

BMT

BORSA
MEDITERRANEA
DEL TURISMO

2019

MAGAZINE

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ONLINE SERVICES

DEM
Newsletter

ilGiornale del Turismo & MICE

PROGECTA
EVENTI FIERISTICI dal 1996

Edizioni Progetta Srl - Naples

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 **30 thousand** monthly unique users about **50 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

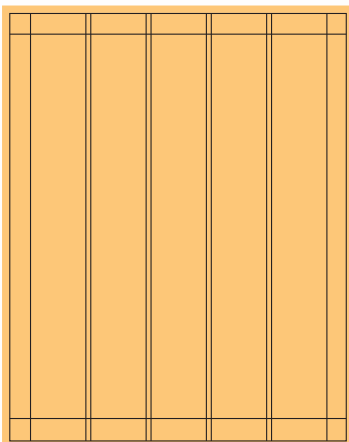
Tested voluntarily submitted to certification of circulation and diffusion according to the CSST Regulation Certification of Specialized and Technical Publishing For the period 01/01 / 2013-31 / 12/2013

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	JANUARY FEBRUARY	BIT SPECIAL	THURSDAY january 31	THURSDAY february 7	SHIPPING ON LINE on the site and sending DEM which refers to the site	in FAIR BIT from 10 to 12 february
2	MARCH APRIL	BMT SPECIAL	MONDAY march 11	TUESDAY march 19	SHIPPING ON LINE on the site and sending DEM which refers to the site	in FAIR BMT from to 22 to 24 march
3	MAY JUNE	DOSSIER NAVIGATION	TUESDAY may 21	TUESDAY may 28	SHIPPING ON LINE on the site and sending DEM which refers to the site	
4	JULY AUGUST	SUMMER HOLIDAY	FRIDAY july 5	FRIDAY july 12	SHIPPING ON LINE on the site and sending DEM which refers to the site	
SUMMER BREAK						
5	SEPTEMBER OCTOBER	TTG SPECIAL	FRIDAY september 23	MONDAY september 30	SHIPPING ON LINE on the site and sending DEM which refers to the site	in FAIR TTG from 9 to 14 october
6	NOVEMBER DECEMBER	DOSSIER WINTER HOLIDAYS	FRIDAY november 22	MONDAY december 2	SHIPPING ON LINE on the site and sending DEM which refers to the site	

THE MAGAZINE - FORMATS AND PRICE LIST



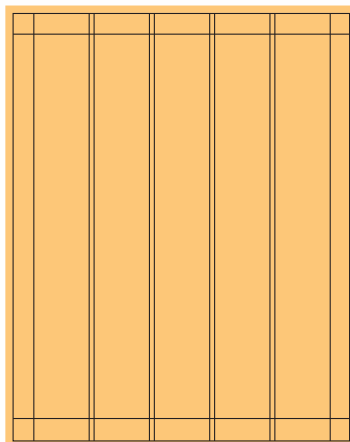
Cover

Bleed: 21x27 cm (trimmings)

Cover-Story € 5,000

II e III of the cover € 2,000

II and III of the cover € 3,000



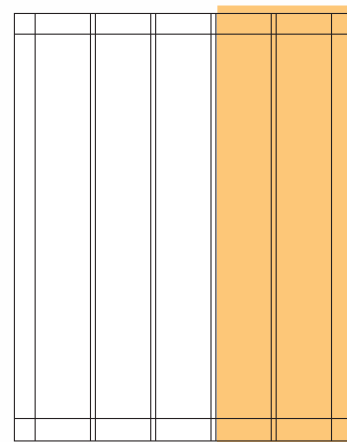
Full page

Bleed: 21x27 cm (trimmings)

Inner page € 1,200

Double page € 2,500

Double center page € 3,000

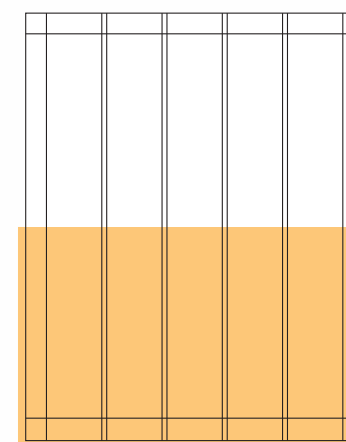


2 columns

Bleed: 8,42x27 cm (trimmings)

Summary € 800

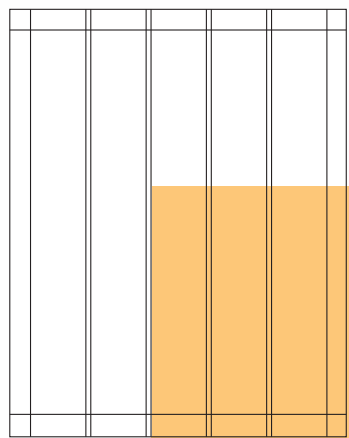
Inside page € 600



1/2 page horizontal

Bleed: 21x13,5 cm (trimmings)

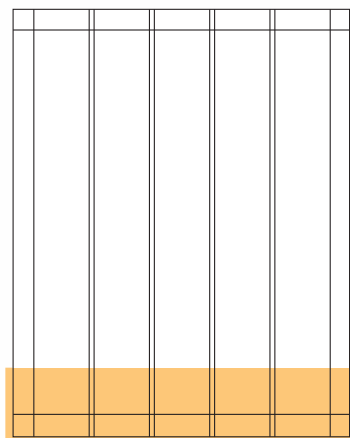
Inside page € 850



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

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

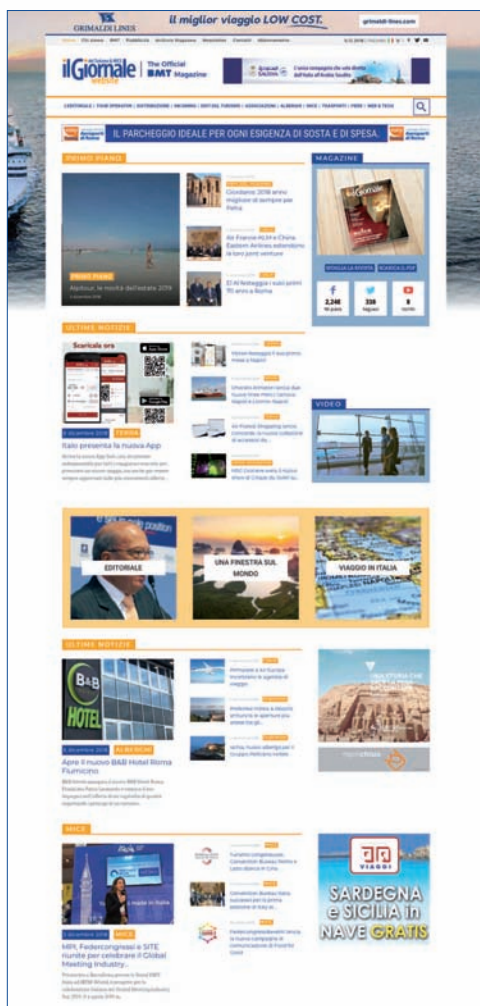
Reportage 4 pages



Cover-Story 6 pages + cover



THE PORTAL - FORMATS AND PRICE LIST



Website

Online video € 500 per month

Banner in home-page

A top strip	px	958x45	€ 700
B skin*	px	1,920x1.080	€ 1.500
C leader board	px	650x75	€ 900
D square banner	px	325x325	€ 500
E half banner	px	325x60	€ 200
F 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

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





@ilgiornaledelturismo

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EVENTI FIERISTICI *dal 1996*

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