

WELCOME TO Fra Noi®

Chicago's Italian American Voice®

Dear Advertiser,

Fra Noi® offers a unique opportunity to reach the Chicago-area Italian-American community.

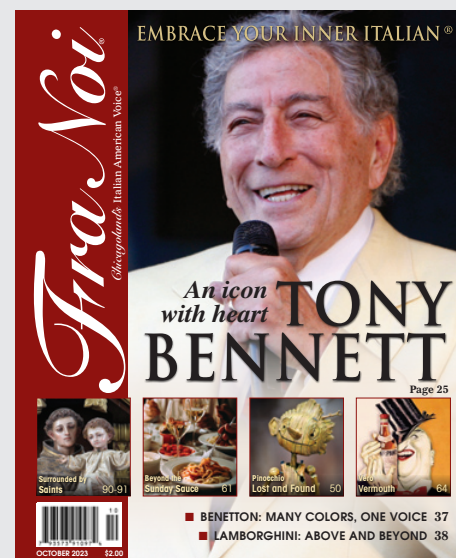
Our gorgeous, glossy magazine serves up a veritable feast of news and views, arts and culture that informs, enriches and delights our readers while keeping them in touch with each other and their heritage.

More than 20,000 Chicago-area residents enjoy Fra Noi each month, offering you unprecedented access to a large and vibrant community with proven purchasing power.

If reaching our community is important to you, there's no better venue than Fra Noi.

We look forward to discussing the possibilities with you.

Expand your reach
ADVERTISE IN FRA NOI



FEATURES Fashion

Many colors, one voice

With its trademark vibrant colors and patterns, United Colors of Benetton is one of the best-known Italian fashion brands, with a network of about 4,000 stores across the world.

The brand's fall-winter 2023-24 collection was the second runway show led by Andrea Incerti, appointed creative director of United Colors of Benetton's men's, women's and kids' collections in 2022. Their runway show earlier this year in Milan was based on the concept of infinity. The goal was "to sum up the brand's generational history and transform the linearity of time into an endless cycle of products, values and aesthetics," according to the company.

Incerti's new collection begins with tailoring – jackets, trousers and coats in full, tonal colors, as well as hand-tooled check and tweed – and ends with workwear such as overalls, garment-dyed canvas skirts and jackets with contrasting stitching. Materials include eco-leather and eco-shearing, and accessories include bags, platform Mary Janes, loafers, combat boots and belts.

Founded in 1960, Benetton Group is based in Villa Marelle, a complex of 19th-century buildings in Portofino, about 18 miles from Venice. When companies export around the world, they normally adapt their advertising to suit different geographic markets; the company states, "United Colors Group has followed a different path, using a single, universal message that is valid for all consumers, wherever they live, whatever the color of their skin and whatever language they speak."

In the early 1990s, Benetton Group's corporate communication campaigns started to incorporate civil, social and political issues, such as promoting freedom of speech and giving visibility to humanitarian causes.

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CUISINE Recipes

Beyond the SUNDAY SAUCE

by Dolores Semmichon

The matching of pasta and tomatoes is a marriage made in heaven. For many, this is the iconic image of an Italian meal. But home cooks with Italian roots prepare countless pasta dishes in which tomatoes are absent or only play a non-starring role. Our immigrant grandmothers taught us to pair pasta with almost any vegetable on hand. Meat or another protein is occasionally added, but it doesn't define the dish. I consider these meals just as homey and just as comforting as Mama's Sunday sauce.

For perfect pasta results, follow some basic principles. Use plenty of water to boil pasta properly, about 4-6 quarts for 12-14 ounces of pasta. Some cooks in a hurry hope they can finish faster by boiling lesser amounts of water, but the result will be mushy or sticky pasta. The noodles need enough room to move around while boiling. Don't salt the water until it comes to a rolling boil, and then add 1 tablespoon of salt – more if you want the water to be as salty as the sea. Add the pasta and stir until the water returns to a boil. Stir occasionally for the remainder of the cooking time. Finally, the best advice I've heard on preparing pasta properly is to "watch the pot, not the clock." Consult the manufacturer's suggested cooking time, but don't rely on it. Start testing the pasta for doneness at least a minute or two before the guideline. When they recommend pasta cooked "al dente," it's because the heat, not the clock, will know when it's just right.

Green cauliflower is called *minestrone* and may be available in fall and winter. White cauliflower is more traditional for this dish. The cauliflower florets should be in small pieces. Cook the cauliflower florets in a very large pot of salted boiling water. (You will use the same water later to cook the pasta.) When the cauliflower is tender, remove it from the pot with a slotted spoon and set aside.

While the cauliflower is cooking, dissolve the soffritto in 2 tablespoons of warm water. Soak the currants or raisins in very hot water for 5 minutes and then drain.

Heat the olive oil in a skillet and sauté the onion until soft. Add the chopped anchovies and stir into the oil until they are dissolved. Add the soffritto.

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PASTA CHI VROCCOLI ARRIMINATI
(Hearty Pasta Stewed 'Up With Cauliflower)
1 pound green or white cauliflower florets
2 tablespoons dried currants or golden raisins
2 tablespoons olive oil
1 small onion, finely minced
2 anchovy fillets, chopped small
2 tablespoons pine nuts
1/2 cup toasted breadcrumbs

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NUMBERS

you can

BANK ON

Our readership survey reveals a vibrant community with enviable purchasing patterns and buying power. Our readers are dedicated to their heritage and committed to quality, and chances are, they're in the market for a product or service that you're offering. More than 1 in 5 of our readers — better than 20 percent of the total — responded, providing results that you can bank on. Here's what they had to say.

In the next five years, are you considering any of the following?

Buying a car	49%
Remodeling your home	21%
Traveling to Italy	61%
Traveling within the U.S.	61%

Do you regularly purchase any of the following Italian products?

Wine	80%
Olive Oil	95%
Pasta	97%
Liquor	48%
Vinegar	73%
Giardiniera	64%
Cheese	94%
Sweets	66%
Housewares	44%
Deli Meat	83%
Tomatoes	80%
Novelty Items	36%

How often do you dine at an Italian restaurant?

Weekly	30%
Monthly	53%

Do you favor products by Italian manufacturers?

✓ Yes	91%
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Are you willing to pay more for quality?

✓ Yes	92%
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How many people read your copy of Fra Noi, including you?

Average	3.5 readers
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GENERAL INFORMATION

Frequency	Monthly
Circulation	6,000
Readership	21,000
Distribution	85% Chicago Area
Method	Paid subscription and single copy sales

RATES

All prices NET

Ad Size	1 Time	3X	6X	12X
1/12 Page	\$85	\$80	\$75	\$65
1/6 Page	\$170	\$160	\$150	\$130
1/4 Page	\$255	\$240	\$225	\$195
1/3 Page	\$340	\$320	\$300	\$260
1/2 Page	\$490	\$455	\$420	\$350
1 Page	\$840	\$790	\$740	\$640

Introductory Offer First ad FREE with a contract of six consecutive months or more.

Outside Back Cover Add 50%, *only if space is available*

Inside Front Cover Add 30%, *only if space is available*

Inside Back Cover Add 20%, *only if space is available*

Website and Electronic Newsletter Advertising
Contact us for rates and availability

SPECIFICATIONS

Full Page Ad

Trim Size	8.625" wide by 10.875" tall
Live Area	7.875" wide by 10.375" tall
Safety Margin	Text must fall within .25" of the outer edges and .5" from the right/interior gutter
Bleed	9.125" wide by 11.375" tall (min .25" on all sides)
Placement	Left-hand pages only, unless double-page spread Double-page spread specs and prices available on request.

Half Page Ad *Horizontal 7.875" wide by 5.25" tall, floating ad/no bleed*

Quarter Page Ad *Horizontal 7.875" wide by 2.5" tall, floating ad/no bleed*

Third Page Ad *5.25" wide by 5.25" tall, floating ad/no bleed*

Sixth Page Ads *Horizontal 5.25" wide by 2.5" tall, floating ad/no bleed*
Vertical 2.5" wide by 5.25" tall

Twelfth Page Ad *2.5" wide by 2.5" tall, floating ad/no bleed*

REQUIREMENTS

Color	CMYK Process
Resolution	300 ppi minimum
File Format	High-Resolution PDF, <i>no compression, embed fonts</i>
Submission	Email: mary@franoi.com , <i>ftp site available upon request</i>

Full Page Ad
8.625" x 10.875"

Live Area
7.875" x 10.375"

Full Bleed
9.125" x 11.375"

Half Page Ad
7.875" x 5.25"

horizontal

1/12
Page Ad
(1 unit)
2.5x2.5"

1/6 Page Ad
(2 units)
5.25x2.5" horizontal

1/3 Page Ad
(4 units)

5.25x5.25"

1/6
Page
Ad
(2 units)
2.5x5.25
vertical

1/4 Page Ad (3 units)
7.875x2.5" horizontal

Layout templates for all ad sizes
available upon request



Fra Noi Inc.
3800 Division St | Stone Park | IL 60165



Paul Basile 708.338.0690



franoi.com



fb group | fb page



Email ads & artwork to:
Mary Racila at mary@franoi.com

COMPANY _____

CONTACT _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ E-MAIL _____

✓ CHECK ONLY IF APPLICABLE AND AVAILABLE:

☐ **INTRODUCTORY OFFER** (First ad FREE with a contract of six consecutive months or more.)☐ **OUTSIDE BACK COVER** (add 50%) ☐ **INSIDE FRONT COVER** (add 30%) ☐ **INSIDE BACK COVER** (add 20%)**COST PER INSERTION****ALL PRICES NET / CIRCLE ONE:**

AD SIZE	1 TIME	3 TIMES	6 TIMES	1 YEAR
1/12 PAGE	\$85	\$80	\$75	\$65
1/6 PAGE	\$170	\$160	\$150	\$130
1/4 PAGE	\$255	\$240	\$225	\$195
1/3 PAGE	\$340	\$320	\$300	\$260
1/2 PAGE	\$490	\$455	\$420	\$350
1 PAGE	\$840	\$790	\$740	\$640

Issues of insertion (MM/YY) _____

\$/insertion _____ Initial payment \$ _____ Remainder owed \$ _____

✓ PAYMENT METHOD:

Check One: ☐ **CHECK** (enclosed) or ☐ **CREDIT CARD** (Visa or MasterCard accepted)

Make checks payable to Fra Noi and mail to 3800 Division St., Stone Park, IL 60165. If paying by credit card, fill in the following:

Name on card: _____ Check one: ____ Visa or ____ MasterCard

Billing address: _____

Card #: _____ Exp. Date: _____ CVV #: _____

Special Terms & Conditions

SIGNATURE

DATE

ADVERTISING TERMS AND CONDITIONS

In consideration of Fra Noi publishing advertising in exchange for payment as indicated on the insertion order, the advertiser understands and agrees to the following:

ADVERTISING COPY

1. Wherever possible, the advertiser will provide ad copy in the form of a high resolution PDF produced by a skilled in-house design person or a qualified advertising agency. The publisher will not be liable for problems arising from copy provided by an advertiser and/or agency that does not adhere to industry standards of resolution, quality and usability, and our posted specifications.
2. If requested by the advertiser, the publisher will provide design services at \$40/hour.
3. Contract advertisers will receive one reminder via e-mail, one week before each deadline. Beyond that, it is the responsibility of the advertiser to deliver copy changes on or before the deadline. Changes received after the deadline will be held until the subsequent issue.

PAYMENT

1. Prepayment is required.

GENERAL LIABILITY

1. Advertising is subject to all federal, state and local laws, with the advertiser and/or agency bearing sole responsibility for adherence to those laws.
2. In its sole and absolute discretion, the publisher reserves the right to reject any advertising copy, or cancel any advertising at any time for any reason, without penalty to either party. In the event that an ad is rejected, the advertiser's sole remedy is return of payment made for same.
3. The final decision as to the location of any ad is left entirely to the discretion of the publisher unless specified in writing on the insertion order, and the publisher assumes no liability for a location that does not meet with the satisfaction of the advertiser.
4. Any advertisement that has the appearance of editorial or news content must use sans serif typeface for the body text. The word "advertisement" must be printed within the ad space in a minimum type size of eight points.
5. All advertisements are accepted and published entirely on the representation that the advertiser and/or agency are authorized to publish the entire contents and subject matter thereof.
6. The advertiser and/or agency agrees to protect and indemnify the publisher against any and all liability, loss or expense arising from claims for libel; unfair competition; unfair trade practices; plagiarism; infringement of trademark, trade names or patents, or copyright; or violation of rights of privacy resulting from publication of the advertisement.
8. The advertiser and/or agency agrees not to make promotional or merchandising reference to Fra Noi, or any or all of the other publications in the Fra Noi Publishing Group, in any way except with the expressed written consent of the publisher for each such use.
9. Beyond the return of payment made the advertiser, the publisher will not be liable for failure to furnish advertising space or to publish any advertisement due to strikes, labor disputes, government action, act of God, war, fire, breakdown of equipment, unavailability of space or any other circumstances beyond the publisher's control.
10. Beyond the return of payment made the advertiser, the publisher will not be liable for problems that arise due to printer error.
11. The publisher will not be liable for failure to insert an advertisement. In such event, advertiser will, at its option, be entitled to a full refund of any moneys paid or insertion of the advertisement in the next issue.
12. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with the provisions of the current and applicable rate card will be binding on the publisher.

I have read and acknowledge the terms of this contract.

SIGNATURE

DATE

Fra Noi[®]

2024 DEADLINES

ISSUE	DEADLINE	MAIL/SHIP
JANUARY	10/27/23	12/15/23
FEBRUARY	11/24/23	1/12/24
MARCH	1/5/24	2/16/24
APRIL	2/2/24	3/15/24
MAY	3/1/24	4/12/24
JUNE	4/5/24	5/17/24
JULY	5/3/24	6/14/24
AUGUST	5/31/24	7/12/24
SEPTEMBER	7/5/24	8/16/24
OCTOBER	8/2/24	9/13/24
NOVEMBER	8/30/24	10/11/24
DECEMBER	9/27/24	11/15/24
JAN (2025)	10/25/24	12/13/24
FEB (2025)	11/29/24	1/17/25



Fra Noi
3800 Division St | Stone Park | IL 60165



Paul Basile 708-338-0690



franoi.com



Email ads & artwork to:
Mary Racila at mary@franoi.com