

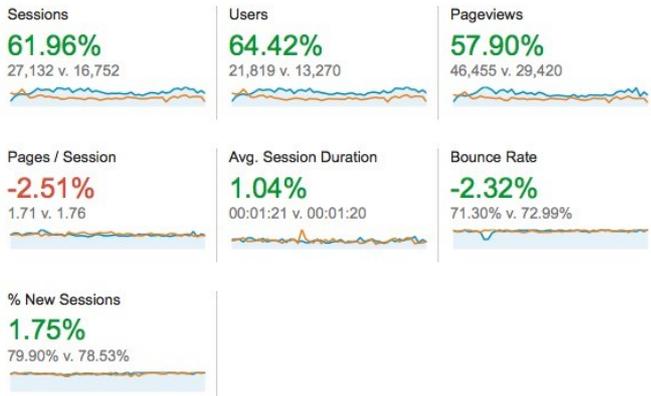
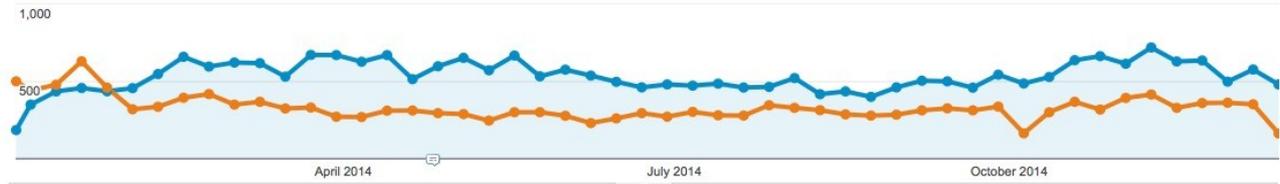
CookinVenice.com
 Monicacesarato.com

Media Pack 2015

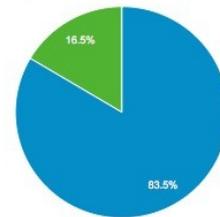
The screenshot displays the website for 'CookinVenice.com' and 'Monicacesarato.com'. At the top, there is a navigation bar with links for HOME, BLOG, COOKING CLASSES, FOOD TOURS, RECIPES FROM ITALY, and CONTACT US. Below this is a banner for 'ONE DAY COOKING CLASSES IN VENICE'. The main content area features a 'Share this:' section with social media icons, followed by the title 'ONE DAY COOKING CLASSES IN VENICE WITH LUNCH AND LOCAL MARKET TOUR'. A small image shows people in a kitchen. Text describes the class: 'If you love Italian food and want to discover new easy to replicate recipes from Italy, this is the cooking class in Italy for you - discover our cooking classes in Venice!'. A 'BOOK NOW!' button is prominent. Below the image, it says 'With Antonia and Monica you will experience some of the best food food in Venice and learn about its history too: every full one day'. To the right is a registration form with fields for 'Name', 'Email address', and 'Your address', along with 'Sign up', 'Sign up now', and 'Learn to cook like an Italian mama' buttons. Below the form is the name 'Monica Cesarato' and a small bio. A secondary navigation bar includes 'Home', 'Cooking Classes', 'Venice Food Tours', 'Venice Market as a Food App', 'Cooking Classes', 'About Us', 'Contact Us', 'Blog', 'FAQ', 'Privacy Policy', 'Terms & Conditions', and 'Venice Food Tours'. The page also features a 'BOOK GIVEAWAY COMPETITION' for 'DEATH LOBS IN' by E.J. SIMON, a 'TOP CHRISTMAS GIFT IDEAS FROM ITALY & VENICE IN ONE CLICK' section, and a 'VEGgie CULTURE: MEALS AND MORE IDEAS' section. A sidebar on the left contains 'FACEBOOK' and 'INSTAGRAM' links, a 'TAGS' section, and a 'FACEBOOK' section with a list of tags including 'Italy', 'Venice', 'Cooking', etc. There is also a 'FEATURED' section with a list of featured items.

Cookinvenice.com

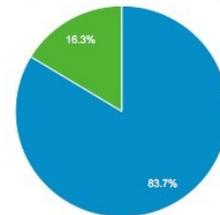
01-Jan-2014 - 19-Dec-2014: ● Sessions
 13-Jan-2013 - 31-Dec-2013: ● Sessions



■ New Visitor ■ Returning Visitor
 01-Jan-2014 - 19-Dec-2014



13-Jan-2013 - 31-Dec-2013



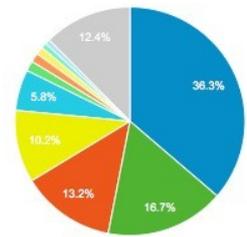
In the last year Total traffic to Cookinvenice.com has increased by 62%. This impressive growth is expected to continue into 2015 and beyond.

Key figures (2014)

- Total visitors: 27,000
- Total page views: 46,000
- Average number of pages viewed: 1.71
- % of new users: 80%

Demographics

	27,132 <small>% of Total: 100.00% (27,132)</small>	27,132 <small>% of Total: 100.00% (27,132)</small>
1.  United States	9,857	36.33%
2.  United Kingdom	4,534	16.71%
3.  Italy	3,593	13.24%
4.  Australia	2,780	10.25%
5.  Canada	1,569	5.78%
6.  France	389	1.43%
7.  Germany	352	1.30%
8.  Netherlands	296	1.09%
9.  Spain	209	0.77%
10.  Brazil	183	0.67%



Key figures (2014)

USA: 36%

UK: 17%

Italy: 13%

Australia: 10%

Canada: 6%

Marketing channels (2014)

Organic search: 75%

Direct traffic: 11%

Social media channels: 8%

Referral (third party web sites): 6%

Top search phrases for organic searches

1st page in google.com

venetian food
venetian recipes
venetian cuisine
venice foods



The screenshot shows a Google search interface. The search bar contains the text "venetian recipes". Below the search bar, there are navigation tabs for "Web", "Images", "Videos", "News", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 664,000 results (0.27 seconds)". The first search result is from "Cook In Venice" with the title "The most famous top 10 Venetian dishes | Cook In Venice" and the URL "www.cookinvenice.com/ourblog/famous-top-10-venetian-dishes/". The snippet below the URL reads: "Jan 18, 2013 - The four key points of Venetian cuisine are: polenta, cod, rice and beans. Let's see now the top 10 most famous and delicious Venetian dishes, ...". To the right of the search results is an advertisement for "Food for Cancer Patients" from "www.cookforyourlife.org/". The ad text says: "Recipes for patients and survivors Search our free database".

Niche information

Cookinvenice.com is in the food niche, specifically users seeking cooking courses and cooking related information regarding Venice and the Veneto region in general. The visitors tend to be in the middle to upper middle class segments, these are generally the type of visitors that like to experience a new location by taking part in locally organized events, courses, shopping, etc.

In the last year there has been a 16% increase in traffic to the web site of users seeking specific activities in Venice like hands on cooking courses.

Advertising



COOKING CLASSES VENICE

DO YOU WANT TO LEARN TO COOK LIKE AN ITALIAN MAMA?

NOW YOU CAN, with the help of Arianna and Monica. Take our cooking classes Venice!



With Monica's **passion for food** and her 20 years experience in teaching and Arianna's **culinary skills and Venetian food** knowledge, you will **learn to cook** just like Venetian women do. In an informal and relaxed setting, in an **apartment in Venice city centre** or in **Arianna's own home and kitchen**, in Mira, near **Venice-Italy** or at **your own rental apartment in Venice**, you will be able to learn to cook **simple every day recipes** which you will easily be able to recreate back home learning a bit of everyday



Banner accepted:

Cookinvenice accepts the following banners sizes in .gif, .png, .jpg formats either static banners or animated ones.

MPU (Mid Page Unit) or medium rectangle banner 300 x 250 pixels.
Skyscraper 120x600 or 160x600

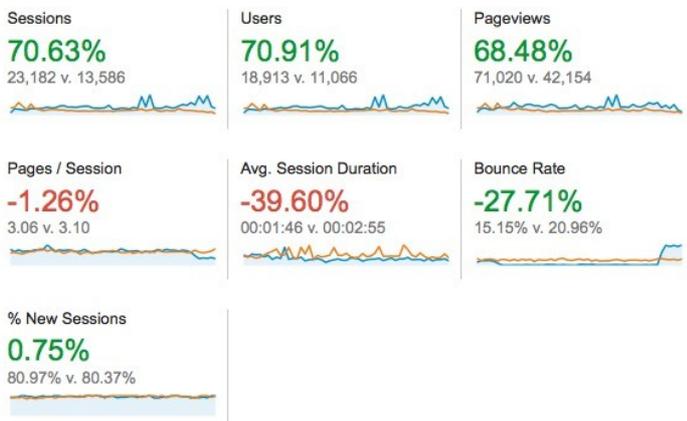
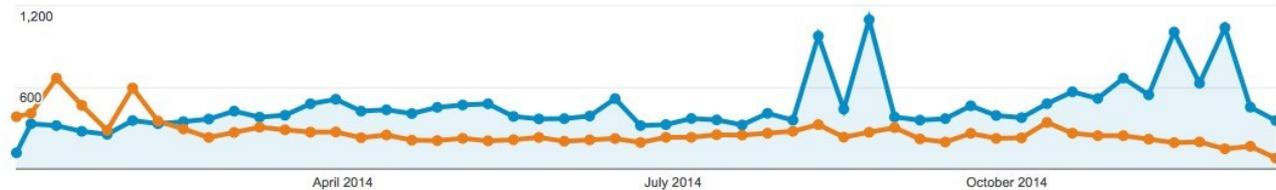
Also active social media user with a reasonable coverage. Here are the social media profiles

Facebook: <https://www.facebook.com/pages/Cook-in-Venice/242401508391>

Twitter: @cookinvenice

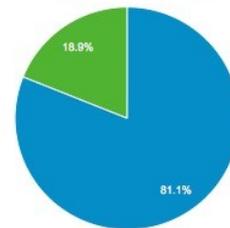
monicacesarato.com

01-Jan-2014 - 19-Dec-2014: ● Sessions
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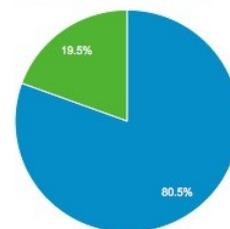


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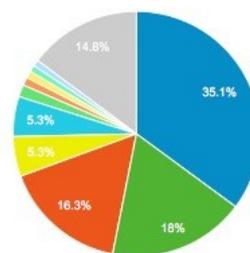
In the last year Total traffic to monicacesarato.com has increased by 71%. This impressive growth is expected to continue into 2015 and beyond.

Key figures (2014)

- Total visitors: 23,000
- Total page views: 71,000
- Average number of pages viewed: 3.06
- % of new users: 81%

Demographics

	23,182 % of Total: 100.00% (23,182)	23,182 % of Total: 100.00% (23,182)
1.  United States	8,146	35.14%
2.  Italy	4,162	17.95%
3.  United Kingdom	3,775	16.28%
4.  Australia	1,222	5.27%
5.  Canada	1,221	5.27%
6.  Germany	371	1.60%
7.  France	247	1.07%
8.  Ireland	217	0.94%
9.  Netherlands	203	0.88%
10.  Brazil	190	0.82%



Key figures (2014)

USA: 35%

Italy: 18%

UK: 16%

Australia: 5%

Canada: 5%

Marketing channels (2014)

Organic search: 52%

Direct traffic: 18%

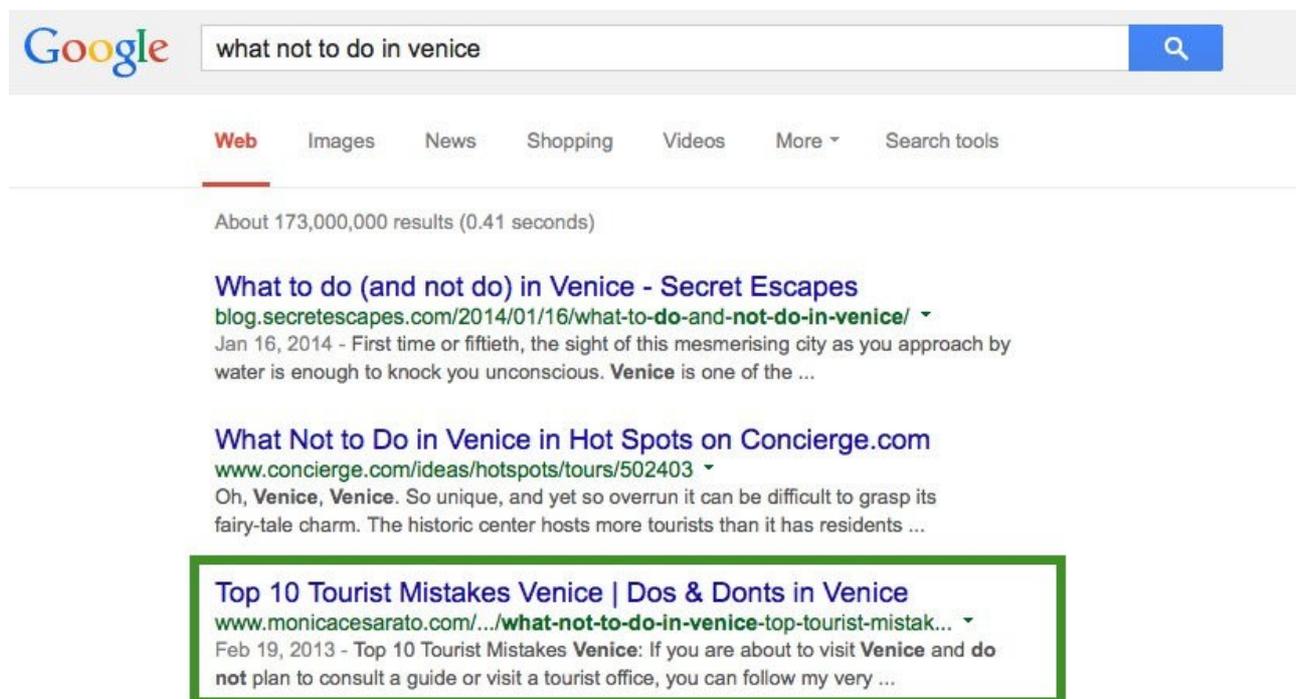
Social media channels: 16%

Referral (third party web sites): 13%

Top search phrases for organic searches

1st page in google.com

free things to do in venice
what not to do in venice
venice food tour



The image shows a Google search results page for the query "what not to do in venice". The search bar at the top contains the text "what not to do in venice" and a blue search button. Below the search bar are navigation tabs for "Web", "Images", "News", "Shopping", "Videos", "More", and "Search tools". The results section shows "About 173,000,000 results (0.41 seconds)". Three search results are visible:

- What to do (and not do) in Venice - Secret Escapes**
blog.secretescapes.com/2014/01/16/what-to-do-and-not-do-in-venice/
Jan 16, 2014 - First time or fiftieth, the sight of this mesmerising city as you approach by water is enough to knock you unconscious. **Venice** is one of the ...
- What Not to Do in Venice in Hot Spots on Concierge.com**
www.concierge.com/ideas/hotspots/tours/502403
Oh, **Venice, Venice**. So unique, and yet so overrun it can be difficult to grasp its fairy-tale charm. The historic center hosts more tourists than it has residents ...
- Top 10 Tourist Mistakes Venice | Dos & Donts in Venice**
www.monicaesarato.com/.../what-not-to-do-in-venice-top-tourist-mistak...
Feb 19, 2013 - Top 10 Tourist Mistakes **Venice**: If you are about to visit **Venice** and **do not** plan to consult a guide or visit a tourist office, you can follow my very ...

Niche information

monicaesarato.com is in the food & travel niche, specifically users seeking a wide range of information on what to do when visiting Venice and the Veneto region in general. The visitors tend to be in the middle to upper middle class segments, these are generally the type of visitors that like to experience a new location by taking part in locally organized events, courses, shopping, etc.

In the last year there has been an 100% increase in traffic to the web site of users seeking advice on what to do in Venice. This type of traffic opens up a wide range of possibilities for an advertiser to take advantage of by showcasing quality events & activities in Venice and the Veneto region in general.

Advertising

Monica Cesarato

Blogging about life in Venice and Italy, sharing my knowledge of Italian lifestyle, tutoring for Italian and English

SEARCH

SIGN UP TO NEWSLETTER

Email address:

Sign up

FOLLOW ME!

[f](#) [t](#) [in](#)

[p](#) [v](#)

PAGES

Wine & Food tour

Share this: [f](#) [g+](#) [t](#) [r](#)



A Wine and Food tour of Venice

Wine tasting tours Venice Italy

Experience an unforgettable lunch or evening of enchantment in one of the best wine bars in Venice. Enjoy some of the finest Veneto wines and taste the best food the city of Venice has to offer in a typical Venetian Osteria, in the historical part of the city, just a few steps from Rialto Bridge, by taking a wine and food tasting tour.

Meet Monica at the bottom of Rialto bridge and head to one of the best gourmet wine bars in Venice for a wine tasting and food sampling experience of about 1 and half hours.

Enjoy a plate of local Venetian specialties called cicchetti accompanied by three delicious local



**YOUR AD
HERE**



Accredited Online Colleges

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MPU (Mid Page Unit) or medium rectangle banner 300 x 250 pixels.
Skyscraper 120x600 or 160x600

Also active social media user with a reasonable coverage. Here are the social media profiles

Facebook: <https://www.facebook.com/monicacesarato>

Twitter: @monicacesarato

LinkedIn: monica cesarato