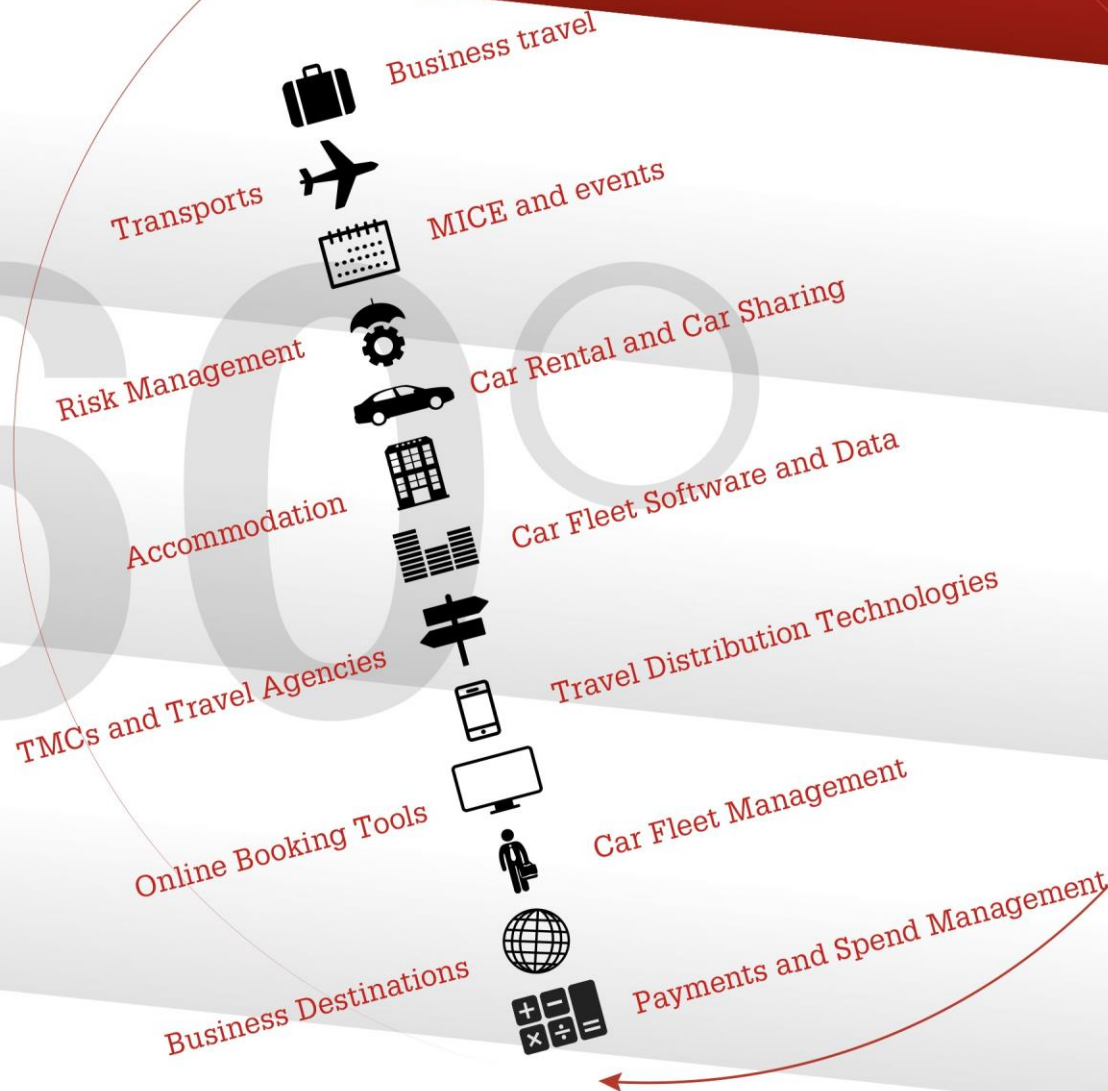


# Newstecca



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](http://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**

**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.

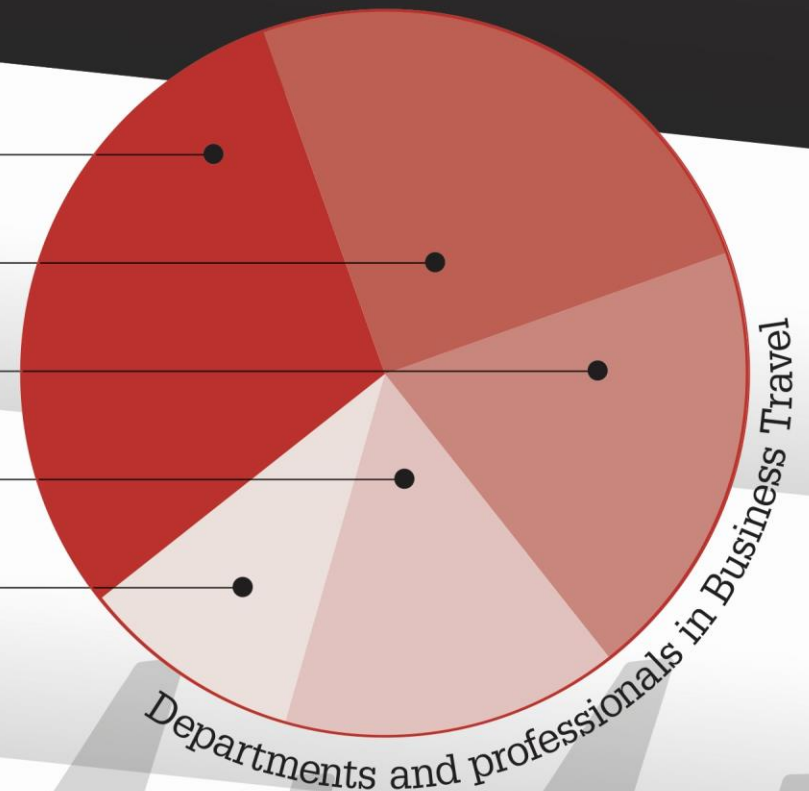
30% **Purchasing department**

25% **Travel Managers**

20% **Facility and General Services**

15% **Management**

10% **HR**



# MISSION

La rivista dei viaggi d'affari



## Columns and main topics

### Editorial schedule

**February/March/April**

→ Issue 1

**May/June/July**

→ Issue 2

**August/September/October**

→ Issue 3

**November/December/January**

→ Issue 4

- 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**

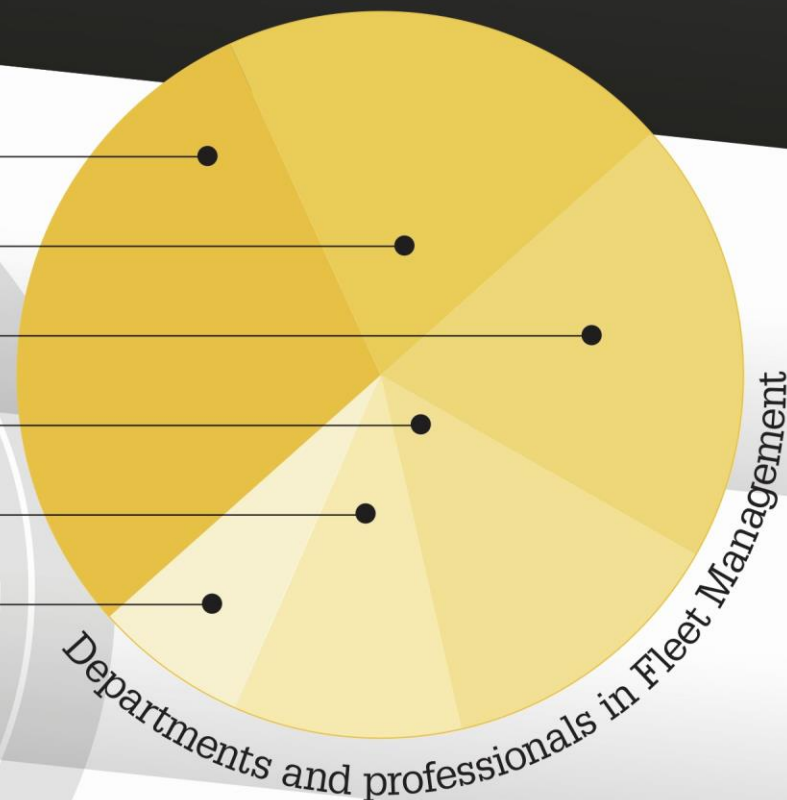
20% **Fleet Managers**

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

# 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

## **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**

YEAR 2020      Last Update 31<sup>th</sup> August 2021

|                           |            |           |
|---------------------------|------------|-----------|
| Unique users              | 718.900    | 632.749   |
| Pages visited             | 3.732.000  | 2.459.052 |
| Pages visited/unique user | 4,45       | 3,88      |
| Visit duration            | 12 minutes | 12 minuti |
| Returning visitors        | 31%        | 30%       |

# MISSIONMICE

**MissionMICE: the latest news from the meeting & events industry**

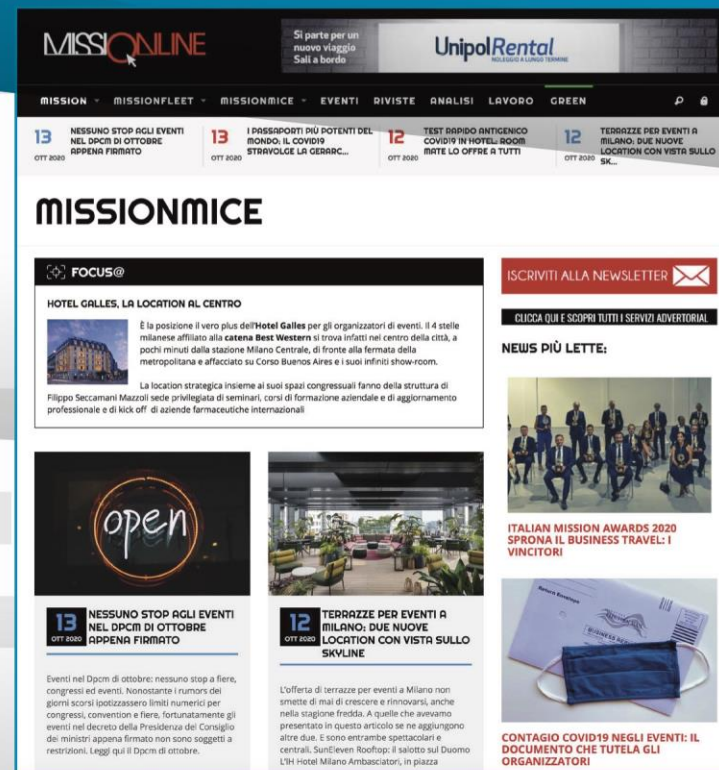
A special section on [www.missionline.it](http://www.missionline.it)!

## 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

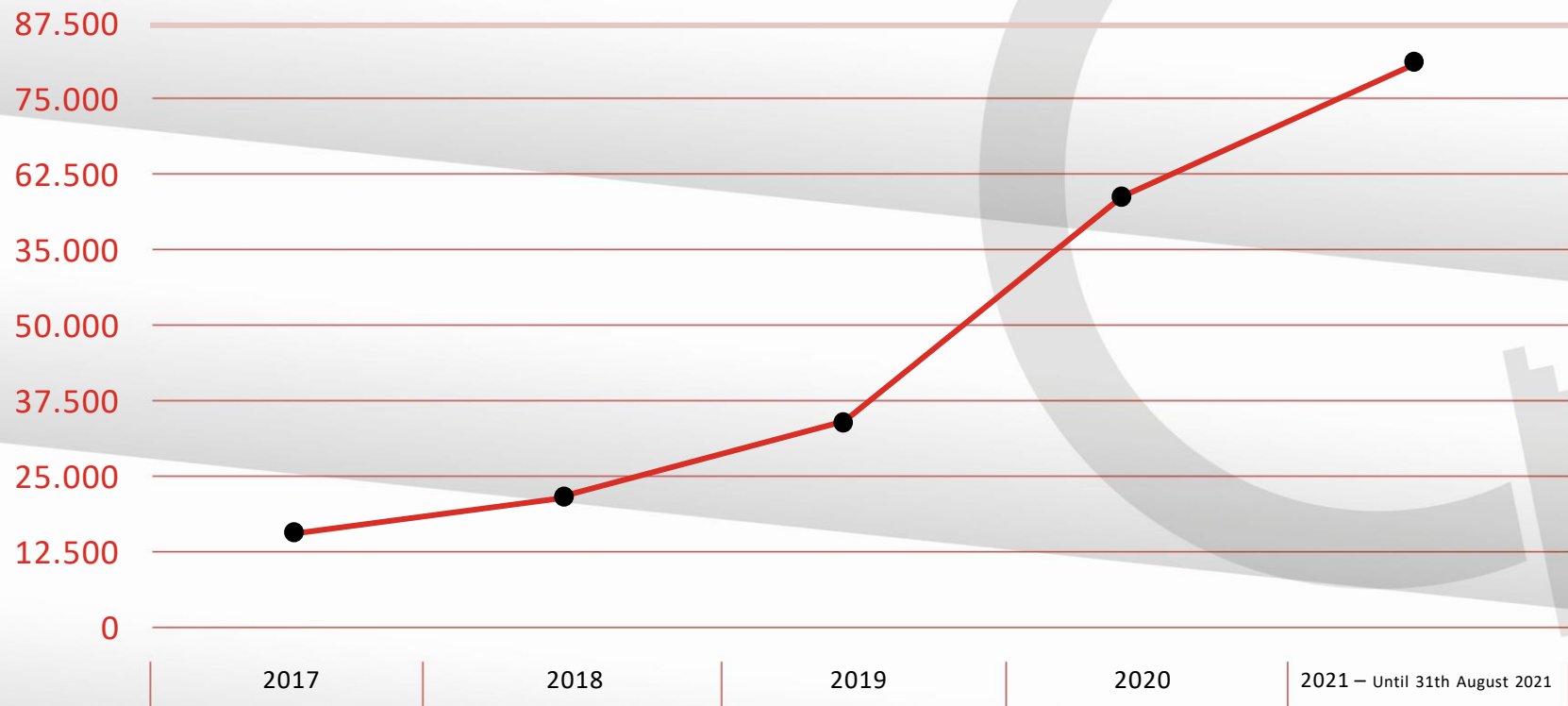


# 4,000

Subscribers to our MICE newsletter

# MISSION ONLINE

**Exponential growth of USERS visiting the site each month**  
**Last Update 31<sup>th</sup> August 2021**

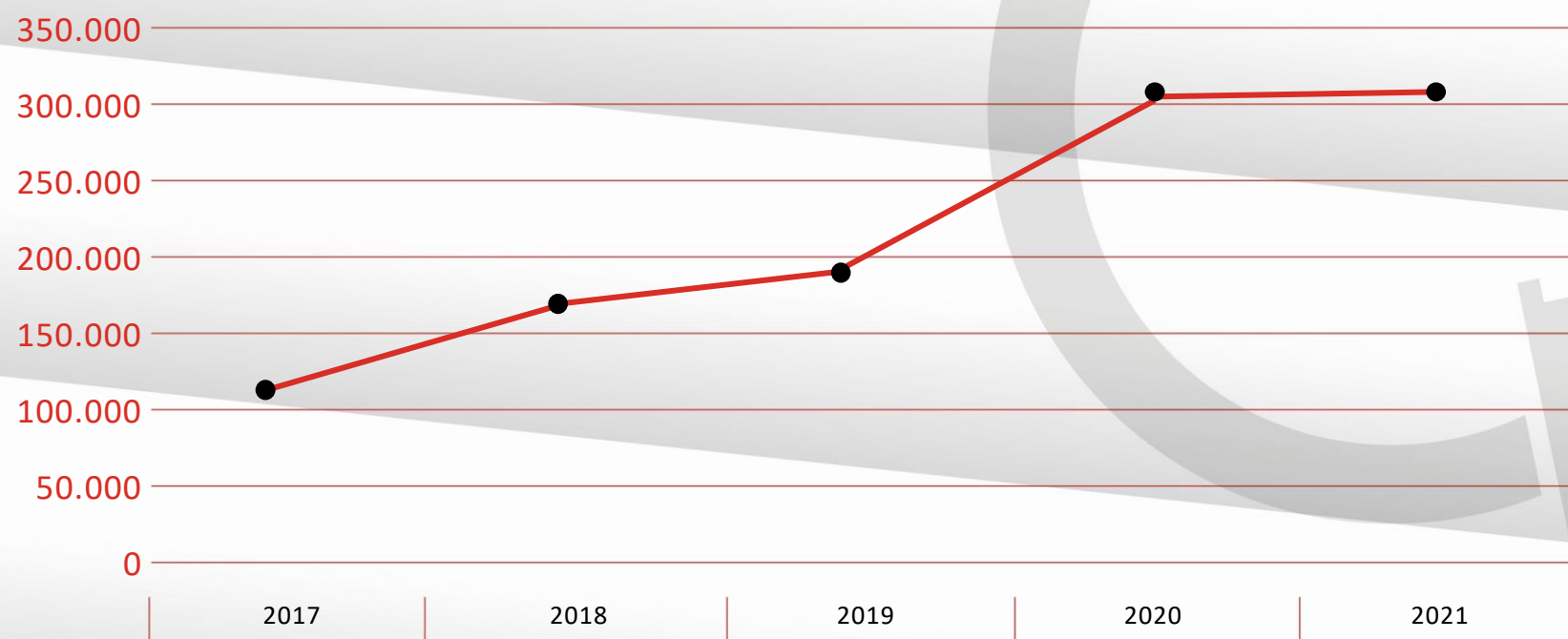


**Total users year 2020 = 718.900**  
**+141,2% compared to 2019**

Source: Google Analytics

# MISSION ONLINE

**Exponential growth of monthly PAGE VIEWS**  
**Last Update 31<sup>th</sup> August 2021**



**Total views year 2020 = 3.732.000**  
**+80,4% compared to 2019**

Source: Google Analytics

# MISSIONLINE NEWS

## NEWSLETTER statistics

| <b>MISSIONLINE TRAVEL NEWS</b>                | <b>Email Followers</b> | <b>Total open rate</b> | <b>CTR – Total Click</b> | <b>CTOR – Click to open rate</b> |
|---|------------------------|------------------------|--------------------------|----------------------------------|
| Reader statistics                             | 6000                   | 32%                    | 9%                       | 21%                              |
| B2B channel Media/Editorial sector benchmark* |                        | 23,2%                  | 3%                       | 11,6%                            |
| <b>MISSIONLINE FLEET NEWS</b>                 | <b>Email Followers</b> | <b>Total open rate</b> | <b>CTR – Total Click</b> | <b>CTOR – Click to open rate</b> |
| Reader statistics                             | 4000                   | 31%                    | 11%                      | 20%                              |
| B2B channel Media/Editorial sector benchmark* |                        | 23,2%                  | 3%                       | 11,6%                            |
| <b>MISSIONLINE MICE NEWS</b>                  | <b>Email followers</b> | <b>Total open rate</b> | <b>CTR – Total Click</b> | <b>CTOR – Click to open rate</b> |
| Reader statistics                             | 4000                   | 55%                    | 23%                      | 23%                              |
| B2B channel Media/Editorial sector benchmark* |                        | 23,2%                  | 3%                       | 11,6%                            |

Monthly average. Last Update 31<sup>th</sup> August 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](mailto:gregori@newsteca.it)**

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