



BORSA  
MEDITERRANEA  
DEL TURISMO

## MAGAZINE

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Formats and price list

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DEM  
Newsletter

# ilGiornale<sup>del Turismo</sup>

**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**
- **special fair edition** (BIT, BMT, TTG)
- **postal distribution** in free-press and on subscriptions

- over **6.000 printed copies** and spread throughout Italy - CSST certification
- **recipients**: AdV, T.O., Airlines, of Navigation and Cruise, Tourist Boards Foreigners in Italy, Regional Tourist Offices, Insurance companies
- Average **readership** about **20 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 **1** time a week about **18 thousand** operators in the sector



**CSST** CERTIFICAZIONE  
EDITORIA  
SPECIALIZZATA E TECNICA

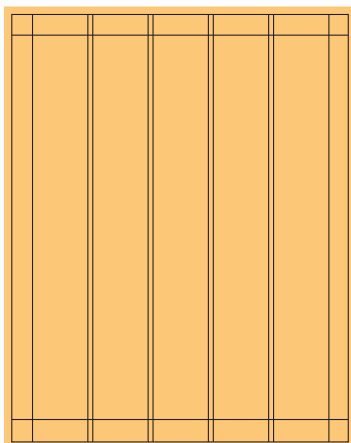


A member of IFABC  
International Federation of Audit Bureaus of Circulations

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 - FORMATS AND PRICE LIST



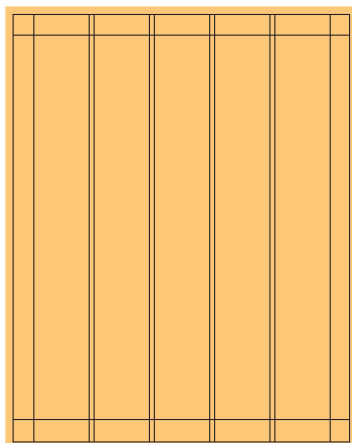
## Cover

Bleed: 21x27 cm (trimmings)

Cover-Story € 5,000

Il e III of the cover € 2,000

Il and III of the cover € 3,000



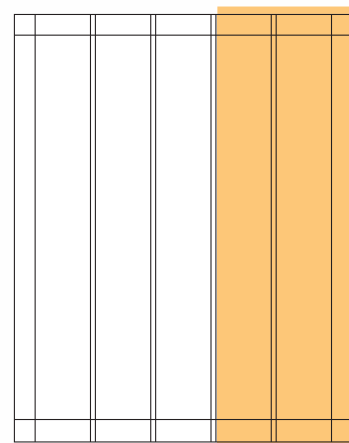
## Full page

Bleed: 21x27 cm (trimmings)

Inner page € 1,000

Double page € 2,500

Double center page € 2,500

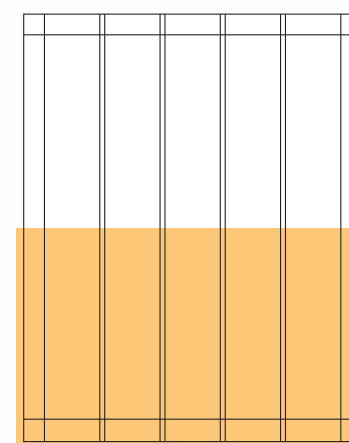


## 2 columns

Bleed: 8,42x27 cm ( trimmings)

Summary € 800

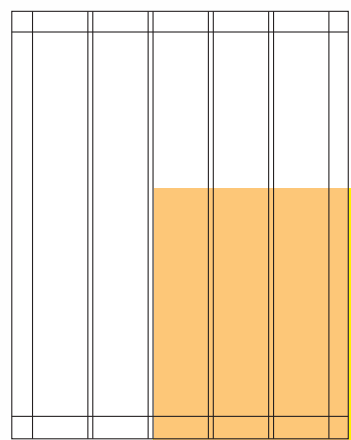
Inside page € 600



## 1/2 page horizontal

Bleed: 21x13,5 cm (trimmings)

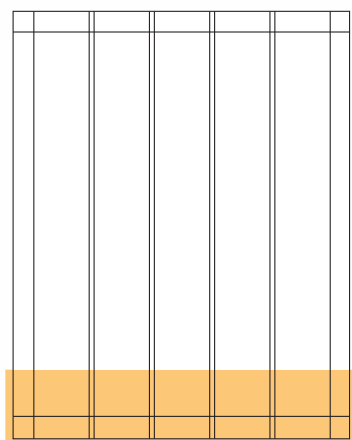
Inside page € 650



## Junior page

Bleed: 11x13,5 cm (trimmings)

Inside page € 600



## Large strip

Bleed: 21x5 cm ( trimmings)

Summary € 600

Inside page € 400

## 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 depends on the monthly issue chosen.
- A cover-story during a simple issue costs **5.000 € + vat.**

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

## Reportage 4 pages

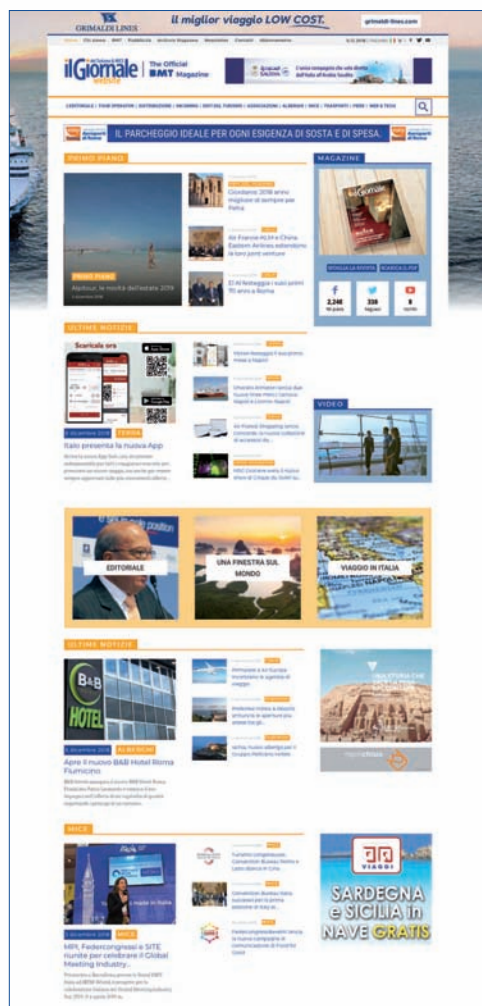


## Cover-Story 6 pages + cover





# THE PORTAL - FORMATS AND PRICE LIST



*Website per month*

**Online video € 500**

**Banner in home-page**

Top strip	px	958x45	€ 700
Skin*	px	1.920x1.080	€ 1.500
Leader board	px	800x70	€ 900
Square banner	px	325x325	€ 500

\* 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.



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

**Banner in the newsletter**

horizontal banner  
px 600x130 € 500

**[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**

# ON-LINE SERVICES - **ilGiornale**<sup>del Turismo</sup> webspot

## DEM Direct Email Marketing

Targeted sending of emails dedicated to a single customer.

Bundle of 3 DEM € 600+vat

Computer system used:  
**MagNews**

Detailed final report  
for each submission

Choice of recipients  
by geographical areas





@ilgiornaledelturismo

**PROJECTA**  
EVENTI FIERISTICI *dal 1996*

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