

L'INDUSTRIA DELLA GOMMA

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www.industriagomma.it



The reference magazine for the Italian rubber sector

Founded in 1957, it is the monthly magazine of elastomers and other resilient polymers. L'Industria della Gomma is the only Italian periodical dedicated exclusively to the sector. It is also an advertising vehicle of targeted effectiveness and of great prestige for all companies that want to enhance their image and intend to promote their products to client companies manufacturing semi-finished and finished rubber items. In 2021, in addition to the usual focuses and surveys on the entire rubber supply chain, two special preview issues are planned for the Plast exhibition in Milan and DKT in Nuremberg.



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mediakit
2021

CIRCULATION AND DIFFUSION

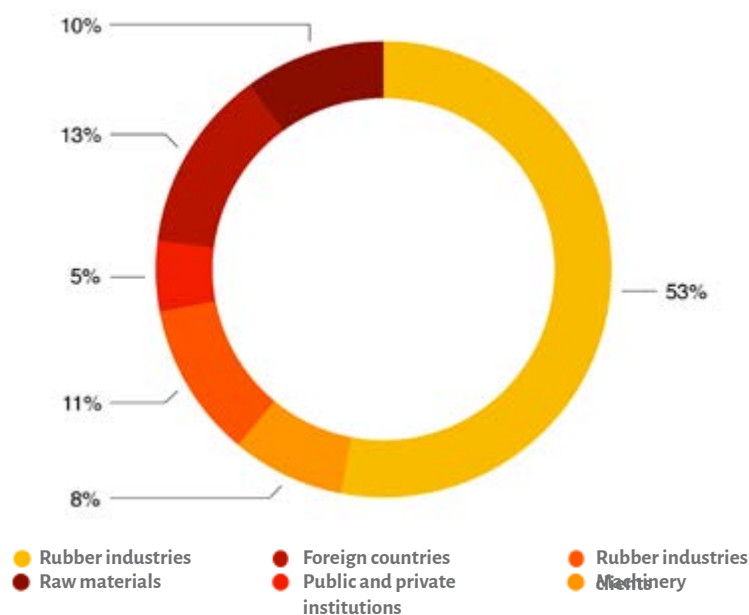
Rubber industries	53%
Raw materials	10%
Rubber industries clients	11%
Public and private institutions	5%
Foreign countries	13%
Machinery	8%

**AVERAGE CIRCULATION:
3.500 COPIES**

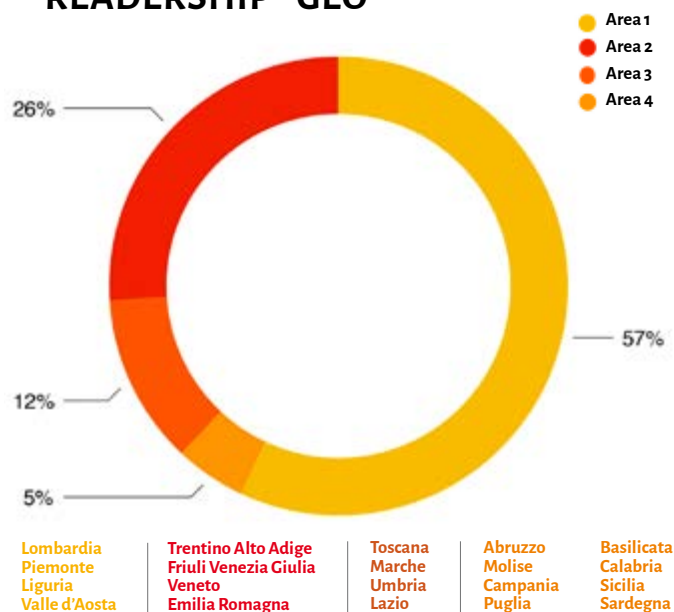
2021 ACTIVITIES

After a 2020 that marked a deep break with normality, L'Industria della Gomma is preparing for 2021 with renewed enthusiasm to support companies in the rubber sector in communicating and introducing themselves to customers. The resumption of exhibition activities will see us present at the Plast in Milan (4-7 May) and at the DKT in Nuremberg (28 June-1 July). As a preview of both events, we will produce two special issues, in Italian and in English, to support the presence of Italian companies and provide a detailed guide to the visit. Also scheduled for the year are focuses and special features on raw materials, compounds, machinery for molding and for the mixing room, silicone, molds, laboratory tools, extrusion, and updates on the economic scenario.

READERSHIP - AUDIENCE



READERSHIP - GEO



SEVEN SECTIONS, A LOT OF CONTENTS

- ◆ REVIEWS FROM TECHNICAL MAGAZINES
- ◆ INTERVIEWS
- ◆ NEWS FROM THE ASSOCIATIONS
- ◆ INSIGHTS
- ◆ NEWS FROM THE INDUSTRY
- ◆ FLASH NEWS
- ◆ REGULATIONS

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RELEASE DATES

685 - January/February

Issued: **February 1st**

Deadline: **January 11th**

686 - March

Issued: **March 1st**

Deadline: **February 5th**

687 - April

Issued: **April 2nd**

Deadline: **March 5th**

688 - May

Issued: **May 3rd**

Deadline: **April 5th**

689 - June

Issued: **June 1st**

Deadline: **May 7th**

690 - July/August

Issued: **July 1st**

Deadline: **June 7th**

691 - September

Issued: **September 1st**

Deadline: **July 12th**

692 - October

Issued: **October 1st**

Deadline: **September 6th**

693 - November

Issued on: **November 5th**

Deadline: **October 8th**

694 - December

Issued: **December 1st**

Deadline: **November 5th**

EDITORIAL PROGRAMME

685 - January/February

- ◆ Focus on: machinery for rubber molding and ancillary equipment
- ◆ 2020 review: market trends for rubber industrial machinery in Italy

686 - March

- ◆ Focus on: machinery for compounding and equipment for the mixing room

687 - April

- ◆ Special issue with preview of the Plast fair in Milan - bilingual Italian / English text

688 - May

- ◆ Focus on silicone molding: materials, compounds, and machinery

689 - June

- ◆ Special issue with preview of the DKT exhibition in Nuremberg - focus on the event in Italian and English
- ◆ Reportage on the technological and market innovations that emerged at Plast in Milan

690 - July/August

- ◆ Focus on: producers and traders of raw materials for the rubber processing industry
- ◆ Reportage from Assogomma and Amaplast annual conventions

691 - September

- ◆ Focus on: rubber compounding, the Italian companies
- ◆ Reportage from Nuremberg on the DKT exhibition

692 - October

- ◆ Focus on: technologies, machinery and processes for rubber extrusion

693 - November

- ◆ Focus on: lab equipment and quality control technologies

694 - December

- ◆ Focus on: Italian producers and developers of rubber moulds
- ◆ 2021 General Index

IN EVERY ISSUE

- ◆ Foreign press review
- ◆ Laws and regulations
- ◆ Interviews
- ◆ Machines and moulds news
- ◆ Raw materials news
- ◆ Compounding news
- ◆ Foreign markets
- ◆ Fair and Exhibitions
- ◆ Research & Development
- ◆ Upcoming events



RATES ADV

Page	€ 2.400
1/2 page	€ 1.650
1/2 page (with margins)	€ 1.650
I° cover (mm 190x220)	€ 4.000
II° cover	€ 2.800
III° cover	€ 2.800
IV° cover	€ 3.400
1/4 page	€ 900
1/3 page vertical	€ 1.200
Foot	€ 1.000

Guaranteed position	+20%
Discount n. 5 issues	5%
Discount n. 10 issues	10%

TECHNICAL SPECIFICATIONS

Printing: four-colour process

Cover: plastic-coated, glossy paper

Inside: glossy paper

ADV material requested:

PDF in high resolution (300 dpi) for print in CMYK - plus 4 mm per side

ON-LINE PRICE LIST

Banner/sponsorship newsletter

Minimum size banner 250x120 pixel (gif/jpg 72 dpi)

Newsletter list

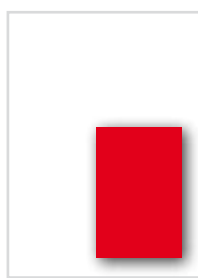
(2.200 unique visitors al 18/12/2019)

€ 300 per month

web - industriagomma.it



FULL PAGE
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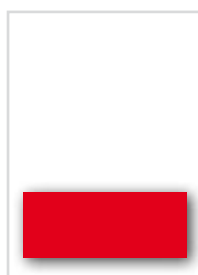
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