

The logo for 'bits chips' is centered on the page. The word 'bits' is written in a white, stylized, italicized font with a thick black outline. A red double-stroke vertical bar is positioned between the 'i' and 't' of 'bits'. Below 'bits', the word 'chips' is written in a solid black, bold, italicized font. The entire logo is set against a plain white background.

bits
chips

MEDIA KIT 2017

About Bits And Chips

Bits And Chips was founded during 2011, as IT portal to meet both private and business users' needs. For this reason, mainstream themes are avoided in favor of professional and enthusiast topics. We write in particular reviews and news related to CPU and GPU architectures, Semiconductor market, Enterprise and Embedded products, Microsoft and GNU/Linux OS, and Mobile market.

Mission

Our mission is to become an online reference point for the Italian audience (business and enthusiast users), thanks to a fair and impartial work. Due to the importance we give to our objective analysis, we publish articles, news and interview for free. Only our revenue sources are the banners and the sales of [our eBooks](#)*. Also, thanks to this policy, we have a lot of connections in the industry and we can offer a high quality information.

Awards

Our work is well-accepted by both the readers and the foreign online IT magazines. Because of this, last year we have open an English section and a Spanish section, two places where we put our main news in English and Spanish languages: you have to consider that we are not a copycat site, but a site who produce original contents. Our news were linked by big foreign sites like: MyDrivers.com, PCPop.com, EXPreview, TechPowerUp, WCCFTech, and many others. Some examples:

- thanks to our sources, [often we are the first to talk about new technologies](#): the new x86 AMD's uarch (Zen), Carrizo only in Notebooks, Kaveri Refresh, AVX512 instruction set only in Xeon "Skylake", Skylake Dual IMC DDR3/DDR4, etc.

- our in-depth reviews and interview are linked by important foreign sites. E.g. [AMD A4-4000 review](#), by MyDrivers.com, PCPop.com, ChinaDIY.com, etc. Or the worldwide linked [DirectX12 analysis](#), written by Alessio Tommasini (Over 15.000 views during just one week!).

- our news are known to be reliable. Even [Forbes quote us!](#)

* If you want an evaluation copy of our eBook, please send us an email at info@bitsandchips.it

The Team

The main crew of Bits And Chips is composed of five members: [Cecilia Calello](#) (*Master of Arts in Journalism at the Chinese Culture University*), translator and PR in Asia for B&C, Michele Carasia (*Bachelor of Science degree in Computer Engineering*), expert in GPU and CPU architectures, [Gian Maria Forni](#) (*Bachelor's degree in Literature and History of Europe*), expert in IT markets, [Vincenzo Mancuso](#), expert in Mobile devices and video games, and Alessio Tommasini (*Bachelor of Science degree in Computer Science*), our Software guru.

Other valuable members: Dino Fratelli, Co-Founder, Alberto Doria, site graphic designer, and Carlo Vena, professional cartoonist.

Facebook Page

At the present moment, [our Facebook page](#) has 1057 registered. Over 20% of them are foreign (not Italian), meaning that our articles are valued and the users want to be advised as soon as possible when articles are online.



The awards we give to excellent products reviewed.

(“Recommended” is not an error, it was made for fun)

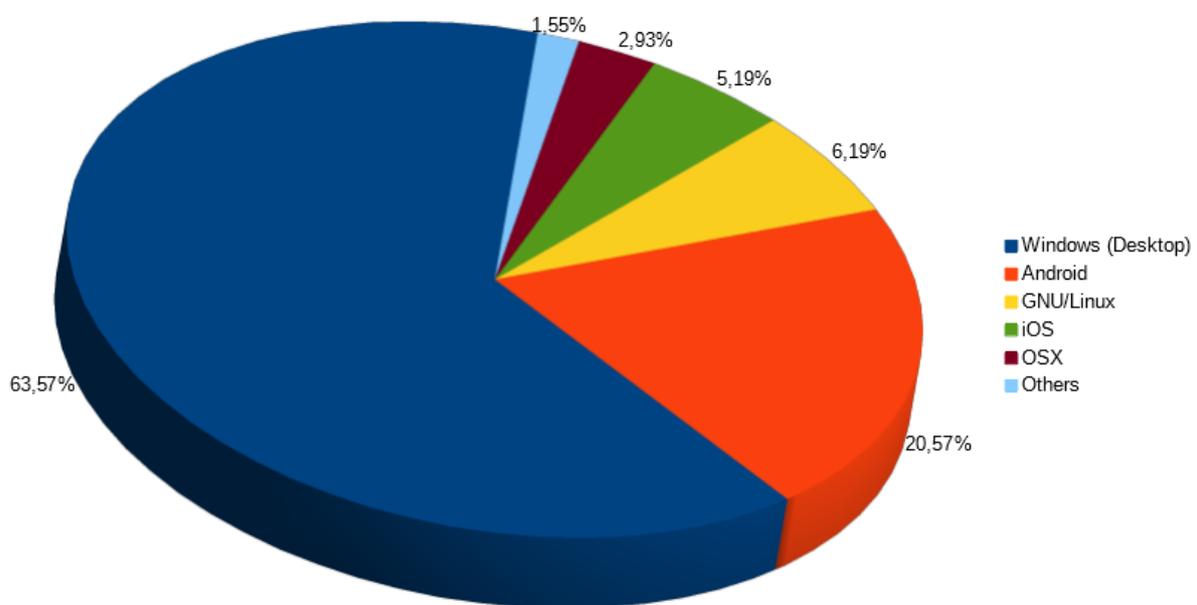
Site Data (To 01/01/2016 from 31/12/2016 – Google Analytics)

As you can see from the table below, almost 30% of visitors are non-Italian, even though it's an Italian web site. It is a rare or even unique case for an Italian web site, which demonstrates the high quality of our work. Last but not least, Bits And Chips has a huge fan base: about 55% of visitors read our articles by direct links, meaning that the number of the visits will be stable over time.

- **367.643 visits** (1004 visitors/day)
- **913.273 pages visualized** (2495 pages/day)

Country	Visitors
Italy	69,26 %
United States	5,95 %
Germany	1,90 %
Japan	1,69 %
United Kingdom	1,67 %
Russia	1,40 %
South Korea	1,39 %
Francia	1,17 %
Spain	1,00 %
Others	14,57 %

Our readers are both Enthusiast and Pro users, like Sys Admins or Engineers. About 6% of our readers use a GNU/Linux O.S., a very high value for an Italian IT site.



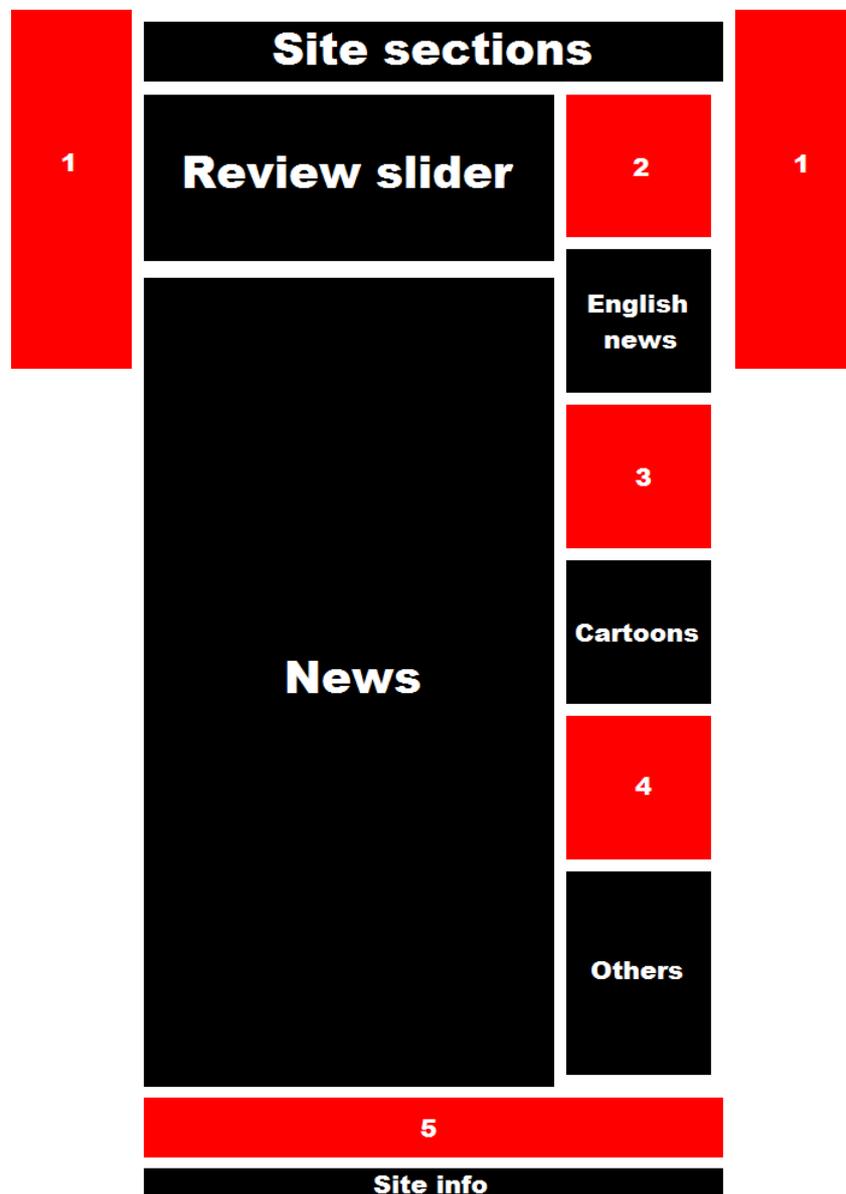
Banner cost

The cost of the banners:

1. 1000 Euros (3 Months)*
2. 500 Euros (3 Months)
3. 400 Euros (3 Months)
4. 350 Euros (3 Months)
5. 400 Euros (3 Months)

* *The cost covers both banners.*

In case you will purchase multiple banners, maybe for several quarters, we will propose you a more convenient offer.



Product samples

Our reviews are greatly appreciated, as they are conducted with professionalism and written in a detailed-oriented wise. Also, we are constantly looking for new products to review. So, if you are interested in Italian market, you can contact us in order to increase publicity about your products. **We do review and interview for free. We think that the true journalism is not just for profit.**

Contacts

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THANK YOU

