

With over 60 years of history, **Il Poligrafico** is the reference point for the players in the printing and converting sectors. The publication documents the constant evolution of the sectors through market analysis, successful case histories, technological updates and detailed studies and current news.

## ISSUES IN 2018

N°	MONTH	TREND TOPICS
#181	9 February	Print Connection: the sector's ranking
#182	30 March	Labels: offset and digital printing, control systems, substrates
#183	18 May	Conventional and digital enhancement and PRINT4ALL special preview
#184	6 July	Packaging and counterfeiting
#185	14 September	Digital printing: a comparison between inkjet and electrophotography
#186	26 October	Fulfilment and shipping
#187	3 December	Green Printing: papers and inks

## OUR AUDIENCE, **YOUR CLIENTS**

Il Poligrafico is a work tool, a compass to help those making placement and investment decisions to understand the direction the printing sector is going in. **The readers are entrepreneurs and managers of companies in the graphic and paper industry.**

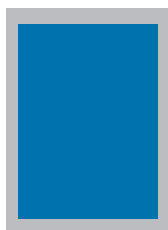


### THE TARGETED SECTORS

General and specialized printing – editorial, commercial and advertising, package and label printing. Offset technologies, both sheet-fed and web-fed, digital printing, pre-printing, enrichment, finishing and binding.

# ADVERTISING

## ADV



**Full Page**

2.600 €

bleed  
240x320 mm



**Half Page**

1.800 €

205x125 mm

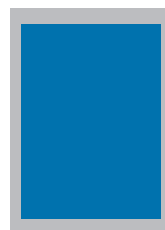


**Half Page**

1.800 €

bleed  
105x297 mm

## ADVERTORIAL



**Full Page**

3.000 €

max 3000 words  
+ 2/3 photos



**Double Page**

5.500 €

max 6000 words  
+ 4/5 photos

**SPECIAL POSITION** Back cover + 100% | Inside cover, Inside back cover, First right hand page +50%

# CONTENT MARKETING

## MULTICHANNEL STRATEGY

**Match** your communication with one of our special sections and broaden your exposure with a strategy on different channels.

**Printing Industry Vendors Database** of companies in the graphic and converting industries. It is published in the first issue of 2018 and it is enriched by extra online contents (videos, presentations, best practices) on stampamedia.net in a section dedicated to your company – from € 800

**Technology Insight.** This section is tied to the special feature of the issue: a one page technical content, linked with a QR code to a video or other content you may provide us with, which will live in a dedicated section on stampamedia.net – 2000 €

**Me and My...** A two pages section where a printer describe the applications produced with a specific press and/or technology – 2000 €

## NATIVE AND SOCIAL ADVERTISING

**Reach** our audience with all techniques we know and implement, from paper to social: from context to distribution, from content to prospects who you are looking for and who are looking for you.



We create a specific publishing plan, tied to a content marketing strategy, we help you to write ad hoc contents and a dedicated landing page – from € 1500

We distribute your contents on **Facebook**, addressing them only to people you are interested in. We help you to profile the recipients according to geography, type of activity and any other criteria we decide together may be effective for your business. – € 500 every 10 thousands profiled readers

INFORMATION sales@strategogroup.net | +39 02 49534500