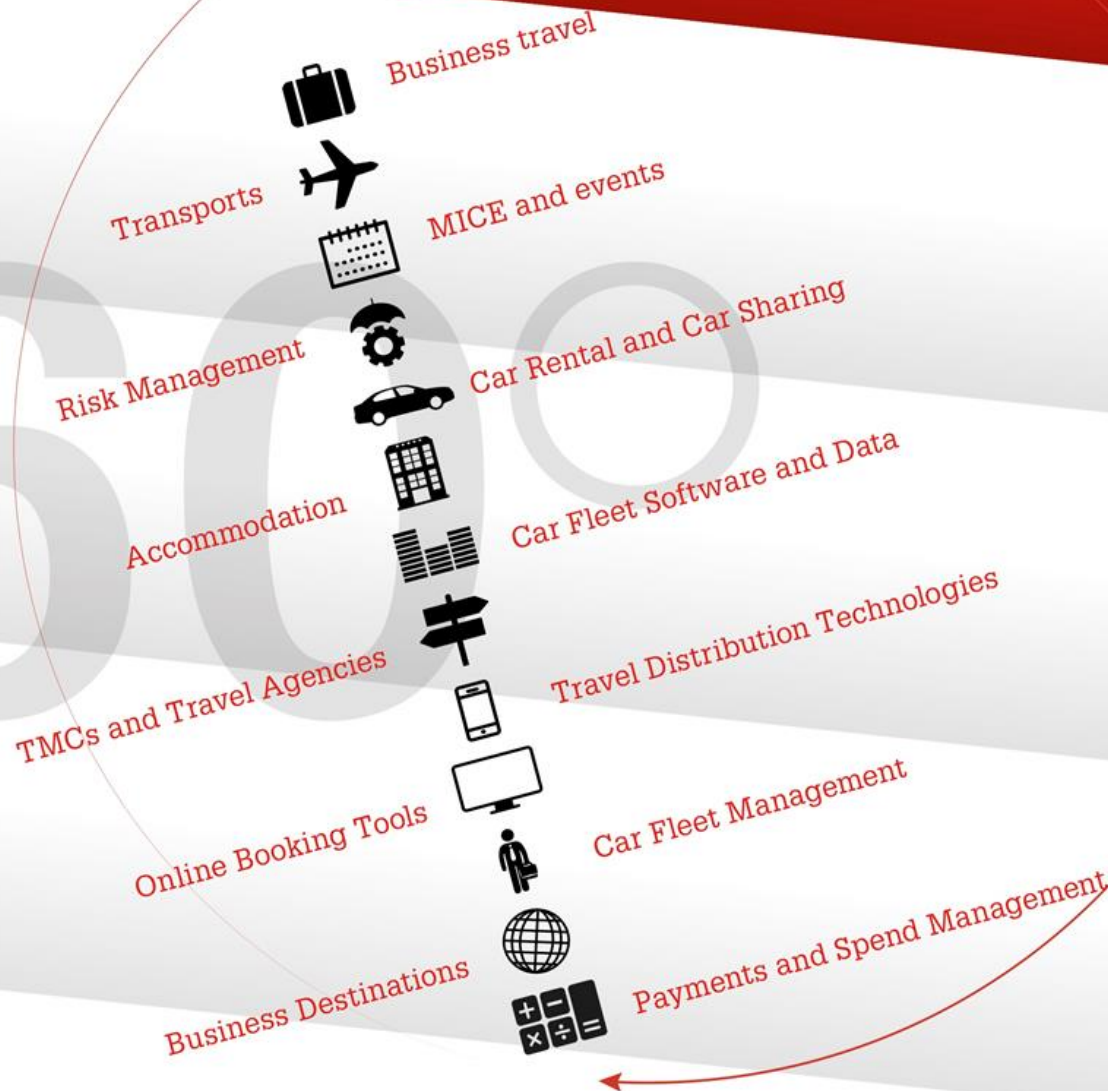


Newstecca



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**

MISSION
La rivista dei viaggi d'affari



MISSIONFleet
La rivista dell'auto aziendale

MISSIONforum
Incontri sui viaggi d'affari e le flotte auto



ITALIANMISSIONAWARDS

MISSIONLINE



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.

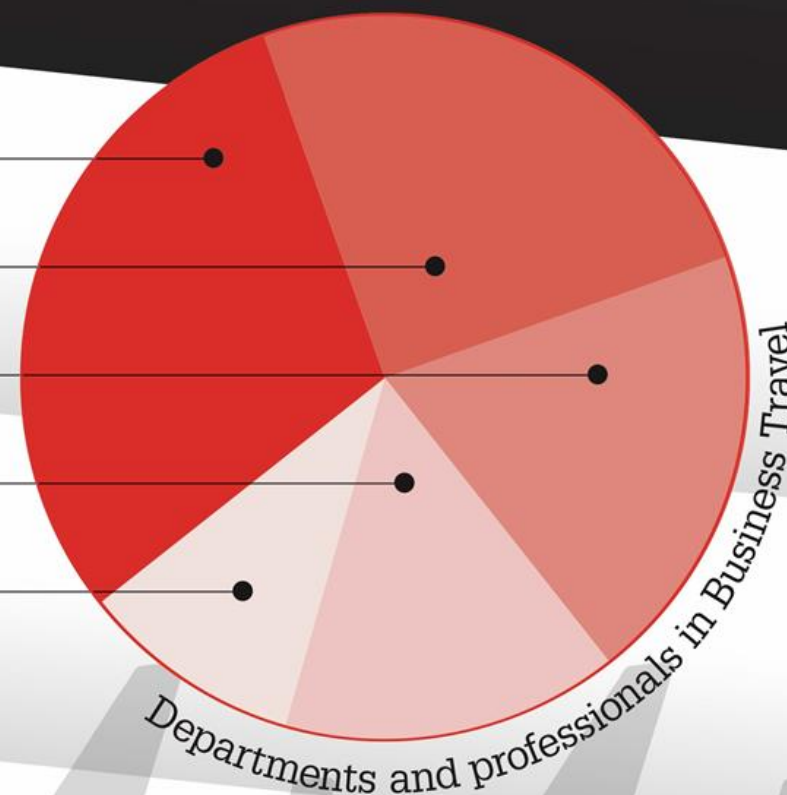
30% **Purchasing department**

25% **Travel Managers**

20% **Facility and General Services**

15% **Management**

10% **HR**



MISSION

La rivista dei viaggi d'affari



Columns and main topics

- 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

Editorial schedule

February/March/April

→ Issue 1

May/June/July

→ Issue 2

August/September/October

→ Issue 3

November/December/January

→ Issue 4

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**

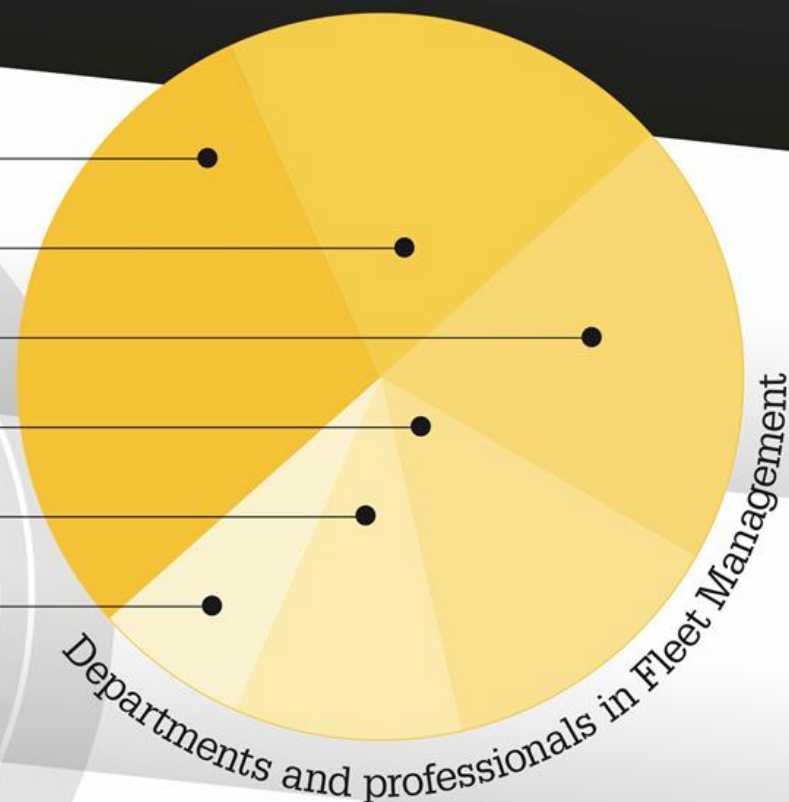
20% **Fleet Managers**

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

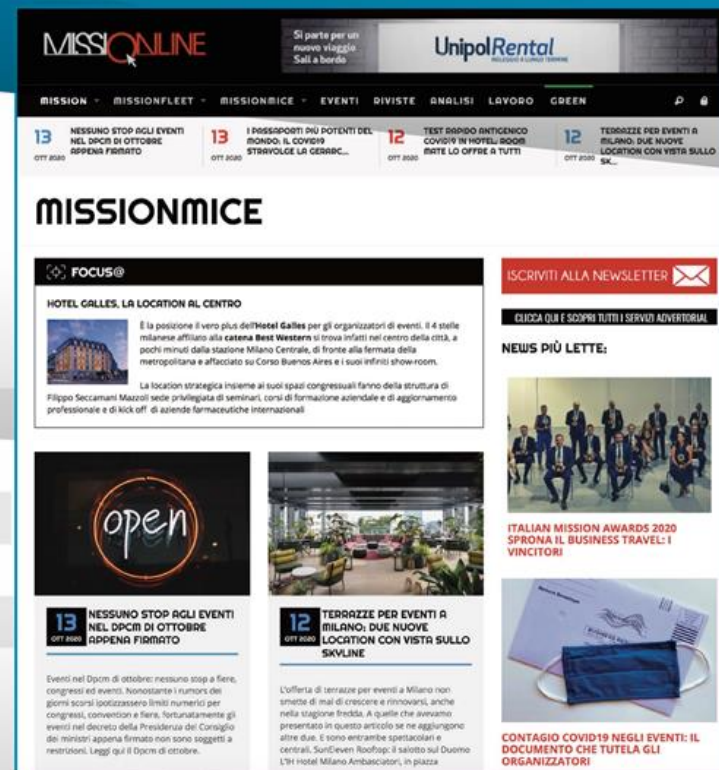
A special section on www.missionline.it!

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

	nov-19 / nov-20	nov-20 / nov-21
Unique users	613.167	1.060.717 +73%
Pages visited	3.520.231	3.815.085 +8 %
Pages visited/unique user	5,7	3,6
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

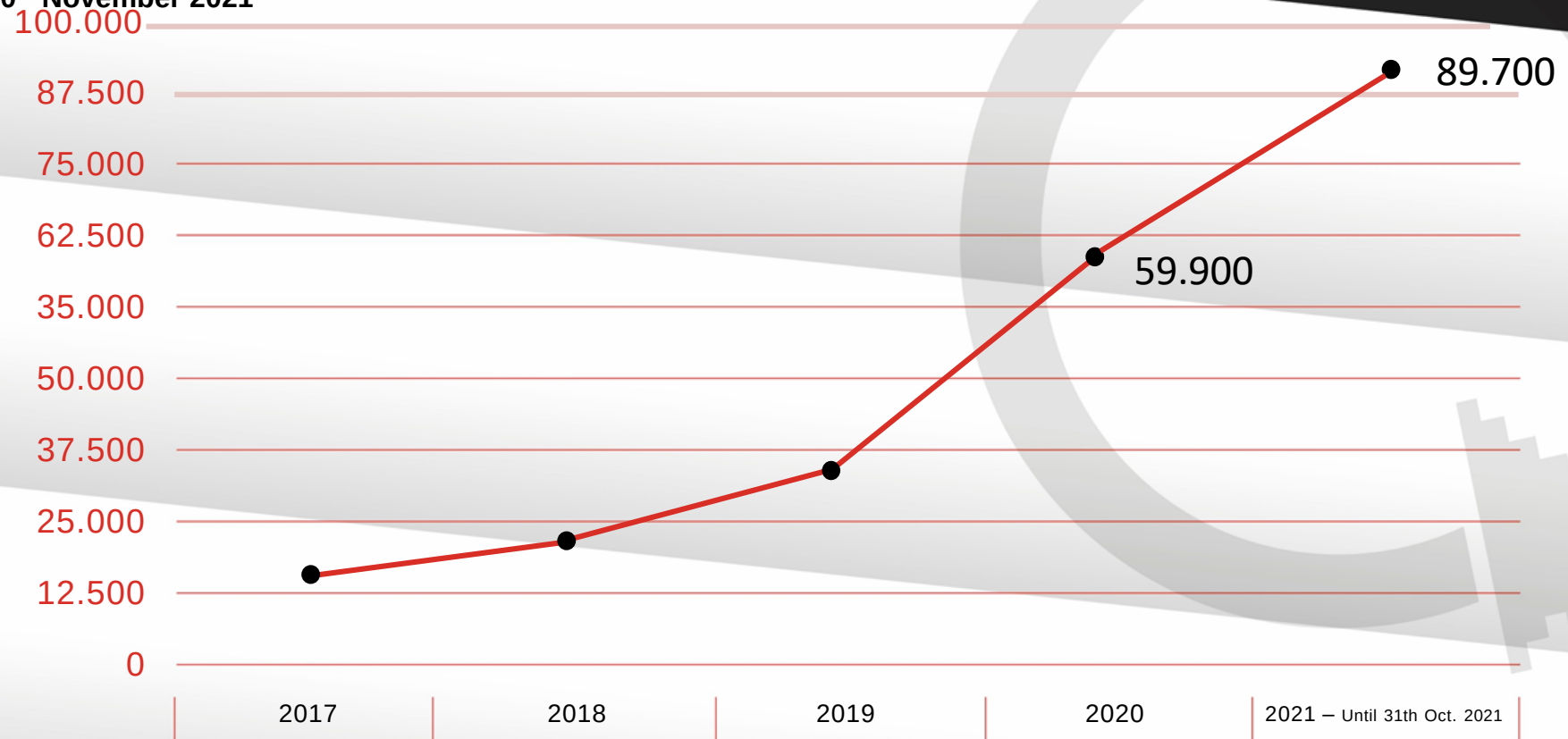
Monthly newsletter

- Missionline Mice News – 4,000 email contacts

MISSION ONLINE

Exponential growth of USERS visiting the site each month

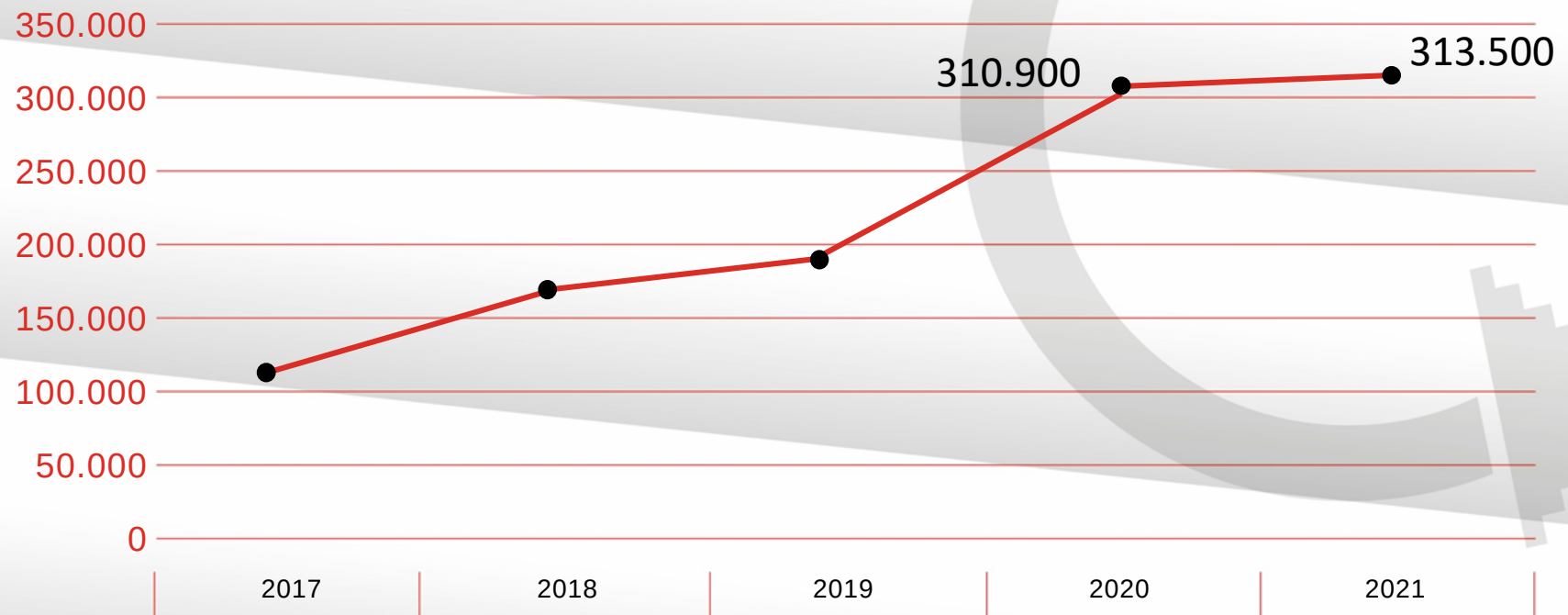
Last Update 30th November 2021



Source: Google Analytics

MISSION ONLINE

Exponential growth of monthly PAGE VIEWS
Last Update 30th November 2021



Source: Google Analytics

NEWSLETTER statistics

MISSIONLINE TRAVEL NEWS	Email Followers	Total open rate	CTR – Total Click	CTOR – Click to open rate
Reader statistics	6000	32%	9%	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%	11%	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	41%	15%	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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