

Machines Italia Magazine Vol XVI (Fall/Winter 2023)**1 - TECHNICAL DESCRIPTION**

This document contains all necessary particulars for consideration in the quotation.

Please be aware that: all particulars must be addressed within the publishing house's proposal. Incomplete proposals, which do not cover said particulars may cause the removal of the publishing house from consideration.

The magazine will exhibit the qualities and themes associated with the Italian Trade Agency (ITA) campaign "Machines Italia": a) Creativity; b) Innovation; c) Flexibility.

Relevant information, current success stories, press releases, etc. on the ITA campaign may be found at www.machinesitalia.org within the U.S. Media Section.

An initial source for consideration is the general list of Italian manufacturing subsidiaries in the United States which can be found at [Italian Machinery Manufacturers in NAFTA](#).

1- General Production Team Responsibilities

- Designing, writing and printing all materials for the magazine;
- Sourcing and writing stories in their entirety.

2 - Spotlight Focus - Manufacturing Outlook 2024

The awarded publishing house will provide per a survey it will conduct with North American manufacturers (end users of Italian machinery per the 16 sectors of the campaign see <https://machinesitalia.org/sectors>) spotlight on trends manufacturers are expected to face in the new year of 2024. Spotlight will include as applicable examples of Italian manufacturers and testimonials from the various related Italian machinery manufacturer associations (see full list here; <https://machinesitalia.org/sectors>) on how they are addressing the challenges and offering the latest solutions to help North American manufacturers succeed in the new year.

3 - Themes / Success Stories / Editorial / News Items

The ITA will provide support assistance (when possible) to the publishing house's writing team. Support will include lists of North American manufacturing companies that use Italian machinery and technology. Companies cited in the previous issues should not be considered for this issue of the magazine.

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All companies cited (including those found through the publishing house's research) are the responsibility of the publishing house for story sourcing. This means that on all quotations, citations, and images, the publishing house will need to obtain written consent by the respective sources for their usage. The ITA will not in any way be held accountable for any item used.

All stories and news items are to focus on Italian companies' activities, investments and provision of client-needed or utilized solutions within the North American Free Trade Agreement (NAFTA) marketplace.

New product announcements of machinery and technology should not be included if they are not already available within the NAFTA marketplace.

The publishing house's proposal must indicate 3-4 focus themes within the magazine which would be of our NAFTA targeted audience's interest (see "Readership Target Audience" on page 3).

4 - Affiliated Italian Machinery Manufacturers' Associations and Calendar of Upcoming Events in Italy Section

With this RFP are included the two (2) previous editions of the magazine, which provide the overall format for said sections which are to be updated by the awarded publishing house by directly contacting the relevant associations.

5 - ITA Chicago Commissioner Introduction Letter

The letter by the Italian Trade Commissioner is to be written by the awarded publishing house and focused on introducing the overall theme of the publication to the reader. The Commissioner will review and approve the final letter for inclusion.

6 - Thought Leadership Article – Industry Expert

The magazine is required to include a thought leadership article on a particular topic, written by an outside third party industry expert. Per the publishing house's proposal, it is asked that up to five (5) potential thought leaders be provided for ITA consideration and selection.

7 - Readership Survey(s)

The ITA will take into special consideration having one (1) if not two (2) surveys conducted. The survey(s) would be conducted based on the overall theme approved for the magazine. The survey(s) would be conducted amongst the publishing house's readership and/or distribution lists that are composed of the ITA target audiences in the US, Canada and Mexico.. Executive summaries would also be provided and featured within articles produced for the magazine.

8- Webinar and Video Considerations

The publishing house is to consider one if not both of the two following elements to be included in its proposal:

- Webinar - Hosted by the publishing house, highlighting the findings of the survey(s) listed at point 7 to a selected audience of North American manufacturers, featuring an industry expert and or thought leader (point 6). The publishing house will host and promote the webinar to its readership via its social channels and newsletters. The structure of the 45 min. - One hour format will include ITA appointed and partner representatives to provide introductions to the webinar and allow a Q&A component (est. 15 min) within the program.
- Promotional Videos - The ITA will furnish to the publishing house its editable promotional videos and related content to create a number of short (30 sec - 90 sec) videos related to the 16 sectors of its

Machines Italia campaign. Said videos can be used by the ITA in its activities and may be linked within the digital publication of the magazine. In your proposal you may quote the estimated cost for this option should it no be financially feasible to enter into the total cost of your proposal per the publication.

9 - Magazine Promotion

The awarded publishing house will actively promote the availability of the magazine via both its online and print outlets, as well as utilizing a mass distribution channel such as PRLog. All call to actions will have the ITA Offices in Chicago, Houston, Toronto and Mexico City indicated as local reference points for additional information requests and follow-ups along with reference to the machinesitalia.org website.

The awarded publishing house will provide the magazine within an E-newsletter to the target audience within its readership. The ITA will be given the necessary information to send said E-newsletter to its own distribution lists as an additional means for promoting the magazine.

The awarded publishing house will provide opportunities for the magazine's distribution via the publishing house's presence at upcoming North American manufacturing-focused shows, conferences and events.

Minimum number of opportunities is six (6). The publishing house will need to indicate which six or more opportunities would be proposed for a one (1) year period from the magazine's date of availability along with the quantities to be allocated per each opportunity and other relevant details.

10 - Digital Version

The digital version of the magazine will be hosted for a minimum of one-year online on the principal manufacturing magazine publication website (not third parties eg ISSUU, etc) of the awarded publishing house and will have:

- Options to share each of the various articles via primary social media (i.e. Facebook, LinkedIn, Twitter, etc), printing and then sending them via email;
- Articles are to be tagged for easy finding via inquiries through primary search engines;
- Embedding of videos either created by the awarded publishing house, provided by companies covered within the magazine along with the Machines Italia 3-minute video series (innovation, creativity, flexibility and overall introduction);
- Available to be downloaded as a PDF;
- A link to share the magazine with others;
- Tracking of magazine downloads, viewed and shared;
- Short registration prior to accessing the digital magazine for which collected information is provided and shared with the ITA;
- Optional short survey(s) for the reader to indicate which articles were of interest, informative, provide suggestions for future articles, etc. Survey results are to be provided and shared with the ITA.

11 - Readership Target Audience

The writing and articles will target subject matters/issues of interest to our target audience readership comprised of top C-Level North American executives responsible for purchasing manufacturing machinery and technology for their production/assembly lines, etc.

12 - Deliverables to ITA

1. Electronic File Version: Adobe PDF – in a high quality and low quality formats (for email attaching);
2. Production materials – includes editable formats of all items produced in original formats [i.e. Quarkxpress, Adobe Photoshop, Embed options for videos (digital version of magazine) etc.];



ITALIAN TRADE AGENCY

Chicago Office

3. 36 pages MINIMUM (**8 1/2" x 11"**) 4/color production;
4. All graphic and design work necessary for the entire magazine including front and back covers. All submitted materials will become the exclusive property of the ITA.
5. As a suggestion, the Front cover will have a 100 lb. gloss with a coat on the outer side and inside text pages will use a 45 lb. Bowater gloss finish paper. (The publishing house may make recommendations on this matter);
6. At least 20,000 copies distributed to a demographically targeted audience (selected by the publishing house and the Italian Trade Agency) together with and / or a supplement of an upcoming issue of the publishing house's recommended magazine and/or stand alone distribution; (*)
7. At least 2,500 copies in total of the magazine divided amongst and shipped (shipping included within the publishing house quotation) to the ITA North American Offices for their related use; (*)
8. Tracking reports of access and sharing of digital versions of the magazine by online readers.

(*) These numbers may vary based on the suggestions provided by the publishing house to successfully promote the magazine to the ITA target audience, which can include promotional items for reading the publication, considerations given to provision of the publication via online bookstores. App Stores, tablet / Smartphone usability (both IOS and Android would be required).

13 - Printing Quote Line Items

The publishing house will provide line item quotes for the following amounts of additional copies (in addition to the 2,500 already specified or otherwise proposed) the ITA could use for additional distribution purposes Remember: the publishing house's quote for said items must include respective shipping costs per each quantity:

- 5,000
- 8,000
- 10,000

Any additionally provided means of distribution of the magazine may be noted within the publishing house's quotation [i.e. direct distribution alternatives (via trade shows, etc.), for which a sufficient number of copies should be included within the publishing house's quotation.

14 - Understandings

- All material produced within the magazine, including quotes, statistics, analysis information, along with graphics and artwork, will become the exclusive global property of the Italian Trade Agency and its partner associations. Full articles, extractions, etc. from the magazine may be used at the ITA's full discretion in any format – print, digital, online, etc.;
- Any inaccuracies of companies mentioned, statistics, sites indicated, etc. will be resolved within a 48-hour period within the digital version of the magazine. The ITA shall not be held responsible / accountable for proof-reading, spell checking, etc. as said particulars will be under the full responsibility of the awarded publishing house;
- The Italian Trade Agency Office in Chicago - prior to the magazine's printing - MUST first approve all articles produced. Requests for revisions, redirections, etc. are expected and should be already considered in the publishing house's quote.

15 - Reference Docs

Included with attached to this document are the PDF versions of the Machines Italia Summer 2022 (Volume XIV) and Spring 2023 (Volume XV) editions. They are for the publishing house's review and reference. These and previous editions of the magazine are available for review at: www.machinesitalia.org/magazine

16 - Referral Rules

For all other terms and conditions not regulated herein, please refer to the provisions of Ministerial Decree 192/2017; the civil law governing the conclusion of the contract and the execution phase shall be determined in accordance with the applicable rules of private international law.

16 - Best Practices for Proposal Submission

The ITA strongly recommends that your proposal be line itemed (1-14) and submitted in accordance with the particulars cited within this document. Said accordance will help the ITA fully understand your publishing house's offering per each line item in a coherent and timely manner.

IMPORTANT: Kindly sign and return to our Office via post or email (chicago@ice.it) **Page 6** below confirming you have received all documentation per this Bid Request.

Our Office looks forward to receiving the proposal and appreciates the attention given to this matter.

**THIS PAGE MUST BE SIGNED AND RETURNED TO ITA CHICAGO VIA
CHICAGO@ICE.IT OR MAILED TO ITS ADDRESS.**

The undersigned representative of the publishing house declares to have received all the material pertaining to the RFP FOR THE “MACHINES ITALIA MAGAZINE VOL XVI (FALL/WINTER 2023)” [CIG 99596177F2] as was sent to its attention by the Italian Trade Agency – Chicago USA Office.

Kindly note that by signing below, the publishing house agrees to the terms outlined in the above and confirms and declares that it has not retained or engaged professionally any ex-public sector employee who has ceased his or her employment with the Italian Trade Agency within the last three years and who has occupied a management role in the said publishing house or has been delegated management powers to execute contracts or other commercial transactions on behalf of the publishing house.

_____ of _____
(Print Name of Representative) (Publishing House)

_____ _____
(Signature of Representative) (Date)