

# EDITORIAL PLAN 2020

After more than 10 years **RECOVER** is the reference quarterly magazine for several industries, such as waste and recycling, environmental remediation, urban demolition and regeneration, environment and energy. Thanks to its specialized/educational form, **RECOVER** explores technical, economic and regulatory topics, representing a key support for professionals, companies, public and private authorities.

## ACCESSIBLE AT ANY TIME WHEREVER YOU ARE

[WWW.RECOVERWEB.IT](http://WWW.RECOVERWEB.IT)



Recover is more than a periodical... It is a website as well, regularly updated with news and events of interest to the industrial sectors involved, capable of ensuring exposure 24 hours a day, 7 days a week. The portal also allows you to browse any magazine issue, freely and directly on your computer.

Last year ecoera reinvented itself becoming **recoverweb.it** to guarantee content accessibility and usability while you are on the move on any your Android or iOS device, thus having the chance to read the content directly on your smartphone or tablet, and easily browse the latest issues of the journal.

### SOCIAL NETWORK



But this is not all. Today, you can also find Recover on major social platforms, such as Facebook, Twitter and LinkedIn, where you can share news and events, thus maximizing the visibility of both your brand and your web marketing campaigns.

## EVENTS

ITALIAN EXHIBITION GROUP

**DECOMMISSIONING**



## CONTENTS

- IN THE FOREGROUND** Relevant topics dealt with in-depth analysis or with interviews to leading figures in the sector
- ACTUALITY** The latest news on waste, reclamation and demolition issues dealt in a simple and informative way
- THE BIG EYE** A careful and updated eye on the news coming from the rest of the world
- IDEAS FACTORY** Innovations, experiments and patents of interest to the sector
- BUSINESS PANORAMA** Who are the realities and the companies that operate in the environment? We find out by visiting their offices and interviewing those who direct them
- SPECIAL** In-depth analysis and focus on important topics or events for the sector
- WORK IN PROGRESS** We visit construction sites, plants and factories to find out directly on site how companies in the sector work
- PROJECTS AND TECHNOLOGIES** Elaborate projects and applied technologies in environmental field, in remediation sector and waste treatment
- LEGISLATION** We analyze regulations and sentences relevant to the sector thanks to the support of lawyers and expert environmental legal consultants

## MAIN THEMES

- RECYCLING**  
Waste chain and circular economy: collection, selection, treatment, recycling, material recovery, energy recovery and landfill management  
Wastewater treatment technologies and emission treatment solutions  
Innovation and industrial automation applied to green economy
- REMEDIATION**  
Technologies applied to the remediation of contaminated soils and aquifers  
Characterization methods, analysis and Safety Measures  
Pilot application and full scale applications for remediation of polluted sites  
Innovations e sperimentations in remediation of contaminated areas
- DEMOLITION**  
Demolition of civil and industrial structures  
Complex demolition techniques to guarantee the safety of interventions  
Plant remediation and decommissioning of industrial plants  
Dedicated machines and equipment for complex demolition operations

### MARCH

# 50

#### DISTRIBUTION

- |           |                       |
|-----------|-----------------------|
| 17-20 MAR | BIE (MI)              |
| 20 MAR    | BIOMETANO DAY (AL)    |
| 22-25 MAR | SAMOTER (VR)          |
| 26-28 MAR | MECSPE (PR)           |
| 02-04 APR | PROGETTO COMFORT (CT) |
| 08 APR    | MCM (BG)              |
| 04-08 MAY | IFAT (D)              |
| 18-20 MAY | SUM (BO)              |
| 13-15 MAY | RAVENNA 2020 (RA)     |

### JUNE

# 51

#### DISTRIBUTION

- |           |                           |
|-----------|---------------------------|
| 26-28 MAY | SPS IPC DRIVES (PR)       |
| 25 JUN    | mcTER Biogas Biomet. (MI) |
| 25 JUN    | mcTER Cogenerazione (MI)  |
| 08-11 JUN | POLLUTEC (ALGERIA)        |
| 23-25 JUN | HILLHEAD (UK)             |

### SEPTEMBER

# 52

#### DISTRIBUTION

- |              |                          |
|--------------|--------------------------|
| 23-25 SEP    | REMTECH Expo (FE)        |
| 30 SET-3 OCT | GEOFLUID                 |
| 01 OCT       | FORUM MECCATRONICA (BA)  |
| 21-24 OCT    | SAIE (BO)                |
| 21-24 OCT    | AMBIENTE LAVORO (BO)     |
| 29-31 OCT    | GIC (PC)                 |
| 21 OCT       | mcTER Cogenerazione (VR) |
| 21-22 OCT    | ACQUARIA + SAVE (VR)     |
| 28-31 OCT    | BIOENERGY (CR)           |

### DECEMBER

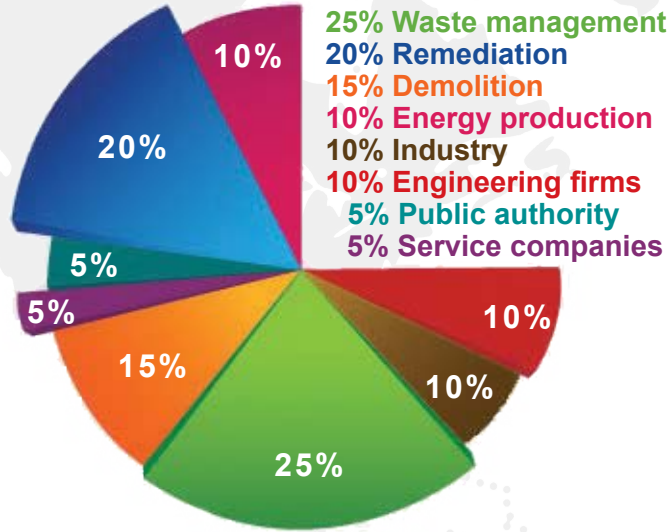
# 53

#### DISTRIBUTION

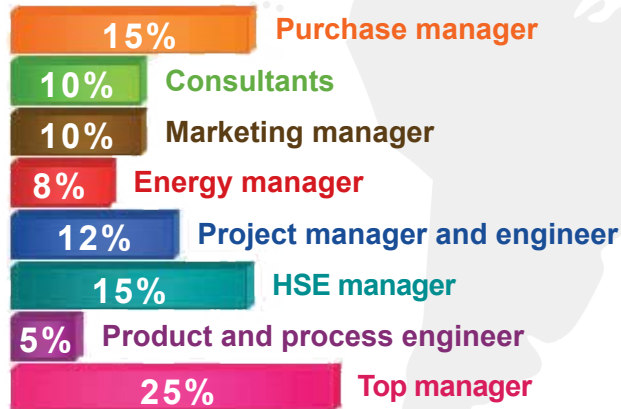
- |           |                        |
|-----------|------------------------|
| 03-06 NOV | ECOMONDO (RN)          |
| 03-06 NOV | KEY ENERGY (RN)        |
| 16-19 NOV | VENICE (VE)            |
| 26 NOV    | mcT Petrolchimico (MI) |
| 01-04 DEC | POLLUTEC (LYON)        |
| JAN       | KLIHAHOUSE (BZ)        |
| JAN       | IERC (A)               |
| FEB       | SICON                  |
| FEB       | A&T (TO)               |
| FEB       | TOP ENERGY (BS)        |
| FEB       | BIOGAS ITALY (MI)      |

# OUR READERS

## FIELDS OF INTEREST



## JOB FUNCTION



## PRICE LIST

### REPRESENTATION PAGES

Inside front cover	€ 3.000
Inside back cover	€ 2.700
Back cover	€ 3.700
First advertising page	€ 2.700
Ad opposite to editorial	€ 2.700

### ADVERTISING FEATURES

Article	€ 2.500
Advertorial	€ 1.700

### PERIODICITY

Quarterly

### PRINT RUN

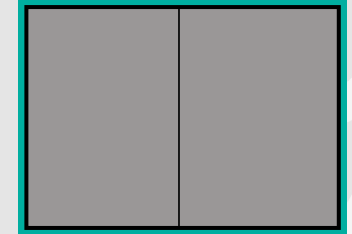
10.000 Copies

### CIRCULATION

Under subscription, targeted forwarding on a rotating basis and during the expo events scheduled

### DOUBLE PAGE

420x297mm\*  
€ 4.500



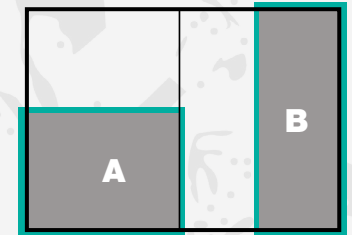
### WHOLE PAGE

210x297mm\*  
€ 2.500



### HALF PAGE

**A** 210x148,5mm\*  
**B** 105x297mm\*  
€ 1.700



### 1/4 PAGE

105x148,5mm\*  
€ 1.200



\*+5mm bleed allowance

# PORTAL



## WHY INVEST IN THE WEB?

- It provides for a daily visibility, 24 hours a day
- It creates qualified contacts
- It ensures the chance to measure the return on investment
- It is cost-effective

## WHY RECOVERWEB.IT?

- It is the only website dedicated to the remediation industry
- It is the most important portal of the waste industry
- It is the most lively website on the environment
- It is the first website specialized in demolitions

## RECOVERWEB.IT AN ONGOING DEVELOPMENT!

20.300 UNIQUE VISITORS

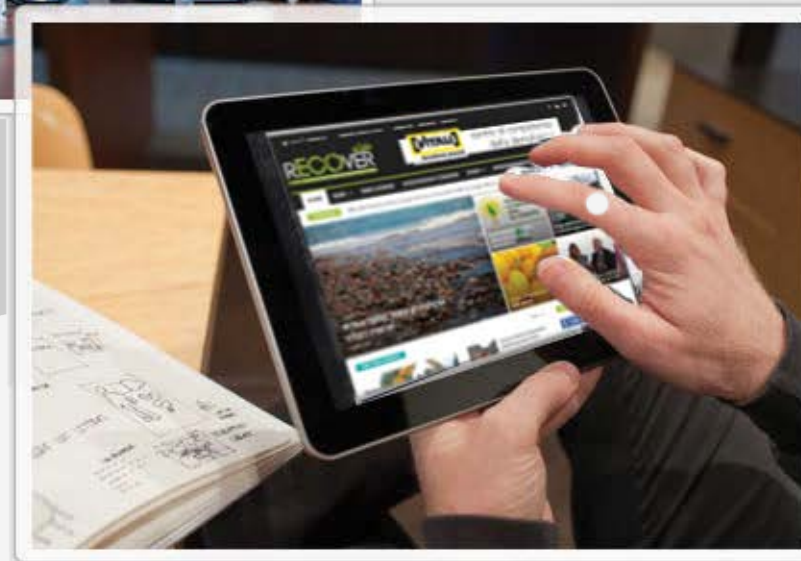


78% Loyal users

22% Newcomers



Being basically 'integrated' into RECOVER magazine, [ecoera.it](http://ecoera.it) turns to be a cutting-edge tool that, from a technical, economic and regulatory point of view, can provide more promptly all the news and in-depth analyses about the aspects confronted with every day by the business operators.



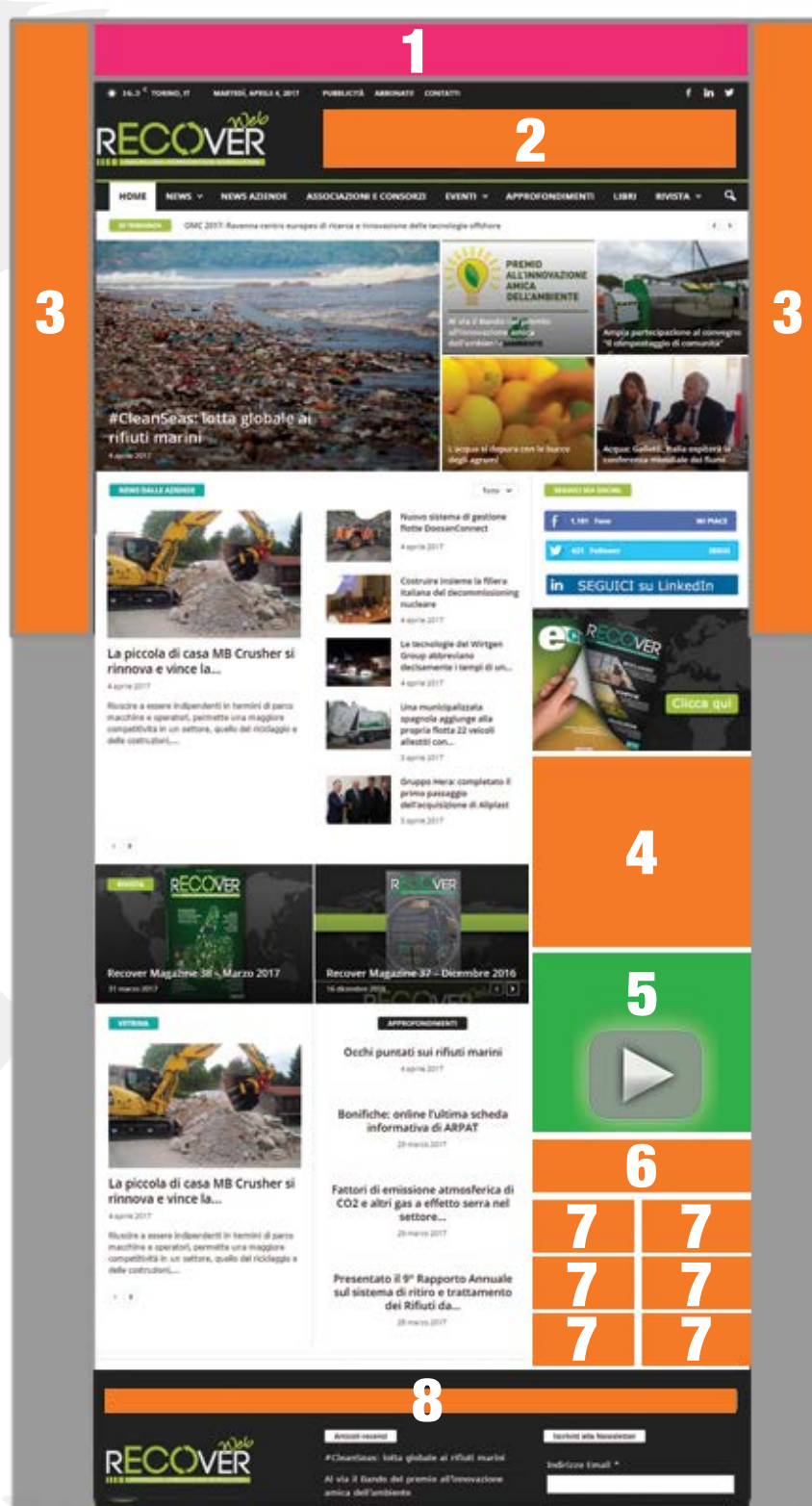
### Recoverweb.it LANDED ON SOCIAL MEDIA!

Social networks currently are the best place where sharing news and events. Now, you also have the chance to share your web marketing campaigns or newsletters on Facebook, or post a video and share it on [recoverweb.it](http://recoverweb.it). Moreover, you can take with you all the news, and easily browse through the periodical on your smartphone or tablet.

## PRICE LIST WEB

- 1 Leaderboard Banner (1022x100 px) **€500**  
Rotating banner ads (MAX 5)  
on ALL pages within the site per month
- 2 Top Banner (800x90 px) **€450**  
Rotating banner ads (MAX 5)  
on ALL pages within the site per month
- 3 Skyscraper (250x850 px) **€600**  
Rotating: Yes  
on ALL pages within the site per month
- 4 Big Banner (300x250 px) **€250**  
Rotating: Yes  
on ALL pages within the site per month
- 5 Video Spot (300x250 px)\* **€300**  
Rotating: No  
on ALL pages within the site per month
- 6 Medium Banner (300x60 px) **€200**  
Rotating: Yes  
on ALL pages within the site per month
- 7 Scroll Banner (144x64 px) **€100**  
Rotating: Yes  
on ALL pages within the site per month
- 8 Push Bar bottom (980x30 px) **€200**  
Rotating banner ads (MAX 3)  
on ALL pages within the site per month

\*All main video file formats can be published as well as video hosted on external providers



## NEWSLETTER

ADVERTISING SPACES IN recoverweb.it NEWSLETTER

recoverweb.it newsletter monthly updates all users on topical issues and major industry events. You can insert linkable banners of various size. The newsletter meets the whole target of both Recover magazine and website, giving **visibility** to your company and your products reaching **up to 40,000 users**.

- A** Top Banner (600x75 px) **€500**  
for each mailing
- B** Big Banner (264x202 px) **€250**  
for each mailing
- C** Medium Banner (180x138 px) **€150**  
for each mailing

## DEM

SEND YOUR NEWSLETTER TO recoverweb.it USERS

DEM (Direct Email Marketing) allows to send a customized promo newsletter to the whole target of both Recover magazine and the website www.recoverweb.it, by selecting the categories of interest from our mailing list of business operators. Email Marketing is a useful way to invite recipients to visit a website or the social profile of a company, or to send a contact form in order to receive information or to be contacted back.

Direct Email Marketing **€1.000**  
for each mailing

CONTACTS

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