vivace
MEDIA

PARTNER RATE CARD · 2026

Reach an audience already in love with Italy.

Connect your brand with an engaged, international audience exploring Italian travel, property, culture, and lifestyle through our newsletters, podcasts, and video.

BOOK A 20-MINUTE CALL



THE AUDIENCE

An engaged community, built over a decade.

7M	60K+	1M+	33K+
YOUTUBE VIEWS IN 2026	YOUTUBE SUBSCRIBERS	PODCAST DOWNLOADS	SUBSTACK READERS
45%	117K+	200K+	58%
AVERAGE NEWSLETTER OPEN RATE	INSTAGRAM FOLLOWERS	FACEBOOK MEMBERS	OF SURVEYED HOUSEHOLDS EARN OVER €100,000



Samantha Wilson

FOUNDER OF VIVACE AND SMART MOVE ITALY

WHY VIVACE

Trust you can borrow, in a voice your customers already believe.

01

A decade of trust

Vivace is built on the Smart Move Italy brand, trusted by people making real moves to Italy.

02

Real expertise

Our team advises on visas, property and relocation every day, so we know what this audience needs.

03

An affluent audience

58% of surveyed households earn over €100,000, with the intent and means to act.

04

Few partners

We keep partner numbers low, and each is introduced in the editor's own voice.

01 · NEWSLETTER

The Vivace Edit

Weekly newsletter · 33,000 readers · Maximum two partners per issue, or one Exclusive Partner

PLACEMENT	PER ISSUE
Presenting Partner Top spot, one per issue	$750
Featured Partner End of issue, one per issue	$450
Exclusive Newsletter Partner Both spots, no other sponsors	$950
Buy Section Spotlight $150 when booked with a partner placement	$250
Sponsored Story Written by Vivace, labeled sponsored. $1,650 with a Featured Partner placement.	$1,250
Dedicated Send	Custom quote

Save 10% on 4-issue bookings: Presenting $2,700 · Featured $1,620 · Exclusive $3,420



OUR WRITERS AND THEIR STORIES

Vendita

Sunday property newsletter · about 6,000 readers

For agencies, developers, finance and mortgage providers, legal and survey professionals, insurers, currency exchanges and relocation services.

PLACEMENT	PER ISSUE
Featured Sponsor One per issue	$500
Featured Property Top listing, one per issue	$250
Exclusive Issue Partner Both placements	$650

Volume pricing: 10% off for 4 issues, 15% off for 12. For example, Featured Sponsor is $1,800 for 4 issues and $5,100 for 12.

03 · VIDEO

YouTube: A New Life in Italy

A 90-second sponsor integration inside the episode, with links in the description and a pinned comment.

PRICE	MINIMUM	CAP
$40	$1,200	$4,000
per 1,000 views over the first 30 days.	30,000 views guaranteed.	Billing stops at 100,000 views.

A 50% deposit on the minimum ($600) confirms your date. The balance is invoiced at day 30, with a YouTube Studio screenshot as proof of delivery.



04 · PODCASTS AND BUNDLES

Host-read, and in the episode for good.

Podcast sponsorship

Host-read sponsorships on A New Life in Italy and History of Italy stay in the episode permanently, so they keep working long after release.

Custom campaigns and bundles

Podcast deals are built into custom campaigns, bundles and member partnerships that combine newsletter, video and audio around your goals.

CUSTOM QUOTE

BOOK A 20-MINUTE CALL



TERMS

Simple and transparent.

- **Booking.** A 50% deposit confirms your dates. The balance is due 7 days after the first placement runs.
- **Materials.** Copy, image and link are due 7 days before your date.
- **Ad reads.** Advertisers provide ad reads unless agreed otherwise. Vivace can write them for a possible fee.
- **Labeling.** Sponsored content is always labeled.
- **Archive.** Newsletter placements stay in the Substack archive.
- **Reporting.** A results report within 14 days of campaign end: views, clicks and opens.
- **Pricing.** Prices are in USD, exclude VAT where applicable, and are reviewed quarterly. The rate you book is the rate you keep for that campaign.

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LET'S TALK

Tell us your goals. We'll build the right fit.

Book a 20-minute call and we'll shape a campaign around what you want to achieve.

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Email partners@vivacenetwork.com
Web vivacenetwork.com/ratecard
Social @VivaceMediaNetwork