

adm[®]network

IL SISTEMA DI MARKETING RELAZIONALE CHE CREA SINERGIE TRA ARCHITETTI ED AZIENDE

adm[®]
|architettura|design|materiati|

■ A+D+M MAGAZINE MEDIA KIT 2012




PubliComm
editoria specializzata periodica e libraria

■ Editorial Project

A+D+M is an international magazine dedicated to architecture, design and materials.

An updated review of the best projects and realizations by the most important architectural firms and interior designers of Italian scene.

A+D+M is symbolic of Italian Style in the world.

A+D+M is an important resource:

- for architectural firms, keeping them in touch with new directions in interior design and the latest in product developments;
- for high-level developers of all kinds of internal spaces in public and residential areas, keeping them up to date on new trends in interior design at the international level;
- for businesses that can use the magazine as a medium to reach out directly and constantly to their target audience (architects, interior designers).

LANGUAGES

Italian and English



Circulation

FREQUENCY

Bimonthly, 6 issues per year
Circulation: 20,000 copies output

TARGET READERSHIP

- architectural firms and interior designers
- institutions in the sector, training institutes
- direct high-level developers
- architecture and design companies and agencies

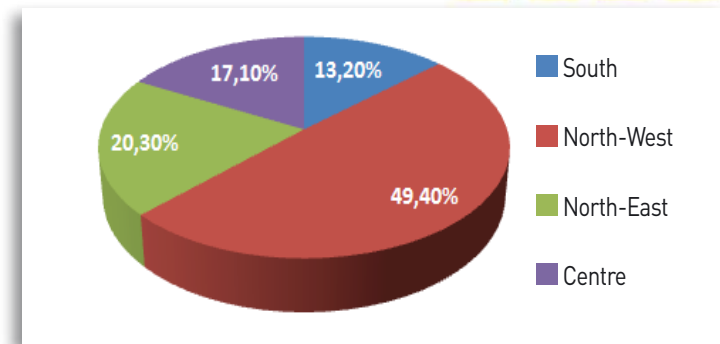
DISTRIBUTION

- 1) The magazine is distributed free of charge - and hence does not require the payment of a subscription - to 15,000 readers carefully selected on the basis of a specifically-defined target group: in this way, advertisers can easily reach useful and strategic contacts.
- 2) Further copies are sent to not selected readers against payment of a subscription.

CIRCULATION Italy/Abroad

ITALY 90,00%
ABROAD 10,00%

CIRCULATION by Nielsen Area



Nielsen Area 1

Valle d'Aosta, Piedmont,
Lombardy, Liguria

Nielsen Area 2

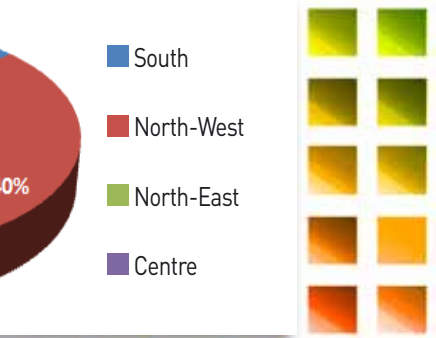
Trentino Alto Adige, Friuli Venezia
Giulia, Veneto, Emilia Romagna

Nielsen Area 3

Tuscany, Umbria,
Marche, Lazio, Sardinia

Nielsen Area 4

Abruzzi, Molise, Apulia, Campania,
Basilicata, Calabria, Sicily



■ The institutional partners

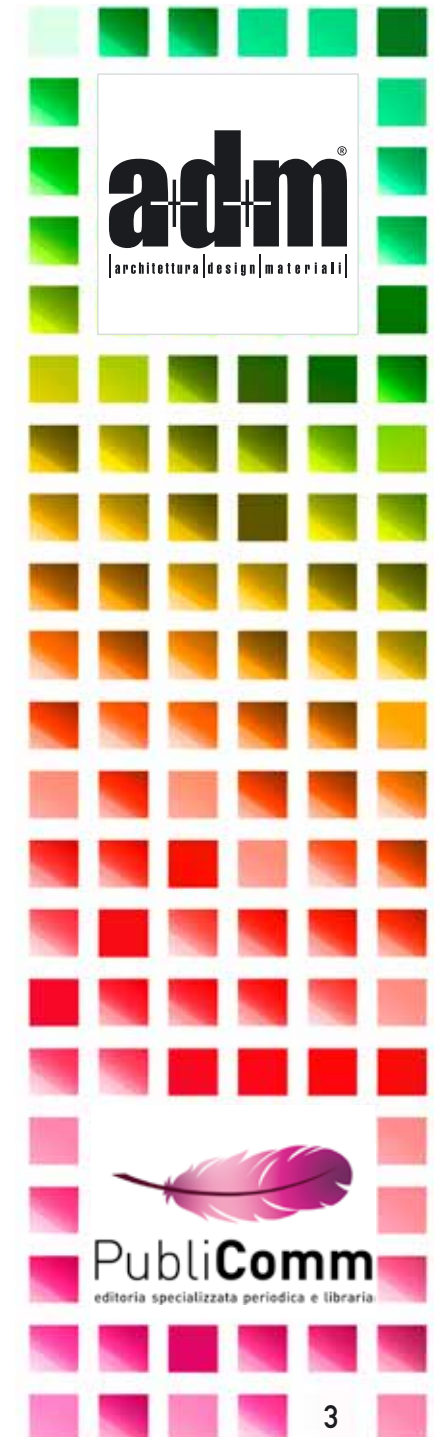
A+D+M® is member of ADI, Association for the Industrial Design, since 2008. Since 1956 this prestigious association has joined together designers, businesses, researchers, teachers, critics and journalists around the issues of design. A+D+M® Network is also initiator and founder of the ADI Liguria delegation, also housing its office since 2010.

A+D+M® is the institutional partner of AIPi, Professional Association of Interior Designers: since 1969 it has aimed at continuously improving the professional quality of the Interior Designer, who identifies, researches and creatively solves problems related to the function of the internal environment.

A+D+M® is a partner of POPAI ITALIA, the association through which all Marketing actors meet within Retail. POPAI ITALIA and POPAI INTERNATIONAL network offers members the opportunity to use the channels of information, communication and interaction to develop know-how, networking and business in the Marketing at Retail.



ADI MEMBER



■ Technical Features

FORMAT

215 x 290 mm

PRINTING

Flat offset, four colours

BINDING

Paper bound

PAPER

Cover: 300 gsm matt coated ecological paper with matt lamination
Inside: 130 gsm matt coated ecological paper with matt dispersion varnish

LANGUAGE

Italian and English

ADVERTISING MATERIAL

Cover and internal advertisements

Size: 215 x 290 mm

(+ 5 mm margin on all four sides)

Formats: PDF, TIFF, EPS in CMYK,
with print test attached

Advertorials

Text file of max. 2500 keystrokes, accompanying images
in TIFF in CMYK, resolution 300 DPI

Short advertorials

Text file of max. 700 keystrokes, one image in TIFF in
CMYK, resolution 300 DPI, preferably cropped

DEADLINE FOR ADVERTISEMENTS

The 10th of the month prior to the issue month

ADVERTISING INSERTS AND CHARACTERISTICS

For further information see the section Inserts on page
7 of this Media Kit



■ A+D+M® 2012 SPECIALS

ISSUE

INTERIOR SPECIALS

# 36	• Outdoor
# 37	• Milano Design Week
# 38	• Eco-Tech
# 39	• Bath Furniture • Floorings and Coverings
# 40	• Lighting • Office
# 41	• Frames and partition walls • Showroom



■ Advertising

Single Page



215 x 290 mm

Half page



215 x 145 mm with bleed
107 x 290 mm with bleed

Heavy sheet



single (2 pages): format 215 x 290 mm
double (4 pages): format 430 x 290 mm
triple (6 pages): format: 645 x 290 mm

Product Reviews
("In Brief" features)



max. 800
keystrokes, spaces
included and 3
colour images

Advertorials
("Focus" column)



single or double page

Inside front cover



215 x 290 mm

Inside back cover



215 x 290 mm

Back cover



215 x 290 mm

Fold-out cover



external
(2 pages)

Fold-out cover internal



Inside front cover
(3 pages)

Inside front cover + 1 page
(spread)



(2 pages)

Fold-out cover,
internal - Inside
back cover



(3 pages)



■ Inserts

Inserts are wrapped in plastic together with A+D+M, and may be distributed nationally or in specific regions and Nielsen Areas, for more targeted promotional drives, with a minimum of 1,000 copies distributed.

National and partial distribution

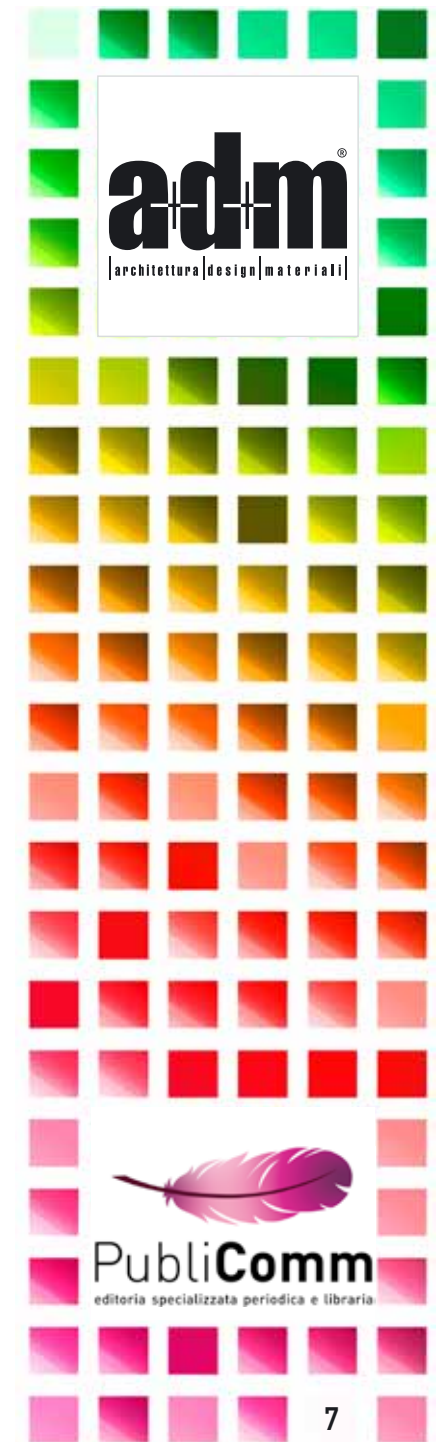
Quotation provided on request

The maximum size of inserts is 205 x 280 mm.

In order to be spread, the insert shall include the I.P. wording (advertising insert) in the opening spread or in the back cover.

The diffusion of publications registered in court are not allowed.

If the insert contains a gadget, a surcharge will be applied.



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