



Website

www.italiancookingandliving.com

Mission:

The mission of our website is very important: The site is the messenger and the memory of the Institute, the guide to our multimedia system and the commentator, as well as the promoter of our clubs.

www.italiancookingandliving.com is the first site that appears by entering the words "Italian cooking."

www.italiancookingandliving.com serves all of our users, the members of the Clubs and the Culinary Center. This website is the vendor of specialty products, subscriptions, magazines and services offered by our multimedia system.

WEBSITE DATA:

Traffic Analysis

- Total Visits: 175,000+ / month
- Total Page Views: 600,000+ / month
- Average Visits per Day: 5,800
- Average Length of Visit: 4 minutes 20 second

Content Analysis

- Most Requested Page: www.italiancookingandliving.com
- Most Frequent Keywords: Italian cooking, Italian recipes, Italian food
- Most Frequent Referrer: Google.com

ONLINE ADVERTISING

Leaderboard:	728X90 pixels	\$3,000+ / month
Homepage rectangle:	222X300 pixels	\$1,200+ / month
Skyscraper:	1.120X600 pixels 2.120X750 pixels	\$1,500+ / month

(Home page +25%, Specialty pages +15%)

Specialized Sections:

- Recipes and Food Articles
- Italian Cooking & Living magazine, cibo
- Italian Culinary Institute
- Consumers Clubs
- Trade Clubs
- Tourism
- TV show
- Store: subscriptions, consumer and trade clubs, DVDs, books and notebooks, food products, body care, back issues of our magazines and Italian Culinary Center tickets

Leaderboard: 728 X 90 Pixels

Forum	120 X 600 Pixels	Sky scraper:
Italian Culinary Center	120 X 600 Pixels	
Home page rectangle:	222 X 300 Pixels	
Home page rectangle:	222 X 300 Pixels	
Home page rectangle:	222 X 300 Pixels	Sky scraper:
Home page rectangle:	222 X 300 Pixels	120 X 740 Pixels