

PIANETA Costruzioni

The trade magazine for building, installation, infrastructure, real estate, energy, environment



Pianeta Costruzioni

is an outgrowth of the Prisma insert devoted to the "Building, Installation, Infrastructure, Real Estate, Energy, Environment" macro-industry.

Run and Distribution
20,000 print copies distributed

by postal subscription to:

- real estate & construction companies
- service & materials producers & providers
- fitters
- professional architecture and design studios, real estate agencies...
- public administrators
- trade fair visitors and exhibitors
- trade fair operators and trade fair, congresses, events, exhibitions, showrooms, ... contractors

and directly to:

- visitors and exhibitors at numerous international trade fairs.

Over 8000 free downloads every month, from the online version on www.expofairs.com.

Graphic Design

Pianeta Costruzioni is printed in a 195 x 285 mm format on glossy 70 g/m² paper. Its elegant graphics brings out the style and design content as well as highlight the quality of the companies and products presented. The issues are 64 pages long, plus 4 for the cover.

Contents

Pianeta Costruzioni contains industry analysis, presentations of projects, companies of primary importance, materials and solutions... It also discusses the trade fairs for the industry, providing a six-month worldwide calendar in each issue. A few of the sections found in Prisma will also be found here: Osservatorio (Observatory), Primo Piano (Close-Up), Vetrina (On Display), Stili di vita (Lifestyle).

Promotional Campaign

The promotion of Pianeta Costruzioni is continuing on Pianeta Srl's media (Prisma, GMF - World Trade Fair Guide, www.expofairs.com) as well as in the specialty press and through participation in industry trade fairs. Companies interested in advertising may write to the following address: ad@expofairs.com via fax at 011747294, or by telephone on 011747600.

Next Issue

Pianeta Costruzioni No. 3
Special issue of Prisma No. 102

Despite the crisis that is shocking the world economy, Pianeta Srl has decided to go ahead with the Pianeta Costruzioni project in any event, with the goal of offering one more tool to entrepreneurs who wish to react to current difficulties by putting themselves effectively forward on the market to a qualified public.

MIANO
Nella città di Milano, in piazza...
STARHOTELS
CANTIERI. SETTE SALLE MEETING...
CityLife: Milan's Flagship Enterprise
At the very center of the...
EUROCOMPONENTI
bagni "civili in mano"
CRESCITA
Cresce la qualità di visitatori...
TOURNO SCARLA
A maggio via ai cantieri...
ANALISI
ANALISI POLITICHE ED ECONOMICHE...
PIANETA COSTRUZIONI

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PIANETA Costruzioni

ADVERTISING RATES (EUR) AND STANDARD SIZES (mm) 2012

Cover flap	14,200.00	Page	4,700.00
Cover page	11,200.00	3/4 page	3,600.00
Inside front cover page	7,600.00	2/3 page	3,200.00
Inside back cover page	6,400.00	1/2 page	2,500.00
Back cover page	9,200.00	1/3 page	1,800.00
Page after front cover	7,600.00	1/4 page	1,400.00
Counter-summary, counter-editorial, counter-close up	6,400.00	1 foot of page	600.00
Advertorial page	5,500.00	Supplement: +20% for preferred position	

Page: 195x285 mm trim size; 1/2 vertical page: 83,5x247 mm type area; 1/2 horizontal page: 172x121 mm type area;
 1/3 vertical page: 54x247 mm type area; 1/4 vertical page: 50,75x285 mm trim size; foot of page: 172x30 mm type area.

<i>Company</i>		<i>Advertising manager</i>	
<i>Address</i>		<i>Town</i>	<i>Address</i>
<i>VAT No.</i>	<i>Tel.</i>	<i>VAT No.</i>	<i>Tel.</i>
<i>Email</i>		<i>Url (web site)</i>	

We intend to buy the following advertising spaces in the Pianeta Costruzioni issues:

No. 3/2012

_____	EUR _____
+ Vat (21%)	EUR _____
Total	EUR _____

We agree to the following conditions:

- a) The Buyer must send all the requested material in hi-res PDF electronic format (300 dpi) to the email address ad@expofairs.com within the end of the month before the issue is sent to the press.
- b) Any order must be effected exclusively by means of this purchase order form. The acceptance of each order is subject to the approval of Pianeta Srl, which reserves the right to cancel it, even once confirmed, at any time and without forewarning due to events beyond Pianeta Srl's control. In these cases neither the Buyer nor Pianeta Srl will be required to pay any charge.
- c) During pagination any request by the Buyer will be considered. Possible alterations will be previously communicated to the Buyer, who may cancel the contract upon notice to Pianeta Srl within 7 days upon communication of the change. In this case neither the Buyer nor Pianeta Srl will be required to pay any charge.
- d) In the event of the Buyer's cancelling an advertisement, within the delivery times indicated above, Pianeta Srl reserves the right to charge the Buyer 25% of the total amount fixed. In the event of the Buyer's cancelling the contract after that date, the Buyer is compelled to pay the total amount stipulated by the purchase deed signed by him/her.
- e) Payment must take place within 30 days of the invoice date. Payments will be valid only if made directly to Pianeta Srl. Pianeta Srl undertakes to send the Buyer a copy of the relevant Pianeta Costruzioni issue.
- f) Any legal issues arising from publication of the advertisement as regards tax authorities, public agencies or private persons is totally and exclusively the responsibility of the Buyer.
- a) All disputes arising from this contract will be settled by the Courts of Turin.

Date: Signature and company stamp: