

ilGiornale del Turismo

MAGAZINE

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WEB PORTAL

Formats and price list

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Newsletter
DEM

www.ilgiornaledelturismo.com

Official Body of

BMT

Edizioni Progetta Srl

PROGETTA
EVENTI FIERISTICI *dal 1996*

ilGiornale del Turismo magazine TECHNICAL SHEET MAGAZINE

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
- **calendar: paper editions for specials**
January / February **BIT Special**
March / April **BMT Special**
June / July **Summer Special**
September / October **TTG Special**
- **Target:** 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 newspaper registered in **R.O.C.** and Associate **A.N.E.S.**



CSST CERTIFICAZIONE EDITORIA SPECIALIZZATA E TECNICA

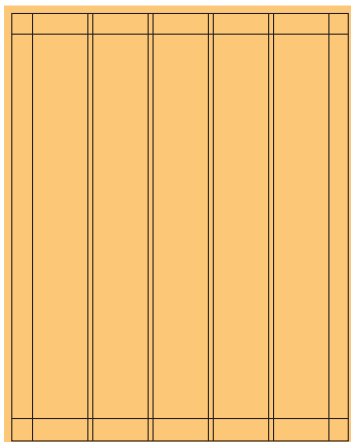


A member of IFABC
International Federation of Audit Bureaus of Circulations

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

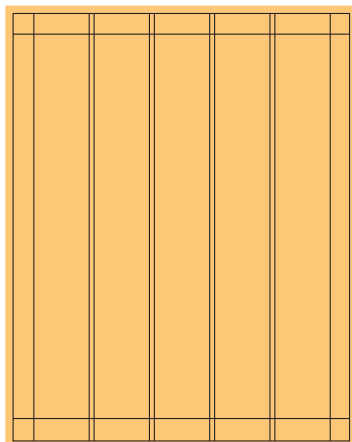
MAGAZINE – FORMATS AND PRICE LIST



Cover

Bleed: 21x27 cm (trimmings)

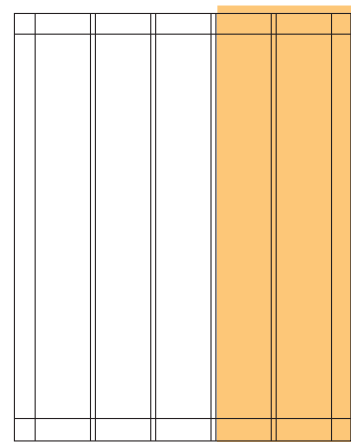
| | |
|------------------------------|---------|
| Cover-Story | € 6,000 |
| II e III of the cover | € 1,800 |
| IV of the cover | € 3,000 |



Full page

Bleed: 21x27 cm (trimmings)

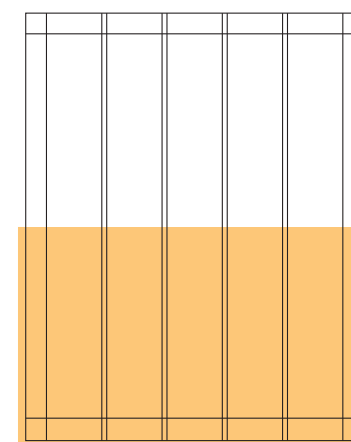
| | |
|---------------------------|---------|
| Inner page | € 1,200 |
| Double page | € 2,500 |
| Double center page | € 3,000 |



Two columns

Bleed: 8,4x27 cm (trimmings)

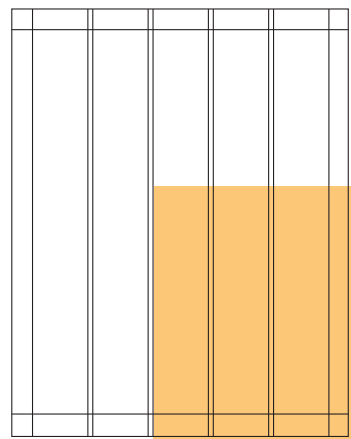
| | |
|--------------------|-------|
| Inside page | € 750 |
|--------------------|-------|



1/2 page horizontal

Bleed: 21x13,5 cm (trimmings)

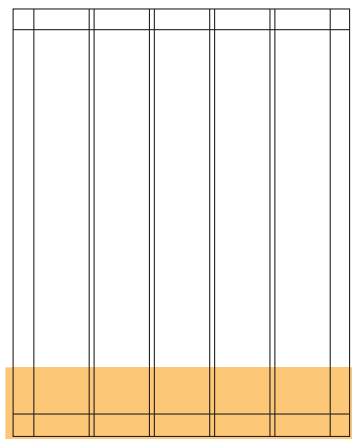
| | |
|--------------------|-------|
| Inside page | € 800 |
|--------------------|-------|



Junior page

Bleed: 11x13,5 cm (trimmings)

| | |
|--------------------|-------|
| Inside page | € 750 |
|--------------------|-------|



Large strip

Bleed: 21x5 cm (trimmings)

| | |
|--------------------|-------|
| Summary | € 700 |
| Inside page | € 600 |

Information and technical data

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

Graphic files must have at least a 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 customer approval.

- **REPORTAGE**

It includes **4 internal pages of the magazine** made up of text and images.
Contribution **€ 5,000 + 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 **€ 7,000 + vat.**

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

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

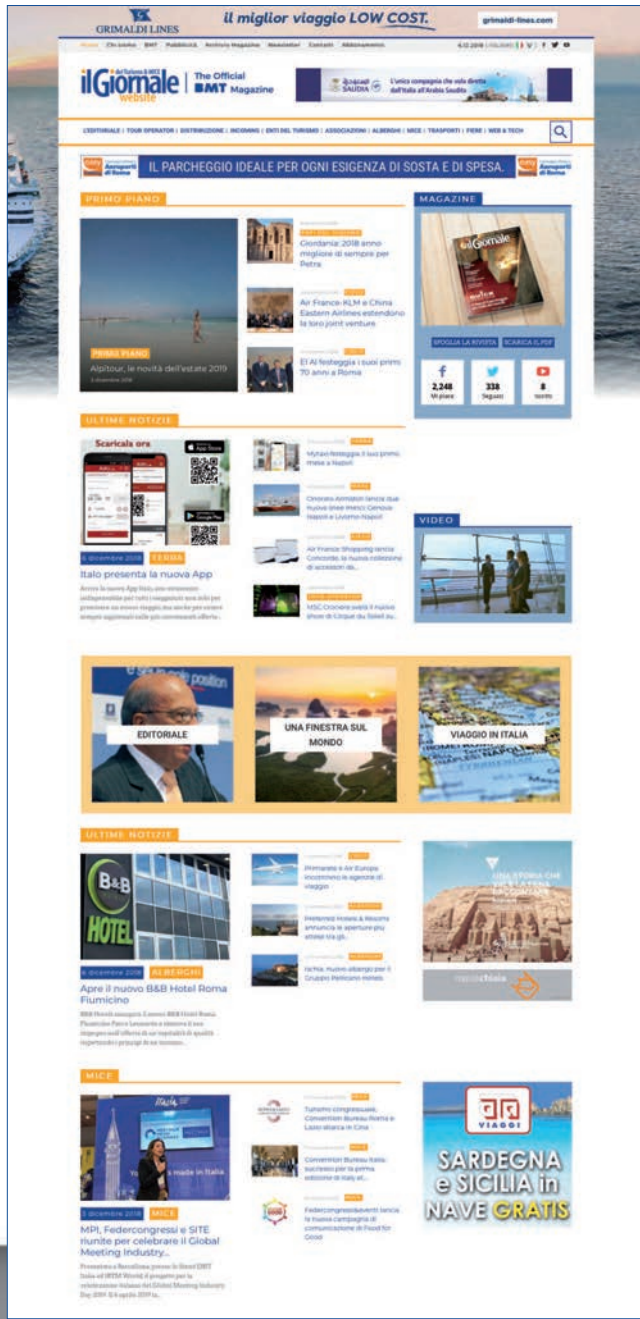
Reportage 4 internal pages



Cover-Story 6 pages + cover



THE PORTAL – FORMATS AND PRICE LIST



www.ilgiornaledelturismo.com

The web site is constantly updated with real time news. Magazine archive on-line in browsable PDF.

- about 30 thousand monthly unique users
- about 50 thousand monthly page views
- Newsletter sent twice a week to about 20 thousand operators

| | | |
|--|-----------------|---------|
| Cover (2 pages) of the magazine published only online in PDF | | € 1.000 |
| Video on-line (lasting max 1 minute) | | € 1.000 |
| Skin mobile | px 350x100 | € 1.800 |
| Pre-content | px 1.920x80 | € 850 |
| Header | px 790x80 | € 1.100 |
| Sidebar | px 430x350 | € 800 |
| Skin desktop* | px 1.920x1.080* | € 1.800 |

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

Supported formats JPG/GIF/PNG – max weight of each banner 1 MB

- All costs indicated are always **net of VAT** and any commissions.
- Discounts available for longer periods or for series of releases.

NEWSLETTER – FORMATS AND PRICE LIST



Newsletter sent 2 times a week to over 20,000 operators in the sector throughout Italy

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

www.ilgiornaledelturismo.com

Horizontal banner placed between the news

Format **base 600 pixel × height 100 pixel** € 1.000+vat

Supported formats JPG, GIF, PNG
maximum weight 500 kb

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

vadacca@progetta.org

DEM Direct Email Marketing

Targeted sending of emails dedicated to a single client.

Package of 3 items € 1.500 + 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 base 600 pixel

x height 400 pixel

max weight 1 Mb

landing link

or

HTML ready

for sending





@ilgiornaledelturismo

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