

Machines Italia Magazine Vol XV (Spring 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 Forum June 2023

On the occasion of the *Manufacturing Forum 2023* event to be organized by the Agency and its partner, UCIMU-SISTEMI PER PRODURRE (www.ucimu.it/en), one area of emphasis within the produced magazine will be on Italy's contribution to the metalworking industry within the United States manufacturing ecosystem. The Forum seeks to have over 40 US based multinational and regional companies, along with a number of Italian companies present either directly from Italy or via their North American subsidiaries, hence the Forum will have a spotlight focus in this edition of the magazine. The published magazine will have a hard copy distribution at the Forum in Chicago.

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.

Confidentiality Notice: This document, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender (ITALIAN TRADE AGENCY CHICAGO OFFICE) by email (chicago@ice.it) or phone (312-670-4360) and destroy all copies of this original document and attachments.

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 Surveys (Option)

The ITA will take into special consideration options for having included two (2) surveys. The survey(s) could 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 audience. Executive summaries would also be provided and featured within articles produced for the magazine.

8 - 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.

9 - 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 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.

10 - 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.

11 - 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.];
3. 36 pages MINIMUM (**8 ½" 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 1,000 copies of the magazine shipped (shipping included within the publishing house quotation) to the ITA for its office 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).

12 - Line Items

The publishing house will provide line item quotes for the following amounts of additional copies (in addition to the 1,000 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.)].

13 - 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.

14 - Reference Docs

Included with attached to this document are the PDF versions of the Machines Italia Summer 2022 (Volume XIV) and Summer 2020 (Volume XIII) 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

IMPORTANT: Kindly sign and return to our Office via post or email (chicago@ice.it) **Page 5** 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.

Cordially,

Marco Verna
Trade Commissioner

**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 XV (SPRING 2023)” [CIG 9627343EC2] 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)

_____ (Date)
(Signature of Representative)