

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 2019

(CIRCULATION 5.000 COPIES)

N°	MONTH	TREND TOPICS
#188	15 February	Print Connection: the sector's ranking
#189	29 March	Digital printing from workflow to finishing
#190	17 May	Every click in Online printing
#191	5 July	Automation and robotics increase print productivity
#192	13 September	Labels: workflow, print and finishing
#193	31 October	Post-press and fulfilment: binding, converting, finishing
#194	6 December	Publishing: book printing and value chain

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.**

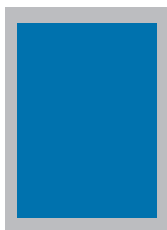


THE TARGETED SECTORS

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, post-press and binding.

ADVERTISING

ADV



Full Page

2,600 €

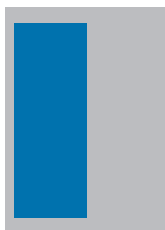
bleed
240x320 mm



Half Page

1,800 €

205x125 mm

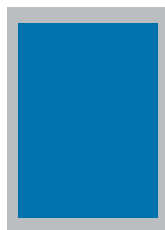


Half Page

1,800 €

bleed
105x320 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 content (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
€ 2,000

Me and My... A two-page section where a printer describes the applications produced with a specific press and/or technology. – **€ 2,000**

NATIVE AND SOCIAL ADVERTISING

Reach our audience with the 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 content and a dedicated landing page. – **from € 1,500**

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 10,000 profiled readers**



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