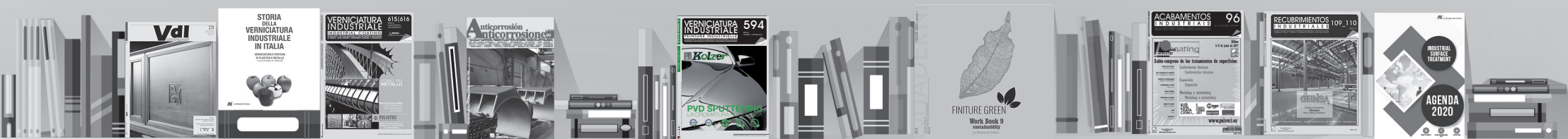


MEDIA KIT 2021



La Rivista del Colore: **THE GLOBAL SURFACE TREATMENT NETWORK**

METAL & PLASTIC, WOOD AND OTHER INDUSTRIAL SURFACE TREATMENTS

Raggiungere la persona giusta, nell'azienda giusta e con l'informazione adatta:
offriamo la possibilità di **creare un filo diretto con tecnici e operatori, manager e imprenditori** del settore della verniciatura e dei trattamenti di superficie attraverso la pubblicazione di informazioni tecniche aggiornate, l'analisi delle ultime novità tecnologiche e **la verifica sul campo della qualità del lavoro** svolto.



LA RIVISTA PIÙ CONOSCIUTA E DISTRIBUITA IN ITALIA



www.larivistadelcolore.com

ABOUT

Verniciatura Industriale is a **monthly** publication that has been informing **for more than 50 years users of coatings, industrial coatings and other surface treatments for metal and plastic objects**. It describes and analyses the whole process, from pre-treatment technologies and products to applying the coating products.

Verniciatura Industriale is ANVER's (Associazione Verniciatura Industriale) official media outlet.

10
ISSUE /
YEAR

3
ANTICORROSIONE
SPECIAL ISSUES

2 LAVAGGIO
E VIBROFINITURA
SPECIAL ISSUES

+ 100
ARTICLES/YEAR

40.000
COPIES PER YEAR

PRINT-RUN
4.000
COPIES

SPECIAL
ISSUES
5.000
COPIES



READERSHIP

40.000/ANNO

ONLINE

18.000/ANNO

CONTENTS

Each issue contains articles providing the **users' opinion**, consisting in interviews to technical managers in companies that use paint or powder coating, coating machinery and application tools, which are then intergrated by direct and specific technical contents about their solutions.

In short, our editorial policy always favours :

- technologies and products with a low enviromental impact
- technologies and products offering better safety criteria for workers.
- applications in real context

TOPICS

Enamels, paints, powder coating and similar, industrial application technologies for coatings,; industrial use of coating and coating products.

Machinery, products, treatment and coating industrial processes for plastic, metal – ferrous and non ferrous – surfaces, and similar.

Ecology and environmental sustainability, quality and control of paint and coating in application. Other coatings: anodic oxidation, PVD, metallizing.

AUDIENCE

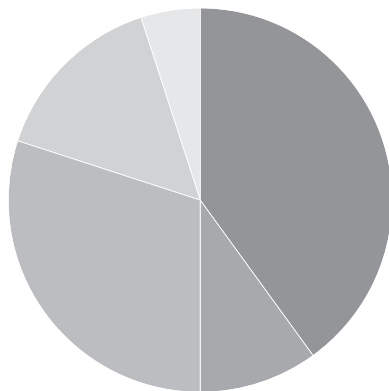
Entrepreneurs, technicians, production managers, purchase department, marketing managers, public services officer for ecology/environment, schools, universities, research centres.

PRODUCT RANGE INVOLVED



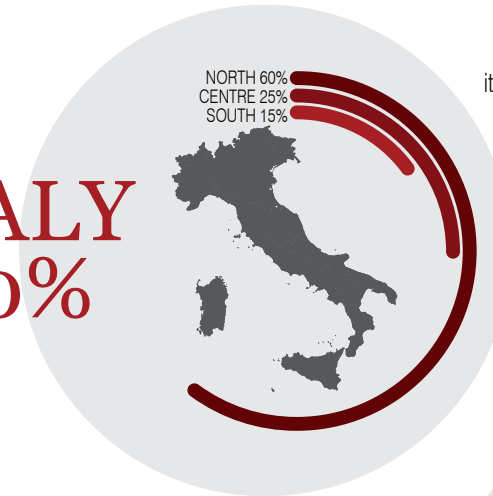
- ACE 10,4%
- ARCHITECTURE 6,7%
- SHIP OWNER 1,6%
- FURNITURE 3,6%
- AUTOMOTIVE 8,4%
- ELECTRICAL APPLIANCE 5%
- GENERAL INDUSTRY 42,10%
- IT 2,5%
- CUSTOMER COATERS 13,9%
- OTHER 5,2% (paint&coating producers, plant &equipment producers, accessories, other sellers involved)

DISTRIBUTION



- | | |
|------------------------|-----|
| CONTROLLED CIRCULATION | 40% |
| VIP LIST | 10% |
| SUBSCRIBERS | 30% |
| EVENTS | 15% |
| OTHER | 5% |

ITALY 80%



LANGUAGE:
bilingual issues alternating
italian/english and italian/french

ABROAD 20%

- France, Belgium, French-speaking Switzerland, North Africa, French-speaking countries.
- Great Britain, Germany, Austria, Switzerland, Poland, Czech Republic, Hungary, Slovenia, and other European countries, English-speaking countries (USA, Canada, India)

RECUBRIMENTOS & ACABAMENTOS INDUSTRIALES

For Portuguese and Spanish-speaking countries

*Reconal Spanish Edition



CALENDAR

Inside each issue of Verniciatura Industriale
pre-treating
waterborne paint
powder coating
application plants and equipment
automation

JANUARY 6' '

RELEASE DATE:
February - 1st week

LANGUAGE:
Italian/English

FOCUS:
High temperature resistant coating
Powder coating production in Italy

FEBRUARY 6' (

RELEASE DATE:
March - 1st week

LANGUAGE:
Italian/French

FOCUS:
Coating plants and industrial cleaning innovation
Education

MARCH 6')

RELEASE DATE:
April - 1st week

LANGUAGE:
Italian/English

FOCUS:
Waterborne paint

ANTICORROSIONE

MAY 6' +

RELEASE DATE:
June - 1st week

LANGUAGE:
Italian/English

FOCUS:
Other finishings - PVD

SEPTEMBER 6(%

RELEASE DATE:
October - 1st week

LANGUAGE:
Italian/French

FOCUS:
Water and air treatment plants innovation

ANTICORROSIONE

JUNE 6' ,

RELEASE DATE:
July - 1st week

LANGUAGE:
Italian/French

FOCUS:
Pretreating innovation

ANTICORROSIONE

OCTOBER 6(&

RELEASE DATE:
November - 1st week

LANGUAGE:
Italian/English

FOCUS:
P&E Polveri& Ecocoating 2020

FINITURE GREEN 12

APRIL 6' *

RELEASE DATE:
May - 1st week

LANGUAGE:
Italian/French

FOCUS:
Automation
Finiture Green Navigli Colours

FINITURE GREEN 11

JULY/AUGUST 6' - /6(\$

RELEASE DATE:
September - 1st week

LANGUAGE:
Italian/English

FOCUS:
Paints and coating industry

NOVEMBER/DECEMBER 6(' /6((

RELEASE DATE:
December - 1st week

LANGUAGE:
Italian/French

FOCUS:
Nanotechnologies
Regional special issue

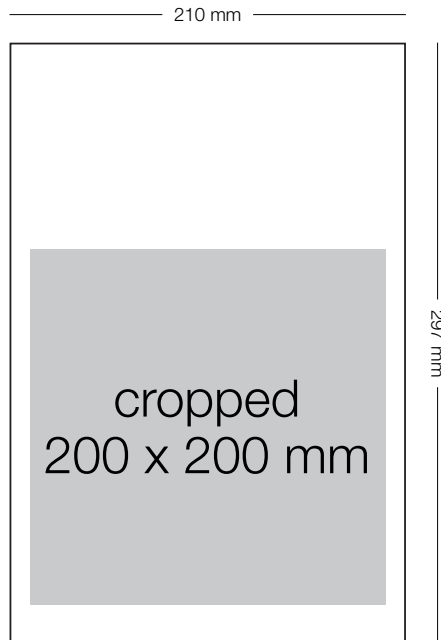
ANTICORROSIONE

WHERE

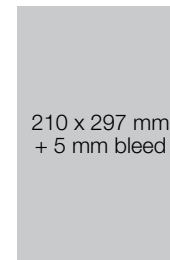
n. issue	language + it	material close	digital issue	paper issue	Fair Media Partner	Fair Venue	Country	Extra Event	Meeting
633	eng	17.01	31.01	1 st week February					
634	fr	16.02	26.02	1 st week March					
635	eng	19.03	23.03	1 th week April					
636	fr	23.04	30.04	1 st week May					
637	eng	20.05	31.05	1 st week June					
638	fr	14.06	20.06	1 st week July					
639/640	eng	19.07	31.07	4 th week August					
641	fr	23.09	30.09	1 st week October					
642	eng	21.10	31.10	1 st week November					
643/644	fr organizzatori collettiva TS	22.11	29.11	1 st week December					

ADVERTISING/SPECS

UNI A4 (210 x 297 mm).
High resolution PDF (300 dpi)
printing optimized (include
fonts), bleedsize 5 mm per side.
High resolution TIFF o JPG.



COVER



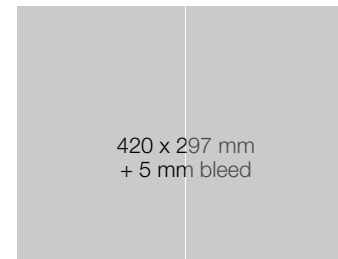
INSIDE FRONT COVER

INSIDE BACK COVER

OUTSIDE BACK COVER

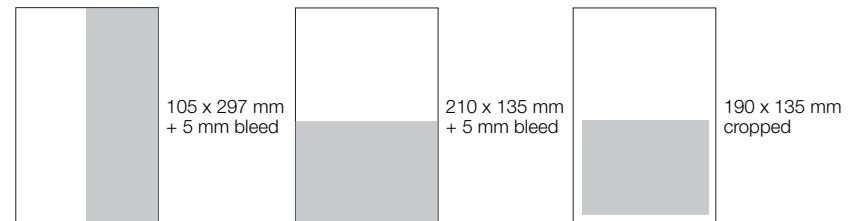
1^ROMANA

FULL PAGE FULL COLOR

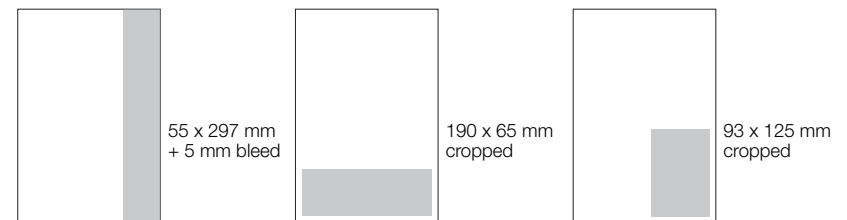


SPREAD

HALF PAGE FULL COLOR



QUARTER PAGE FULL COLOR



ADVERTISING/RATES

10 USCITE/ANNO

5 italiano/inglese
5 italiano/francese

		1 TIME	2-3 TIMES	4 TIMES	5 - 6 TIMES	from 7 TIMES
COPERTINA	COVERPAGE	5.300,00 €	5.000,00 €	5.000,00 €	NOT AVAILABLE	NOT AVAILABLE
2° DI COPERTINA	2ND COVERPAGE	3.500,00 €	3.325,00 €	3.150,00 €	2.900,00 €	2.750,00 €
3° DI COPERTINA	3RD COVERPAGE	3.000,00 €	2.850,00 €	2.850,00 €	2.700,00 €	2.500,00 €
4° DI COPERTINA	4TH COVERPAGE	4.500,00 €	4.200,00 €	4.200,00 €	3.950,00 €	3.750,00 €
1° ROMANA	FIRST RIGHT HAND	3.500,00 €	3.500,00 €	3.500,00 €	3.325,00 €	3.200,00 €
CONTROEDITORIALE	PAGE OPPOSITE TO THE EDITOR'S LETTER	3.500,00 €	3.500,00 €	3.500,00 €	3.325,00 €	3.200,00 €
PAGINA INTERNA A4	FULL INTERNAL PAGE (A4)	2.900,00 €	2.700,00 €	2.500,00 €	2.300,00 €	2.000,00 €
1/2 PAGINA ORIZZONTALE	1/2 PAGE HORIZONTAL	1.650,00 €	1.550,00 €	1.500,00 €	1.400,00 €	1.200,00 €
1/2 PAGINA VERTICALE	1/2 PAGE VERTICAL	1.650,00 €	1.550,00 €	1.500,00 €	1.400,00 €	1.200,00 €
1/4 PAGINA ORIZZONTALE	1/4 PAGE HORIZONTAL	1.000,00 €	900,00 €	850,00 €	750,00 €	700,00 €
1/4 PAGINA VERTICALE	1/4 PAGE VERTICAL	1.000,00 €	900,00 €	850,00 €	750,00 €	700,00 €
PAGINA DOPPIA	DOUBLE PAGE	4.500,00 €	4.200,00 €	4.100,00 €	3.800,00 €	3.200,00 €
INSERTO (cartolina)	INSERT (postcard)	3.500,00 €	3.500,00 €	3.500,00 €	NOT AVAILABLE	NOT AVAILABLE
INSERTO (doppiapagina 200g)	INSERT (double page 200g)	5.000,00 €	5.000,00 €	5.000,00 €	NOT AVAILABLE	NOT AVAILABLE
ALTRO INSERTO (preventivo)	OTHER INSERT (on demand)					

SUBSCRIPTION

2.000 sample copies are distributed monthly so to reach industries which deal with the topics presented in the issue.

Thanks to a deal with Poste Italiane, the issues that have not been delivered are returned to the publisher, so to ensure a regular check on mailing addresses and the potential update of the mailing contacts.

Find online magazines at rdc.larivistadelcolore.com.

10 ISSUES
+
2 FINITURE GREEN

ITALY
100,00
EURO

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200,00
EURO



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Android e iOS app



Online publication o excerpts from the articles

WWW.LARIVISTADELCOLORE.COM



social posts
facebook, linkedin, youtube, instagram



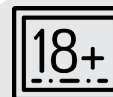
dem on demand

LARIVISTADELCOLORE.COM

DEMOGRAPHICS



53 % men
47% women



25-54 yars old



PROFESSION

Manager and Owners

TRAFFIC



80 % Europe
20% Extra UE

TOP EXTRA UE MARKETS

USA, Turkey, India,
Canada, China

TOP EUROPE MARKETS

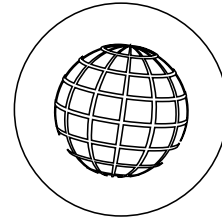
Italy, France, Poland,
Czech Rep., Germany



HIGHLIGHTS

Monthly Views +5000
Visitors +1000
Page Views +7300

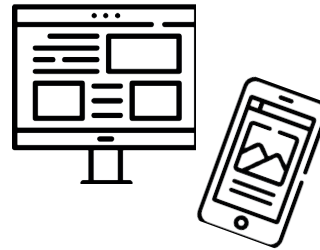
WWW.LARIVISTADELCOLORE.COM



HOMEPAGE STORY

Article post in the website homepage and "Stories" section

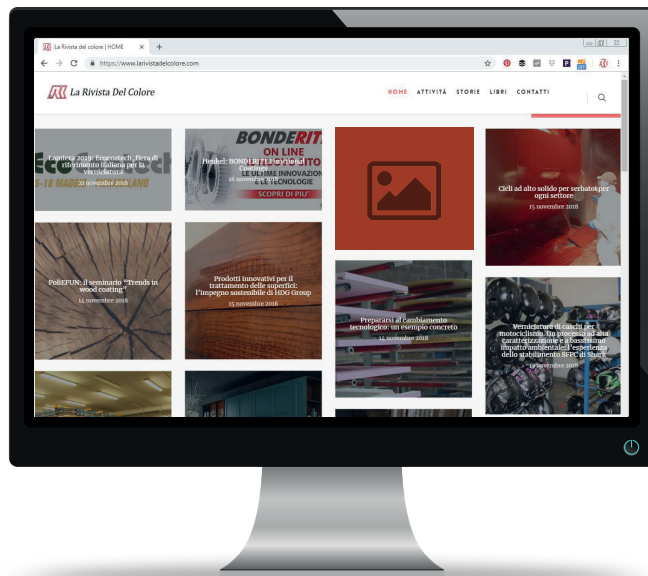
€ 2.500,00 / 1 MONTH



STORY

Article post only in the "Stories" section
Article: 500-800 words, 3 pictures

€ 500,00 / 1 MONTH



SOCIAL



NEWSLETTER

WWW.LARIVISTADELCOLORE.COM

DETAILS

> HOMEPAGE

> FINAL REPORT

ADVERTORIAL

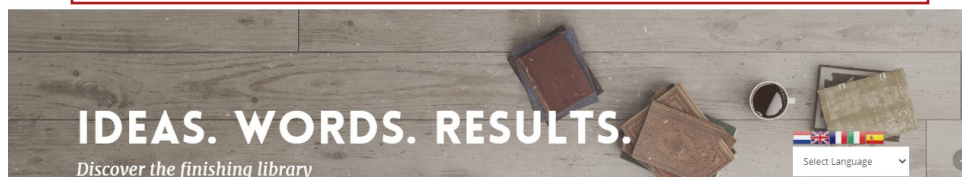
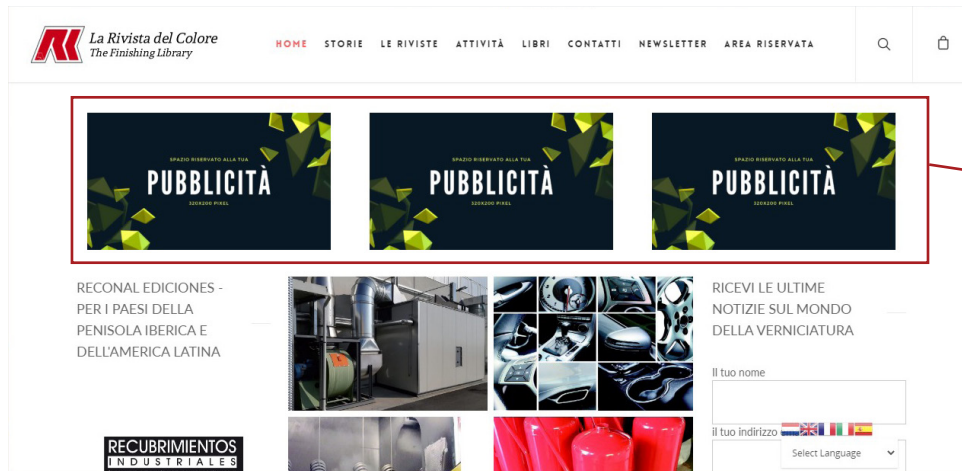
2 WEEKS

€ 2.500

Size: 320x200 pixel

Teaser: 500 characters (spaces included)

Landing page: 6000 characters (spaces included)



BANNER

1 MONTH

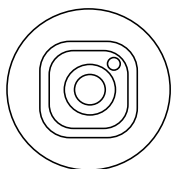
€ 800

Size: JPEG, PNG, GIF

Resolution: 180x80 pixel

Max weight: 50 kB (JPEG), 40 kB (PNG), 100 kB (GIF)

INSTAGRAM CONTENT



DETAILS

> 1 POST/WEEK

> ANALYSYS

> EDITORIAL PLAN

> INSIGHTS AND REPORT



SPONSORED POST

BY CLIENTS

#SPONSORED

€ 600 / 12 MONTHS = 7200 EURO

PARTNERSHIP POST

BY LA RIVISTA DEL COLORE

#PARTNERSHIP

€ 750 / 12 MONTHS = 9000 EURO

NEWSLETTER



DETAILS

> WEEKLY SUMMARY

> 5.000 SUBSCRIBERS

Newsletter 4/3



Gli appuntamenti in programma:



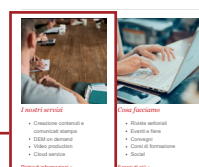
Le ultime notizie:



NATALE E' ALLE PORTE SORPRENDI I TUOI CLIENTI CON UN REGALO PERSONALIZZATO.
Regala un cofanetto in edizione limitata sulla carta della Veritascolor. Includilo con un segnalibro personalizzato creato al volo da noi! [Scopri](#)



* Scarti per acquisti di €1000 e superiori e fino a €1000



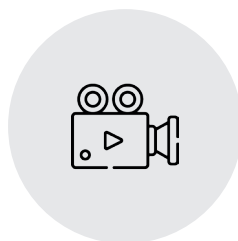
MORE SERVICES



CUSTOM PUBLISHING
Editorial and graphic works for special content
Celebratory books



NATIVE CONTENT
Editorial contents
Tailored press releases



VIDEO PRODUCTION
Video production with specific equipment
Drones
in partnership with Ivan Fly



EVENT INTEGRATION
Planning of fairs, conventions, schools and courses in cultural or special locations
in partnership with Burò



NETWORKING
Meeting occasions for companies (working groups, problem solving)



EDUCATIONAL COURSES
In collaboration with ANVER (associazione verniciatura industriale)



CORPORATE PARTIES AND EVENTS
Catering, music, invitations and personalization



DESIGNERS & PRESCRIBERS
in collaboration with FINITURE Green platform

FINITURE GREEN

The one and only **international platform** focused on CMF (colors, materials, finishings).

It talks to architects, designers and design oriented companies, showing real examples of application (how it's made) cultural contents, innovation in technologies and materials.

The magazine collects interviews to companies, architects and designers on topics related to architectural elements, industrial design, interior design and related research.

The content deals with all materials with a focus on the concept of **sustainability**.



MAGAZINE



MILANO DESIGN WEEK



WEB



SOCIAL



TRAINING COURSES



SURFACE TREATMENTS INFORMATION IN ITALY AND WORLDWIDE SINCE 1968



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