

# L'INDUSTRIA DELLA GOMMA

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[www.industriagomma.it](http://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 2024, 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 DKT fair in Norimberga.



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**mediakit**  
**2024**

## CIRCULATION AND DIFFUSION

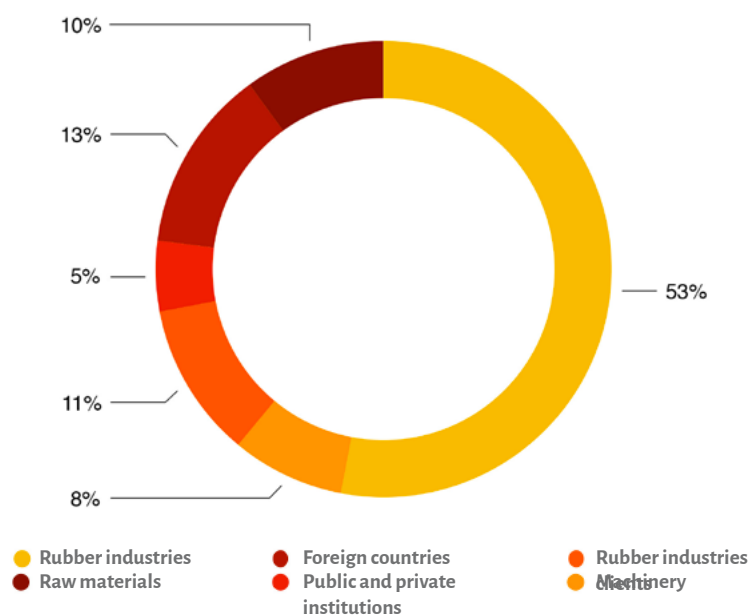
Rubber industries	53%
Raw materials	10%
Rubber industries clients	11%
Public and private institutions	5%
Foreign countries	13%
Machinery	8%

**AVERAGE CIRCULATION:**  
**3.500 COPIES**

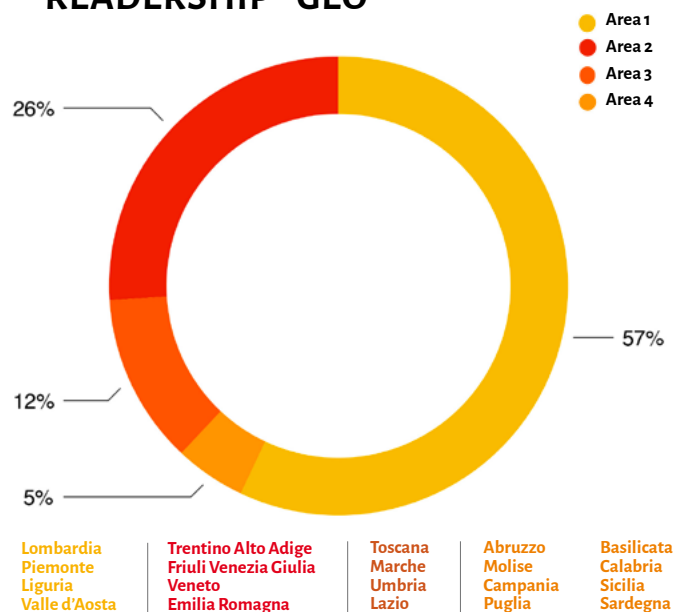
## 2024 ACTIVITIES

L'Industria della Gomma is preparing for 2024 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 third edition of the special issue Green Rubber, dedicated to sustainability, which will be published together with the June issue and the second edition of Auto Rubber, the special issue dedicated to rubber for automotive, which will be printed in October. Appointment then at DKT in Norimberga (1-4 July), 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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**respecting our traditions**

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## RELEASE DATES

### 715 - January/February

Issued: **02 February**

Deadline: **15 January**

### 716 - March

Issued: **February 24**

Deadline: **15 February**

### 717 - April

Issued: **05 April**

Deadline: **15 March**

### 718 - May

Issued: **06 May**

Deadline: **15 April**

### 719 - June

Issued: **17 June**

Deadline: **24 May**

### 720 - July/August

Issued: **19 July**

Deadline: **28 June**

### 721 - September

Issued: **09 September**

Deadline: **19 July**

### 722 - October

Issued: **07 October**

Deadline: **16 September**

### 723 - November

Issued on: **08 November**

Deadline: **18 October**

### 724 - December

Issued: **09 December**

Deadline: **15 November**

## EDITORIAL PROGRAMME

### 715 - January/February

◆ Survey on the moulding machines and auxiliary equipments manufacturers

◆ Budget 2023 - past year trends in the rubber machinery sector

◆ General index year 2023

### 716 - March

◆ Survey on the compounding systems manufacturers

### 717 - April

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

### 718 - May

◆ Focus on Silicone rubber: products, processes, machinery

### 719 - June

◆ Bilingual Italian + English special issue for DKT (1-4 July)  
+ *Green Rubber Special Issue* (shrink-wrapped)

### 720 - July/August

◆ Survey on compounds manufacturers: economy, market, technology

◆ Reportage from DKT

### 721 - September

◆ Focus on Gaskets and Seals manufacturers

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

### 722 - October

◆ Focus on instruments for laboratory and quality control: analysis, testing, functional testing of materials  
+ *Auto Rubber Special Issue*

### 723 - November

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

### 724 - December

◆ Survey on rubber moulds manufacturers

## 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](http://industriagomma.it)



**FULL PAGE**  
mm 210 x 297



**QUARTER PAGE**  
mm 82 x 125



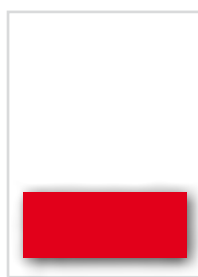
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**THIRD PAGE VERTICAL**  
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**HALF HORIZONTAL PAGE**  
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**FOOT**  
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Your purchase entitles you 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 2024

## 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 2024**

L'INDUSTRIA  
DELLA GOMMA

# GreenRUBBER

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 DKT fair in Norimberga  
1-4 July 2024
- do you want to be there too?  
Contact us!  
[gomma@edifis.it](mailto:gomma@edifis.it)  
[www.industriagomma.it](http://www.industriagomma.it)



# To be released in October 2024

L'INDUSTRIA  
DELLA GOMMA

# AUTO Rubber

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

dedicated to **rubber for  
the automotive**



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