

EIOm

Events • Publishing • Web

Media Kit 2020





Since 1956 EIOM has played a leading role in the organization of business events. Working closely with partners, associations, companies and institutions, it always offers innovative solutions to its customers.

Since 1947 EIOM is publisher of La Termotecnica, which is still in circulation. It also produces Guide Industriali for several sectors and Energia e Dintorni.

Since 1996 EIOM produces online solutions for the distribution of technical-scientific content, technical forums, editorial content and conference proceedings.



Date	Event	Industry sectors	Location
May 7	mcTER Roma	Cogeneration, Energy efficiency	Roma
	mcT Petrolchimico Roma	Technology for the Petrochemical	
	mcT ATEX Roma	Solutions for potentially explosive areas, fire prevention, safety	
June 23	mcTER Cogenerazione	Cogeneration	Milano
	mcTER Biometano, Bio-Gas, Biomasse	Biomethane / bio-gas / biomasses	
	mcTER Energy Storage	Energy Storage	
	mcTER Smart Efficiency	Smart solutions for efficiency, smart metering, energy diagnosis	
June 30	MCM Milano	Maintenance solutions	Bergamo
	SAVE Milano	Automation, Instrumentation, Sensors	
	mcT Alimentare / Visione e Tracciabilità	Technology for the Food & Bev Industry	
September	ATI National Congress	75° Associazione Termotecnica Italiana Congress	Roma
October 21-22	SAVE	Automation, Instrumentation, Sensors, Industry 4.0	Verona
	MCM	Maintenance solutions and 4.0, Asset Management	
	ISE Industrial Software Exhibition	IT solutions for the industry	
	Home & Building	Home Automation and Building Technologies	
	V.P.C. / ACQUARIA	Valves, pumps, components / Instrumentation and maintenance for water and air	
October 21	mcTER Cogenerazione	Cogeneration, biomethane / bio-gas / biomasses	Verona
October 22	mcTER Smart Efficiency	Smart solutions for efficiency, smart metering, energy diagnosis	
October 22	mcTER Alimentare	Energy Efficiency for the Food & Bev Industry	
November 26	mcT Petrolchimico	Technology for the Petrochemical	Milano
	mcT ATEX	Technologies and solutions for areas at risk of explosion	
	mcT Cyber Security	Industrial IT equipment security	

LA TERMOTECNICA



Official publication of ATI (Italian Thermotechnical Association), CTI (Italian Thermotechnical Committee) and mcTER and VPC fair events.

For more than 50 years is the monthly reference for the energy and heat engineering industries and relevant sectors. We work with well-known representatives from the industry, Italian and international academies and closely collaborate with the main associations of the sectors involved.

The magazine focuses on current news featuring articles on market and financial trends, introduces the movers & shakers of the industry and energy innovators with exclusive interviews and presents the industry's players, outlining their portfolio of products and services. It is distributed at the most important national and international trade fairs.

Under the auspices of



Consiglio Nazionale
delle Ricerche

Official publication



2020 Editorial Calendar

Issue	Focus	Distribution
January/ February	Air-conditioning systems and IEQ	MCE Milano
March	Heat transmission and thermofluidodynamics	
April	Turbomachinery Energy efficiency, conversion and polygeneration	mcTER Roma
May	Energy storage, network integration, demand management, smart grid	mcTER Milano
June	Alternative and renewable energy	
July/ August	Innovation for sustainable mobility	ATI National Congress ISEC Congress
September	Energy efficiency in industrial uses	mcTER Verona Power-Gen Milano
October	Environmental sustainability in energy systems	Key Energy Rimini
November	Energetics of buildings and systems	
December	Pneumatic and hydraulic systems	



Readership

Circulation by sector

Heating installations	38%
Air conditioning and refrigeration	21%
Thermal and thermoelectric power plants	12%
Solar, Wind, Biomass, etc.	11%
Cogeneration and district heating	10%
Components and systems for energy	8%

Circulation by Job Function

Project manager	29%
Director	25%
Consultant	14%
R&D	12%
Purchasing manager	7%
Production manager	6%
Marketing	5%
Energy Manager	2%



Specifications

Circulation	7.000 copies
Issues	10 issues/year
Printing	Flat offset
Publication date	The 20th of the month
Booking deadline	45 days before the publication
Material delivery	30 days before the publication

Print specifications

High definition PDF (300 dpi). Bleed advertisements should include a 5 mm allowance on all edges.



Price List

Full page colour	1.400 €
1/2 page colour	900 €
First RHP	1.900 €
Opposite contents page	1.750 €
Inserts 2 sides	2.500 €
Inserts 4 sides	2.950 €
Front cover	3.400 €
Inside front cover	2.200 €
Inside back cover	1.900 €
Back cover	2.900 €



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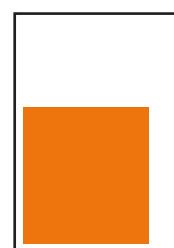
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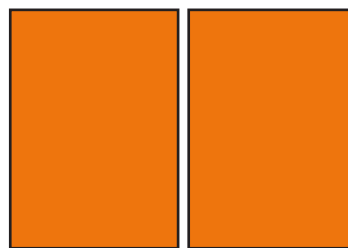
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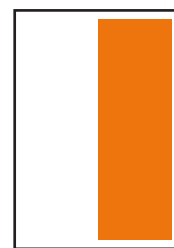
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(Actual size
140x198 mm
when printed)



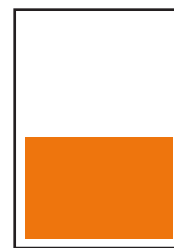
DOUBLE PAGE
420x297 mm
Trim size



FULL PAGE
210x297 mm
Trim size



1/2 PAGE
VERTICAL
90x240 mm
Type area



1/2 PAGE
HORIZONTAL
180x125 mm
Type area

INDUSTRIAL TECHNOLOGIES GUIDES

Made in collaboration with important industry associations, they include analysis, technical articles, news, market news and contain a useful directory of the most important companies in the sector. Distributed free of charge during the main events of the sector in Italy. The newsletter includes all editions in electronic format, browsable online and downloadable in PDF.



Biomethane - Biomass - Bio-Gas
www.eiomeditoria.it/bioenergia

Month
 January

Newsletter recipients
 35.000

Together with
 CTI

Distribution
 Biogas Italy (Milano)
 Progetto Fuoco (Verona)
 mcTER (Roma)
 mcTER (Milano)



Cogeneration
www.eiomeditoria.it/cogenerazione

Month
 June

Newsletter recipients
 38.500

Together with
 Cogena

Distribution
 mcTER (Milano)



Instrumentation Maintenance
www.eiomeditoria.it/strumentazione-manutenzione

Month
 October

Newsletter recipients
 28.500

Distribution
 SAVE e MCM (Verona)
 SAVE e MCM (Milano)



Cogeneration
www.eiomeditoria.it/cogenerazione

Month
 October

Newsletter recipients
 38.500

Together with
 Cogena

Distribution
 mcTER (Verona)
 Power-Gen Europe (Milano)
 Key Energy (Rimini)



Petrochemicals - Industrial Safety
www.eiomeditoria.it/petrochimico

Month
 November

Newsletter recipients
 54.000

Together with
 AIS/ISA Italy Section, AIAS

Distribution
 mcT Petrochimico (Milano)
 OMC (Ravenna)
 mcT Petrochimico (Roma)



In addition, La Termotecnica is published monthly
 For more than 50 years is the monthly reference for the energy and heat engineering industries and relevant sectors. We work with well-known representatives from the industry, Italian and international academies and closely collaborate with the main associations of the sectors involved.

Under the auspices

Official Publication





Specifications

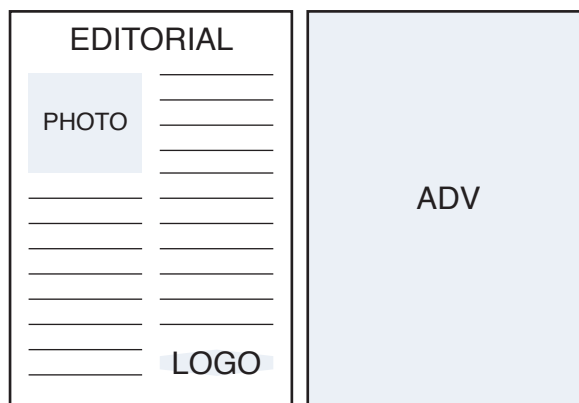
Print specifications	Flat offset
Booking deadline	45 days before the publication
Material delivery	30 days before the publication

Editorial

- Text of 2,500 characters including spaces; add company name and website
- One photo (300 dpi, .jpeg, .eps or PDF format)
- Logo (vector or 300 dpi, .jpeg, .eps or PDF format)

Advertising

- High resolution PDF (300 dpi)
- 170x240 mm trim size (Bleed advertisements should include a 5 mm allowance on all edges)



Price List

PLATINUM

List price 1.290 €

- Advertising page
- One page editorial with one photo
- Company logo in the directory
- Company name linked in the newsletter
- Downloadable PDF of the editorial from the newsletter

GOLD PLUS

List price 990 €

- Advertising page
- Company logo in the directory
- Company name linked in the newsletter

GOLD

List price 790 €

- One page editorial with one photo
- Company logo in the directory
- Company name linked in the newsletter
- Downloadable PDF of the editorial from the newsletter



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400,000 users are registered at the EIOM sites, with more than 1,000,000 pages/month

EIOM WEB NETWORK

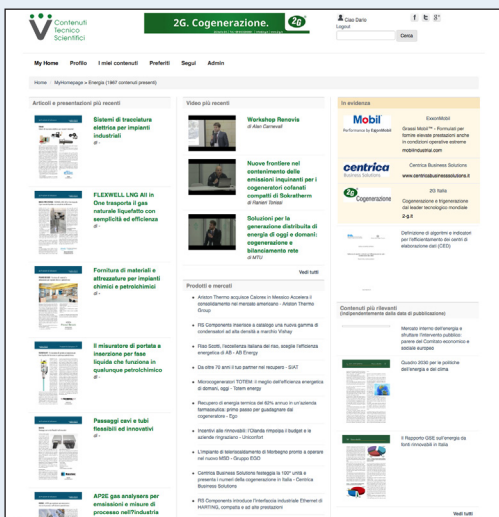


PLC Forum

www.plcforum.it

The most important Italian technical forum.
230,000 registered users and 900,000 pages/month.

Top banners, banners, manchettes are available on the whole site, on individual technical forums and on sector pages (automation, electrical engineering, safety, electronics, energy).



Verticale

www.verticale.net

The most important technical-scientific content platform.
10,000 technical contents (videos, technical articles, conference proceedings), 30 thematic areas.

Top banners, manchettes, sector leaders are available on the whole site and on single thematic areas.



Newsletter

Newsletter of the magazines La Termotecnica, Energia e Dintorni, Guide Industriali and conference proceedings.
More than 100,000 users.

Top banner available, featured company.

The EIOM web network includes more than 20 sites, including sites of events and magazines