



tecnoEdizioni
Group

MediaKit 2024

tecno Plast

Founded in 1996



Periodicity

monthly (8 issues per year)

Managing Director

Marco Mastrosanti · marco.mastrosanti@tecnoedizioni.it

Editorial Staff

Cecilia Cantadore · c.cantadore@tecnoedizioni.com

Operations

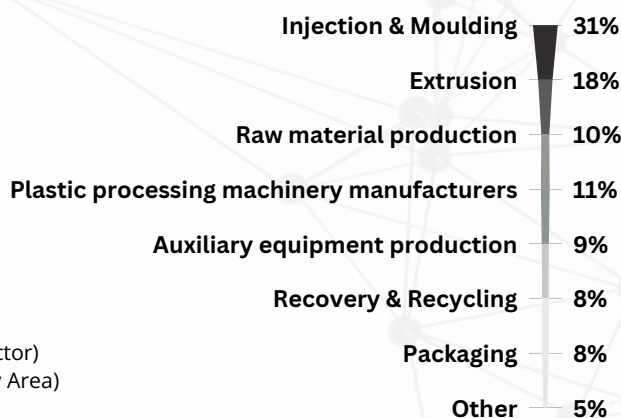
Giuliano Bellocci · traffico@tecnoedizioni.com

Advertisement

- Filippo Cavalliere · f.cavalliere@tecnoedizioni.com (Sales Director)
- Giovanni Paura · commerciale@tecnoedizioni.com (Lombardy Area)
- commerciale3@tecnoedizioni.com (Piedmont Area)

Monthly Publication for the Plastics Industry, combining technical and economic information, covering market trends, innovations in machinery, components, materials, and production systems.

Readership: 15.000 companies



ISSUE	SECTOR	MAIN TOPICS	TRADE SHOWS
JAN/FEB	WOMEN IN PLASTICS - COMPOSITES AND MOULDING MATERIALS PRE MECSPE AND JEC SPECIAL	Electrically driven moulding - Feeding and dosing	SAMUEXPO - 1-3 February 2024 - Pordenone
MAR	TECNORUBBER - THE WORLD OF RUBBER MECSPE SPECIAL	Elastomer moulding - Extrusion of pipes and profiles Hot moulds and channels - Thermoregulation	MECSPE - 6-8 March 2024 - Bologna
APR	RECYCLING SPECIAL MECSPE REPORT- CHINAPLAS SPECIAL	Extrusion and co-extrusion of cast film and sheets - Rotational moulding - Drying and dehumidification - Calendering - Composite Materials	
MAY	AUTOMATIONS - AI INTRODUCTION SPS SPECIAL	Robots and manipulators, Feeding and dosing - Auxiliary machines	SPS - 28-30 May 2024 - Parma NPE - 6-10 May 2024 - Orlando
JUN/JUL	HANDLING AND RECYCLING SPS REPORT - SOLIDS SPECIAL	Compound extrusion - Special moulding technologies - Blow moulding - Rotational moulding - Refrigeration and thermoregulation - Laser welding and marking - Printing and decoration technologies	SOLIDS - 6-7 June 2024 - Parma
AUG/SEP	AUTOMATION PRE FAKUMA	Autumn fairs preview	
OCT	INJECTION MOULDING SPECIAL FAKUMA - PRE ECOMONDO	Injection moulding - Innovation in machines and ancillary equipment at Fakuma 2022	FAKUMA - 15-19 October 2024 - Friedrichshafen
NOV/DEC	THE ESSENCE OF PLASTIC RECYCLING AND SUSTAINABILITY ECOMONDO SPECIAL	Autumn fairs - Extrusion of pipes and profiles - Recycling machines and plants - Granulators and shredders - Power supply units and mixers - Filtration	ECOMONDO - 2024 - Rimini

Tecno Plast international



A Global Presence in the Plastics Industry

The magazine includes publications in several languages, varying in frequency from semi-annually to bimonthly. The main edition is in English but special editions in trade show languages. Distribution includes 6,000 printed copies in Europe and 20,000 digital copies worldwide. With international contributors, Tecno Plast International aims to provide a global platform for Italian companies and compete with British and American publications in the plastics industry.



- Main language is English (special editions in Russian, German, Polish, Spanish and Chinese)
- Distribution of 6,000 copies in Europe by email
- 20,000 copies sent worldwide by email
- 2,000 – 4,000 copies distributed during trade shows from our stands and distribution points

Periodicity

monthly (8 issues per year)

Managing Director

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ISSUE	SECTOR	MAIN TOPICS	TRADE SHOWS
JAN/FEB ENGLISH - FRENCH	AUTOMOTIVE	Elastomer moulding - Extrusion of pipes and profiles - Hot moulds and channels - In Mould labelling and printing - Calibration and socketing - Robots and manipulators - Thermoregulation	RUPLASTICA - 23-26 January 2024 - Moscow JEC - 5-7 March - Paris
MAR/APR ENGLISH - CHINESE	RECYCLING CHINAPLAS SPECIAL	Rubber Sector Special - Extrusion	CHINAPLAS - 22-26 April 2024 - Shanghai
MAY ENGLISH	INJECTION MOULDING NPE SPECIAL	Medium and large tonnage moulding - Extrusion of film - Refrigeration - Moulds	NPE - 6-10 May 2024 - Orlando PLASTPOL - 21-34 May 2024 - Kielce
JUN ENGLISH	SUSTAINABILITY AND REPROCESSING PRE FAKUMA SPECIAL	Composite materials, a journey into the raw material without forgetting the compound and the masterbatch	PRSE - 19-20 June 2024 - Amsterdam FIP - 4-7 June 2024 - Lyon ARGENPLAS - 4-7 June 2024 - Buenos Aires
SEP/OCT ENGLISH - GERMAN	PLASTICS FOR FOOD AND BEVERAGE ECOMONDO AND FAKUMA SPECIAL	Autumn fairs preview. Thermoforming. Drying and dehumidification. Process Instrumentation	FAKUMA - 15-19 October - 2024 - Friedrichshafen
NOV/DEC ENGLISH	PACKAGING POST FAKUMA SPECIAL	Electrically driven moulding - Extrusion and co-extrusion of cast film and sheets - Rotational moulding - Drying and dehumidification - Feeding and dosing - Calendering	PLASTEURASIA - Istanbul



Founded in 2012



Bimonthly publication covering the world of laboratory instruments. A strategic sector that unites industry with research, and that Tecnolab tells with targeted interviews, insights, and a constant presence thanks to a widespread distribution in laboratories and industries, and at all events and trade shows in the sectors related to analysis: food, packaging, chemistry, pharmaceutical, medical, plastic, biotechnology, hygiene and safety, laboratory furniture.

Readership: 11.000 rotating companies

Periodicity

bimonthly

Managing Director

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Editorial Staff

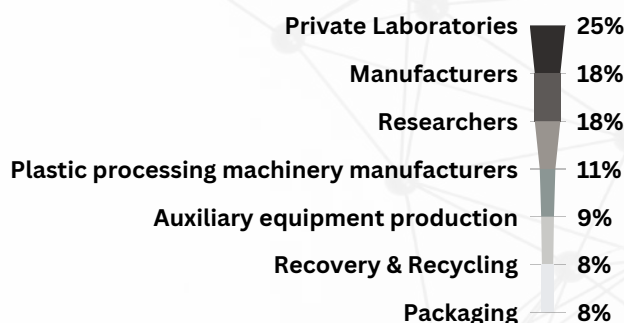
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PR & Advertisement

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ISSUE	MAIN TOPICS	TRADE SHOWS
JAN/FEB	Laboratories and the food chain. Food and product certification. Technical equipment, clean rooms. PPE. Laboratory hygiene and safety.	
MAR/APR	Spring trade fair previews. Innovation in chromatography. Gas chromatography. HPLC chromatography techniques for industry and analysis. Chemical and petrochemical industry and laboratory. The laboratory in winemaking and the beverage industry. Plastics and the laboratory. Laboratory furnishings.	Waste management Europe - 9-11 April 2024 - Bergamo Analytica 2024 - 9-12 April 2024 - Munich
MAY/JUN	Spring trade fair reports. Analysis tools for the pharmaceutical and cosmeceutical industry. Advanced refrigeration techniques. Hoods and hygiene. Special coverage of Analytica fair in English and German.	IFAT - 13-17 May 2024 - Munich IVS - 15-16 May 2024 - Bergamo McTer Roma - Eiom. Event - May 2024 - Rome SPS - 28-30 May 2024 - Parma Omc (Petrochemical Offshore) - 13-14 May 2024 - Amsterdam McTer Milano, Eiom. Event - 2024 - Milan
JUL/AUG	Biotechnology, microscopy, and precision imaging systems. Research and analysis: Innovation in the laboratory world. Fine chemistry and the laboratory. Chemical-pharmaceutical plants and various analysis issues. Special coverage of Achema fair in English and German. Special coverage of Powtech fair in English and German.	SOLIDS - 6-7 June 2024 - Parma Connect in Pharma - 5-6 June 2024 - Geneva ACHEMA - 10-14 June 2024 - Frankfurt CHEMSPEC EUROPE - 19-20 June 2024 - Duesseldorf
SEP/OCT	Autumn trade fair previews. Environmental analysis and pollution. Quality control in the food and beverage sectors. Nasometers and environmental measurements. Laboratories and reclamation. Water and air. Laboratory safety.	Powtech - 29 Sep-Oct 1 - 2024 - Nuremberg
NOV/DEC	Autumn trade fair reports and Ecomondo fair preview. Simei fair preview: Spectrometry and fast analysis. Biotechnological innovations. Laboratory and the environment.	ECOMONDO - 2024 - Rimini MCT Oil and Gas - 2024 - Milan



Founded in 2012



The only Italian magazine placing the chemical industry and eco-sustainability in a close relationship, highlighting the innovative technological solutions that will make it possible to conceive chemical processes that are increasingly respectful of the environment. CA gives voice to those who work every day to realize the project of a green economy in which the driving force cannot fail.

Periodicity

bimonthly

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Readership: 20.000 rotating companies



ISSUE	SECTOR	MAIN TOPICS	TRADE SHOWS
JAN/ FEB	Atmospheric emissions purification - Biorefineries	Engineering and plant engineering companies in oil and gas	
MAR/APR	Chemical Plants - Next-generation biofuels	Responsible Care	Waste management Europe - 9-11 April 2024 - Bergamo Analytica 2024 - 9-12 April 2024 - Munich
MAY/JUN	Water and sludge treatment - Cogeneration	Process management and control	IFAT - 13-17 May 2024 - Munich IVS - 15-16 May 2024 - Bergamo McTer Roma - Eiom. Event - May 2024 - Rome SPS - 28-30 May 2024 - Parma Omc (Petrochemical Offshore) - 13-14 May 2024 - Amsterdam McTer Milano, Eiom. Event - 2024 - Milan
JUL/AUG	Environmental remediation - Energy from recycled materials	Global service in industry	SOLIDS - 6-7 June 2024 - Parma Connect in Pharma - 5-6 June 2024 - Geneva ACHEMA - 10-14 June 2024 - Frankfurt CHEMSPEC EUROPE - 19-20 June 2024 - Duesseldorf
SEP/OCT	Sensor and instrumentation - Energy Efficiency	sustainability in the process plant	Powtech - 29 Sep-Oct 1 - 2024 - Nuremberg
NOV/DEC	Management and recycling of industrial waste - Renewable energy	Engineering and plant engineering companies in oil and gas	ECOMONDO - 2024 - Rimini MCT Oil and Gas - 2024 - Milan



Founded in 2013



Tecnofood collects news and specials on technologies related to the food process. The best players in the sector, the most established technicians and all the information on the world of food, in a direct and effective perspective, for a product focused on the most important international trade fairs.

Since 2021 English language, second language Italian

Periodicity

bimonthly

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Readership

50.000 companies around the world with online and mailed distribution and at the most important trade shows.

ISSUE	MAIN TOPICS	TRADE SHOWS
JAN/FEB	Technology for food process	Sigep - 20-24 January 2024 - Rimini BBTech - 18-20 February 2024 - Rimini Fruit Logistica - 7-9 February 2024 - Berlin
MAR/APR	Champagne and still wines/ Fruit juices/ Deepening on filling lines Vinitaly Special	Anuga Tech - 19-22 March - Cologne Enolitech - 14-17 April 2024 - Verona Vinitaly - 14-17 April 2024 - Verona
MAY/JUN	The lines of industrial, dry and fresh pasta / Deepening on Dryers Food Special: Technology and Food of the Future Animal meat vs Vegetable meat Industrial Automation Dossier	SPS - 28-30 May 2024 - Parma Solids - 6-7 June 2024 - Parma Meat Tech - 28-30 May 2024 - Milan Pro Tech - 28-30 May 2024 - Milan
JUL/AUG	Meat Processes/ Fish Market Deepening on Freezing and Cold Lines Super Alcohol and special facilities Handling of powders and flours	
SEP/OCT	Packaging, bakery lines, deepening on industrial ovens	All4Pack - 4-7 November 2024 - Paris Powtech - 29 Sep-Oct 1 - 2024 - Nuremberg Pack Expo - 3-6 November 2024 - Chicago
NOV/DEC	Beverage, a world of cutting-edge technology: Lines/Plants/ Fullers etc	SIMEI - 12-15 November 2024 - Milan

Magazines



tecno Plast

The Italian magazine of reference for the world of rubber and plastic.
8 issues per year



[tecno food]

International magazine on the food, beverage, packaging and processing industry.
6 issues per year



tecno Plast international

International magazine in English and targeted second language.
6 issues per year



chimica ambiente

The first magazine on the industrial sustainability of the chemical world.
6 issues per year



tecno LAB.

The only Italian print magazine for the world of laboratories.
6 issues per year

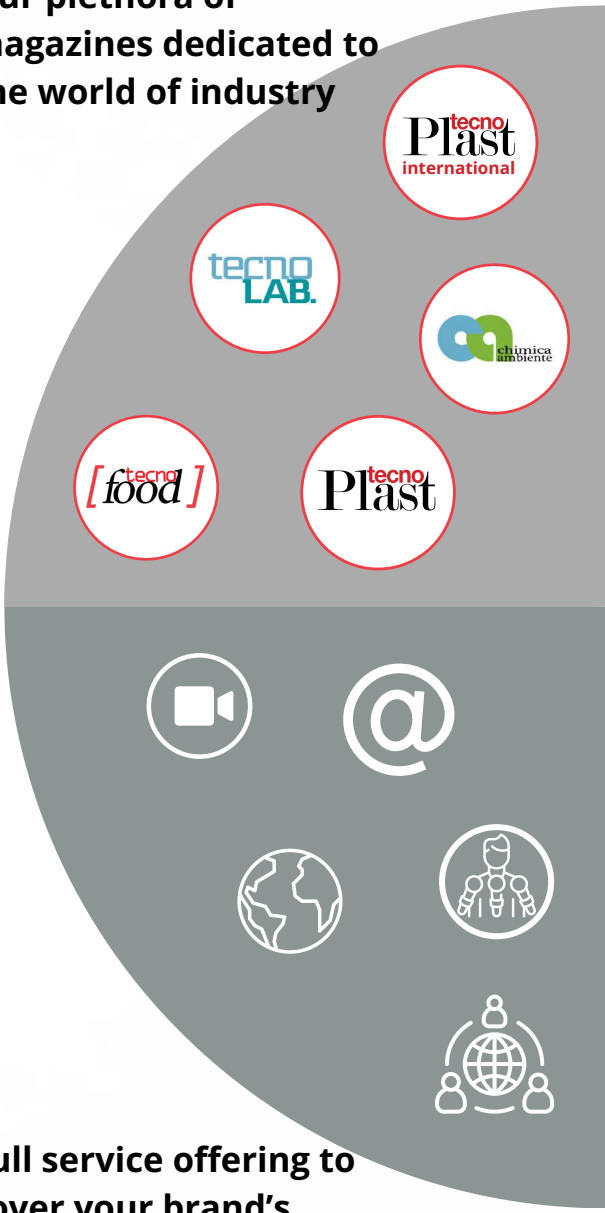
And more

- TecnoPlastonline.net • The Website in English on the world of rubber/plastic only for abroad
- Email blast (Italy and abroad) • Massive sending of emails dedicated to a verified Italian and foreign database
- TecnoPlast News (news) • Bimonthly
- TalkShow • On the world of plastics, 10 monthly releases from October 2021 to October 2022 last live episode from the FAKUMA fair
- Tech-Talk • Video Interviews conducted remotely and distributed through social media and our Websites
- SoFoodSoGood • showcasing companies, innovations, and more in the food processing, beverage, and packaging industry
- Video Interviews • Video production at the fair and/or directly in-company
- Video production
- Website production • Partnership with SiteDest
- Social Network activities • LinkedIn/Facebook and Twitter
- Press Office Activities • Italy and Abroad
- Exhibitions Conference • Organization (also dedicated or agreed to the project with the customer)
- Print • Books, booklets, e-catalogs
- Le Nuvole Edition • Culture and information
- Tecnoedizioni Publisher • Tecno Series/Sport Series

For a free integrated communication consultancy, contact our sales representative, or write to marketing@tecnoedizioni.com

Magazines

Our plethora of magazines dedicated to the world of industry



Social Media

We are the most followed sector publishing company on LinkedIn with 70K followers

Sito web informativo in inglese, dedicato al mondo e alle aziende italiane interessate all'exportazione

Our new website, centered on food and beverage technology innovation, offering industry insights from around the world

Full service offering to cover your brand's communication needs

Established web presence through our company and brand websites

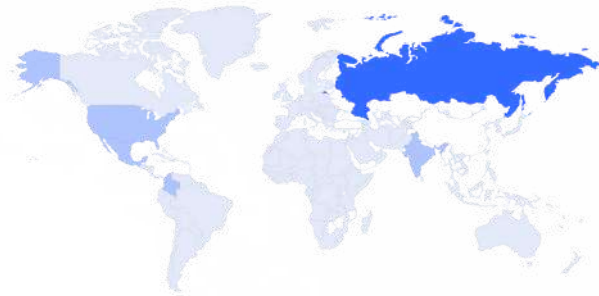
Services

Websites

Our company and information site in Italian, about the four macro-topics of our magazines. Updated daily. 800 visits per day

Tecnordizioni Group on the Web

Tecnoedizioni.com



An interactive platform of news updated daily on the four macro-topics of our magazines: Plastic, Food, Laboratories, and Chemistry.

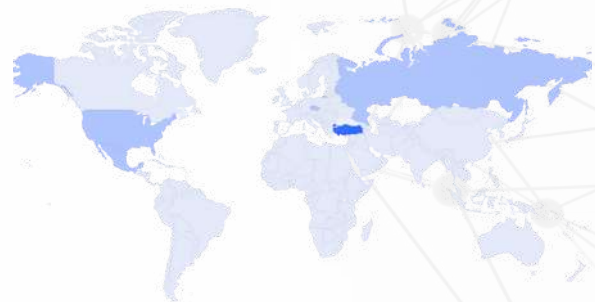
In addition to news and updates, you will find videos and reports on 30+ tradeshows we follow throughout the year worldwide, as well as exclusive interviews and video interviews.

The continuous updates have made tecnoedizioni.com a reference point for technical information, both Italian and international.

And the statistics are clear: 21,600 monthly visitors and readers from all over the world.

Tecnoplastonline.net

International Website in English, dedicated to plastic and rubber and designed to be read all over the world. Italian and European technologies are always of interest to transformers all over the planet, and tecnoplastonline.net reaches them, widely, everywhere. The visits (20,475 per month) come from all over the globe, and tecnoplastonline.net has become, in a few years, a must for operators in the international sector. There is also a browsable international magazine, a video report of the most important tradeshows, and exclusive interviews and video interviews.



Tecnofoodonline.com

NEW

TecnoFoodOnline.com is your global gateway to the dynamic worlds of food and beverage technology and plastics innovation. Mirroring the international leadership of Tecnoplast International, we provide a platform for industry enthusiasts and professionals worldwide. Our website, primarily in English, caters to a diverse audience and offers insights garnered from industry fairs spanning the United States to China, Russia, and more.

TECNO TV

A platform of programs and video content dedicated to the world of industry. The people, the institutions, and the great events followed by our cameras and distributed on our social networks, with results that go beyond 50,000 impressions per post and 25,000 views (LinkedIn data).

Tecnoplast News



The innovative news channel dedicated to the world of plastics and to the reports of the most important sector-specific tradeshows followed by our editorial staff.
6 episodes per year.
Opening banner (maximum 2 per episode): € 4,000.00.
Opening banner plus intervention within the TG news: € 5,500.00.



Plastic Fantastic



18 episodes aired throughout 2022 including a final, live episode from the Fakuma fair in Düsseldorf. Hosting guests in the studio, your brand is reaffirmed throughout the year on video.
Distribution on social channels and report included: € 4,500.00.



SoFoodSoGood



Talk show launched in 2023, inspired by the famous 'Plastic Is Fantastic', focusing on showcasing companies, innovations, and more in the food processing, beverage, and packaging industries. The show is hosted by editor-in-chief Marco Mastrosanti, with diverse array of guests who feature alongside him in each episode.



TechTalk



The exclusive interview (technical or commercial) carried out via Skype and distributed on our social networks, with feedback of over 3,000 views and 9,000 impressions of the post): € 1,800.00.



Interviews





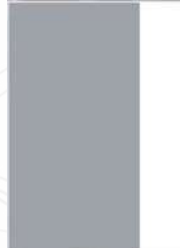

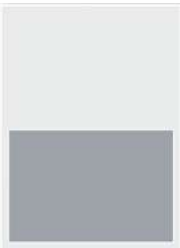
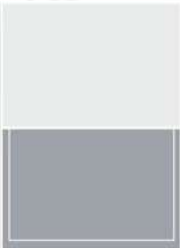
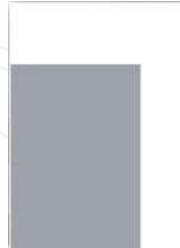

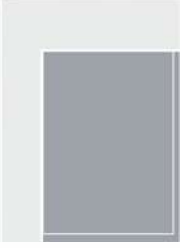
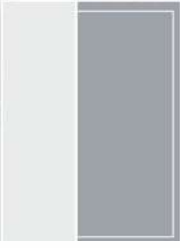
BUSINESS INTERVIEW- An accurate service including business interview and video: € 5,500.00.



TRADESHOW INTERVIEW- The story directly from the voice of key personalities from the most important tradeshows: € 2,500.00.



Advertising Placement, Rates and Specs

Ad Type	Price				
Full Page	€ 1,910.00				
Junior	€ 1,570.00				
Horizontal Half-Page	€ 1,460.00	Inside Bleed Page 240x330 mm + trims	Inside Grid Page 218X306 mm	Inner flap 175X330 mm	Three Grid Columns 130X300 mm
Vertical Half-Page	€ 1,460.00				
Front Cover	€ 4,800.00				
Cover Flap	€ 5,100.00				
2nd Page Cover	€ 3,100.00				
3rd Page Cover	€ 2,900.00	Half Horizontal Bleed Page 240x165 mm + trims	Half Horizontal Grid Page 218X150 mm	Outer flap 175x250 mm+ trims	Junior Grid Page 173X245 mm
4th Page Cover	€ 4,200.00				
1st right hand page	€ 2,800.00				
		Junior Bleed Page 186x260 mm + trims	Three Bleed Columns 142x330 mm + trims		

REQUIRED PRINTING MATERIALS

FORMAT OF THE BOUND PUBLICATION: 240 x 330 mm

High-resolution and print-optimized PDFs (PDF 1.3), with an abundance of 4 mm on all sides (include marks), CMYK colours (no RGB, LAB, Pantone colours), fonts included (no composite fonts), resolution of starting images: 300 dpi. In order to proceed with the optimization of advertising materials for printing, we need to receive closed and complete PDFs.

Any changes to your materials will be charged depending on the type of change.

NOTE: The PDF files on the monitors are displayed with RGB colours; therefore they should not be taken as a valid colour reference. To avoid controversies about the colour rendering in print, attach the PDFs with a certified colour proof (Digital Cromalin or similar).

Special Positions

Cover position +10%

Quantity Discounts

- 3 advertisements: 3%,
- 6 advertisements: 6%,
- 9 advertisements: 10%

Inserts

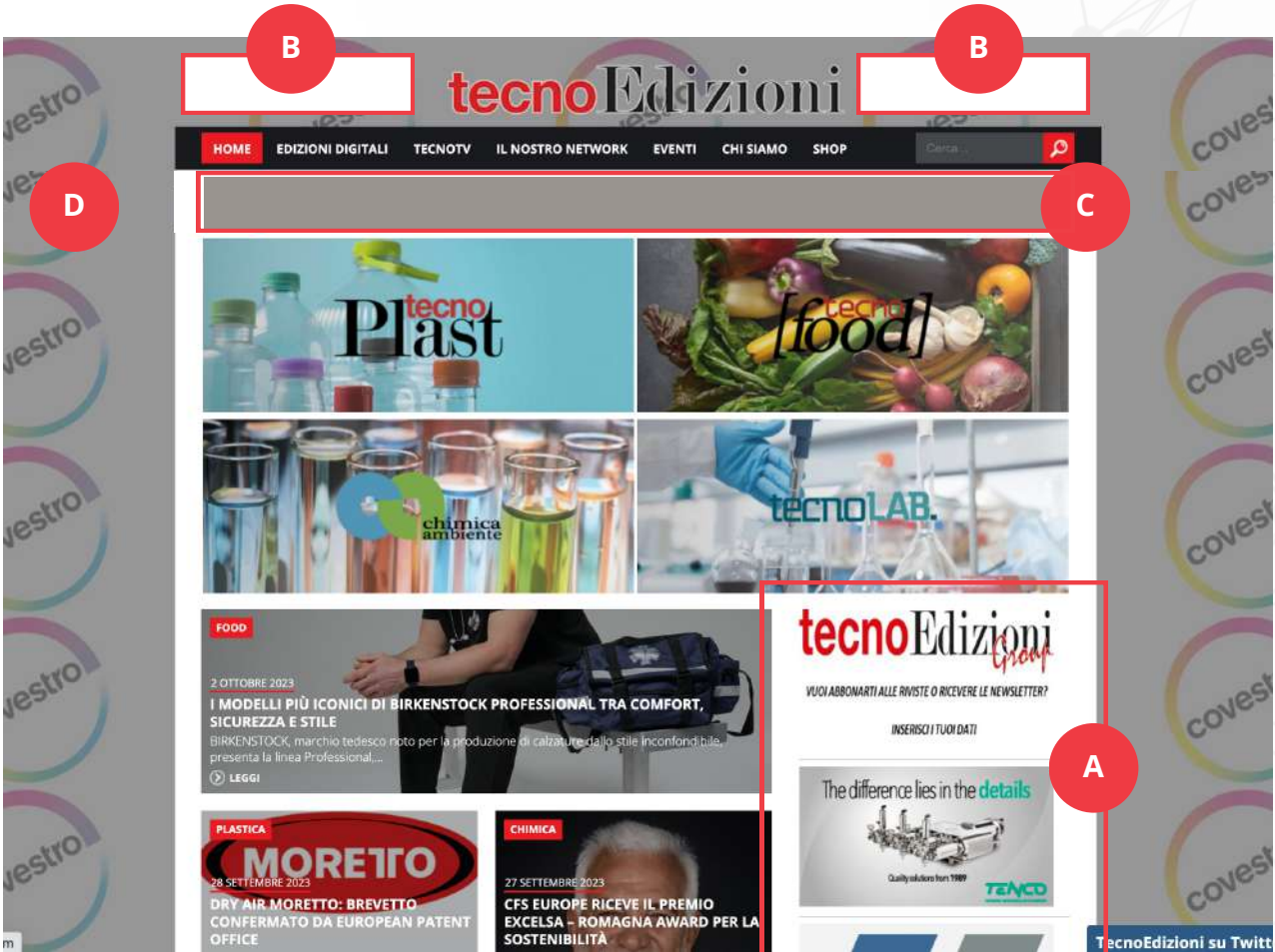
Only on a preventive basis on presentation of the sample

Tied inserts

- Two sides € 2,070.00
- Every two additional sides € 1,100.00

Advertising Placement and Rates

Ad Type	Dimensions	Price
A- Right banner	290x160 px	€ 400 per month
B- Header box	234x60 px	€ 1,200 per month
C- Headliner	1050x49 px	€ 1,500 per month
D Background	1024x576 px (*even a larger size would be fine)	€ 2,500 per month



Services and Pricing



EMAIL BLAST

A personalized Mass email service that can reach up to 100,000 companies worldwide. The sending is agreed directly with the customer, and allows you to precisely reach the potential required; once the required keywords are entered in the database, a personalized mailing is obtained that thanks to the targeted addresses, and never generic, always gives guaranteed results above market average. Customers must provide an HTML file, complete with images of the communication they want to make. Once sent, a report will be provided including the number of emails sent, the percentage of email openings, and the percentage of dedicated link openings.
Cost of service: € 0.30 per email



INTERNATIONAL PRESS OFFICE

Twenty years of presence in the field, have allowed the Tecnoedizioni Group publications to collect a dense network of contacts around the world. A network of over 50 journalists, from the Americas to the Far East, ready to connect your company with their readers, anywhere. The service includes: press review, organization of press conferences during international events, drafting of press releases, follow-up, and translations into different languages.
Prices upon request



VIDEO INTERVIEWS

Creation of video interviews, or company specials, both during events and directly on-site. The video-interview service can then be combined with the email blast, by sending thousands of emails containing the link to the video, thus generating a high number of contacts and views. Unique in our sectors, we also make video interviews available on paper magazines, through a QR code, thus achieving an extremely effective cross-media and image interaction.
Cost of the service: creation of video-interviews, uploading to the media of Tecnoedizioni, relaunching on all social-networks € 2,500



SEARCH AND TECH - Exhibition-Conference Organization

With its original content and always up-to-date newspapers, direct relationship with research laboratories, university bodies and with the most advanced companies, Tecnoedizioni group organizes about once a year the Search and Tech, the exhibition-conference that combines the world of research with the one of companies.
Price is project-based



SOCIAL NETWORK COVERAGE

Project service, with constant reporting of tags, impressions, and visions, for a social media coverage of the activity of a company, an event or a fair.
Price is project-based

Tecnoedizioni Web Agency

in partnership with



PACKAGE	PRICE
Website (showcase site)	€ 2,500
SEO	from € 800
Graphic design and business collaterals	from € 800
Email marketing	from € 500
Copywriting	from € 90
Translation, transcreation	from € 50
Paid traffic - Basic (digital advertising on 1 platform)	€ 900 per month € 400 set-up fee (one-off)
Paid traffic - Amplification (digital advertising on 2 platforms)	€ 1,900 per month € 500 set-up fee (one-off)
Paid traffic - Master (digital advertising on 4 platforms)	€ 3,100 per month A 15% discount will be applied to the price indicated above on all assignments entrusted to the agency after the fourth (rolling mechanism on an annual basis) € 600 set-up fee (one-off)
Marketing funnel (only available as additional package to the Basic, Amplification and Master packages)	€ 1,450 per month A 15% discount will be applied to the price indicated above on all assignments entrusted to the agency after the fourth (rolling mechanism on an annual basis) € 760 set-up fee (one-off)

All the prices mentioned above are exclusive of VAT (where applicable)
 The prices listed for "Paid traffic" services do not include the advertising budget
 For all the services mentioned above (except for the showcase website), the minimum contractual duration is 3 months (renewable monthly upon expiration), with monthly billing in advance



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