

# {2020}

# MEDIA KIT



**Lineaverde** is the leading magazine for the horticultural and public green business. Founded in 1975, Lineaverde has been an important source of information for the growth and development of the professional operators. It covers subjects like cultivation techniques, phytopathology, statistics and commercial issues related to ornamental plants; nursery management; landscaping; use of ornamental plants in public areas; news and updates on events and exhibitions. The subjects are treated by a team of experts in the respective fields.

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



# READERSHIP AND FREQUENCY

## TARGET PROFILE

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

- > Nurseries
- > Hybridators
- > Landscape Architects
- > Garden constructors
- > Farmers' unions
- > Garden Centres
- > Machinery and Chemical Plants for agriculture
- > State and Public Agencies
- > Assessorships for public gardens

## PARTNERSHIP

Lineaverde is sent for free to all **AIAPP** (Italian Association of Landscape Architecture) and **AIDTPG** (Italian association directors and public gardens technicians) members. Moreover, it is the **ANVE** media partner, the only one national association of nurserymen exporters. ANVE is member of ENA (European Nursery Association) and represents the Italian industry.

## FREQUENCY AND PUBLICATION DATES

8 issues of Lineaverde are printed annually, with the following frequency:

- **Special** International\*
- **N°1** January/February
- **N°2** March/April
- **N°3** May/June
- **N°4** September
- **N°5** October
- **N°6** November/December

\* **The International Edition** is sent to the main professional European operators and it is published in English (with French/German abstract). It is distributed in the two main European fairs: IPM Essen (Germany) and Salon du Végétal Angers (France).

**Circulation per issue: 5.000 copies.**

## PRINT FIGURE AND CIRCULATION

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

Medium circulation per issue in 2018:  
**5.000 COPIES**

Every digital issue is read by approximately  
**600 USERS PER MONTH.**

## CONTACT US

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Tel. 02 8950 1830 - Fax 02 8481 0364

**[www.lineaverdemagazine.com](http://www.lineaverdemagazine.com)**

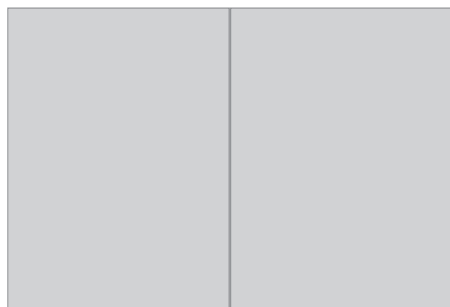
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**Editorial office** (send editorial material, products or company news by e-mail):  
**[lineaverde@linea-verde.net](mailto:lineaverde@linea-verde.net)**

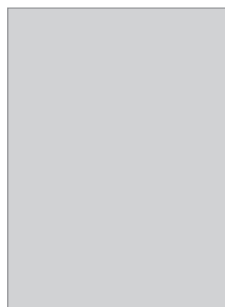
# AD PAGES AND RATES

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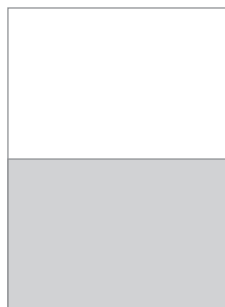
## DOUBLE PAGE

Measurements (w x h):  
420 x 297 mm  
Price: € 3.500



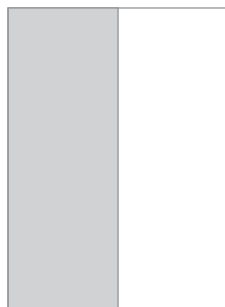
## FULL PAGE

Measurements (w x h): 210 x 297 mm  
**Inside full page:** € 1.750  
**Inside back cover:** € 2.100  
**Inside front cover:** € 2.100  
**Back cover:** € 2.900



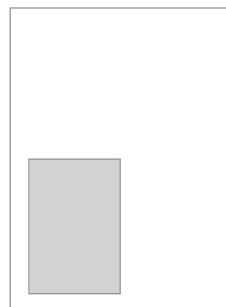
## HALF PAGE HORIZONTAL

Measurements  
(w x h): 210x145 mm  
Price: € 1.000



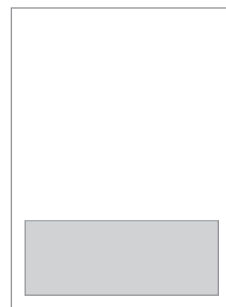
## HALF PAGE VERTICAL

Measurements  
(w x h): 10 297 mm  
Price: € 1.000



## COLUMN 1/3 PAGE

Measurements  
(w x h): 85 135 mm  
Price: € 650



## FOOT BOTTOM PAGE

Measurements  
(w x h): 190x60 mm  
Price: € 650

## DELIVERY OF MATERIALS

Advertising assistant: **Silvia Mariani**

Tel. +39 02 8950 1830 - E-mail: [silvia.mariani@epesrl.it](mailto:silvia.mariani@epesrl.it)

## CLOSING DATE FOR THE ARTWORK

N°1 Internat.	10 December	N°5 September	30 July
N°2 Jan/Feb	10 January	N°6 October	20 September
N°3 Mar/Apr	10 March	N°7 Nov/Dec	10 November
N°4 May/Jun	10 May		

## HOW TO SEND THE ARTWORK

- > Files up to 15 Mb: directly attached in an e-mail to [silvia.mariani@epesrl.it](mailto:silvia.mariani@epesrl.it)
- > Files over 15 Mb: using a 'file transfer' service (WeTransfer, Dropbox, etc) addressed to [silvia.mariani@epesrl.it](mailto: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 303 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 AND NEWSLETTER

## WWW.LINEAVERDEMAGAZINE.COM

Lineaverde is the leading magazine for the horticultural and public green business. You can find the latest news and be informed about exhibitions and events. In the website you can browse the magazine archive. The website visitors peak when a newsletter is sent out.

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

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

**SKIN**  
Measurements (w x h):  
1920x1300 pixels



## NEWSLETTER

The Lineaverde newsletter is a valuable instrument of targeted communication. **It is sent twice a month to 2,000 professional operators on the horticultural and public green market:** nurseries, hybridators, landscape architects, garden constructors, farmers' unions, garden centres, machinery and chemical plants for agriculture, state and public agencies, assessorships for public gardens.



## MENTION NEWSLETTER

When an item of news, a product or editorial showcase is added to the website at [www.lineaverdemagazine.com](http://www.lineaverdemagazine.com), it can be reiterated with a mention in the newsletter. Send a text of no more than 2.000 characters and 1 picture (jpg) in the following format (w x h): 800 x 534 pixels.