Italian America magazine is the most widely read magazine in the United States for men and women of Italian heritage. It is the official publication of the Order Sons and Daughters of Italy in America (OSDIA), which was founded in 1905 and stands as the oldest and largest organization for Italian Americans.

*Italian America* is a glossy, full-color magazine published quarterly. It offers features and articles on Italian and Italian-American current events, history, culture, travel, language, recipes, literature, and more.

View past issues online at [www.osdia.org](http://www.osdia.org) (under the tab “Italian America”)

Print Circulation: 30,000

Italian America Magazine
219 E Street, NE
Washington, DC 20002
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**Editor-in-Chief**
Andrew Cotto
[Editoritalianamerica@gmail.com](mailto:Editoritalianamerica@gmail.com)
## Italian America Magazine
### 2023 Advertising Rates

<table>
<thead>
<tr>
<th>Width x Height</th>
<th>Front Cover</th>
<th>Back Cover (4)</th>
<th>Inside Front Cover (2)</th>
<th>Inside Back Cover (3)</th>
<th>Spread</th>
<th>Full Page</th>
<th>Half-Page</th>
<th>Third-Page</th>
<th>Quarter-Page</th>
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### Discounts
- 35% off for OSDIA lodge members (personal ads only)
- 15% off for consecutive ads

### Covers, Spreads and Full Pages
Include bleeds of .125" on all sides

### Production
- Trim size is 8.25” by 10.75”
- Cover is on 60 lb. #3; editorial is on 40 lb. #4 groundwood paper. Saddle-wire stitched.

### Artwork
Advertisers must provide a high-resolution JPG, TIF, or PDF file that adheres to the size specifications.

### Mail Dates
- January 15; April 15; July 15; October 15
- Advertising deadline is one month prior to mail date (extensions when possible)
Questo Mese is the official monthly newsletter of the Order Sons and Daughters of Italy in America, available to all members and magazine subscribers.

Circulation: 15,000+
Cost for Banner: $350 ($300 if graphics provided)
Dimensions of Banner: (620 pixels x 100 pixels)

The banner is displayed across the top of the newsletter and is immediately visible when the newsletter is opened.

E-Blast

The Order Sons and Daughters of Italy in America reaches out to their members directly through exclusive E-Blasts to let members know about products and special offers.

Circulation: 15,000+
Cost for E-Blast: $750 ($500 if graphics provided)

Discounts
35% off for OSDIA lodge members
15% off for consecutive ads

For a sample newsletter or e-blast, email nationaloffice@osia.org
Who are *Italian America’s* Readers?

**Gender**
- 67% Male
- 33% Female

**Marital Status**
- 70% Married
- 30% Not Married

**Age**
- 3% Under 21
- 12% 22 - 39
- 14% 40 - 50
- 34% 51 - 65
- 27% 66 - 75
- 10% 76 & over

**Education**
- 15% High School Degree
- 10% Associates Degree
- 33% Bachelors Degree
- 26% Masters Degree
- 6% Doctorate Degree
- 10% Professional Degree

**Income**
- 4% Less than $25,000
- 8% $25,000 - $40,000
- 12% $40,001 - $60,000
- 13% $60,001 - $80,000
- 17% $80,001 - $100,000
- 46% More than $100,000

**Italian Language**
- 10% Fluent
- 52% Somewhat
- 38% Not at all