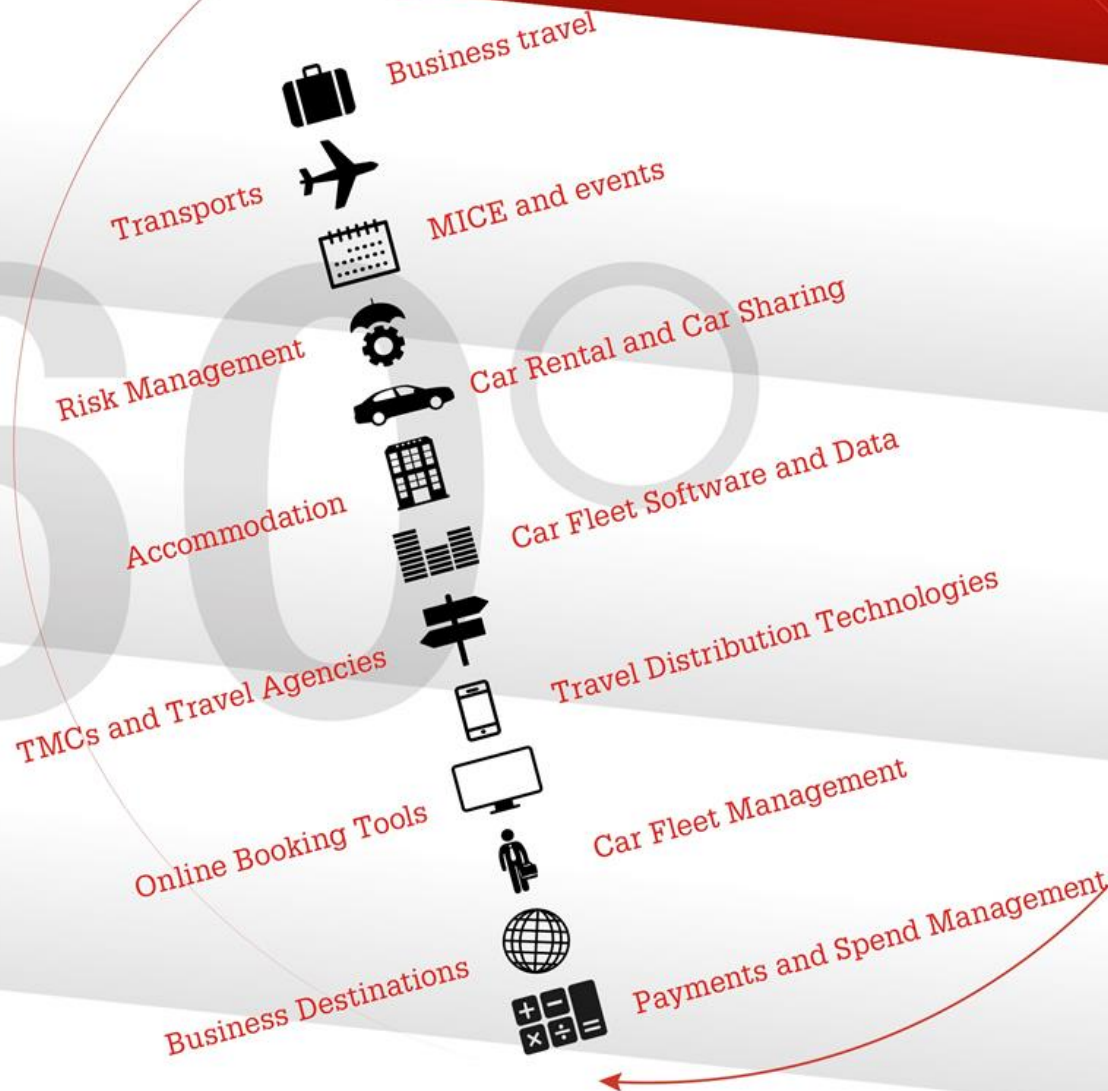


# Newstecca



**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**

**2021**

We launched **EMA – European Mission Awards**

**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.

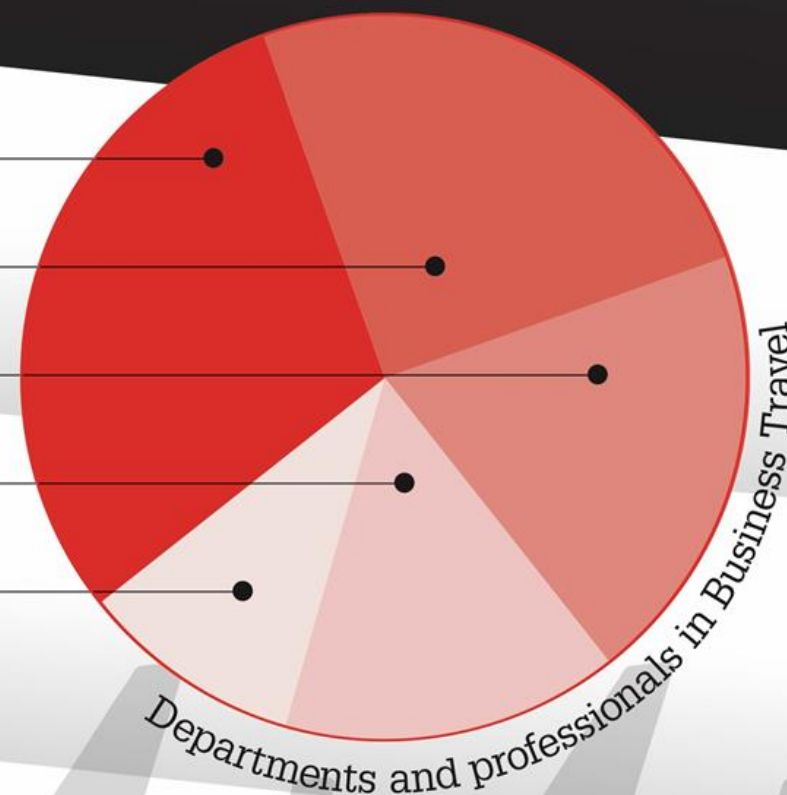
30% **Purchasing department**

25% **Travel Managers**

20% **Facility and General Services**

15% **Management**

10% **HR**



# MISSION

La rivista dei viaggi d'affari



## Columns and main topics

### 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**

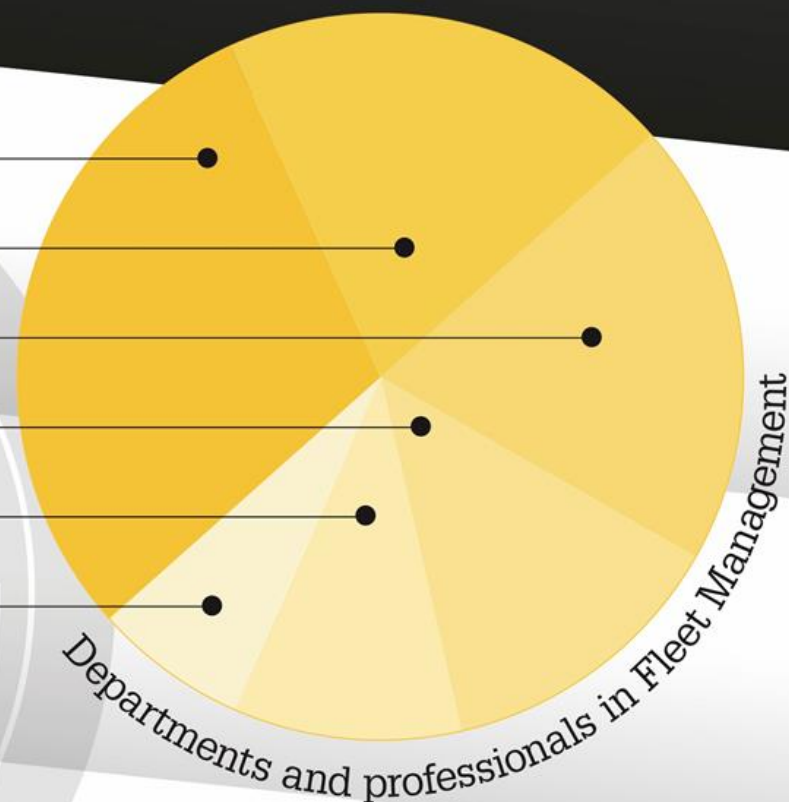
20% **Fleet Managers**

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



# MISSIONMICE

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

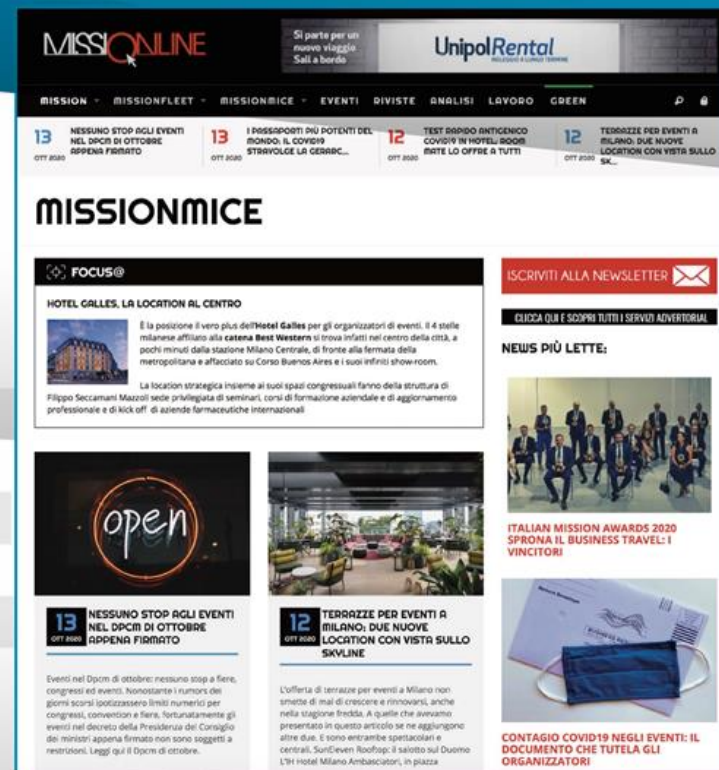
A special section on [www.missionline.it](http://www.missionline.it)!

## 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



# MISSIONLINE

@missiononline



@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

|                           | May 20 / May 21 | May 21 / May 22 |
|---------------------------|-----------------|-----------------|
| Unique users              | 754.675         | 1.498.529 +50%  |
| Pages visited             | 3.240.952       | 5.451.128 +60 % |
| Pages visited/unique user | 4,9             | 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

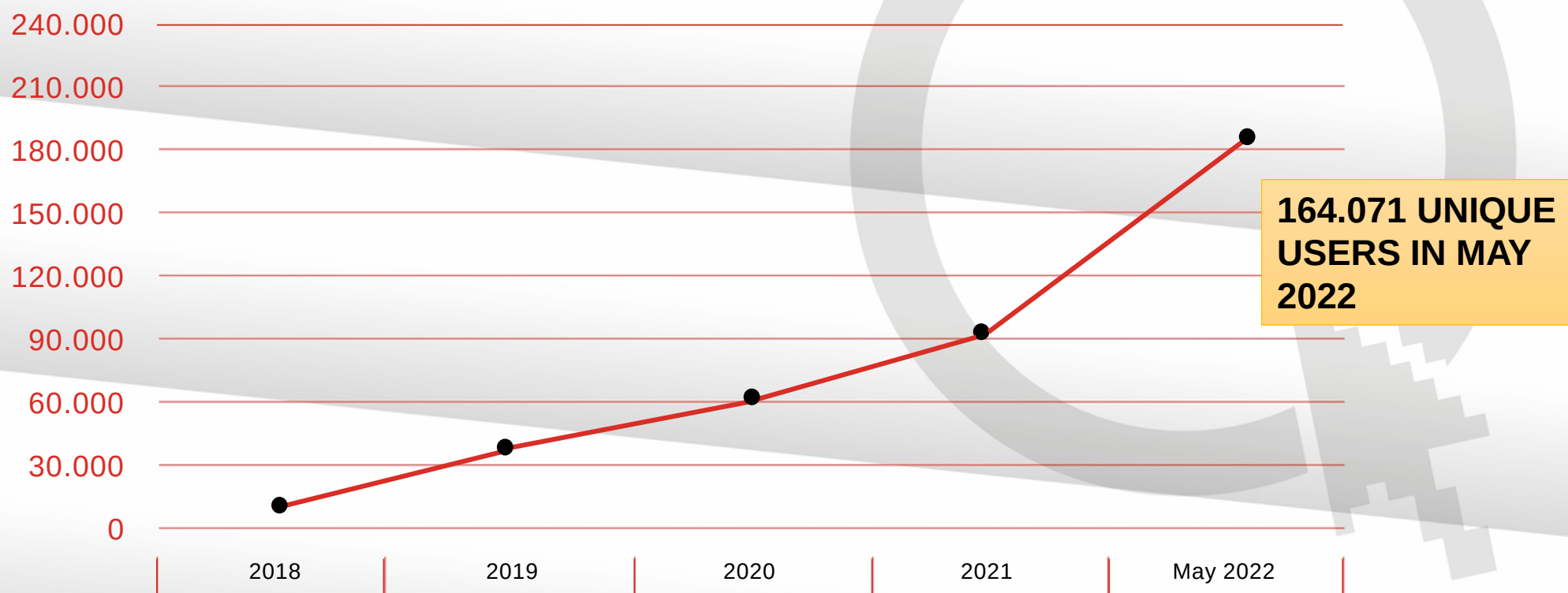
- Missionline Mice News – 4,000 email contacts

# MISSION ONLINE

## UNIQUE VISITORS

Exponential growth of USERS visiting the site each month

Last Update 31st May 2022

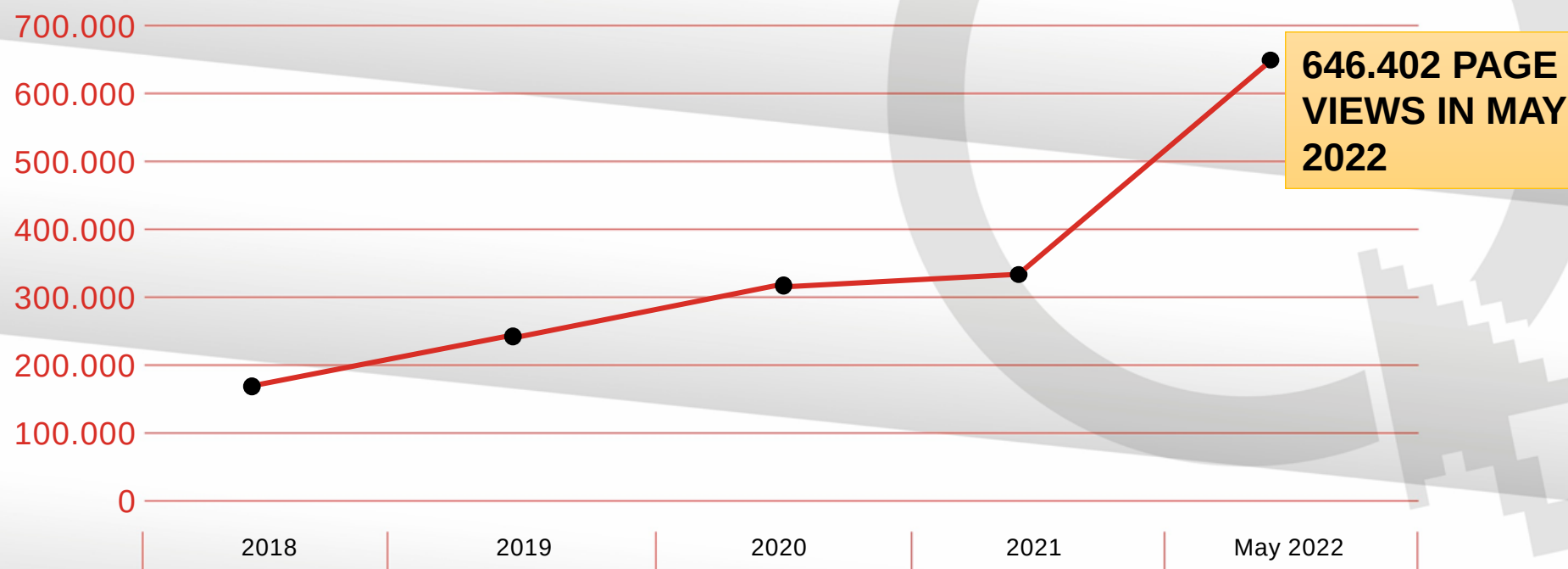


**164.071 UNIQUE  
USERS IN MAY  
2022**



# MISSION ONLINE

## PAGE VIEWS Exponential growth of PAGE VIEWS Last Update 31st May 2022



Fonte: Google Analytics

## 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                   | 30%                    | 8%                       | 13%                              |
| 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%                    | 10%                      | 13%                              |
| 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                   | 42%                    | 14%                      | 15%                              |
| B2B channel Media/Editorial sector benchmark* |                        | 23,2%                  | 3%                       | 11,6%                            |

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



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