

L'INDUSTRIA DELLA GOMMA

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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 2023, in addition to the usual focus and surveys on the entire rubber industry, there will be the second edition of Green Rubber, a complete dossier dedicated to sustainability, and a special bilingual Italian/English issue on the occasion of the Plast fair in Milan.



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mediakit
2023

CIRCULATION AND DIFFUSION

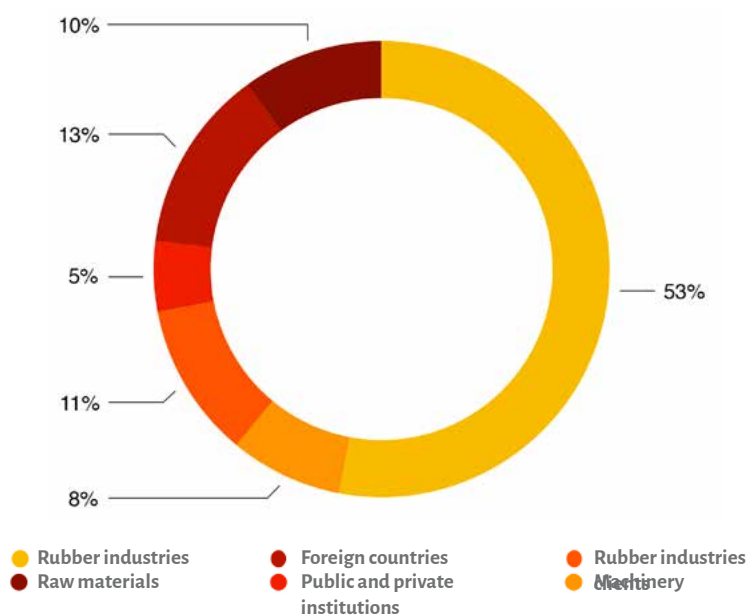
Rubber industries	53%
Raw materials	10%
Rubber industries clients	11%
Public and private institutions	5%
Foreign countries	13%
Machinery	8%

**AVERAGE CIRCULATION:
3.500 COPIES**

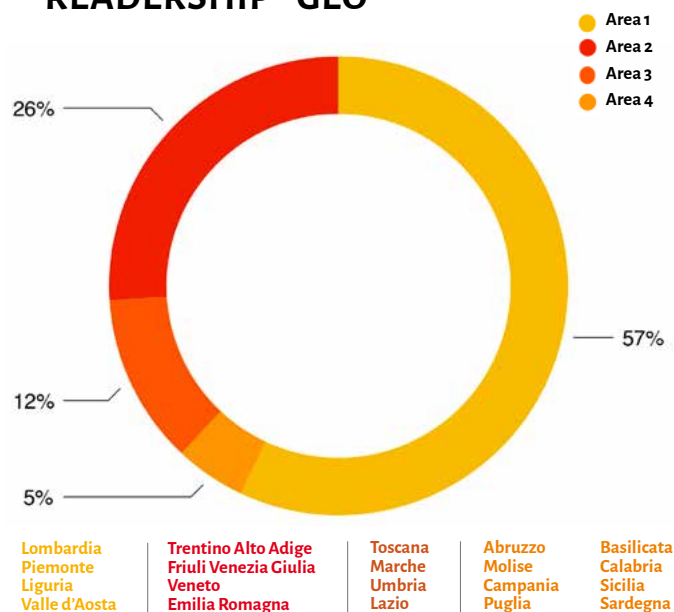
2023 ACTIVITIES

L'Industria della Gomma is preparing for 2023 with renewed enthusiasm to support rubber companies in communicating and presenting themselves to customers. Scheduled throughout the year are the usual popular focuses and surveys on raw materials, compounds, compounding and moulding machinery, silicone, moulds, laboratory instruments, extrusion and updates on the economic scenario. Not to miss is the second edition of the special issue Green Rubber, dedicated to sustainability, which will be published together with the June issue. Appointment then at Plast in Milan (5-8 September), with a special issue, also in English, dedicated to support the presence of Italian companies and provide a detailed guide to the visit.

READERSHIP - AUDIENCE



READERSHIP - GEO



SIX SECTIONS, A LOT OF CONTENTS

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

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RELEASE DATES

705 - January/February

Issued: **January 27**

Deadline: **January 16**

706 - March

Issued: **February 24**

Deadline: **February 13**

707 - April

Issued: **March 24**

Deadline: **March 15**

708 - May

Issued: **April 28**

Deadline: **April 14**

709 - June

Issued: **May 29**

Deadline: **May 15**

710 - July/August

Issued: **July 3**

Deadline: **June 16**

711 - September

Issued: **September 1**

Deadline: **July 14**

712 - October

Issued: **October 2**

Deadline: **September 18**

713 - November

Issued on: **November 3**

Deadline: **October 20**

714 - December

Issued: **December 1**

Deadline: **November 17**

EDITORIAL PROGRAMME

705 - January/February

◆ Survey on the moulding machines and auxiliary equipments manufacturers

◆ Budget 2022 - past year trends in the rubber machinery sector

706 - March

◆ Survey on the compounding systems manufacturers

707 - April

◆ Survey on the raw materials for rubber industry producers and traders

708 - May

◆ Focus on Silicone rubber: products, processes, machinery

709 - June

◆ Survey on compounds manufacturers: economy, market, technology
+ *Green Rubber Special Issue (shrink-wrapped)*

710 - July/August

◆ Focus on Gaskets and Seals manufacturers

711 - September

◆ Bilingual Italian + English special issue for Plast in Milan (5-8 September)

◆ The annual assemblies of Federazione Gomma Plastica, Assogomma and Amaplast

712 - October

◆ Focus on instruments for laboratory

and quality control: analysis, testing, functional testing of materials

713 - November

◆ Focus on products, processes, machinery for the rubber extrusion industry

◆ Reportage from Plast in Milan

714 - December

◆ Survey on rubber moulds manufacturers

◆ General index year 2023

IN EVERY ISSUE

- ◆ Foreign press review
- ◆ Laws and regulations
- ◆ 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

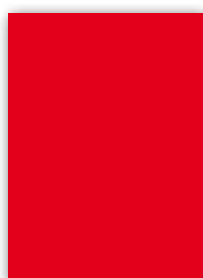
Minimum size banner 250x120 pixel (gif/jpg 72 dpi)

Newsletter list

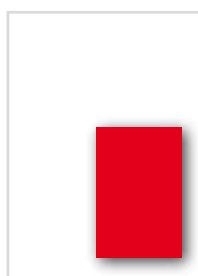
(2.200 unique visitors al 18/12/2019)

€ 300 per month

web - industriagomma.it



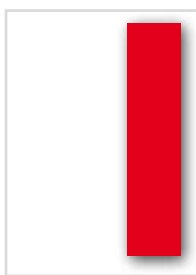
FULL PAGE
mm 210 x 297



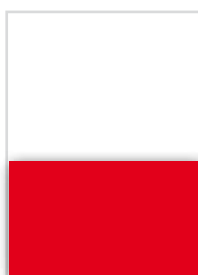
QUARTER PAGE
mm 82 x 125



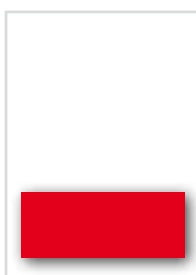
HALF VERTICAL PAGE
mm 110 x 297



THIRD PAGE VERTICAL
mm 52 x 250



HALF HORIZONTAL PAGE
mm 210 x 146



FOOT
mm 170 x 60

WEBSITE PRICE LIST

TARIFFE MENSILI

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RECTANGLE TOP
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WIDE SKYSCRAPER
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LEADERBOARD
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Your purchase entitles you to 1 month of visibility on the home page and on all the pages of the website in the same position.

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Annuario 2023

An indispensable tool to make yourself known

Every year, the Rubber Industry publishes its yearbook, the only directory that contains names and addresses and contacts of all the main players in the rubber sector in Italy. It is a unique tool of its kind and indispensable for making yourself known among the operators of the sector and for showing your name and your brand in the

midst of that of the leading Italian players in the rubber industry. The publication also includes different formats of advertising presence and the possibility of highlighting the name and brand within the product lists with special highlights and positions. For information, contact the sales office.

Technical specifications

Printing: four-colour process

Cover: plastic-coated, glossy paper

Inside: glossy paper

Format full page: 210x297 mm

ADV material requested:

PDF in high resolution (300 dpi) for print in CMYK - plus 4 mm per side
Annual updating of your data at the request of our secretariat.

Annuario della Gomma 2024

Publishing date: December 2023
Comprehensive directory of all players in the rubber manufacturing sector



Merceologies

- ◆ Adhesives and solutions
- ◆ Expanded rubber articles
- ◆ Hygienic, sanitary and zootechnical articles
- ◆ Articles for footwear
- ◆ Articoli sportivi e nautici
- ◆ Sports and nautical items
- ◆ Footwear
- ◆ Vulcanization air chambers
- ◆ Electric cables and conductors
- ◆ Straps and tapes
- ◆ Ebonite, articles in ebonite
- ◆ Internal and external envelopes
- ◆ Leaves, plates and profiles
- ◆ Vulcanization drums
- ◆ Solid and semi-solid tires
- ◆ Gaskets
- ◆ Protective clothing and articles
- ◆ Blends and semi-finished products
- ◆ Elastomer compounds
- ◆ Mix them on your own
- ◆ Compounds for third parties
- ◆ Self-adhesive tapes
- ◆ Retreaded tires
- ◆ Tires
- ◆ Production of special compounds
- ◆ Coatings
- ◆ Carpets and floors
- ◆ Rugs and floors Rubberised fabrics and impregnations
- ◆ Pipes and sleeves
- ◆ Sale of special elastomer compounds

Edition 2023

L'INDUSTRIA
DELLA GOMMA

Green RUBBER

the special publication de **L'INDUSTRIA
DELLA GOMMA**

dedicated to **sustainability**



subjects

- strategies and technologies for an industry than the greener tire
- **the impact of the sector and how to mitigate it**
- reduce waste and recycle materials
- **the commitment of Italian companies to the environment**

diffusion

- texts in Italian and English
 - **distribution at the Plast fair in Milan**
 - **5-8 September 2023**
 - **do you want to be there too?**
- Contact us!**
- gomma@edifis.it**
- www.industriagomma.it**