# {2021} MEDIA KIT

Certified circulation CSST

**Brico magazine** bricomagazine.com

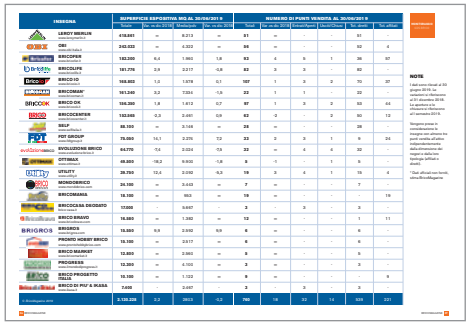
Bricomagazine is the leading, most influential Italian publication dedicated entirely to the modern DIY retail sector. The magazine provides commercial and economic information that speaks to all DIY operators, addressing current, market, and product issues through interview with key figures, news about sales outlets, and manufacturer surveys. Established in 2004, BricoMagazine is the only publication in Italy providing timely information on today's retail market and on companies operating in the sector. Browse the magazine online at **www.bricomagazine.com**

***Click on any of the covers to go to the contents page of online magazines***

# EDITORIAL CONTENT

BricoMagazine is a magazine with a strong journalistic “identity”: exclusive researches, interviews with opinion leaders in the sector, dossiers on the hottest issues, all factors that combine with a low number of ad pages (between 20 and 30%) to guarantee maximum exposure to the advertisements. Here are some of the contents offered:

**DIY Retailers Monitoring.** Twice a year, BricoMagazine creates and publishes the most complete and reliable news on Italy’s DIY chains: store openings and closures, sizes, types, geographical breakdown, history over the past decade, news and current trends in this retail channel.



**Fairs and events.** BricoMagazine participates at and reports on all major national and international events in the DIY and related sectors.

**Facts and news from around the world.** Through its two correspondents for Europe and the Americas, the magazine offers timely updates on all the happenings in the DIY world.

**Interviews.** BricoMagazine interviews all the CEOs of large and small Italian DIY retailers, and many international ones. The managers at manufacturing companies and service agencies, sociology and architectural offices are also interviewed. The goal was to provide the reader with an all-round overview of the issues faced by the DIY distribution channel.

**Studies&researches.** Thanks to the cooperation with numerous research institutes (GfK, GS1 Italy | Indicod-Ecr, Marketing& Trade and others), BricoMagazine publishes research data pertaining to our sector, related sectors and the world of DIY as a whole, sometimes in exclusive.

## CONTACT US

**Epe Edizioni S.r.l**
Via Spezia, 33 - 20142 Milan - Italy
Ph. +39 02 89501830 - Fax +39 02 84810364
**www.bricomagazine.com**

Advertising Director: **Maurizio Casolaro**
***maurizio.casolaro@epesrl.it***

Editor in chief: **Massimo Casolaro**
***massimo.casolaro@epesrl.it***

**Editorial office**
Please send editorial material,products or company news by e-mail:
***bricomagazine@epesrl.it***

BricoMagazine organizes

Bricoday® expo&forum

Having reached the thirteenth edition, **Bricoday is the top B2B exhibition and conference in the DIY sector**. The next Bricoday will be held on 22-23 September at Fieramilanocity.
For additional information:
**segreteria@bricoday.it - www.bricoday.com**

# READERSHIP AND PRINT FIGURES

## TARGET

BricoMagazine is sent by post, in individual copies with single name heading to:

> Buyers of DIY retail chains and big-box chains

> Managers of DIY superstores and big-box stores

> Department heads of DIY superstores

> Buyers of big-box stores, home improvement centres and cash&carry stores

> Owners/managers of independent DIY stores

> Managers of supplier and service companies

## RETAILERS

The leading large retailers (DIY and big-box chains) whose buyers are on the BricoMagazine mailing list:

> **DIY retail chains**: Brico+, BricoBravo, Bricoware, Brico io, Brico Market, Brico Ok, Bricocasa Deodato, Bricocenter, Bricofer, Bricolarge, Bricolife, Bricoman, Brigros, Brikidea, Centro Brico Lo Gatto, CFadda Fai Da Te, Eurobrico, Evoluzione Brico, Gruppo FDT, Leroy Merlin, Mondobrico, Obi, Ottimax, Progress, Pronto Hobby Brico, Self, Utility

> **Big-box chains** (only the major ones are listed): Auchan, Carrefour, Gruppo Finiper, Gruppo VéGé, Gruppo Selex, Bennet, Coop Italia

> **Others:** Conforama, Grancasa, Risparmio Casa, Happy Casa Store

> **Cash&Carry:** Metro

## FREQUENCY AND PUBLICATION DATES

**8 issues of BricoMagazine** are printed annually, with the following frequency (the indicative date of shipping is provided in brackets):

**N°1** January/February (5 February)

**N°2** March (20 March)

**N°3** April (20 April)

**N°4** May (31 May)

**N°5** June/July/August (5 July)

**N°6** September (15 September)

**N°7** October (31 October)

**N°8** November/December (5 December)

## PRINT FIGURE AND CIRCULATION

**Click here to view the BricoMagazine CSST certificate sheet**

CSST
CERTIFICAZIONE STAMPA SPECIALIZZATA E TECNICA

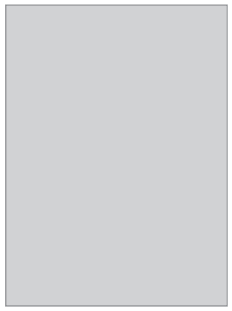
BricoMagazine is distributed exclusively by post, in single copy to a named recipient at a single address.

**Print figure and circulation are certified according to CSST rules**

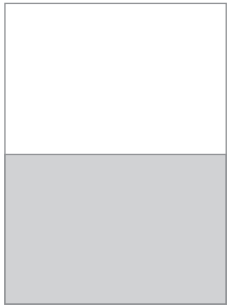
*For the period: 1st Jan. - 31st Dec. 2019*
*Average print figure:* ***4,675 copies***
*Average circulation:* ***4,522 copies***
*CSST certificate no. 2019-3045 del 24/2/2020*
*Auditors: Metodo*

# AD PAGES AND RATES

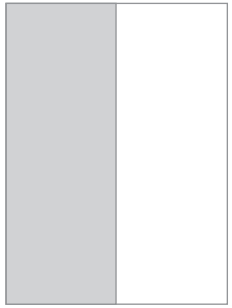
**DOUBLE PAGE**
Measurements (w x h):
420 x 285 mm
Price: € 5.000



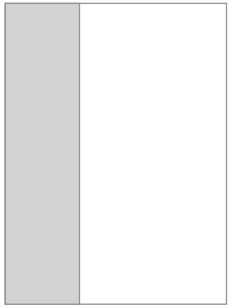
**FULL PAGE**
Measurements (w x h):
210 x 285 mm
Price **inside full page**: € 2.500
Price **inside back cover**: € 2.900
Price **inside front cover**: € 3.200
Price **back cover**: € 4.800



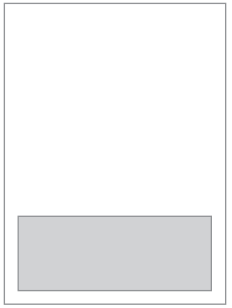
**HALF PAGE HORIZONTAL**
Measurements (w x h):
210 x 140 mm
Price: € 1.550



**HALF PAGE VERTICAL**
Measurements (w x h):
105 x 285 mm
Price: € 1.550



**COLUMN 1/3 PAGE**
Measurements (w x h):
79 x 285 mm
Price: € 1.150



**FOOT BOTTOM OF PAGE (NON-BLEED)**
Measurements (w x h):
190 x 80 mm
Price: € 1.000

## DELIVERY OF MATERIALS

Brico magazine
bricomagazine.com

Advertising assistant: **Silvia Mariani**
Tel. +39 02 8950 1830
E-mail: silvia.mariani@epesrl.it

### CLOSING DATE FOR THE ARTWORK

| | | | |
|---|---|---|---|
| **N°1** Jan/Feb | 20 January | **N°5** Jun/Jul/Aug | 10 June |
| **N°2** March | 15 February | **N°6** September | 20 July |
| **N°3** April | 15 March | **N°7** October | 20 September |
| **N°4** May | 15 April | **N°8** Nov/Dec | 20 October |

### HOW TO SEND THE ARTWORK

> Files up to 15 Mb: directly attached in an e-mail to **silvia.mariani@epesrl.it**

> Files over 15 Mb: using a 'file transfer' service (WeTransfer, Dropbox, etc) addressed to **silvia.mariani@epesrl.it**

> Files on digital format (CD/DVD) by post/courier to: **EPE Edizioni Srl - Via Spezia, 33 - 20142 Milano**

### TECHNICAL FEATURES OF THE ARTWORK

For artwork of any size and format, **an allowance of at least 3 mm is required on each side.** Therefore, for example, the print file of each individual page must measure at least **216 x 291 mm.**

Files can be sent in the following formats:

> **Acrobat PDF**: files must be four colour (CMYK) and contain high resolution images (300 dpi)

> **JPEG, TIFF, EPS, PSD**: four colour images (CMYK), high resolution (300 dpi), "highest quality" (for JPEG).

# WEBSITE & NEWSLETTER

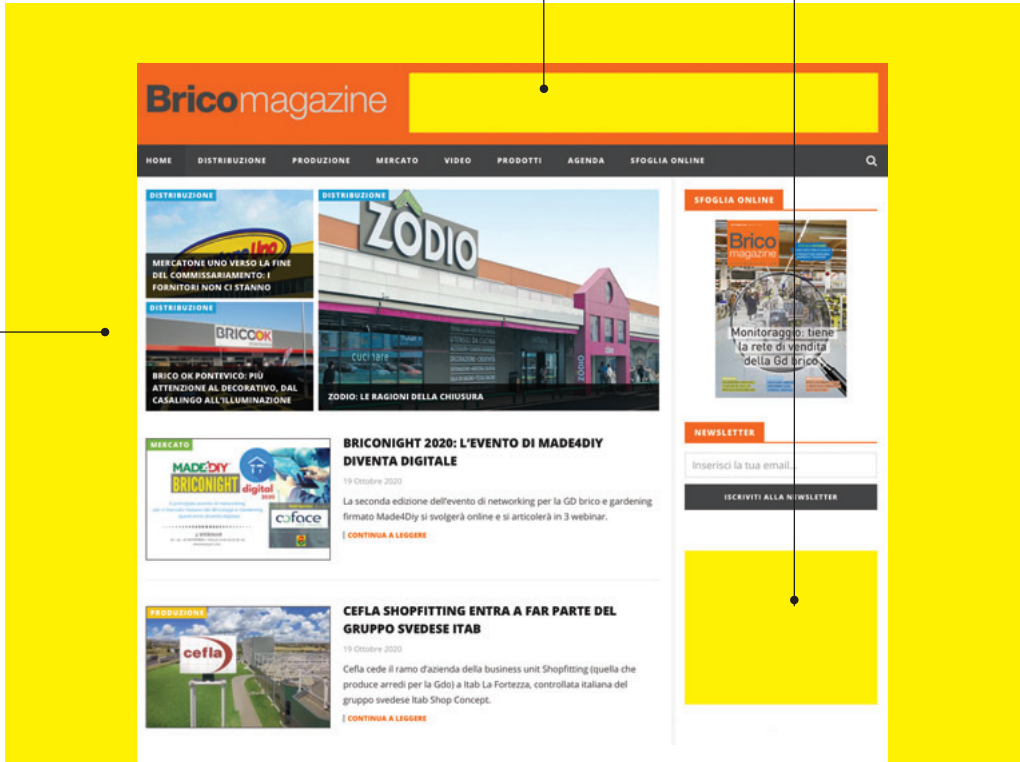
## WWW.BRICOMAGAZINE.COM

The BricoMagazine website is the key source of information for all operators in the DIY sector, providing everything from the most recent news to market analyses and product and service news. In addition, the most recent 10 issues of BricoMagazine are available online.
The website reaches visitors peak when a newsletter is sent out.

**HEADER BANNER**
Measurements (w x h):
728 x 90 pixels

**SIDEBAR BANNER**
Measurements (w x h):
300 x 250 pixels

**SKIN**
Measurements (w x h):
1920 x 1300 pixels




The BricoMagazine newsletter is a valuable instrument of targeted communication. **It is sent once a week to 10,000 operators on the DIY market**: representing distribution retailers (buyers and sales managers, shop owners) and supplier companies (CEOs, marketing directors, sales managers, key accounts).

E-mail addresses have been collected and selected over 15 years of BricoMagazine and Bricoday activity.

**MENTION NEWSLETTER**

When an item of news, a product or editorial showcase is added to the website at www.bricomagazine.com, it can be reiterated with a mention in the newsletter.

Send a text of no more than 2,000 characters and 1 jpg picture in the following format (w x h): 800 x 534 pixels.