

ilGiornale del Turismo

MAGAZINE

Data sheet
Editorial plan
Formats and price list

WEB PORTAL

Formats and price list

ONLINE SERVICES

Newsletter
DEM

www.ilgiornaledelturismo.com

PROGECTA
EVENTI FIERISTICI *dal 1996*

Edizioni Progetta Srl

BMT

ilGiornale del Turismo magazine TECHNICAL SHEET

The publishing house of the magazine is **Progetta s.r.l.**, organizer of **BMT Exhibition**, the Mediterranean Tourism Exchange of Naples. The Responsible Director is Antonio Del Piano.

Technical data:

- **36/48 pages magazine + cover**
- **national postal distribution** in free-press and on subscriptions
- over **6,000 printed copies** and spread throughout Italy – CSST certification
- **extra circulation and distribution on the occasion of the main trade shows** BIT (February), BMT (March), TTG (October)
- **Destinatari:** travel agencies, tour operators, hospitality providers, networks, booking portals, GDS, GSA, airlines, shipping and cruise, foreign and Italian tourism bodies, insurance companies.
- Average **readership** about **20 thousand** trade users
- Periodical registered with R.O.C. and Associate **A.N.E.S.**



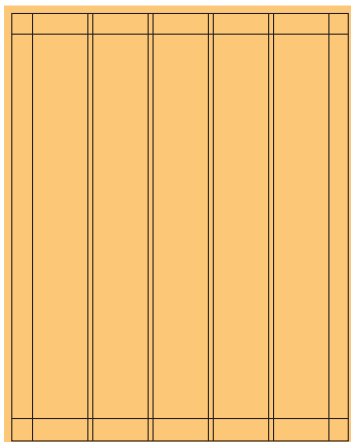
CSST CERTIFICAZIONE EDITORIA SPECIALIZZATA E TECNICA



Tested voluntarily submitted to certification of circulation and diffusion according to the CSST Regulation Certification of Specialized and Technical Publishing For the period 01/01 / 2013-31 / 12/2013

Frequency: monthly
Average circulation: 9.206 Average circulation: 9.197
CSST Certificate n. 2013-2431 of 26/02/2014
Auditing Company: PKF Italia

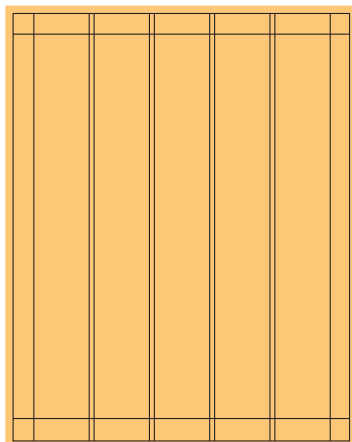
FORMATS AND PRICE LIST



Cover

Bleed: 21x27 cm (trimmings)

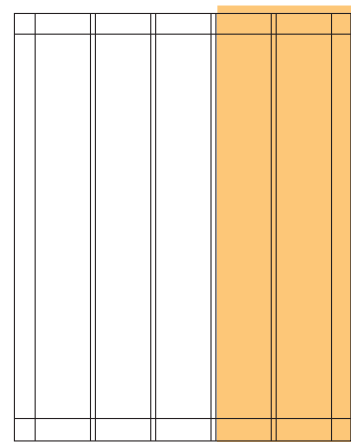
Cover-Story	€ 5,000
II e III of the cover	€ 2,000
IV of the cover	€ 3,000



Full page

Bleed: 21x27 cm (trimmings)

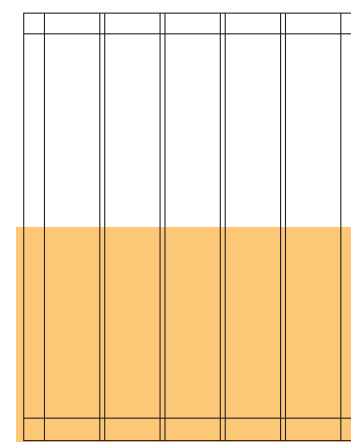
Inner page	€ 1,200
Double page	€ 2,500
Double center page	€ 3,000



Two columns

Bleed: 8,42x27 cm (trimmings)

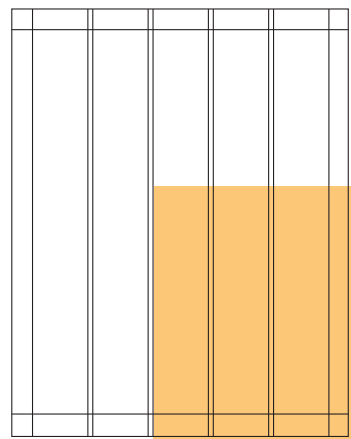
Inside page	€ 600
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1/2 page horizontal

Bleed: 21x13,5 cm (trimmings)

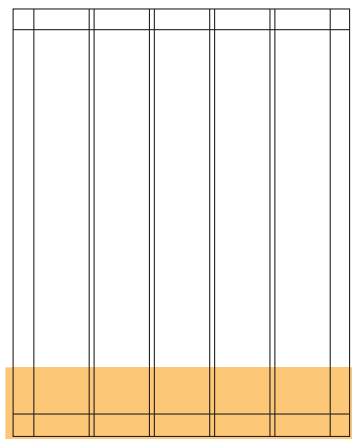
Inside page	€ 850
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Junior page

Bleed: 11x13,5 cm (trimmings)

Inside page	€ 700
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Large strip

Bleed: 21x5 cm (trimmings)

Summary	€ 600
Inside page	€ 500

Information and technical data

Physical delivery Advertising material must be sent no later than **20** days before the date of publication to the address: postelli@progetta.org

The graphic format must have at least one resolution **300x300** dpi in PDF format with attached fonts.

Please, send materials via wetransfer or similar systems.

Cancellation 30 days before the release date (without penalty).

All costs indicated are always **net of VAT** and any commissions.

REPORTAGE AND COVER-STORY

It is possible to reserve classic tabular advertising but also advertorials with a strong visual impact.

The editorial staff is at your complete disposal to offer the best professional support, ensuring that nothing goes to press without the consent of the client.

- **REPORTAGE**

It includes **4 internal pages of the magazine** made up of text and images.
Contribution **€ 3,000 + vat.**

- **COVER-STORY**

It consists of the opening service of the magazine includes: **cover + 5 pages of Editorial + 1 RIGHT TABLE PAGE.**
The contribution is **€ 5,000 + vat.**

The articles are created by our journalists with materials provided by the clients' Press Offices.

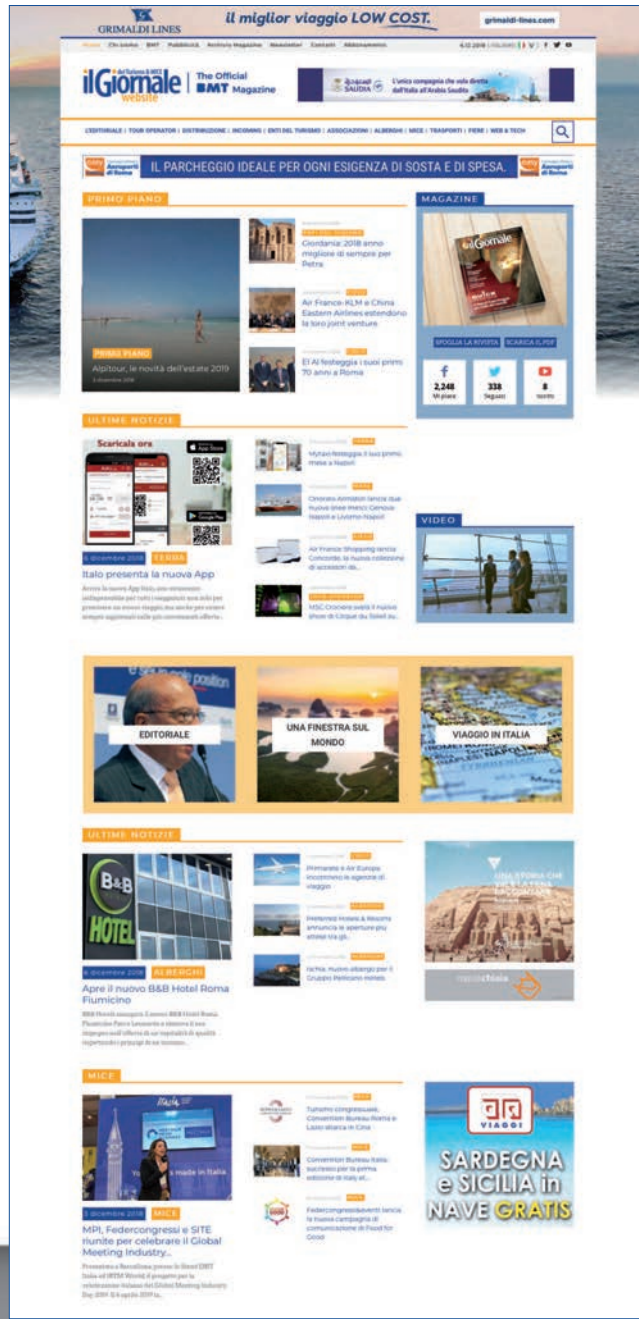
For more information and to evaluate different proposals, contact via email: vadacca@ilgiornaledelturismo.com

Reportage 4 pages



Cover-Story 6 pages + cover





www.ilgiornaledelturismo.com

The portal with: current news updated in real time;
the magazine archive in browsable PDF;
Promotional VIDEO publication on the home page

- www.ilgiornaledelturismo.com
- about 30 thousand monthly unique users
- about 50 thousand monthly page views
- Newsletter sent 2 times a week
about 18 thousand operators in the sector

Banner in home-page (prices per month and net of vat)

Skin desktop*	px	1.920x1.080	€ 1.500
Skin mobile	px	350x100	€ 1.500
Pre-content	px	1.920x80	€ 700
Header	px	790x80	€ 900
Sidebar	px	430x350	€ 500

Online video max duration 1 minute

€ 500

DISCOUNTS AVAILABLE FOR LONGER PERIODS OR FOR SERIES OF RELEASES.

*Upper space 78 px, side space (per side) 373 px

All costs indicated are always **net of VAT** and any commissions.

ilGiornale del Turismo newsletter NEWSLETTER – FORMATS AND PRICE LIST



Newsletter

sent to over 18.000 operators in the sector

Clicking on the articles included in the newsletter, takes you back to the complete articles published on the website

Horizontal banner

600x100 px format

€ 500 + vat

Position rotates according to availability at the time

Supported formats for web services: jpg, gif, png.

Graphic files must be sent in advance within 3 days the publication date. Please send files to:
vadacca@ilgiornaledelturismo.com

www.ilgiornaledelturismo.com

DEM Direct Email Marketing

Targeted sending of emails dedicated to a single client.

Package of 3 items € 600 + vat

Free choice of sending dates, by the customer.



Computer system used: MagNews

Detailed final report
for each submission

Choice of recipients
by geographical areas

Format

jpg 600x400px

lightweight

landing link

or

html ready

for sending





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