

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.

TOPICS IN THE 2020 ISSUES

N°	MONTH	SPECIAL TOPICS
#195	14 February	Print Connection: the sector rankings and databases
#196	27 March	Enhancement of printed material: from screen printing to digital
#197	8 May	Green printing: inks, materials and print machines
#198	12 June	UV - UV Led Curing DRUPA SPECIAL
#199	11 September	POST DRUPA – analysis and interviews Post-printing, systems and solutions for finishing
#200	30 October	60 years of Poligrafico, 60 years of printing
#201	4 December	Digital production printing: laser e inkjet

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.**

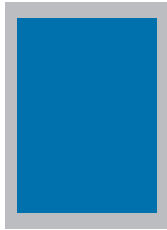
THE TARGETED SECTORS

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

bleed
240x140 mm
art box
205x125 mm

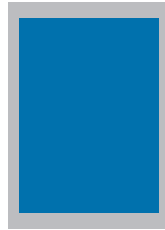


Half Page

€ 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

Backcover + 50%
Front and inside cover,
Inside backcover,
First right hand page,
Page facing index +30%
Other positions + 15%

CIRCULATION
5,000 COPIES

CONTENT MARKETING

MULTICHANNEL STRATEGY

IT ADDS VALUE to your advertising communication by placing it in the most effective section of the magazine for you.

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 every tool - from paper to online to social media – by offering content to the audience you're looking for.

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 that we decide together may be effective for your business. – **€ 500 every 10,000 profiled readers**

Thanks to our new **Augmented Reality** app the reader gets the benefit of:

- Image viewing, slideshows, videos, animations produced with 3D graphics, text information.
- References to external links, such as mails, contacts, sites, maps etc.
- Other content produced ad hoc.

All of this, with the chance of getting and analysing the numbers of interactions with the content published on paper.