



## PRESS RELEASE

### FOOD: ITALIAONLINE LAUNCHES BUONISSIMO

After the acquisition, Italiaonline launches the new version of the site in the top 5 of food portals

New graphics, news on the advertising offer and content marketing projects with big brands

*Milan, May 8<sup>th</sup> 2018*

After its acquisition completed last fall, Italiaonline renews **Buonissimo**, an historic site dedicated to food and the top 5 of Italian food portals, with more than one million monthly users for a total of about 6 million page views\*.

Elegant and modern design, to enhance the wide range of contents, in particular:

#### Cookbook

Always a point of strength of Buonissimo with over 8,000 recipes step by step detailed down to the smallest details: appetizers, starters, main courses, desserts, sauces and sauces, but also unique dishes, reinterpretations and regional and international cuisine. Each proposal is accompanied by explanatory and original photos

#### Videoricette

A new way to consult the proposals of Buonissimo, ideal for those who have little time and does not leave the smartphone even in front of the stove.

#### Magazine

Many columns and insights on healthy eating, new trends, techniques of preparation and cooking of dishes, suggestions for getting to know the wines and matching them correctly, and in more reports on the main events in the food world.

In the new Buonissimo more and more space will be dedicated to the great food brands. The first partnership, online in the coming weeks and part of a larger storytelling project, is the one with **Riso Gallo**, for the launch of Riso Gallo Aroma with a content marketing project that will also extend to other vertical portals and bloggers in target. The project is part of the custom initiatives organized by the iOL Advertising digital advertising agency.

**Domenico Pascuzzi**, Director of National Marketing of Italiaonline's Large Account Business Unit, commented: "With the new Buonissimo we want to further strengthen our positioning strategy on a sector, food, and a target, woman and purchasing manager, who has always in our country they attract a significant share of advertising investments. The ingredients of the restyling are a modern and appealing





graphic look, a new series of columns that enrich the historical recipe book of Buonissimo optimally positioned on search engines and finally, on the front of the adv offer, the introduction of two new advertising formats in line with the Coalition for Better Ads guidelines: the crispy skin and the deluxe billboard. Two interactive and cross-device formats, which guarantee high engagement rates and offer many possibilities in terms of creative development“.

\* Audiweb Database data, powered by Nielsen, TDA February 2018

#### ITALIAONLINE

La nuova Italiaonline è la società nata dalla fusione per incorporazione di Italiaonline S.p.A. in SEAT Pagine Gialle S.p.A., il cui obiettivo strategico è consolidare la leadership nel mercato del digital advertising per grandi account e nei servizi di marketing locale, con la mission di digitalizzare le PMI, vera ossatura economica del Paese.

Italiaonline è direttamente controllata dalla Libero Acquisition S.à.r.l. - società di diritto lussemburghese che fa capo alla famiglia Sawiris - e dai fondi GoldenTree Asset Management Lux S. à r.l., GoldenTree SG Partners L.P., GT NM LP, San Bernardino County Employees' Retirement Association, GL Europe Luxembourg S. à r.l.

Fanno oggi parte di Italiaonline i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, i portali Libero, Virgilio e superEva, le utility 892424 e 1240, la concessionaria di pubblicità online IOL Advertising e più di 60 Media Agency diffuse lungo tutta la penisola che costituiscono, con oltre 800 agenti, la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese. Italiaonline è la prima web company nazionale: sono 5,4 milioni gli utenti unici in media al giorno che navigano le sue properties, di cui 2,6 milioni da mobile \*

*\*Fonte: Audiweb Database, powered by Nielsen, TDA dicembre 2017. I dati Audiweb Database al momento non comprendono Google, Facebook e Microsoft*

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