

# PISCINEOGGI

architettura | ambiente | tecnologia dell'acqua

architecture | environment | water technology

Founded in 1973, Piscine Oggi is a specialized magazine dedicated to the design, construction and maintenance of private and public pools, aquatic parks, spa, thermal and wellness centers and every type of architectural structure with water as a characteristic element.

Piscine Oggi presents and analyzes innovative installations in Italy and abroad, as well as technologies, water treatment systems, reference to regulations and market research. Since 1993 Piscine Oggi started a constant collaboration with the European leading specialized magazines (Partners for Europe).

<b>Periodicity</b>	Quarterly, 4 issues a year: February, May, September, November
<b>Edition</b>	15.000 copies
<b>Circulation</b>	Domestic and European, in newsstands, by subscription and in major specialized fairs and conventions.
<b>Target</b>	Architects, Operators in the sector, Private owners, Municipalities, Beauty Farms
<b>Mechanical Specifications</b>	Printing Process: offset Halftone Screen: 60 lines per cm. Please submit all Ads as digital files in high resolution PDF format with a certified colour paper proof
<b>Materials deadline</b>	Before December 31st: February issue Before April 15th: May issue Before July 10th: September issue Before October 15th: November issue

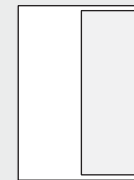


## Advertising Dimensions



**Full Page**

trimmed:  
mm 188 x 272  
bleed:  
mm 210 x 290



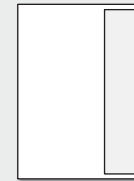
**1/2 Vertical Page**

trimmed:  
mm 92 x 272  
bleed:  
mm 102 x 290



**1/2 Horizontal Page**

trimmed:  
mm 188 x 132  
bleed:  
mm 210 x 140



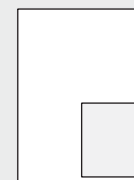
**1/3 Vertical Page**

trimmed:  
mm 68 x 272



**1/3 Horizontal Page**

trimmed:  
mm 188 x 88



**1/4 Vertical Page**

trimmed:  
mm 94 x 110

# Advertising Mechanical Specifications

## Material Specifications

- The layout must be submitted as digital file in high resolution PDF format with all fonts included.
- It must be accompanied by a certified colour paper proof.
- Files will need to be 5mm larger (on each side) than the actual final size.

### WARNING:

If any of these requirements are missing it will be impossible to publish the advertise. On customer request the publisher can adjust unsuitable materials, the work will be charged on the invoice.

\* For a perfect PDF compatibility the Editor can make available to the graphic studios the Job Options specifications of Acrobat Distiller calibrated with one's own typography.

## Sending Material

The PDF file can reach the Editor, preferably on CD-ROM at:

### Editrice il Campo S.r.l.

Ufficio Traffico

Via G. Amendola 11

40121 Bologna – Italy

or you can send it by e-mail, requesting confirmation of receiving material, at the address:

**scomastri@ilcampo.it**

In both cases the certified colour paper proof must also be sent.

## Advertising Sisez

measures in millimeter (width x depth)

format	Il Nuovo Club		Piscine Oggi - Speciali Sport Industry Directory		Home Wellness	
	bleed	trimmed	bleed	trimmed	bleed	trimmed
A	470 x 320	-	420 x 290	-	420 x 287	-
B	235 x 320	215 x 295	210 x 290	188 x 272	210 x 287	186 x 260
C	115 x 320	96 x 270	102 x 290	92 x 272	100 x 287	92 x 260
D	235 x 157	210 x 145	210 x 140	188 x 132	210 x 139	185 x 145
E	-	-	-	68 x 272	-	59 x 260
F	-	-	-	188 x 88	-	185 x 84
G	-	96 x 132	-	94 x 110	-	-
H	-	198 x 84	-	-	-	-

## Advertising Format

