



{2023}

MEDIA KIT

Certified circulation CSST



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

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Editorial office

Please send editorial material, products or

company news by e-mail:

bricomagazine@epesrl.it

Bricomagazine organizes

Bricoday
expo&forum

Having reached the fifteenth edition, **Bricoday is the top B2B exhibition and conference in the DIY sector.** The next Bricoday will be held on 28-29 September 2023 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:** BricoBravo, Bricoware, Brico io, Brico Market, Brico Ok, Bricocasa Deodato, Bricocenter, Bricofer, Bricolarge, Bricolife, Bricoman, Brigos, 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 V&Gé, 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 (7 February)

N°2 March (21 March)

N°3 April (20 April)

N°4 May (30 May)

N°5 June/July/August (4 July)

N°6 September (19 September)

N°7 October (31 October)

N°8 November/December (5 December)

PRINT FIGURE AND CIRCULATION



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. 2022
*Average print figure: **4,575 copies***
*Average circulation: **4,470 copies***
CSST certificate no. 2022-6583 of 20/2/2023
Auditors: BDO Italia

'LEGGIMI ONLINE' THE DIGITAL MAGAZINE



FIGURES OF THE 8 DIGITAL ISSUES OF 2022

Total pages browsed in the year: **1.800.000 circa**

Total sessions: **48.000 (on average 6.000 per issue)**

Unique users: **20.000**

Average pages browsed per session: **38**

Average session duration: **4 minutes**

Bounce Rate: **1,74%**

Usage technology: **65% desktop - 35% mobile**

Bricomagazine was one of the first-ever magazines - already in 2011 - available in digital format, at first as a downloadable app in the Apple and Google stores, then as **a proprietary web app** accessible from browser, the solution that we still adopt and which allows wider access and better adaptation to the increasingly heterogeneous formats of display screens.

Starting from January 2020, we have 'unbundled' from the bricomagazine.com site **the collection of access data to the browsable version** of the Bricomagazine magazine in order to specifically monitor the numbers and behavior of users. **The results were surprising**, considering the target audience limited to a niche in the B2B market, which focuses on the quality of users rather than on the number.

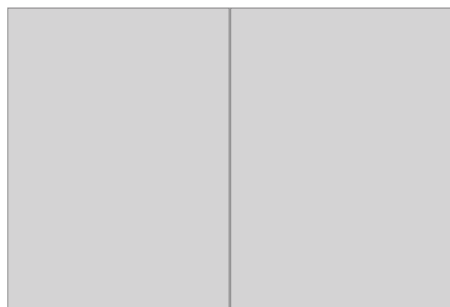
ADDITIONAL DIGITAL CONTENT AND MULTIMEDIA ADVERTORIALS

Advertisers have the possibility **to implement advertising pages in the magazine with additional digital content** that will be made available at no extra cost in the browsable version online. By default the company website is linked, but the customer can request to add other features:

- **video playing**
- **sending pre-filled email**
- **download catalogs/price list (pdf, Powerpoint, Excel)**

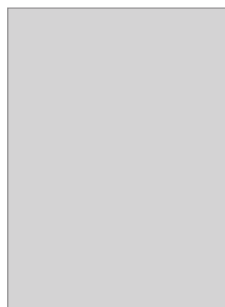
It is also possible to buy **multimedia advertorials**, or two-page articles that do not appear in the printed version of the magazine, ideal for promoting one's digital communication activities. To see some examples click **here** and **here**.

AD PAGES AND RATES



DOUBLE PAGE

Measurements (w x h):
420 x 285 mm



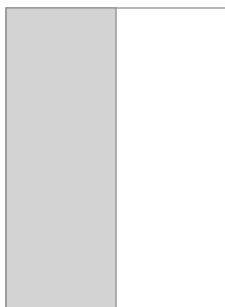
FULL PAGE

Measurements (w x h):
210 x 285 mm



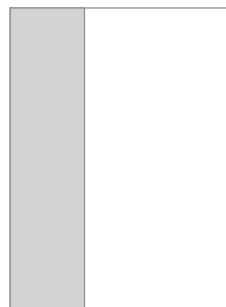
HALF PAGE HORIZONTAL

Measurements
(w x h):
210 x 140 mm



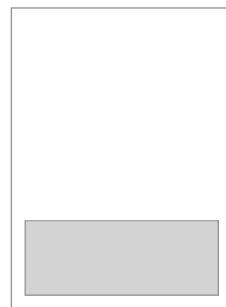
HALF PAGE VERTICAL

Measurements
(w x h):
105 x 285 mm



COLUMN 1/3 PAGE

Measurements
(w x h):
79 x 285 mm



FOOT BOTTOM OF PAGE (NON-BLEED)

Measurements (w x h):
190 x 80 mm

DELIVERY OF MATERIALS



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	14 April	N°8 Nov/Dec	31 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

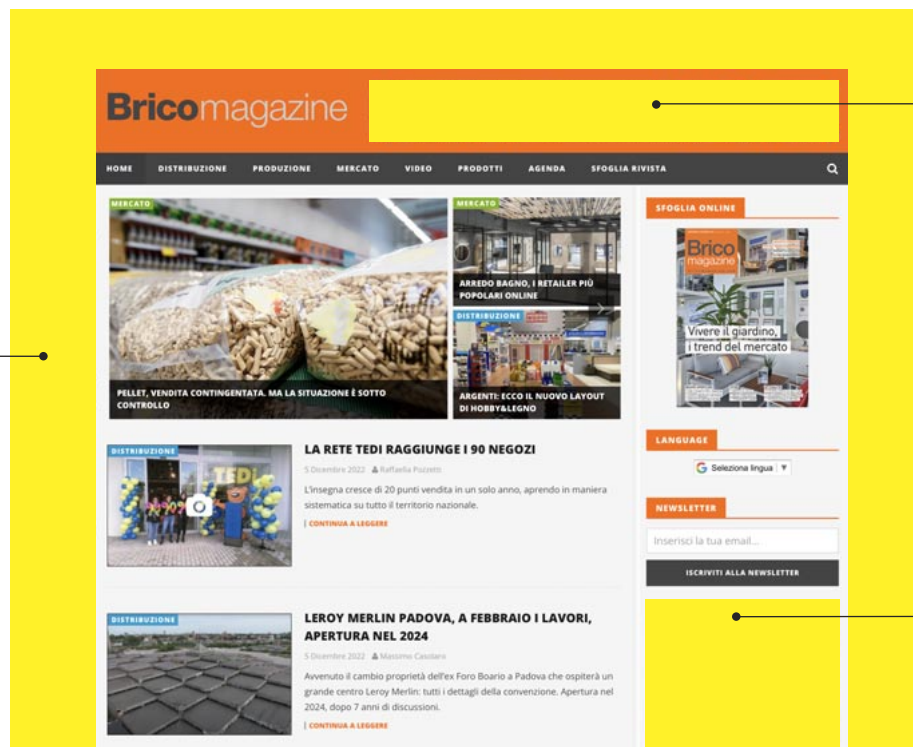
WWW.BRICOMAGAZINE.COM

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.

AVERAGE FIGURES FOR 2022

- Sessions/Month: **29.600**
- Unique visitors/Month: **24.000**
- Pageviews/Month: **72.800**



SKIN

Measurements (w x h):
1920 x 1300 pixels

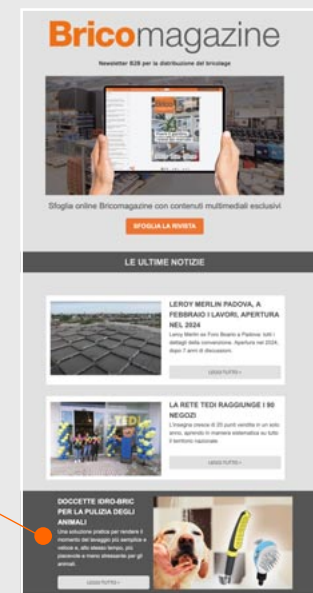
HEADER BANNER

Measurements (w x h):
728 x 90 pixels

SIDEBAR BANNER

Measurements (w x h):
300 x 250 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 1,500 characters and 1 jpg picture in the following format (w x h): 800 x 534 pixels.

AVERAGE FIGURES FOR 2022

- **14.000** email recipients, on average
- **99,24%** delivery rate
- **34,32%** open rate
- **9,23%** click-to-open rate