

Pianetacasa

The trade magazine for home, furniture, giftware, handicraft



Contents

Pianetacasa contains industry analysis, presentations of products, materials and solutions, companies of primary importance, ... 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 can also be found here: Osservatorio (Observatory), Primo Piano (Close-Up), Vetrina (On Display), Stili di vita (Lifestyle).

Promotional Campaign

The promotion of Pianetacasa 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

Pianetacasa No. 4
Special issue of Prisma No. 103

Despite the crisis that is shocking the world economy, Pianeta Srl has decided to go ahead with the Pianetacasa 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.

Pianetacasa is an outgrowth of the Prisma insert devoted to the "Home, Furniture, Giftware, Handicraft" macro-industry.

Run and Distribution
20,000 print copies distributed

by postal subscription to:

- distributors: wholesalers, buyer, large-scale distributors, retailers, ...
- professional architecture, interior and outdoor design, furnishing studios, store design, designers, ...
- industrial and artisan companies
- trade fair visitors and exhibitors
- chambers of commerce, public administrators, trade associations, export associations, ...
- 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

Pianetacasa 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.



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Printed by: GEDA sas - Nichelino (TO)



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Pianetacasa

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 Pianetacasa issues:

No. 4/2012

| | |
|-------------|-----------|
| | 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 Pianetacasa 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: