

WHAT A SHOW PRINTING IS!



STRAT  GO
GROUP

A SEASON OF GREAT SUCCESSES!

Everything you ever wanted to know about printing and never dared ask
IL POLIGRAFICO brings it together in its printed pages, today as it has for over 60 years.

On the editorial team, we're always on the set of the 'printing show': we follow events, document everything that happens in the world of printing - both national and international - and gather technological news from all sectors. We intercept market trends, paint scenarios and offer industry snapshots by processing data through our Printing Research Centre.

WHAT DO WE TALK ABOUT? Strategies, technologies, applications, success stories give us the plot for articles. Our content involves all printing sectors from commercial to publishing, from converting to packaging and labels, plus the wide format segments (visual communication, interior decoration, out-of-home), textile, industrial printing and 3D printing. There are no extras, they are all stars!

SIX ANNUAL ISSUES Like in a TV series, 'Season 2023' offers six issues - six 'episodes' each with its own title and developed around a central theme that becomes the script for the entire publication: eco-sustainability, the beauty of printing, the centrality of printing in communication, connectivity and industry 5.0. But there's also the monograph dedicated to the classification of companies in the supply chain and market analysis.

DISTRIBUTION Every issue of IL POLIGRAFICO is distributed in 5,000 copies to a constantly updated database

of contacts that brings together the main Italian printing companies, including the 'Majors in Printing'. In our more than 60 years of history, we have built up a constant dialogue with entrepreneurs, managers of printing and converting companies, and generalist and specialist printing service providers.

CONNECTIONS Institutions, sector associations, educational institutions have always referred to IL POLIGRAFICO as an information and popularisation media because our magazine gives voice to the initiatives and events of the entire supply chain.

CROSS-CHANNEL IL POLIGRAFICO is a printed magazine connected to the website www.stampamedia.net, with its weekly newsletter, to LinkedIn and Facebook profiles, and to the publishing group's YouTube channel, which collects journalistic and promotional video initiatives.

Produced and edited by www.strategogroup.net

PRINT CONNECTION

N.213
FEBRUARY '23

Our blockbuster and also the most eagerly awaited industry publishing event of the year. This edition of the magazine features never-before-published data on our industry that will keep you in suspense, as well as a ranking of print industry suppliers and their products and services. A blockbuster colossal not to be missed!

>>FESPA, Pre-ITMA

INTO THE WILD

N.215
MAY '23

An adventure face-to-face with the strategies, technologies and tools that make printing processes more sustainable for the environment and more respectful of people's health. A map that reveals how to manage energy and resources efficiently and responsibly. A journey to discover the regulations, certifications and best practices, and, of course, the products that printing companies can adopt to be truly friendly to the Planet.

>>Printing United – Post-Viscom, Post-Labelexpo

THE GREAT BEAUTY

N.217
OCTOBER '23

Printed applications are becoming more and more immersive multi-sensory experiences thanks to ever more advanced technologies, special processes, captivating new materials, inks, varnishes, foils and finishing systems. It makes us dream because when it comes to beauty, print wins out over all other media!

>>Pre-Fespa, Post-CCE

PRINTING IMPOSSIBLE

N.214
APRIL '23

The mission of this issue is to capture all the evidence that proves that printing, packaging and industrial customisation are at the heart of companies' and brands' communication strategies, challenging other media or becoming their accomplice... Codename omnichannel!

>>Pre-Viscom, Pre-Labelexpo

PRINT RUNNER

N.216
JULY '23

The printing planet is not the only one to be inhabited: there are parallel worlds ready for new connections with this industry. We talk about convergences that are changing the dynamics of process management and the way of working, but also revolutionising the role of printing. Workflows, software, technological contaminations, and new paradigms of creativity: all producing the flow of new sap and metamorphosis of strategic and operational dynamics, opening up new ways to expand the printing business.

BACK TO THE FUTURE

N.218
DECEMBER '23

If Gutenberg could travel through time what would he say about the world of printing today? Advanced information technologies, the Internet of Things, robots, artificial intelligence and augmented reality applied to workflow, technologies and processes: innovations that are propelling printing into the Industry 5.0 era.

COMING SOON



Company milestones

A timeline to communicate the salient events that have determined the evolution of your company and the ability of its people to interpret change by highlighting its strengths. The text is combined with a graphic scheme marking the different moments in the company's history.

Stories of entrepreneurship

The origins, the founders, the challenges faced up to today's milestone: together we tell the story of your company, its uniqueness and ability to succeed in today's market. Each story can be ½ page or 1 page.

Stars

Highlight your company's leadership with an interview with the founder, CEO or a member of management.

Unboxing Printing

When a new machine or equipment is purchased, large cardboard and wooden boxes with parts to be assembled arrive in the production departments. It's always a great joy to witness the unboxing and installation. Send us pictures of your printing unboxing and we'll build a photo story in the magazine!

Happy Birthday!

Celebrate your company anniversary with us with a commemorative article that immortalises the toasts, the candles on the cake and the emotions of an important entrepreneurial milestone.

#sapevatelo






Do you want to contribute to the theme of the magazine's monograph? You can also do so with a small space within a main article: a box, a sentence or a short text in which you present your strategy, product or service.

only as an add-on to other opportunities

"THE GREAT CLASSICS"

ADV

Advertorials

				
Full Page	Half Page horiz.	Half Page vert.	Full Page	Double Page
bleed 240x320 mm	bleed 240x140 mm art box 205x125 mm	bleed 105x320 mm	max 3000 characters + 2/3 photos	max 6000 characters + 4/5 photos

Special position

Back cover	+50%
Inside cover, inside back cover, front cover, page facing index	+30%
Other positions	+15%

Contact us: sales@strategogroup.net | 02 49534500

STAMPAMEDIA.NET

Stampamedia.net is the online portal of Il Poligrafico. It's updated daily with topical and market news content. To keep pace with the multimedia era and to give readers and potential customers a new reading experience, stampamedia.net is new and technically much more powerful:

- **It's faster**
- **It's more responsive** and therefore readable on any device
- **It's SEO-optimised** to reach the largest possible audience
- **It supports content in any format:**

videos, gifs, animated banners, interactive infographics

It has better-organised content:

- Easy and intuitive navigation interface
- Selection of news by applications or market topics
- A section dedicated to services, with structured market information, data and analysis of the most important companies in the graphics industry
- The enhanced Job Exchange section, for those seeking specialised professionals for their company or new work experience.

WWW.STAMPAMEDIA.NET	SOCIAL	NEWSLETTER
>76,800 unique users/year	FACEBOOK >1990 follower	25,000 subscribers
>100,970 sessions/year	LINKEDIN (online from 2022) >512 followers 12.8 K post views/month	17% unique hits
>144,200 views/year Average read time 1 minute/session		35% total openings 11% unique clicks 30% total clicks

THE OPPORTUNITIES STAMP



ADVERTS	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Skin				
Clickable background				
Header Banner*				
1280x200 pixels				
Horizontal Banner1				
950x150 pixels				
Horizontal Banner 2				
950x150 pixels				
Square Banner				
300x250				
Sponsored News Item				

All listings are with non-exclusive rights. Values are in Euros.

* Header Banner is repeated on all pages of the site



STAMPAMEDIA.NET OFFERS YOU

NEWSLETTER

Every Thursday stampamedia.net's newsletter is published, containing the main news published daily during the week. The newsletter reaches over 25,000 registered readers who are profiled according to their specific interests. You can take advantage of the newsletter with a banner in the header or in between news items.

ADVERTS	1 ISSUE	4 ISSUES	8 ISSUES	12 ISSUES
Header 468x60 pixels				
Banner News 468x60 pixels				

Adverts are exclusive, not rotating. Values are in euro

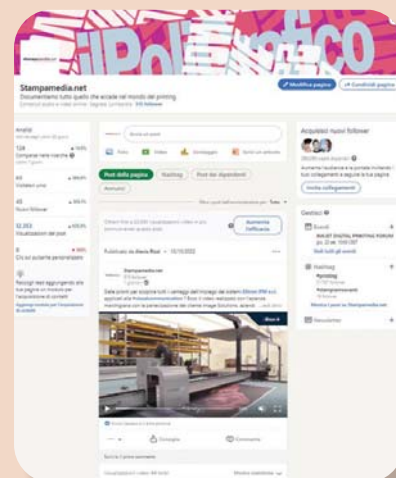
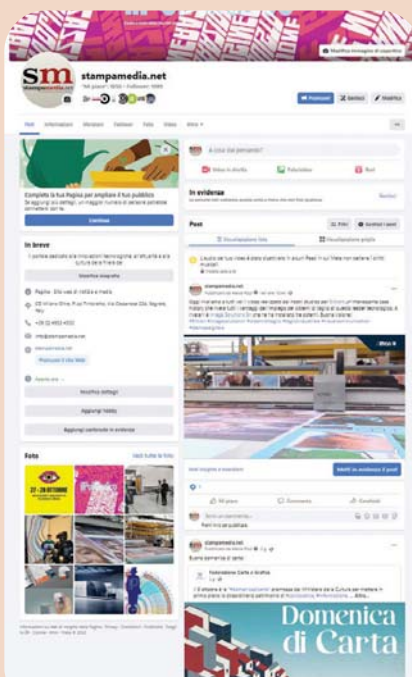
DEM

A Direct Email Marketing campaign requires a good database and a reliable email distribution platform. Stampamedia.net guarantees both: a readership of over 25,000 profiled users and a highly sophisticated and effective automatic sending system to ensure that your communication reaches the most receptive audience.

DEM ISSUES	FROM 1 TO 3	FROM 4 TO 8	FROM 9 TO 12	MORE
Cost € each				

SOCIAL MEDIA

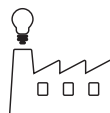
We distribute your content and re-launch your news on Facebook and LinkedIn, addressing them only to the people you are interested in, profiling them by geographic areas, activities and other parameters that we will decide together.



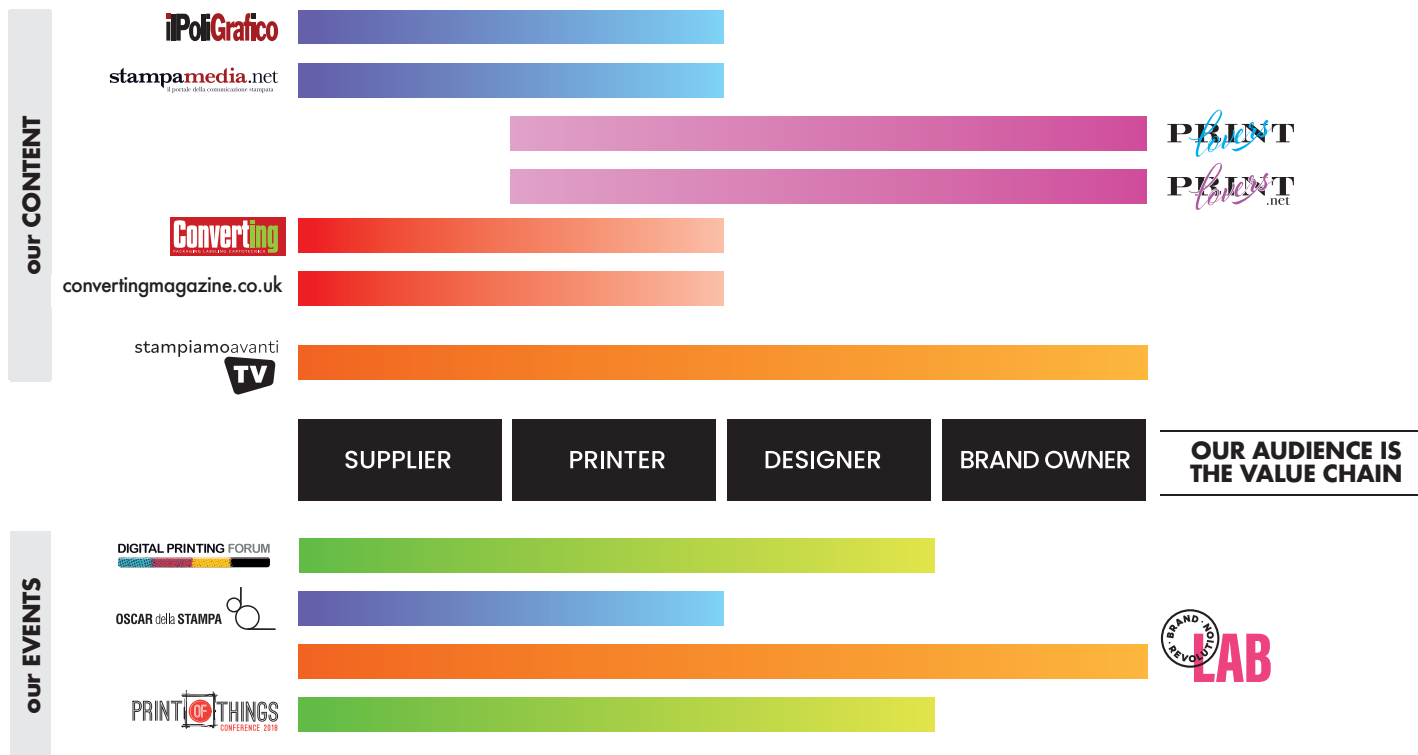
OUR AUDIENCE, YOUR CLIENTS



43,000
people



21,000
companies



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