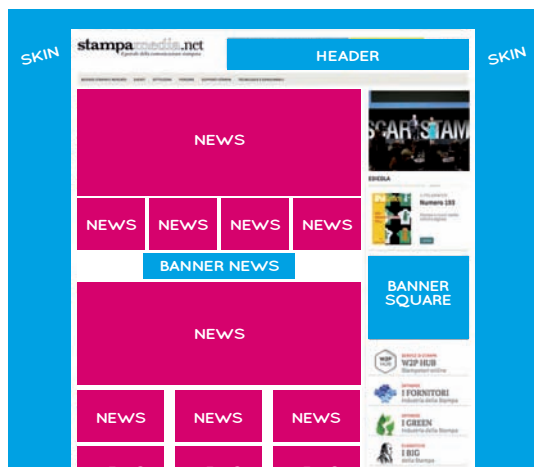




stampamedia.net

MEDIA KIT 2020

Stampamedia.net is the online version of Il Poligrafico: it has inherited its authoritativeness and expands it with journalistic content that reflects both the current news and concrete technological innovations. That's why it's the reference point for the printing and converting industries, with around 15,000 individual users and over 50,000 views a month.



ADV	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Skin <i>Clickable background</i>	1,200	1,080 each	900 each	800 each
Header <i>728x90 pixel</i>	990	900 each	790 each	630 each
Banner News <i>468x60 pixel</i>	990	900 each	790 each	630 each
Banner Square <i>300x250 pixel</i>	400	340 each	300 each	260 each
Sponsored News	400			

Ads are exclusive, not on rotation. All prices are expressed in euros

LONG FORM JOURNALISM

stampamedia.net, following one of the most innovative trends in online journalism, is embracing the long form, a narrative technique that involves, as its name suggests, articles written at greater length, with a greater quantity of content and enriched graphically. These articles are in contrast with the immediacy of the news and offer the more demanding reader the chance to pause and reflect and understand a particular topic in depth.. How does it work? The company placing the advert and the editing board work together to offer the reader exclusive content: editorial product that has a positive spin-off for the company in

terms of branding, expression of competence and relationship with the reader.

A specific section in stampamedia.net gathers together this content, which is indexed by subject matter, relaunched by the weekly newsletter and by the social media channels in order to guarantee the greatest possible visibility to a target audience profiled according to the company's needs.

Minimum publishing schedule: one article a month for 6 months – **€ 4,800** (content drawn up with the editorial board)

NEWSLETTER

Every Thursday the stampamedia.net newsletter comes out. The main published news and the day's fresh stories reach over 20,000 readers, who are registered and profiled according to their specific interests. With an opening rate of **28%** and a CToR of **19%** the newsletter is the ideal tool for describing yourself to an audience where you can already find your clients.

ADV	1 ISSUE	4 ISSUES	8 ISSUES	12 ISSUES
Header 468x60 pixel	450	1,500	2,700	3,900
Banner News 468x60 pixel	450	1,500	2,700	3,900

Ads are exclusive, not a rotation. All prices are expressed in euros



Sent to over **20,000** contacts
Rate of opening **28%**
CToR **19%**

DEM

A **direct email marketing** campaign requires a good database and a reliable platform for distributing email messages. Stampamedia.net guarantees both things: a readership of **over 20,000 profiled users**, and a **highly sophisticated and effective automatic sending system** to guarantee that your communication reaches the most receptive audience.

DEM	1 to 3	4 to 8	9 to 12	BEYOND
Cost € each	1,200	1,000	850	700

FACEBOOK

We distribute your content and relaunch your news on **Facebook**, directing it only to the people you're interested in and profiling them by geographical zones, activities and other parameters we'll decide on together. **€ 500 every 10,000 profiled reads.**

