



Events • Publishing • Web

Media Kit 2023





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 1995 EIOM produces online solutions for the distribution of technical-scientific content, technical forums, editorial content and conference proceedings.



Type	Date and place	Event	Industry sectors
	March 7	mcTER Pharma & Chemical	Energy efficiency for Pharma & Chemical
	March 8	mcTER Navale	Energy efficiency for the shipbuilding industry
	March 9	mcTER Alimentare	Thermotechnics / Energy Efficiency for the Food Industry
	10 marzo	mcTER Cartiere	Energy efficiency for paper mills
 	Bergamo Exhibition Center April 5	SAVE Bergamo	Automation, Instrumentation, Sensors, Industrial Software, Industry 4.0 Solutions
		MCMA Bergamo	Industrial Maintenance and Asset Management
		Congresso G.I.S.I.	Instrumentation for the energy transition
 	Rome May 4	mcTER Roma	Energy efficiency solutions and technologies
 	Milan June 29	mcTER Idrogeno	Energy efficiency and hydrogen applications
		mcTER Cogenerazione	Cogeneration Applications
		mcTER Biometano Biogas-Biomasse	Solutions and technologies for plants with Biomethane-Biogas-Biomass
		mcTER Fotovoltaico e Storage	Photovoltaic and Storage Systems
		mcTER Smart Efficiency	Smart solutions for energy efficiency, smart metering, energy diagnostics
 	September	Congresso ATI	78° Associazione Termotecnica Italiana Congress
 	Veronafiere October 18	mcTER Cogenerazione Verona	Cogeneration Applications
 	Veronafiere October 18-19	MCMA	Industrial Maintenance and Asset Management
		SAVE	Automation, Instrumentation, Sensors, Industrial Software, Industry 4.0 Solutions
		Save Building	Smart building solutions and technologies
		Fiera Idrogeno	The entire hydrogen industry chain
 	Milan November 23	mcT Oil & Gas	Technologies for the Oil & Gas Industry
		mcT Cyber Security	Information security for industry
		mcT ATEX Antincendio	Technologies and solutions for hazardous areas
		mcT Idrogeno	Hydrogen production, storage, distribution

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



Official publication



2023 Editorial Calendar

Issue	Focus	Distribution
January/ February	Heat pumps, refrigeration and systems for IAQ	
March	Propulsion systems for sustainable mobility Special: Automation, instrumentation, 4.0 and maintenance for energy	SAVE, MCMA Bergamo
April	Turbomechanics	
May	Energy storage, Smart Energy and Smart Grid	mcTER Milano
June	Systems for sustainable energy generation	
July/ August	Innovation in heat transfer issues	ATI National Congress
September	Hydrogen and new fuels	Fiera Idrogeno mcTER Verona
October	Transforming energy in the circular economy	mcT Oil & Gas Ecomondo
November	Energy efficiency and dynamic simulations in buildings	
December	Hydraulics and pneumatics	



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	5,000 hard copies, 16,000 digital
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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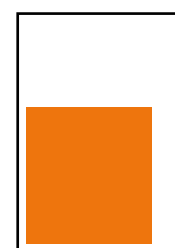
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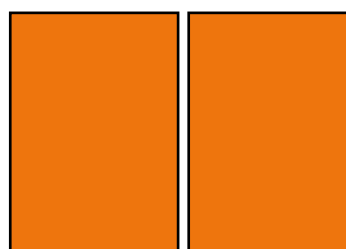
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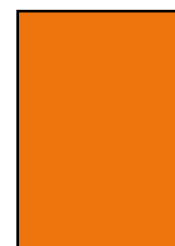
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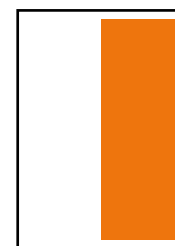
COVER PAGE
210x297 mm
(Actual size
140x198 mm
when printed)



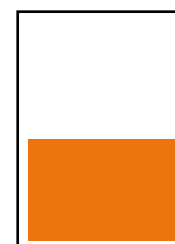
DOUBLE PAGE
420x297 mm
Trim size



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

Month
March

Newsletter recipients
35.000

Together with
CTI

Distribution
Key Energy (Rimini)
mcTER Biometano/Biogas (Milan)



Energy Efficiency

Month
March

Newsletter recipients
40.000

Together with
CTI

Distribution
Key Energy (Rimini)
mcTER Smart Energy (Milan)



Cogeneration

Month
June

Newsletter recipients
40.000

Together with
CTI

Distribution
mcTER Cogenerazione (Milan)



Cogeneration

Month
October

Newsletter recipients
40.000

Together with
CTI

Distribution
mcTER Cogenerazione (Verona)
Ecomondo (Rimini)



Hydrogen

Month
October

Newsletter recipients
60.000

Together with
ATI

Distribution
Fiera Idrogeno (Verona)
mcT Idrogeno (Milan)



Oil & Gas and Energy Transition

Month
November

Newsletter recipients
55.000

Together with
AIS/ISA Italy Section

Distribution
mcT Oil & Gas (Milan)



Atex, Firefighting, Industrial safety

Month
November

Newsletter recipients
55.000

Distribution
mcT ATEX (Milan)



Specifications

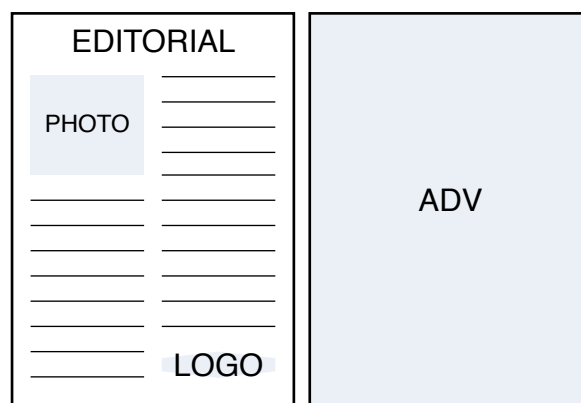
Print specifications	Flat offset
Booking deadline	45 days before the publication
Material delivery	30 days before the publication

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

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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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.

CALL TO ACTION

Highlighted content with Call to Action

For selected customers, as there is only one place per product sector, we offer the Call to Action service.

- We insert a call to action in all your content
- We parse all your content, i.e. we scan it by associating it with the main keywords
- We highlight your content on our circuit of sites (PLC Forum, Verticale, La Termotecnica, SAVEnews, MCMAnews, mcTERnews, Energia e Dintorni, Fiera Idrogeno, etc.).
- We highlight them in targeted newsletters and DEMs
- We create banners to place in our circuit to promote your content
- We run targeted campaigns on search engines to promote the content that generates the most leads
- You receive leads in your private area and by email

3-month renewable campaign



DEM

Only for very valuable content (videos of past webinars, white papers, scientific articles), in EIOM's unquestionable judgement, DEM can also be made. Inside the DEM is a call to action managed by you directed to your sites independently.