

The leading magazine in the world of exhibitions and congresses



Price 1 issue 9.00 euros
subscription 6 issues 42.00 euros

Frequency 6 times per year

Graphic Design and Contents

Prisma is printed in a 195 x 285 mm format on glossy 70 g/m² paper

Prisma contains industry analysis, presentations of venues, destinations and companies and products of primary importance and quality. It also discusses the trade fairs for the industry, providing a six-month worldwide calendar in each issue.

Promotional Campaign

The promotion of the magazine is continuing on Pianeta's media (Prisma and its special issues, GMF - World Trade Fair Guide and www.expofairs.com) as well as in the specialty press and through participation in industry trade fairs.

Companies interested in advertising may write to: ad@expofairs.com, or contact us by fax at 011747294, or by telephone on 011747600.

Next Issue

No. 102/2012

Special inserts

Pianetacasa

- Home, Furniture, Giftware, Handicraft

Pianeta Costruzioni

- Building, Installation, Real Estate, Energy, Environment

Targeted to a qualified audience of entrepreneurs, managers, professionals, technicians, craftsmen, since 1988 Prisma has achieved a leading position in Italy in the market of information on Trade Fairs-Congresses-Events, MICE.

It hosts the insert **Pianeta Turismi** which, for the aspects related to tourism, follows other sectors too, such as Gourmet, Wellness, Nature, Sports, Culture

From 2009, the inserts on "Home, Furniture, ..." and "Building, Installation, ..." became monographic issues (Pianetacasa, Pianeta Costruzioni) distributed to their respective targets.

Run and Circulation
20,000 print copies distributed

by mail to:

- exhibitors; consultants, trade visitors, journalists, ...
- sector professionals (exhibition and congress venues; event organizers; event representatives; congress, incentive and event managers; stand builders; ...)
- hotels, airlines, freight forwarders, travel agencies, ...
- tourism bodies, Chambers of Commerce, professional and category associations, foreign trade, public administration

and directly to:

- visitors and exhibitors to numerous international trade fairs.

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





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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; ½ vertical page: 83,5x247 mm type area; ½ horizontal page: 172x121 mm type area;
 ⅓ vertical page: 54x247 mm type area; ¼ vertical page: 50,75x285 mm trim size; foot of page: 172x30 mm type area.

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<input type="checkbox"/> No. 102/2012	_____	EUR	_____
	+ Vat (21%)	EUR	_____
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We agree to the following conditions:

- 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.
- 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.
- 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.
- 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.
- 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 Prisma issue.
- 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.
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