

**BMT**

BORSA  
MEDITERRANEA  
DEL TURISMO

2019

**MAGAZINE**

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Formats and price list

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DEM  
Newsletter

**ilGiornale** del Turismo & MICE

**PROGECTA**  
EVENTI FIERISTICI dal 1996

Edizioni Progetta Srl - Naples

[www.ilgiornaledelturismo.com](http://www.ilgiornaledelturismo.com)

# THE MAGAZINE - TECHNICAL SHEET

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

Technical data:

- **48-page magazine + cover**
- **bi-monthly cadence**
- **postal distribution** in free-press and on subscriptions



- **over 9.000 printed copies** and spread throughout Italy - CSST certification
- **extra circulation and distribution** on the occasion of the main trade shows (BIT-BMT-TTG)
- **recipients:** AdV, T.O., Airlines, of Navigation and Cruise, Tourist Boards Foreigners in Italy, Regional Tourist Offices
- Average **readership** about **40 thousand** trade users
- Periodical registered with R.O.C. and Associate **A.N.E.S.**

Online portal:

- **www.ilgiornaledelturismo.com** current news updated in real time about **5 thousand** monthly unique users about **10 thousand** monthly page views
- Free consultation of the **Magazine Archive**
- **Newsletter** sent **3** times a week about **18 thousand** operators in the sector

**CSST** CERTIFICAZIONE EDITORIA SPECIALIZZATA E TECNICA



A member of IFABC International Federation of Audit Bureaus of Circulations

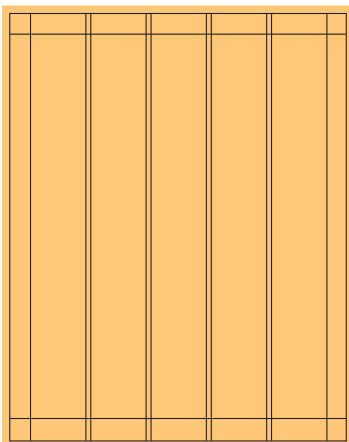
Tested voluntarily submitted to certification of circulation and diffusion according to the CSST Regulation Certification of Specialized and Technical Publishing For the period 01/01 / 2013-31 / 12/2013

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

# THE MAGAZINE - 2019 EDITORIAL PLAN

<i>exits</i>	<i>months</i>	<i>themes</i>	<i>deadline delivery graphics</i>	<i>online on the website</i>	<i>distribution postal at the ADV</i>	<i>extra distribution in fairs</i>
1	<b>JANUARY FEBRUARY</b>	<b>BIT SPECIAL</b>	THURSDAY january 31	THURSDAY february 7	<b>SHIPPING ON LINE</b> on the site and sending DEM which refers to the site	in <b>FAIR BIT</b> from 10 to 12 february
2	<b>MARCH APRIL</b>	<b>BMT SPECIAL</b>	MONDAY march 11	TUESDAY march 19	<b>SHIPPING ON LINE</b> on the site and sending DEM which refers to the site	in <b>FAIR BMT</b> from to 22 to 24 march
3	<b>MAY JUNE</b>	<b>DOSSIER NAVIGATION</b>	TUESDAY may 21	TUESDAY may 28	<b>SHIPPING ON LINE</b> on the site and sending DEM which refers to the site	
4	<b>JULY AUGUST</b>	<b>SUMMER HOLIDAY</b>	FRIDAY july 5	FRIDAY july 12	<b>SHIPPING ON LINE</b> on the site and sending DEM which refers to the site	
<b>SUMMER BREAK</b>						
5	<b>SEPTEMBER OCTOBER</b>	<b>TTG SPECIAL</b>	FRIDAY september 23	MONDAY september 30	<b>SHIPPING ON LINE</b> on the site and sending DEM which refers to the site	in <b>FAIR TTG</b> from 9 to 14 october
6	<b>NOVEMBER DECEMBER</b>	<b>DOSSIER WINTER HOLIDAYS</b>	FRIDAY november 22	MONDAY december 2	<b>SHIPPING ON LINE</b> on the site and sending DEM which refers to the site	

# THE MAGAZINE - FORMATS AND PRICE LIST



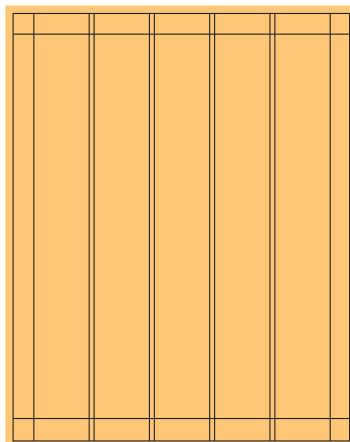
## Cover

Bleed: 21x27 cm (trimmings)

Cover-Story € 5,000

II e III of the cover € 2,000

II and III of the cover € 3,000



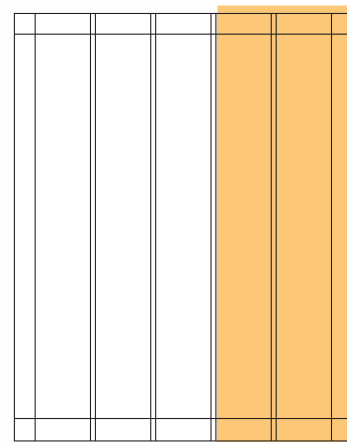
## Full page

Bleed: 21x27 cm (trimmings)

Inner page € 1,200

Double page € 2,500

Double center page € 3,000

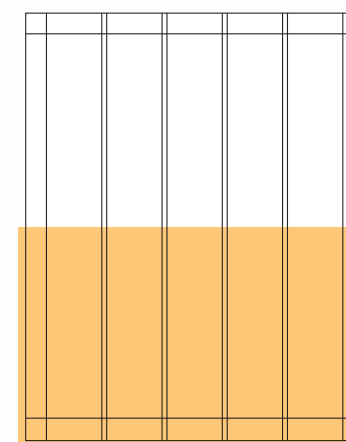


## 2 columns

Bleed: 8,42x27 cm ( trimmings)

Summary € 800

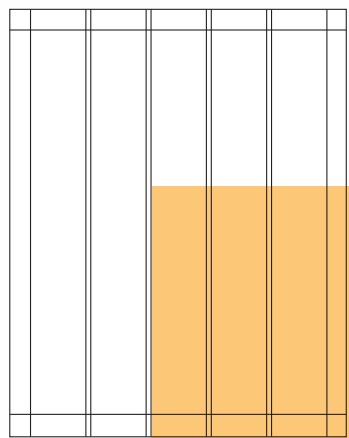
Inside page € 600



## 1/2 page horizontal

Bleed: 21x13,5 cm (trimmings)

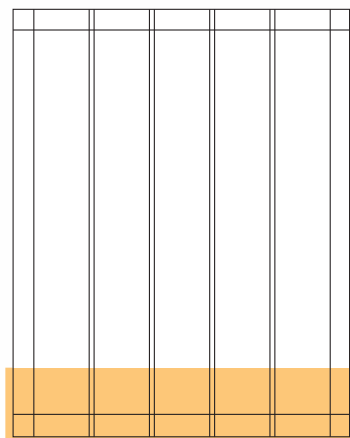
Inside page € 850



## Junior page

Bleed: 11x13,5 cm (trimmings)

Inside page € 700



## 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 15 days before the date of publication to the address: [postelli@progetta.org](mailto:postelli@progetta.org)

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

Send materials via wetransfer or similar systems.

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

# ADVERTORIAL

## Reportage and Cover-Story

Our newspaper offers different kinds of promotional activity. You can reserve not only simple pages of advertising but also advertorial spaces the **REPORTAGE** or the **COVER-STORY**.

Our Editorial staff is ready to offer the best service and of course we never print anything without the agreement of the customer.

- The **REPORTAGE** includes about **4 inner pages** usually dedicated to a destination of the world.
- The price for this kind of service is **3.000 € + vat.**
- The **COVER-STORY** consists in the first editorial of the magazine and includes the **cover + 5 pages of advertorial + 1 page of advertising.**
- The price depend on the monthly issue chosen.
- A special issue distributed during a trade fair costs about **5.500 € + vat.** Instead a cover-story during a simple issue costs **4.500 € + vat.**

For further information please contact the Sales and Marketing Office at Progetta Publisher:  
[vadacca@ilgiornaledelturismo.com](mailto:vadacca@ilgiornaledelturismo.com)

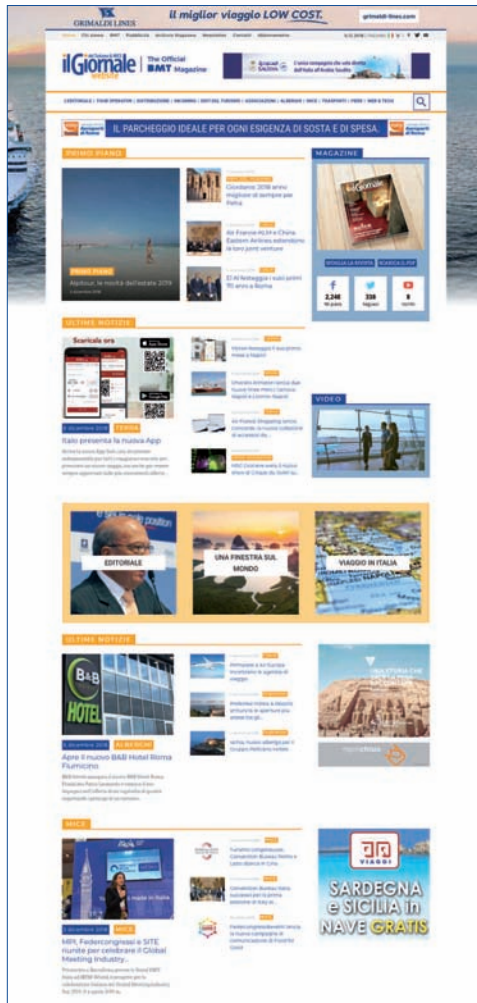
## Reportage 4 pages



## Cover-Story 6 pages + cover



# THE PORTAL - FORMATS AND PRICE LIST



## Website

**Online video € 500 per month**

### Banner in home-page

<b>A</b>	full banner	px	1.070x55	€ 700
	full banner interno	px	1.070x35	€ 500
<b>B</b>	skin*	px	1.920x1.080	€ 1.500
<b>C</b>	leader board	px	650x75	€ 900
<b>D</b>	square banner	px	325x325	€ 500
<b>E</b>	half banner	px	325x60	€ 200
<b>F</b>	middle banner	px	695x60	€ 400

\* Upper space: 78 px  
Side space (per side): 373 px

Supported formats: jpg, gif, png.  
Send files within 3 days before the date of publication to vadacca@progetta.org

All prices shown are net of VAT and for the duration of one month.  
Discounts available for longer periods or by series.

[www.ilgiornaledelturismo.com](http://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



**Newsletter**  
sent to over 18.000 operators in the sector

### Banner in the newsletter

horizontal banner  
px 600x130 € 700

# ON-LINE SERVICES - **ilGiornale** del Turismo webspot

## DEM Direct Email Marketing

Targeted sending of emails dedicated to a single customer.

Computer system used:  
**MagNews**

Detailed final report  
for each submission

Choice of recipients  
by geographical areas



**PROJECTA**  
EVENTI FIERISTICI *dal 1996*

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