





## PARTNERSHIP

- AModoMio appeals to lovers of Italian cuisine and its stories in a wide variety of formats. AModoMio is synonymous with the highest quality in food, text, images and workshop content.
- AModoMio offers you the opportunity to experience the Italian way of life, "la dolce vita".
- All formats can also be used for the presentation and communication of your products and services. The prerequisite is that the products and services are in line with A-Modo-Mio. In this way, A-Modo-Mio fans will not regard this as advertising, but rather as serious information.



weekly new recipes and stories on the blog  
every 2-3 weeks a new workshop  
monthly newsletter

On March, 1. 2022 my book will be available in DE and IT

fortnightly blog articles in STANDARD (not bookable)  
monthly an appearance in the STUDIO 2 of the ORF (not bookable)



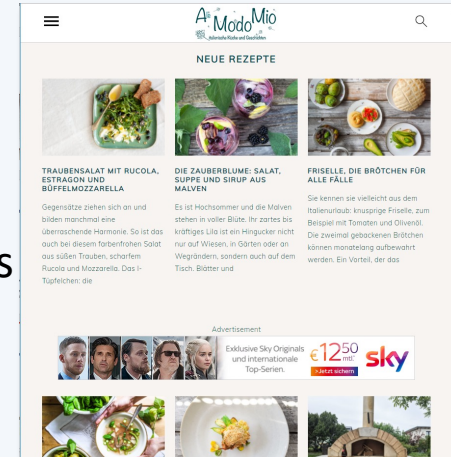


## BLOG

- Since 2017 the weekly publication of a new blog in German and Italian (since 2020 also in English)
- To date, the collection comprises over 470 recipes and their stories
- Traffic values March 2021, according to Google Analytics only traffic is available for the valid DSGVO Marketing Consent:
  - \* 130,000 Sessions, 111,000 Unique Users, 170,000 Page views
  - \* 35% Germany, 20% Austria, 30% Italy, 5% Switzerland, 10% worldwide

## Newsletter

- monthly Newsletter with seasonal recipes
- currently + 1400 Subscribers according to Mailchimp (DE)







## WORKSHOP

In a group of maximum ten people, we prepare different types of pasta and the accompanying sauce in one afternoon. I share my know-how with you, and give you tips and tricks on how to make pasta. We then taste the homemade pasta together. Along with many stories of Italian cuisine, you will get a true feeling of the Italian attitude to life: "la dolce vita".

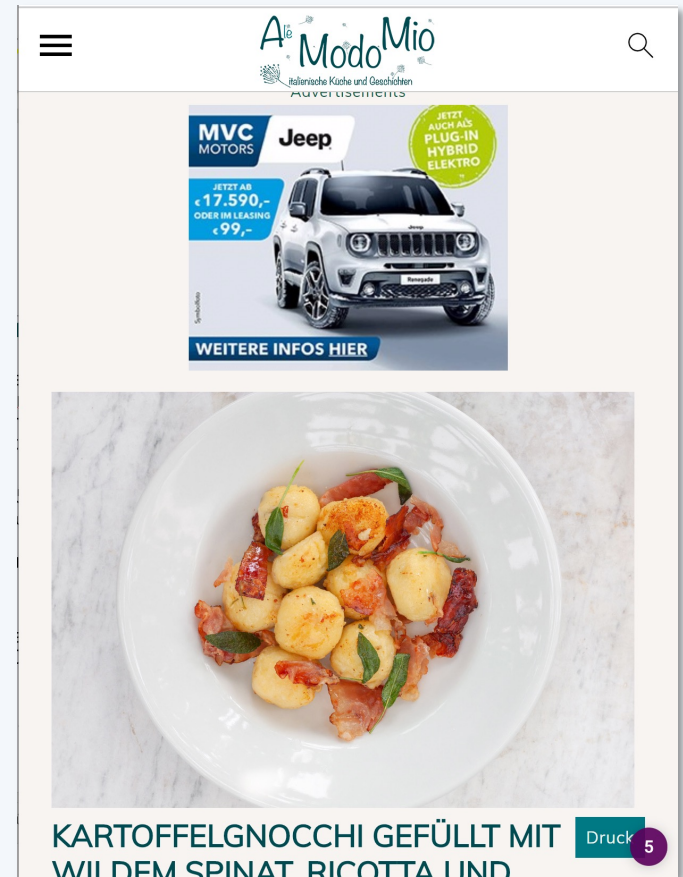
<https://a-modo-mio.at/work-shop/termine/>



## Banner advertising

- Branding or product advertising for your brand as well as your products and services  
Classic UAP banner formats, programmatic link via purpur.media, two advertising spaces per page after the first paragraph and directly before the first recipe. Links directly to your website
- eg: Placement of 50,000 banner views linked to your product page, in the period of your choice - e.g., two months

Cost for 50,000 Banner views: € 250,--



The screenshot shows a mobile website layout. At the top is the 'Ale Modomio' logo with the tagline 'italienische Küche und Geschichten'. Below the logo is a navigation menu icon on the left and a search icon on the right. The main content area features a large banner for an MVC Motors Jeep SUV. The banner includes the text 'MVC MOTORS Jeep', 'JETZT AB €17.590,- ODER IM LEASING €99,-', and a green badge that says 'JETZT AUCH ALS PLUG-IN HYBRID ELEKTRO'. Below the car image is a button that says 'WEITERE INFOS HIER'. Below the banner is a large image of a plate of Kartoffelgnocchi (potato dumplings) with wild spinach, ricotta, and wild mushrooms. Below the image is the text 'KARTOFFELGNOCCHI GEFÜLLT MIT WILDEM SPINAT, RICOTTA UND...' and a button that says 'Druck' with a small purple circle containing the number '5'.



## **BLOG / MODULE Creation of a sponsored recipe**

Creation of an advertising blog with your products or brand, or

Development of a recipe with your products or your brand.

This includes the following detailed services

- Recipe research and selection
- Preparation of the recipe
- Text of the story behind the recipe approx. 1,000 characters
- Step-by-step instructions and integration of your brand
- 4 recipe photos, 2 of which with an image of your products/business
- 2 links in the text link directly to your website

Cost per recipe: € 700,--



## **BLOG / MODULE II Presentation of the sponsored post:**

The recipe will be presented for 1 quarter on A-Modo-Mio in two categories suitable for the recipe

Two months of which on the home page of A-Modo-Mio, and one week of which in the highest section on the home page.

Cost per quarter/recipe: € 350

You are permitted to include the content on your website for the duration of the cooperation.





## **PRODUCTS IN WORKSHOPS:**

Selected products of the highest quality can be integrated into the workshop experience.

By arrangement and individual agreement

## **NEWSLETTER:**

Communication of your product or service in the monthly newsletter.

Cost per mailing: € 100



All modules can be combined with each other as desired. All prices are net before 20% VAT.

We would be happy to create a tailor-made combination package for your communication needs and budgetary possibilities that ideally combines the offered components to your greatest advantage.

Contact me:

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