gdm

giornaledellamusica.it

-media kit-

gdm
giornaledellamusica.it

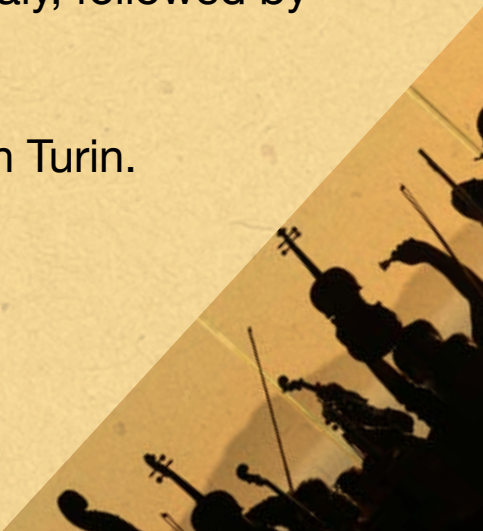
Since 1985 “il giornale della musica” explores the music world, reviewing records, concerts and festivals, informing about music business and music schools, masterclasses and training, giving space to the Italian and international protagonists of **classical**, **jazz**, **pop** and **world** music.

The first version of **giornaledellamusica.it** was born in 2000.

In 2015 the music newspaper became **gdm** - **giornaledellamusica.it**, the first Italian website dedicated to all kinds of music. In 2017 it was completely renovated, optimized and became completely mobile friendly: today it is one of the most popular music websites in Italy, followed by thousands of professionals, musicians and music enthusiasts every day.

gdm - **giornaledellamusica.it** is published by publishing house **EDT**, based in Turin.

www.giornaledellamusica.it/chisiamo



THE NUMBERS OF
giornaledellamusica.it

From **4** to **10** original contents published every day

60.000 original contents published every day

120.000 page views per month
(Google analytics)

13.000 likes on the Facebook page

4.900 followers on Twitter

THE STRUCTURE OF THE SITE

gdm
giornaledellamusica.it

RECENSIONI
Write-ups of concerts, festivals and operas, the day after the event

FORMAZIONE
A new section on training, dedicated to professionals in music, with notices on seminars, masterclasses, competitions, interviews with prize-winners

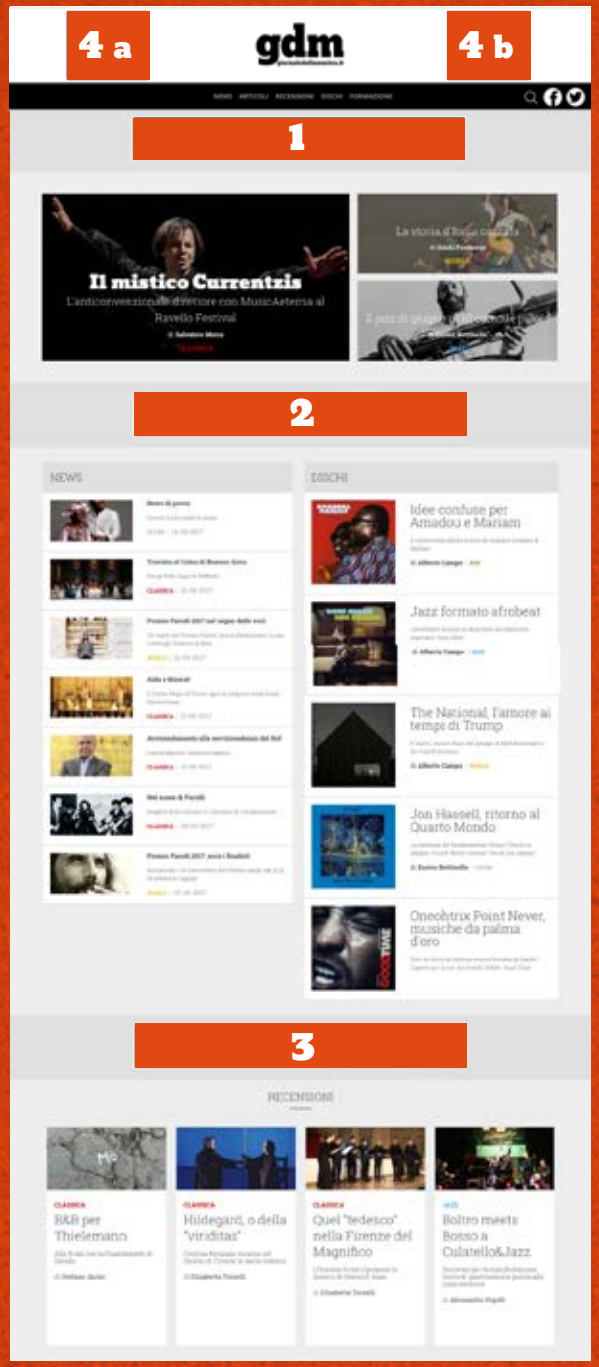
DISCHI
A record section, with comments on the most interesting new publications

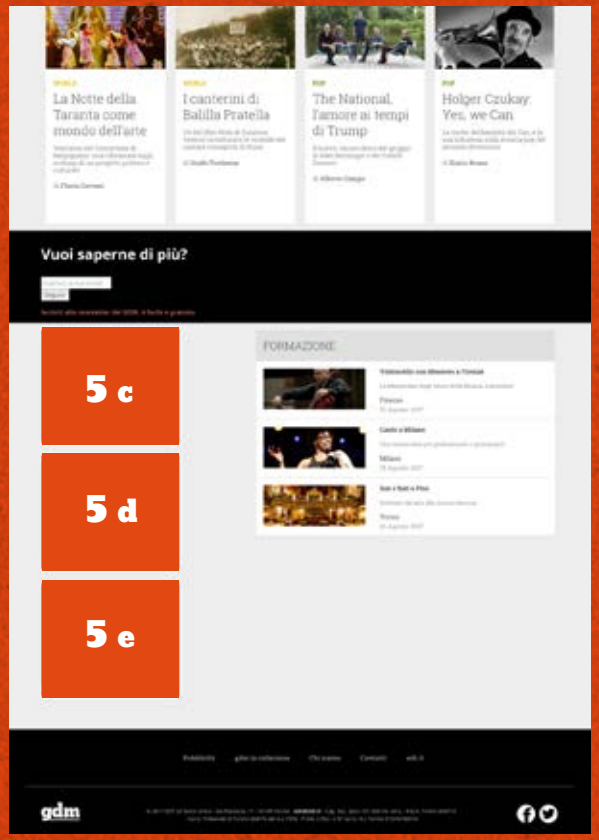
ARTICOLI
A new article section, with in-depth, far-reaching analysis, enquiries and interviews with artistes and the principal figures of the world of music

gdm COLLEZIONE
contains the historic PDF archive of every issue of the "giornale della musica"

NEWS
from the world of music

HOME PAGE





FORMATS

1. leaderboard 1 [header] € 500
728 × 90 px desk | tablet
320 × 50 px mobile

2. leaderboard 2 [header] € 450
728 × 90 px desk | tablet
320 × 50 px mobile

3. leaderboard 3 [header] € 400
728 × 90 px desk | tablet
320 × 50 px mobile

4. rectangle a-b
[top left/right] € 350
180 × 150 px desk | tablet

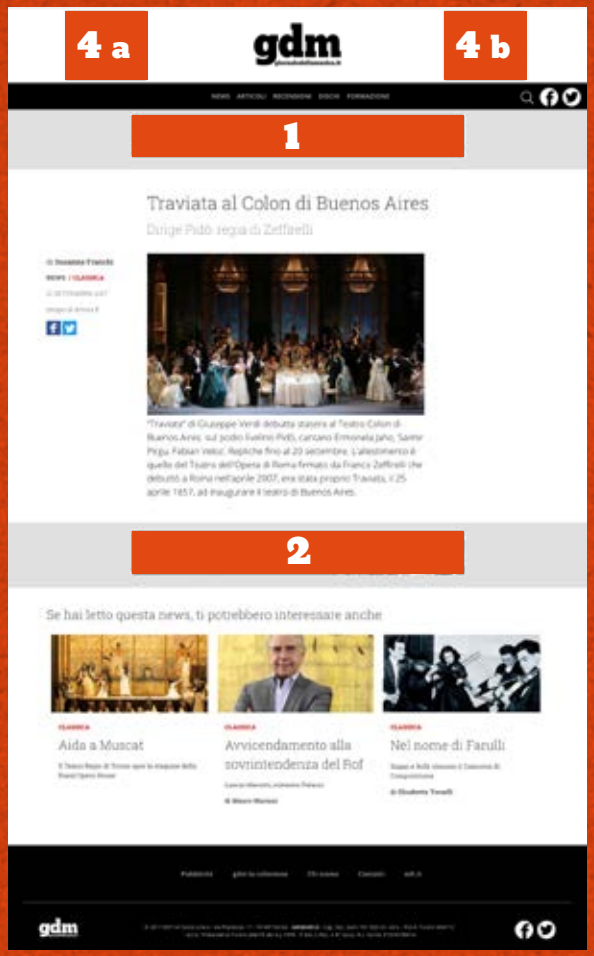
5. medium rectangle c-d-e
[big] € 350
300 × 250 px desk | tablet | mobile

Prices are for monthly banners in a fixed position

contact us at:

advertising office
Antonietta Sortino
a.sortino@edt.it | 011 5591828

editing:
gdm@giornaledellamusica.it
via Pianezza 17
10149 Torino (Italy)
fax +39 011 2307035



only in pages FORMAZIONE

INTERNAL PAGES

FORMATS

1. leaderboard 1 [header] € 500
728 × 90 px desk | tablet
320 × 50 px mobile

2. leaderboard 2 [header] € 450
728 × 90 px desk | tablet
320 × 50 px mobile

4. rectangle a-b
[top left/right] € 350
180 × 150 px desk | tablet

5. medium rectangle [big] € 350
c-d-e | only in pages formazione
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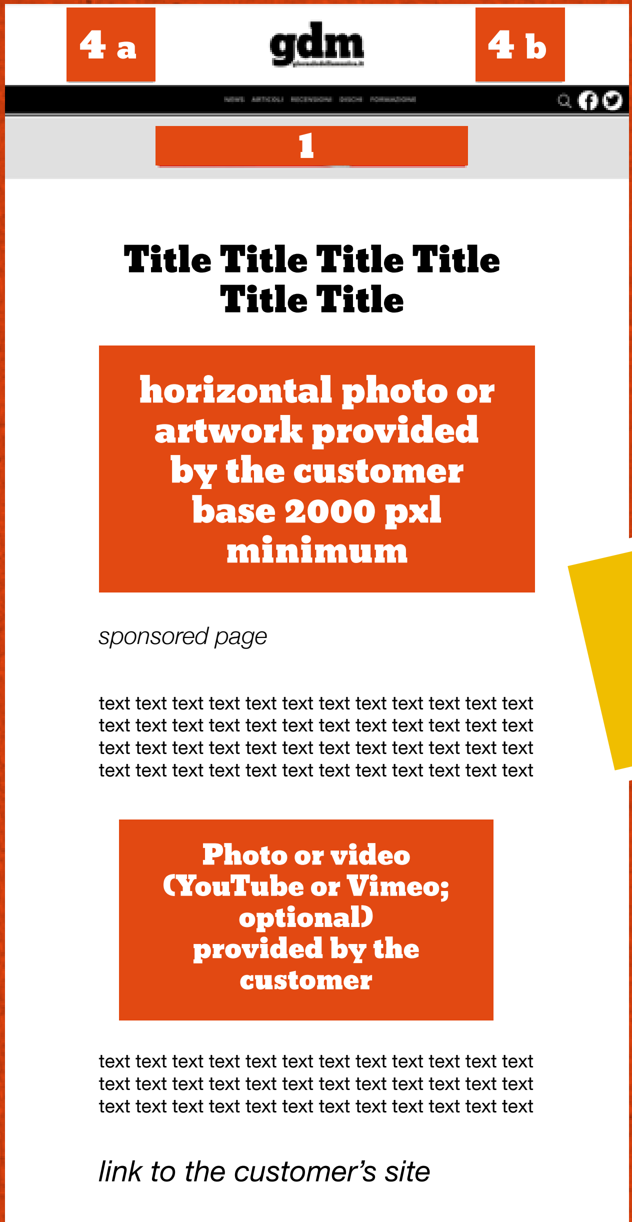
SPONSORED PAGE

ARTICLES



NEW!

MODULAR PACKAGE

- **Sponsored page** € 600

This page has advertising and editorial content, both agreed with the customer. Customers provide graphic material, photos (high resolution) and press release; the editorial staff re-elaborates all the information and optimize the text for search engines. The article is approved by the customer before going online. The page shows a "sponsored page" logo.

It includes:

- banner in 4a + 4b + 1 position
- banner on the home page for 15 days in the ARTICLES section.

The sponsored page can be combined with:

- **Post sponsored on Facebook** € 150
- **HP banner for one month** € 200
- **DEM dispatch** € 150

For these three options, we recommend a LINK to the sponsored page

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NEWSLETTER gdm

FORMATS

NEWSLETTER

sent to our mailing list at the start of each month

262 × 44 px	€ 150
550 × 44 px	€ 230

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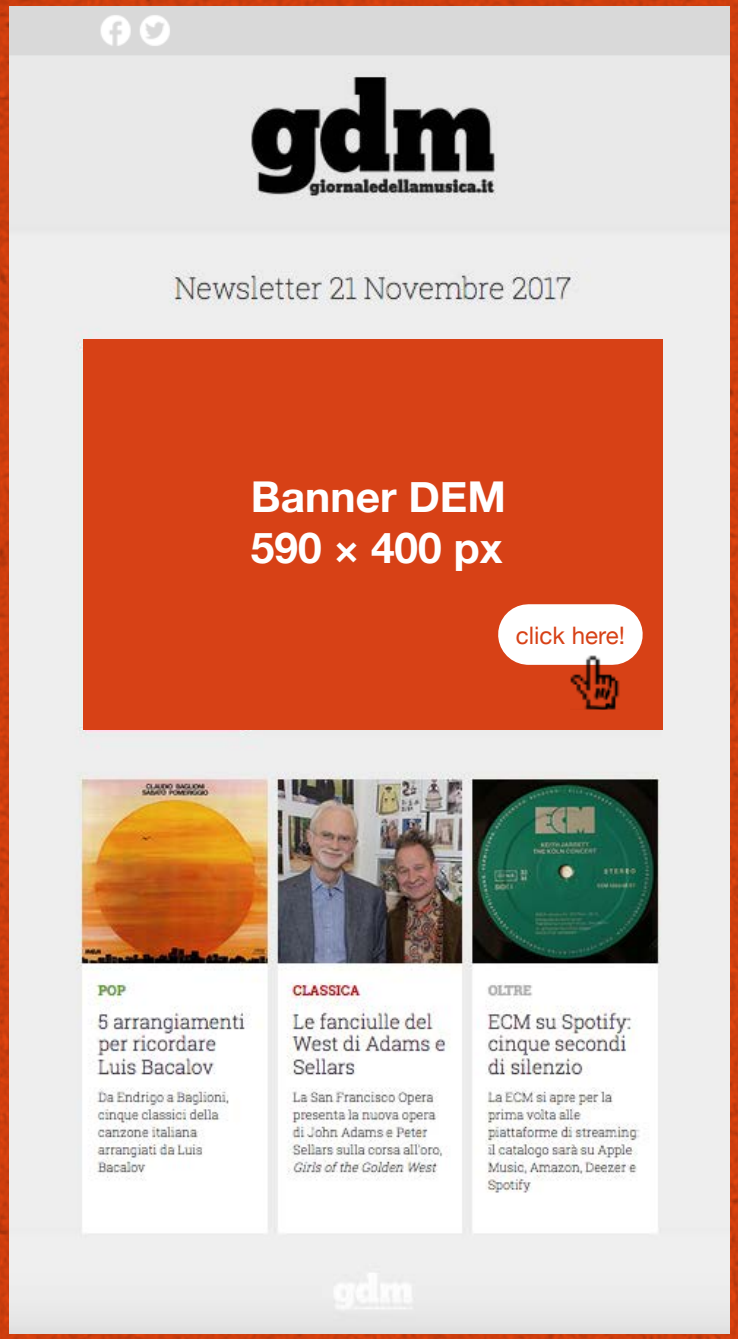
DEM gdm FORMAT



DEM

this is a **newsletter** of the "giornale della musica", **personalized** for your communication, which is sent at one time to all our mailing list.

590 × 400 px € 350

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TECHNICAL REQUIREMENTS

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IMAGE FORMAT

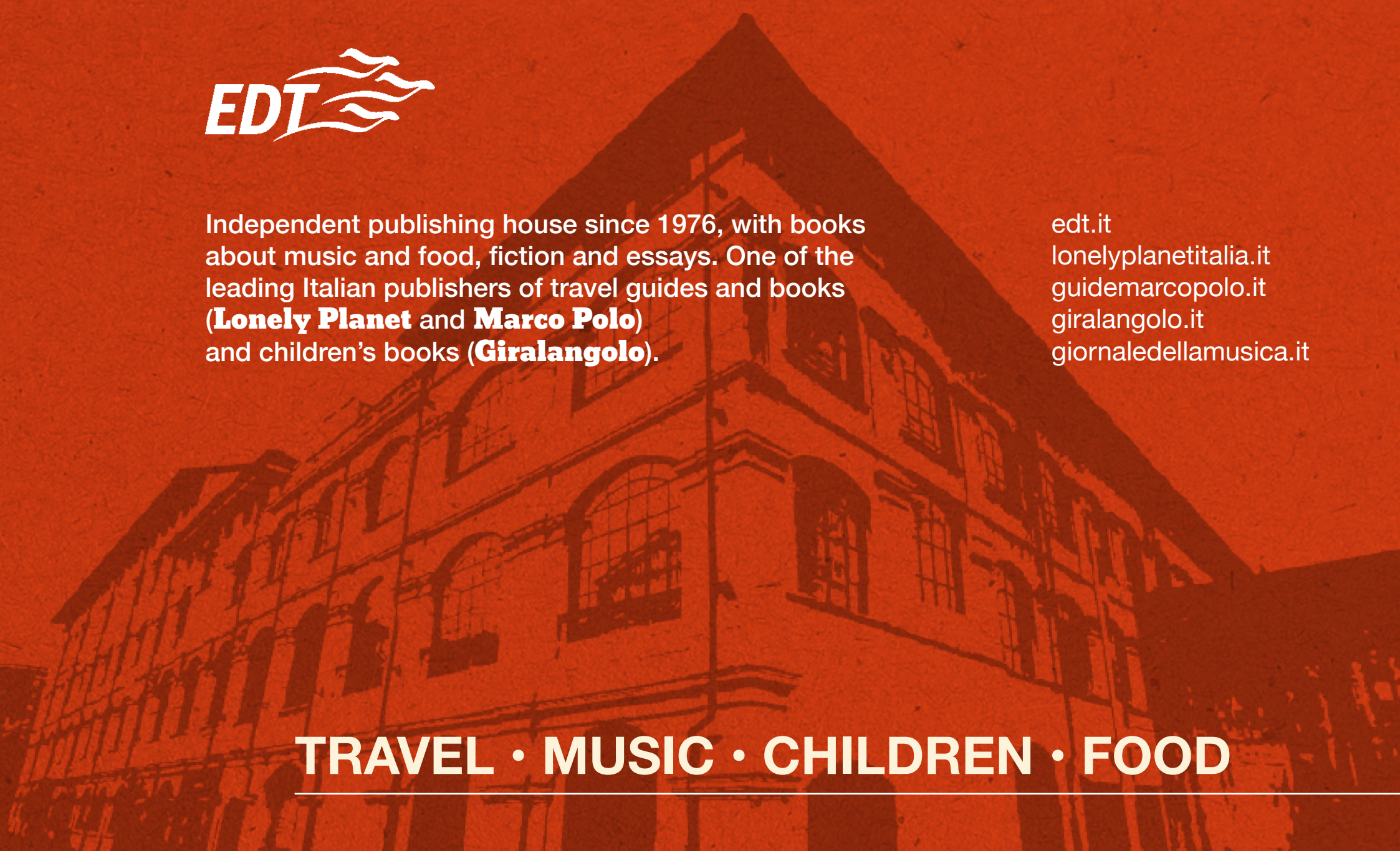
JPEG, exported to RGB
(do not use CMYK, or the banner won't be visible with
The Explorer browser);
GIF or animated GIF (max 300Kb).
Animated GIF is not compatible for DEM. Files in SWF format are not accepted.
Provide the link to your site.

EXPENSES:

Any production costs and
Equipment setup will be charged

BOOKING SPACES AND DELIVERY OF MATERIAL:

Booking by at least 5 working days prior to the date planned for release of the banner;
The material must arrive at least 3 days prior to the date planned for online release.



EDT

Independent publishing house since 1976, with books about music and food, fiction and essays. One of the leading Italian publishers of travel guides and books (**Lonely Planet** and **Marco Polo**) and children's books (**Giralangolo**).

edt.it
lonelyplanetitalia.it
guidemarcopolo.it
giralangolo.it
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TRAVEL • MUSIC • CHILDREN • FOOD

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Giralangolo libri per ragazzi

lonely planet

MARCO POLO