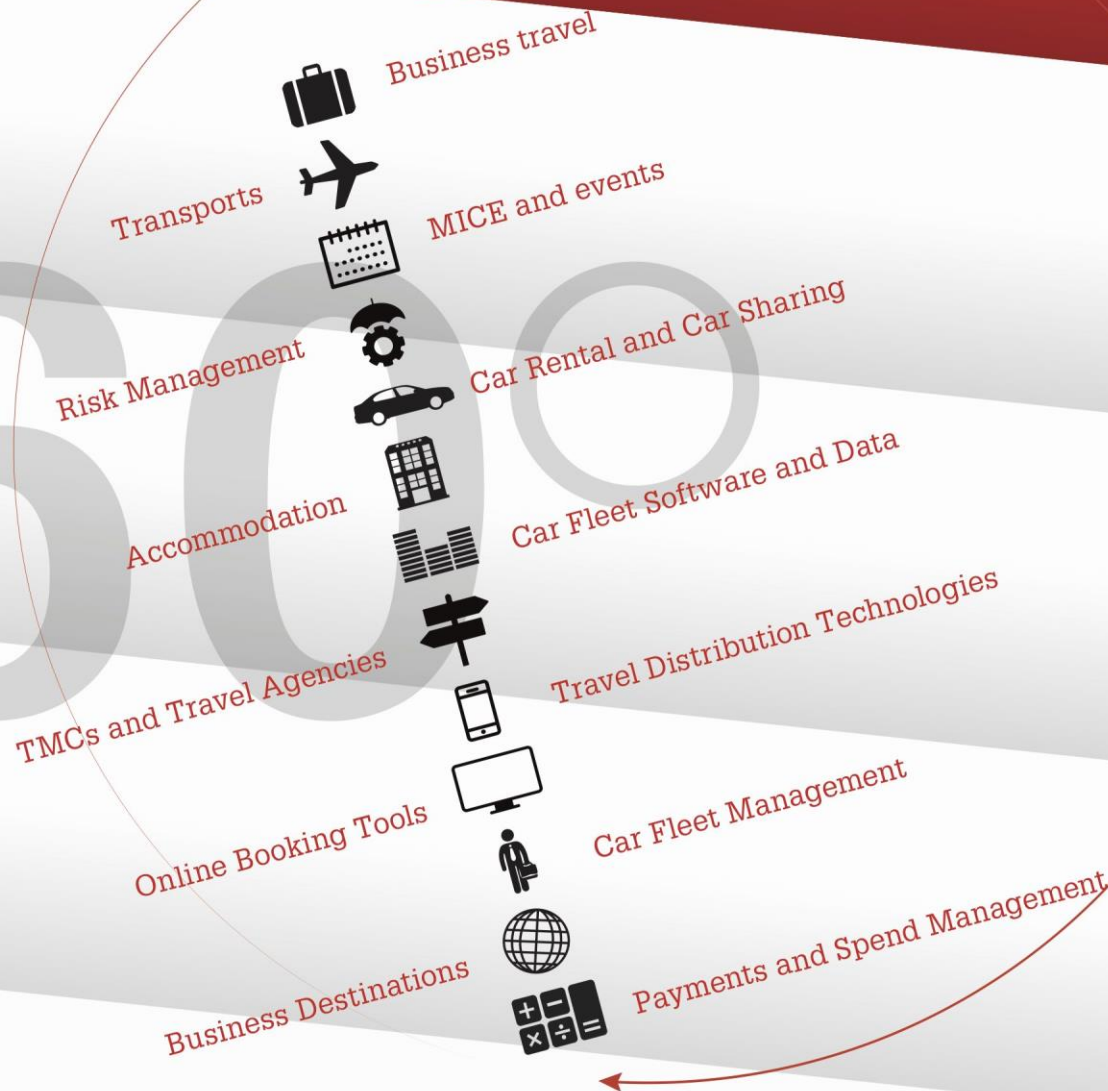


Newstecca



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 is 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 **Mission Fleet Awards**
- 2018** We launched **Mission Mice**
- 2019** **Mission** turns 20 years old
- 2020** We launched **MissionForum Digital** and **Newsteca webinars**
- 2021** First edition **EMA – European Mission Awards**
- 2022** We launched a new format: **Workshop with test drive**
- 2023** **Italian Mission Awards** turns 10
First edition **MissionFleet LCV Day**

MISSION
La rivista dei viaggi d'affari



ITALIANMISSIONAWARDS



MISSIONFLEETAWARDS

MISSIONFleet
La rivista dell'auto aziendale

MISSIONLINE

MISSIONforum
Incontri sui viaggi d'affari e le flotte auto



EUROPEANMISSIONAWARDS



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.

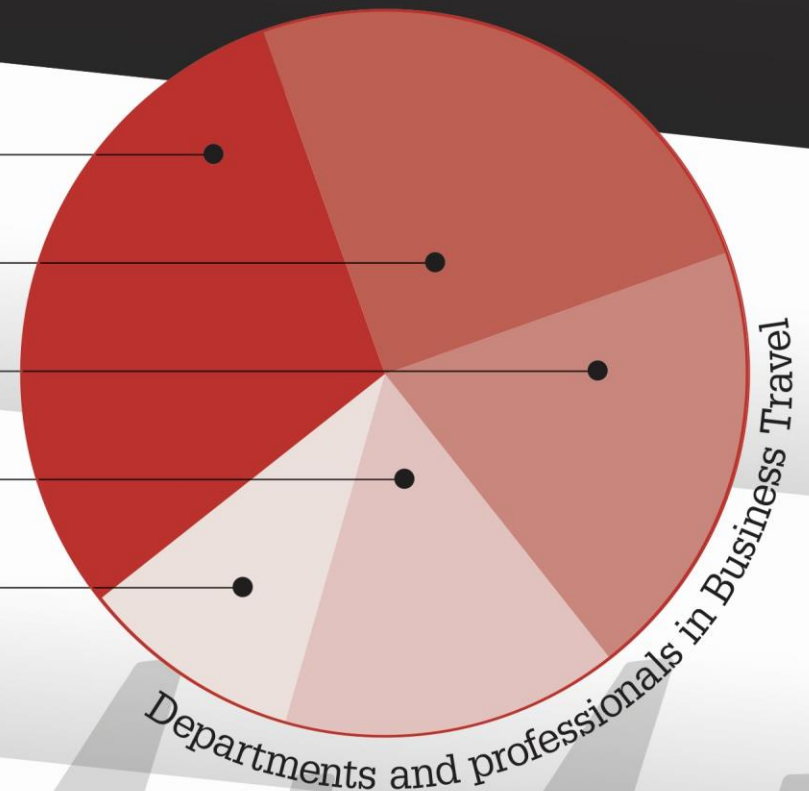
30% **Purchasing department**

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**

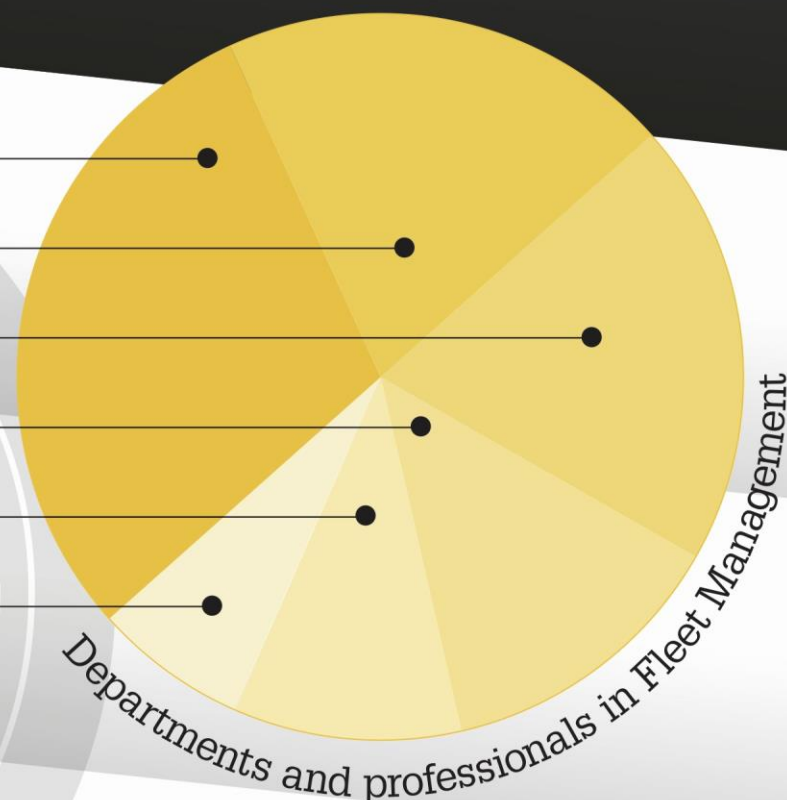
20% **Fleet Managers**

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

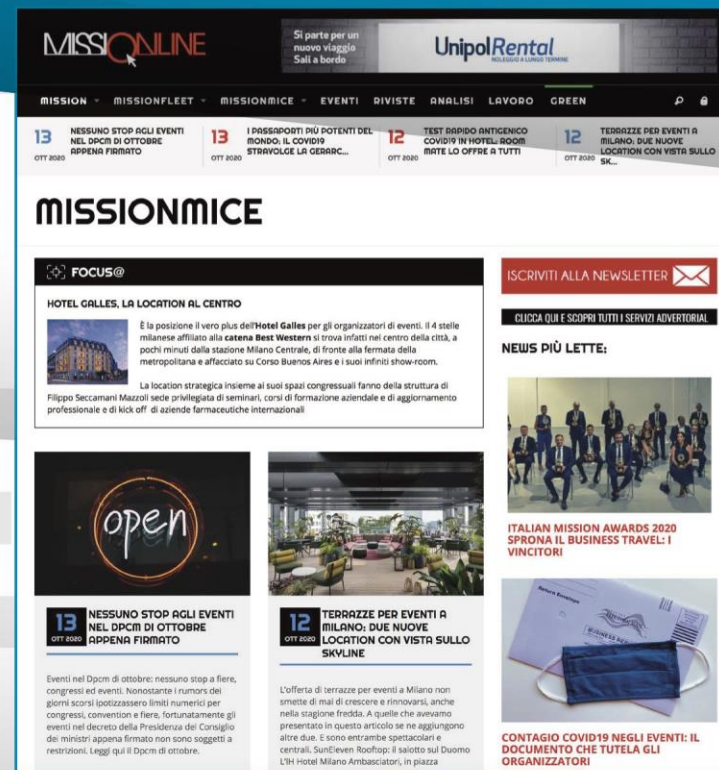
A special section on www.missionline.it!

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
- Trade associations, including training and legislation
- Leading MICE figures



4,000

Subscribers to our MICE newsletter

MISSIONLINE

Follow us!

@missionline



@mission.newsteca



@Newsteca



@missionline.it



	Sept. 20 / Sept. 21	Sept. 21 / Sept. 22
Unique users	1.031.256	2.000.652 +50%
Pages visited	3.695.078	6.226.776 +59%
Pages visited/unique user	3,6	3,1
Visit duration	12 minutes	11 minutes
Returning visitors	31%	30%

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

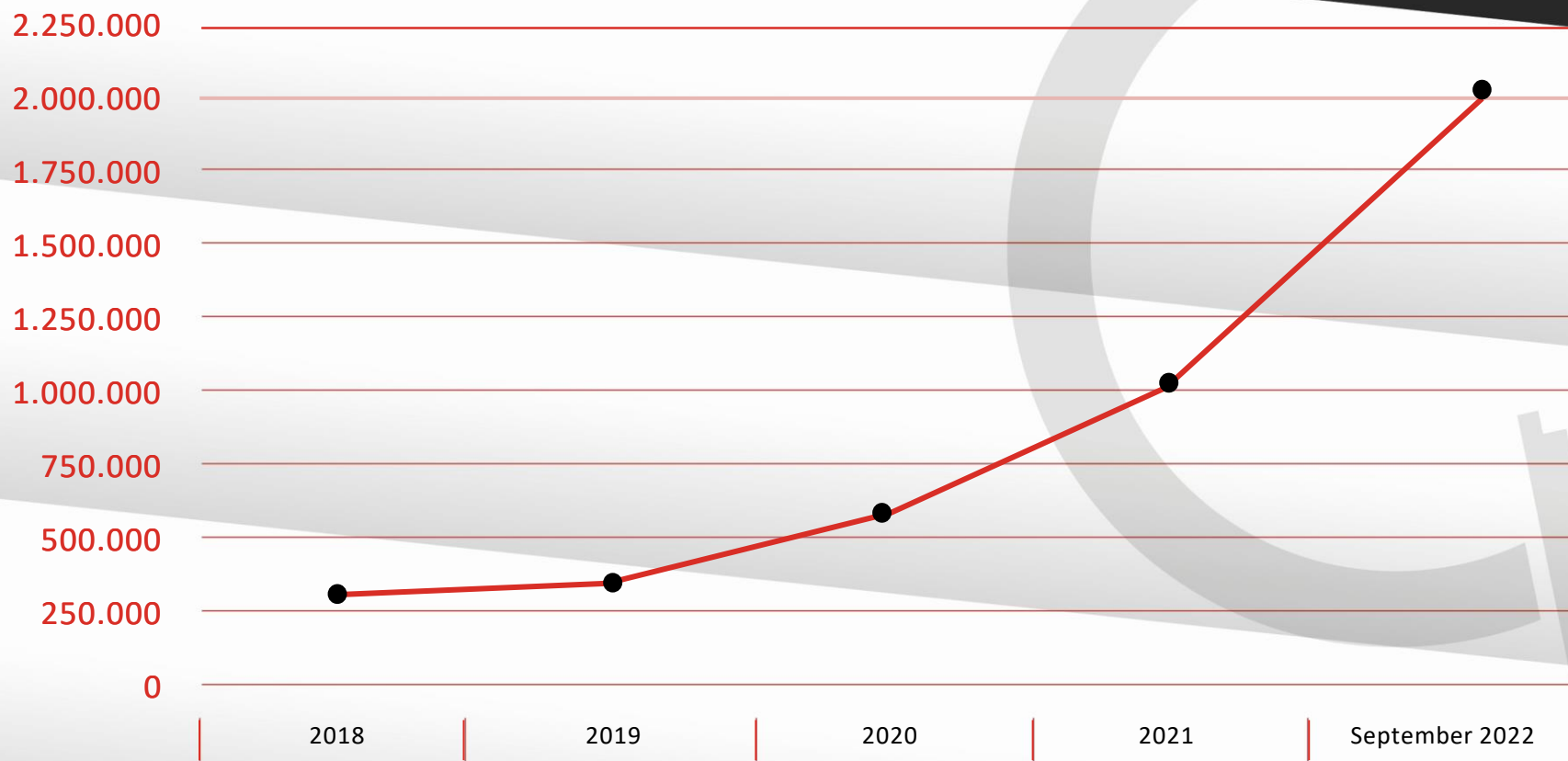
Twice-weekly newsletter

- Missionline News – 6,000 email contacts
- Missionline Fleet News – 4,000 email contacts

Monthly newsletter

- Missionline Mice News – 4,000 email contacts

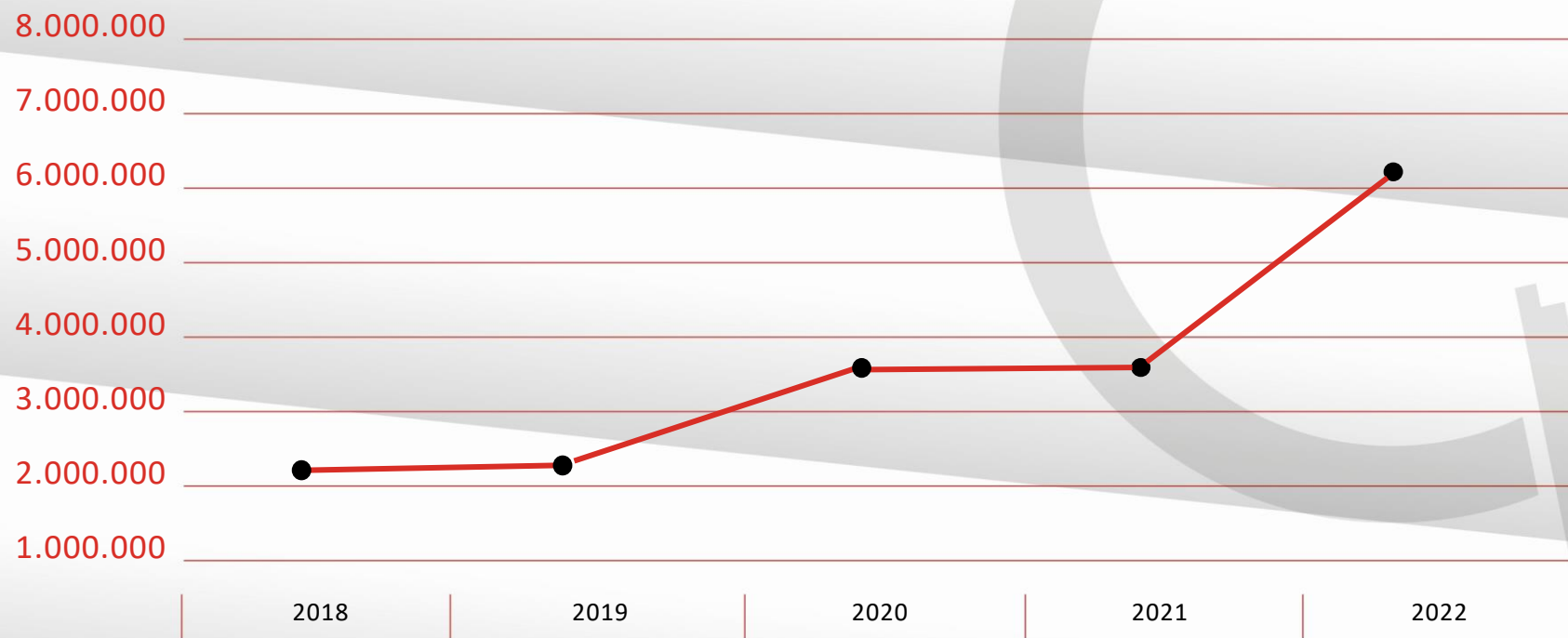
MISSION ONLINE



UNIQUE VISITORS
Exponential growth of USERS visiting the site each month
Last Update 31th December 2022

Source: Google Analytics

MISSION ONLINE



UNIQUE VISITORS
Exponential growth of USERS visiting the site each month
Last Update 30th September 2022

Source: Google Analytics

MISSIONLINE NEWS

NEWSLETTER statistics

MISSIONLINE TRAVEL NEWS	Email Followers	Total open rate	CTR – Total Click
Reader statistics	60000	30%	8%
B2B channel Media/Editorial sector benchmark*		23,2%	3%
MISSIONLINE FLEET NEWS	Email Followers	Total open rate	CTR – Total Click
Reader statistics	4000	31%	10%
B2B channel Media/Editorial sector benchmark*		23,2%	3%
MISSIONLINE MICE NEWS	Email followers	Total open rate	CTR – Total Click
Reader statistics	4000	40%	12%
B2B channel Media/Editorial sector benchmark*		23,2%	3%

Monthly average. Last Update 30th September 2022

*Source: Mail Up, Statistical Observatory 2021

MUCH MORE THAN JUST NEWS!



- **Italian Mission Awards and MissionFleet Awards:** the most exclusive awards in the Business Travel and Fleet Management sectors.
- **EMA – European Mission Awards:** the european challenge.
- **MissionForum:** a cycle of debates on Business Travel, Meeting Industry and Fleet Management to activate networking and training.
- **MissionFleet LCV Day.**
- Test drives, round tables, training courses (in person and on-line), webinars, forums and surveys.
- Ad hoc events designed to meet your needs.

Would you like to support one of our events? Contact us: gregori@newsteca.it

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