



THE
FLORENTINE

PATRONS PROGRAM

A new way
to support
our magazine

The future of The Florentine?

It's hard to say what the future will hold, but our aspiration is that it will be different and better.

***The Florentine* is in full revolution; the rules of our reporting already have a new dynamic.** We will continue to change the ways in which we bring Florence to your homes.

The war against Covid-19 is transforming the media scene balanced on a knife edge between the **growing need for news** and the **fragility of the system** that produces it. Reliable media outlets have increased their audience in dizzying numbers—in 2020, our web analytics were up by 2000% and we doubled subscriptions.

But here's the paradox: the slump in advertising (ours was down by 50% in 2020) triggered by an immobile society could have lethal consequences for today's media companies, which have proven essential in keeping people informed. The only means of survival is to **trust in readers** and their choice to **subscribe and donate** to the newspapers and magazines they find useful.

The Florentine Patrons Program is the natural next step in reader subsidization based on the interest and involvement in our magazine demonstrated by the international community of Florence in recent months.

With intelligence, creativity and your support, we will build a new, better future.



Helen Farrell
editor in chief



Marco Badiani
owner + publisher

About The Florentine

In **2005**, *The Florentine* was launched as a magazine for the English-speaking community in Florence. American expats Nita and Tony Tucker were surprised not to find an English newspaper, so they partnered with Italian firm B'Gruppo to produce the paper. When the Tuckers moved away two years later, the rest of the team remained intact and they continue to publish *The Florentine* to this day.

DIGITAL

Website: **1 million** page views/year

Newsletter: **8K**, 30% opening rate in 24H
(10% above the industry average)

Social: **FB 114 K** (6% engagement rate, over the industry average) / **IG 64K** (3.6% engagement rate, over the influencer average) / **YouTube 1K** / **Twitter 15K**

THE MAGAZINE

The Florentine is published on FSC-certified paper 11 times a year.

Circulation: **10K copies / month**

Subscribers: **800+**

REVENUE 2020

40% translations + copywriting

30% advertising: print, digital, classified ads

27% subscriptions + donations

3% book publishing

READERS + COMMUNITY

Our readers are Florence lovers worldwide, English-speaking expatriates, foreign students, and internationally minded Italians. *The Florentine* is growing all the time, but we remain constant to our community ethos, inspired by our readers, for our readers, united by a love of Florence, quality journalism and a passion for print.

The Florentine *Patrons* Program

In March 2020, on the Friday before the Italy lockdown, we reacted by introducing a support page on our website: www.theflorentine.net/support

To date, we have received over 400 donations from readers all over the world, primarily in the US. This generous financial support partially offset advertising losses in 2020. In 2021, we invite readers to become stakeholders in The Florentine by becoming *PATRONS*. This year, our primary objective is to help Florence as the city weathers the pandemic and looks to the future: we have the platform to accomplish this with your help.

For contributions of 5,000 euro/year, we will feature your name in the *PATRONS* section of the monthly magazine, weekly newsletter and on our website.

For further details and information about
The Florentine *Patrons Program*,
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