



CREATE CONTENT.
PUSH CONTENT.

2025

 **Innovative Press**

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AREA GRAPHIC ARTS COMMUNICATION



WEB HUB



The portal of the graphics industry, suppliers of technologies and services, printers, publishers, agencies and communications enterprises.

Plenty of space and visibility for constantly up to date news on trends in the sector, innovative technologies, trade fairs and educational initiatives. Focuses on particular theme areas going into greater depth in areas of interest. It is a responsive, high performance interactive portal. The content, which constitutes the heart of the group's publishing strategy is the expression of databases released in easy, intuitive form.

8.500 monthly unique users 32.000 pageviews

ADVERTISING RATES
CONTENT PASS

Yearly: company profiles, products, details, references € 1.000,00

BANNER

Skin (1200x700 px)	€ 1.500,00
Leaderboard(728x90 px)	€ 1.300,00
Rectangle banner (180x150 px)	€ 900,00
Manchette (234x60 px)	€ 1.000,00
Rates are quoted for monthly publication.	
Accepted formats are Jpg or animated GIF.	

NEWS LETTER



Newsletters are sent to a selected mailing list of graphics industries, publishers, agencies, communications enterprises and suppliers of products and technologies.

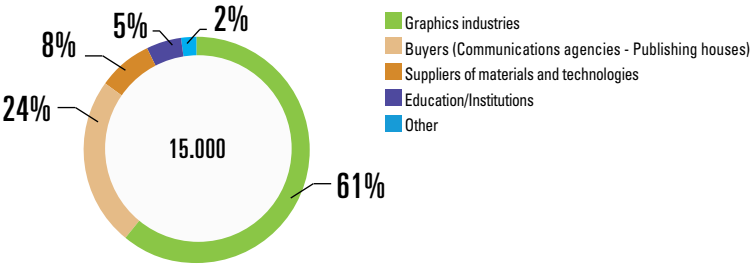
Weekly newsletters provide updates on portal content.

Theme newsletters take a closer look at materials, works and events.

DEM is the ideal way to convey a promotional message in order to launch a product, announce an event, or send invitations to a particular target group.

RECIPIENTS

15.000 qualified recipients



ADVERTISING RATES

Banner (180x150 pixel)	€ 700,00
Ditorial feature in newsletter	€ 900,00
Customised newsletter (DEM)	€ 1.800,00

MAGAZINE



Italy's most important magazine of the graphic arts (pre-press, conventional and digital printing, paper and card converting and set-up), publishing and communication.

Rassegna Grafica keeps readers up to date on new developments in the graphic arts market (pre-press, conventional and digital printing, paper and card converting and set-up), publishing and communication. Features cover evolving trends and the new frontiers of technology, with forecasts. Case histories present solutions adopted in advanced centres of production and illustrate their operating structures. Plenty of space is dedicated to previews and reports on the principal events and trade fairs in the sector. Features cover opportunities offered by the market, with space for employment and used machinery and equipment want ads.

8 issues a year 6.000 copies distributed in print and digital form

TARIFE PUBBLICITARIE

Trim full page	€ 3.200,00
Island format in page layout grid	€ 2.000,00
Trim vertical 1/2 page	€ 1.800,00
Trim horizontal 1/2 page	€ 1.800,00
Trim footer	€ 1.600,00
Special position	€ 4.300,00
inside cover, outside back cover, 1st right hand page)	
Front cover	€ 4.200,00

TECHNICAL PRINTING INFORMATION

Whole trim single page 235x330 mm;
Island format in page layout grid 156x215 mm;
Trim vertical 1/2 page 117x330 mm;
Trim horizontal 1/2 page 235x165 mm;
Trim footer 235x110 mm;
Front cover 124x176 mm.
Advertising material to be submitted: four-colour high resolution (300 dpi) .pdf file.



The italian/english magazine dedicated to the printing and applying technologies for Label.

VIDEO



Video is the perfect tool for underlining what a business does, its products and its events in the perfect cross-media communication format.

Videos are produced by a highly professional troupe with vast experience in the publishing industry, producing docufilms, advertisements and web series, in many cases multilingual. Every video that is published is optimised and achieves high performance in terms of number of views thanks to incisive promotion of our youtube channels on the portal, with newsletters, in various different media.

VIDEO PRESENTATION

story/interview with a customised focus on a particular product, event, or trade fair. Filmed using special effects and technologies to represent a company's activities and strategies. The cost of a day of filming/post-production/publication on youtube channel/ sending of DEM+coverage in magazines

€ 2.500,00

VIDEO SUPPLIED BY CUSTOMER

Publication on youtube channel with link in portal sending of DEM+coverage in magazines

€ 1.000,00