

EDITORIAL PROGRAMME 2010

CERAMIC WORLD REVIEW

BRICK WORLD REVIEW

TECNARGILLA 2010 - Official Catalogue & Guide Map

WE ARE SORRY.

There are places that we can't reach yet.



We go everywhere.
On Earth.

T **E**
Tile Edizioni



The meeting point for
the ceramic industry



5 standard issues - 3 special issues

issue no. and month	special distribution	focus on	deadline for	
			articles	mechanicals
SPECIAL SPAIN				
› January › special issue in Spanish	CEVISAMA (Spain) - 9/13 February	<ul style="list-style-type: none"> Technologies showcased at Cevisama 	1 December 2009	18 December 2009
no. 85/2010 › February	REVESTIR (Brazil) - 9/12 March MOSBUILD (Russia) - 6/9 April UNICERA (Turkey) - 7/11 April COVERINGS (USA) - 27/30 April	<ul style="list-style-type: none"> Moulds and forming for tiles & sanitaryware Drying and firing & Energy Saving 	15 January	22 January
SPECIAL RUSSIA				
› March › special issue in Russian available only for advertisers in CWR 85/2010	MOSBUILD (Russia) - 6/9 April	<ul style="list-style-type: none"> Technologies showcased at Mosbuild 	12 February	26 February
no. 86/2010 › April		<ul style="list-style-type: none"> Creativity & design: the new trends in ceramics Materials & Technologies for low-thickness tiles Digital Decoration 	5 March	26 March
SPECIAL CHINA				
› May › special issue in Chinese	CERAMICS CHINA (China) - 18/21 May	<ul style="list-style-type: none"> Technologies showcased at Ceramics China 	5 March	30 March
no. 87/2010 › June		<ul style="list-style-type: none"> Sanitaryware: The top 10 world producers Glazing and decoration End of line and finishing machines 	10 May	28 May
no. 88/2010 › September	CERSAIE (Italy) - 28 Sept/2 Oct TECNARGILLA (Italy) - 27 sett/1 ott	<ul style="list-style-type: none"> Technologies showcased at Tecnargilla Process & product controls 	15 July	30 July
no. 89/2010 › December	CEVISAMA 2011 (Spain) INDIAN CERAMICS 2011 (India)	<ul style="list-style-type: none"> Sanitaryware technologies Raw materials & earth preparation Colours & glazes showcased at Cevisama 2011 	22 October	9 November

READERSHIP: Owners, General Managers, Technical and Sales Managers, Laboratory Technicians of companies manufacturing: Tiles, Sanitaryware, Tableware, Refractories, Raw materials, Plant.

POSTAL DISTRIBUTION:

Italy:	2,510 copies
Europe:	2,040 copies
Asia:	1,425 copies
Central and South America:	750 copies
North America:	300 copies
Africa:	245 copies
Oceania:	55 copies
TOTAL:	7,325 COPIES

CHARACTERISTICS:

Frequency:	5 standard issues + 3 special issues
	1 Special issue in Spanish
	1 Special issue in Russian
	1 Special issue in Chinese/English
Format:	A4 (210x297 mm + 3 mm trim each side)
Printing method:	4-colour
Average print run:	9,200 copies



The meeting point for the heavy clay industry 3 standard issues

issue no. and month	special distribution	focus on	deadline for	
			articles	mechanicals
Ceramic World Review SPECIAL RUSSIA › March › special issue in Russian available only for advertisers in BWR 1/2010	MOSBUILD (Russia) - 6/9 April	• Technologies showcased at Mosbuild	12 February	26 February
no. 1/2010 › April	CERAMICS CHINA (China) - 18/21 May	• Energy Savings and production costs in the brickworks	26 February	12 March
no. 2/2010 › September	TECNARGILLA (Italy) - 28 Sept/2 Oct SAIE (Italy) - October 2010	• Technologies showcased at Tecnargilla	15 July	30 July
no. 3/2010 › December	CEVISAMA 2011 (Spain) INDIAN CERAMICS 2011 (India) REVESTIR 2011 (Brazil)	• Producing bricks in South America and North Africa	22 October	9 November

READERSHIP: Owners, General Managers, Technical and Sales Managers of companies manufacturing: Bricks and Tiles, Raw Materials, Plants & Machinery, Refractories

POSTAL DISTRIBUTION:

Italy:	1,300 copies
Europe (excl. Italy):	1,400 copies
Asia:	290 copies
Americas:	460 copies
Africa:	70 copies
TOTAL:	3,520 copies

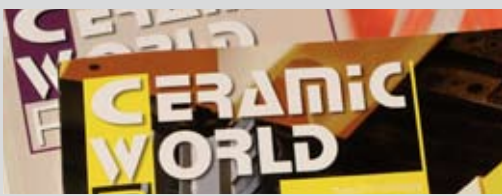
CHARACTERISTICS:

Frequency:	3 standard issues
Format:	A4 (210x297 mm + 3 mm trim each side)
Printing method:	4-colour
Languages:	Italian and English
Average print run:	4,400 copies

SERVICES FOR ADVERTISERS: CERAMIC WORLD REVIEW E BRICK WORLD REVIEW

- Publication of company news
- Publication of technical editorials: description of machines (texts max. 20 lines with 1 or 2 pictures in high resolution 300 dpi)
- Publication of technical articles (installations, results of researches, innovative technologies and processes): to be defined with the editor
- Free subscription for your own clients

Notes:



ADVERTISING RATES 2010 AND TECHNICAL DATA

● ADVERTISING PAGES

	FORMAT	RATE
1 Full inside page	210 x 297 mm + 3 mm trim on each side	Euro 2,600 + VAT
1/2 Horizontal page	210 x 140 mm + 3 mm trim on each side	Euro 1,450 + VAT
1/2 Vertical page	100 x 297 mm + 3 mm trim on each side	Euro 1,450 + VAT
1/3 Horizontal page	210 x 90 mm + 3 mm trim on each side	Euro 1,100 + VAT
1/4 Horizontal page	210 x 70 mm + 3 mm trim on each side	Euro 770 + VAT
1/4 Vertical page	100 x 140 mm + 3 mm trim on each side	Euro 770 + VAT

Special positions

Inside front and back covers	210 x 297 mm + 3 mm trim on each side	Euro 3,000 + VAT
Outside back cover	210 x 297 mm + 3 mm trim on each side	Euro 3,550 + VAT
First right hand page and last left hand page	210 x 297 mm + 3 mm trim on each side	Euro 2,750 + VAT

SPECIAL RUSSIA 2010:

50% discount on the above-mentioned rates is applied for adverts in Ceramic World Review Special Russia 2010 to be distributed at Mosbuild.

Ceramic World Review Special Russia 2010 is available only to advertisers in Ceramic World Review 85/2010 or Brick World Review 1/2010.

● INSERTS**

	RATE
Cellophane wrapped loose insert with mailed copies	Euro 1,500 per page + VAT
Double page bound insert (exclusive - supplied by the client)	Euro 4,400 + VAT
4-page bound insert (exclusive - supplied by the client)	Euro 7,300 + VAT
Distribution of inserts at trade fairs	Rate on request

** Ask for the specific technical characteristics of inserts to be printed and the quantity of pieces to supply.

Mechanicals

- **Medium:** Cd Rom for Macintosh
- **Programs:** Xpress - Freehand - Illustrator - Photoshop - InDesign
- **Image file formats:** TIFF or EPS - 300 dpi resolution
- **Colour method:** Exclusively CMYK
- **Trim:** mm 3 edge trim on each side
- **Colour proof:** Enclose a colour digital or, preferably, cromalin proof

Important

- The mentioned tariffs are for 4 colours adverts
- **Bulk discount:**
10% for 4 pages
15% for 6 pages
- **Cancellations:** cancellations will not be accepted after deadlines for mechanicals.

Advertising contacts:

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WEB MARKETING



faster, more frequent and more dynamic communication

- CeramicWorldWeb.it is the daily on-line magazine for the ceramic industry produced by the Ceramic World Review editorial team.
- In 5 years it has become the most highly reputed source of online information for ceramic industry professionals in Italy and internationally.
- Produced in Italian and English, it contains an enormous database of news on companies, products, technologies, events, tradeshow, statistics and markets.

Users: More than 10,000 company servers connect to CWW each month, corresponding to an estimated total of more than 30,000 individual users. Habitual users of CWW include company owners, managers and sales and technical personnel at companies involved in all areas of the ceramic industry, from suppliers through to manufacturers of tiles, sanitaryware, tableware and installation materials, as well as researchers, consultants, lecturers and university students.

The electronic newsletter: Each week, around 10,000 registered users (55% abroad and 45% in Italy) receive the electronic newsletter with the most interesting news items published during the last few days.

CERAMIC WORLD WEB: ADVERTISING RATES AND TECHNICAL DATA

Type of presence	Format and characteristics	price list
Banner on home page	685 x 85 pixel, 72 dpi, animated .gif, maximum duration of animation 5 seconds. Rotating with other banners and featuring link to company site.	1 month = 900 euro + VAT 6 months = 4,500 euro + VAT 12 months = 7,000 euro + VAT
Exclusive banner in 1 electronic newsletter + banner on home page for whole month in which newsletter is sent out	685 x 85 pixel, 72 dpi, animated gif. Exclusive. Link to company site.	1 newsletter = 1,500 euro + VAT 6 newsletter = 6,000 euro + VAT 12 newsletter = 10,000 euro + VA

CUSTOMISED ELECTRONIC NEWSLETTERS FOR COMPANIES

Whether for sending out a quarterly electronic house organ or announcing an occasional special event, web marketing is ideal for conveying your company's message and brand quickly, effectively and exclusively to the widest range of potential customers. The CeramicWorldWeb editorial team offers companies the following services:

CUSTOMISED NEWSLETTER: ADVERTISING RATES AND TECHNICAL DATA

Type	Services provided	Price list (*)
Complete production of company newsletter	drafting of texts, choice of images, graphic layout, drawing up company e-mailing list, sending out newsletter in Italian and/or in Italian and English	1 newsletter = 3,000 euro + VAT 4 newsletters = 8,000 euro + VAT
Partial production of electronic newsletter	drawing up company e-mailing list, sending out newsletter in Italian and/or in Italian and English. <u>Texts, images and graphic layout by company.</u>	1 newsletter = 2,000 euro + VAT 4 newsletters = 5,600 euro + VAT

* Final estimate will be made when evaluating the project with editorial team. Rates do not include cost of translation into English.

INFO: Tile Edizioni s.r.l. - tel +39 059 512 503 - info@ceramicworldweb.it

The **Catalogue** is an ideal consultation tool for visitors during and after the trade fair due to the wealth of information on each exhibitor.

The **Guide Map** is essential for attendees visiting the halls. 15,000 copies are handed out free of charge at all the entrances and Info Points.

Pianta Guida

Catalogo

Format	105x297 mm	150x210 mm
Print method	CMYK	2/4 colours
Release date	27 September 2010	27 September 2010
Deadline for Submission of Advertising Material	30 July 2010	30 July 2010

ADVERTISING RATES - Guide Map

Inside Page - 4/C	Euro 1,500 + VAT
Outside back cover	Euro 1,800 + VAT
First right hand page and last left hand page	Euro 1,700 + VAT
Fold out back cover	Euro 1,700 + VAT
Name in bold type + colour on alphabetical list	Euro 150 + VAT

ADVERTISING RATES - Catalogue

Inside Page - 4/C	Euro 1,300 + VAT
Outside back cover	Euro 2,930 + VAT
Inside front cover	Euro 2,400 + VAT
First right hand page	Euro 2,400 + VAT
Inside back cover	Euro 2,150 + VAT
Facing contents	Euro 2,150 + VAT
Bookmark (70x190 mm with cord, 2,000 pieces supplied by company)	Euro 2,400 + VAT
Company logo b/w alongside name on alphabetical list	Euro 300 + VAT

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ADVERTISER PACKAGE

1 Page in catalogue
+
1 Page in guide map

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