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

**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

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

**NEWS**
from the world of music

**RECENSIONI**
Write-ups of concerts, festivals and operas, the day after the event
<table>
<thead>
<tr>
<th>FORMATS</th>
</tr>
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<tbody>
<tr>
<td><strong>1. leaderboard 1</strong> [header]</td>
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<tr>
<td>728 × 90 px</td>
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<td>desk</td>
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<td><strong>2. leaderboard 2</strong> [header]</td>
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<tr>
<td><strong>3. leaderboard 3</strong> [header]</td>
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<td>728 × 90 px</td>
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<td>mobile</td>
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<tr>
<td><strong>4. rectangle a-b</strong> [top left/right]</td>
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<tr>
<td>180 × 150 px</td>
</tr>
<tr>
<td>desk</td>
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<tr>
<td><strong>5. medium rectangle c-d-e</strong> [big]</td>
</tr>
<tr>
<td>300 × 250 px</td>
</tr>
<tr>
<td>desk</td>
</tr>
</tbody>
</table>

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
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
   300 × 250 px desk | tablet | mobile

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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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**SPONSORED PAGE**

**ARTICLES**

**Title Title Title Title Title Title**

*horizontal photo or artwork provided by the customer base 2000 px minimum*

**NEW!**

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**Photo or video (YouTube or Vimeo; optional) provided by the customer**

*link to the customer’s site*
NEWSLETTER gdm

FORMATS

NEWSLETTER
sent to our mailing list at the start of each month

262 × 44 px   € 150
550 × 44 px   € 230

contact us at:

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a.sortino@edt.it | 011 5591828

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

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.
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).