






















# RECOVER Web

RECYCLING REMEDIATION DEMOLITION

DEA EDIZIONI




**RECOVERWEB**
YOUR **GATEWAY**
TO THE NEWS
FROM YOUR
**INDUSTRY**
ANYTIME,
ANYWHERE

# MEDIA KIT 2027

DEA EDIZIONI

RECOVER MAGAZINE RECYCLING REMEDIATION DEMOLITION

# MEDIA KIT 2027

For over 18 years, **RECOVER Magazine** has been the **leading quarterly magazine** for the **waste and recycling, environmental remediation, demolition and urban regeneration, environment, water treatment and energy sectors.**
Its strength lies in being the hub of an **integrated communication system** that brings together the magazine, the RECOVERWEB portal, a steadily growing social media network, highly targeted newsletters and DEM campaigns, plus an active presence in the field through events, trade fairs and professional meetings.

## OUR STRENGTHS

- ✓ **Industry leader**
- ✓ **Clear, straightforward reporting**
- ✓ **Authoritative content backed by a dedicated technical editorial team**
- ✓ **SEO-driven editorial strategy**
- ✓ **Highly profiled database, with over 50% named business contacts**
- ✓ **Partnerships with the leading industry trade fairs**
- ✓ **Graphic design and web marketing consultancy**



GIVING A **VOICE** TO YOUR **CONTENT**, FROM PRINT TO WEB



### MAGAZINE

**RECOVER MAGAZINE** is the leading magazine for the recycling, remediation and demolition sectors, distributed to over 10,000 companies and present at all major industry events

**10,000 COPIES DISTRIBUTED**

### WEB PORTAL

**RECOVERWEB,** the go-to portal, constantly updated with news from the world of waste treatment, remediation and demolition, featuring:
- company news and press releases
- industry trade fairs and events
- free digital edition of the magazine

**OVER 140,000 VIEWS**

### NEWSLETTER

**RECOVERWEB news** reaches over 10,000 industry professionals with sector news and updates

**10,000 PROFESSIONALS**

### SOCIAL MEDIA

Active on the main **social media platforms** to boost the visibility of news and brands

**90,000 VIEWS**

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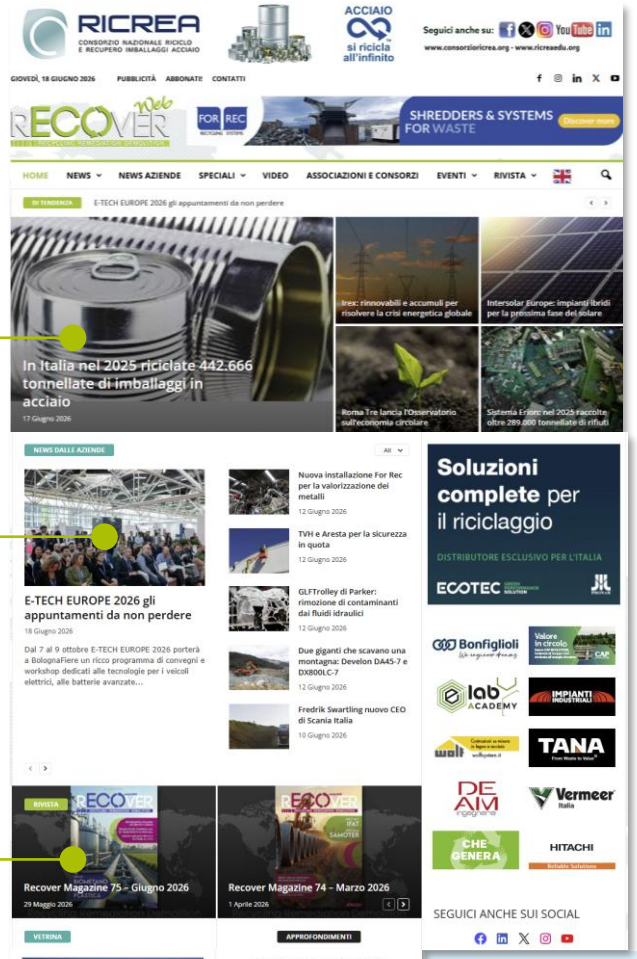
## OUR AUDIENCE

Our network reaches professionals and decision-makers in **strategic roles** within public and private organisations. A qualified, cross-sector audience holding key roles in decision-making and operational processes.

- 30% WASTE MANAGEMENT
- 15% REMEDIATION
- 10% DEMOLITION
- 10% ENERGY PRODUCTION
- 10% WATER
- 10% INDUSTRY
- 5% ENGINEERING FIRMS
- 5% PUBLIC BODIES
- 5% SERVICE COMPANIES

**YOUR MESSAGE AT THE HEART OF THE INDUSTRY: QUALIFIED AUDIENCE DIVERSE YET HIGHLY TARGETED AUDIENCE**




- INDUSTRY NEWS AND UPDATES
- COMPANY AND MARKET NEWS
- RECOVER MAGAZINE DIGITAL ARCHIVE
- PRODUCT AND TECHNOLOGY SHOWCASE
- TECHNICAL, REGULATORY AND ECONOMIC INSIGHTS
- INDUSTRY EVENTS, FAIRS AND CONFERENCES
- ASSOCIATIONS AND CONSORTIA

The homepage layout encourages **frequent visits and high dwell time** thanks to continuously updated content, related articles and dedicated sections covering the main developments in the environmental sector.

## NEWS FROM YOUR INDUSTRY, ALWAYS ACCESSIBLE ON ANY DEVICE



**RECOVERWEB** reaches a **highly qualified community** of companies, professionals, consultants, public bodies and environmental service providers who **visit the portal every day** to keep up with news, technical insights, regulatory developments and market trends. An authoritative editorial setting that offers companies an **ideal environment for** branding, display campaigns, sponsored content and targeted communication initiatives.

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RECOVER Web — RECYCLING REMEDIATION DEMOLITION

## ONLINE ADVERTISING WWW.RECOVERWEB.IT

**1 LEADERBOARD BANNER** — **€600**/month
1022x100 px Rotation: max 5 brands
Visible on all pages

**2 TOP BANNER** — **€500**/month
800x90 px Rotation: max 5 brands
Visible on all pages

**3 LARGE BANNER** — **€300**/month
300x250 px Rotation: Yes
Visible on all pages

**4 VIDEO SPOT** — **€500**/month
300x250 px Rotation: No
Visible on all pages

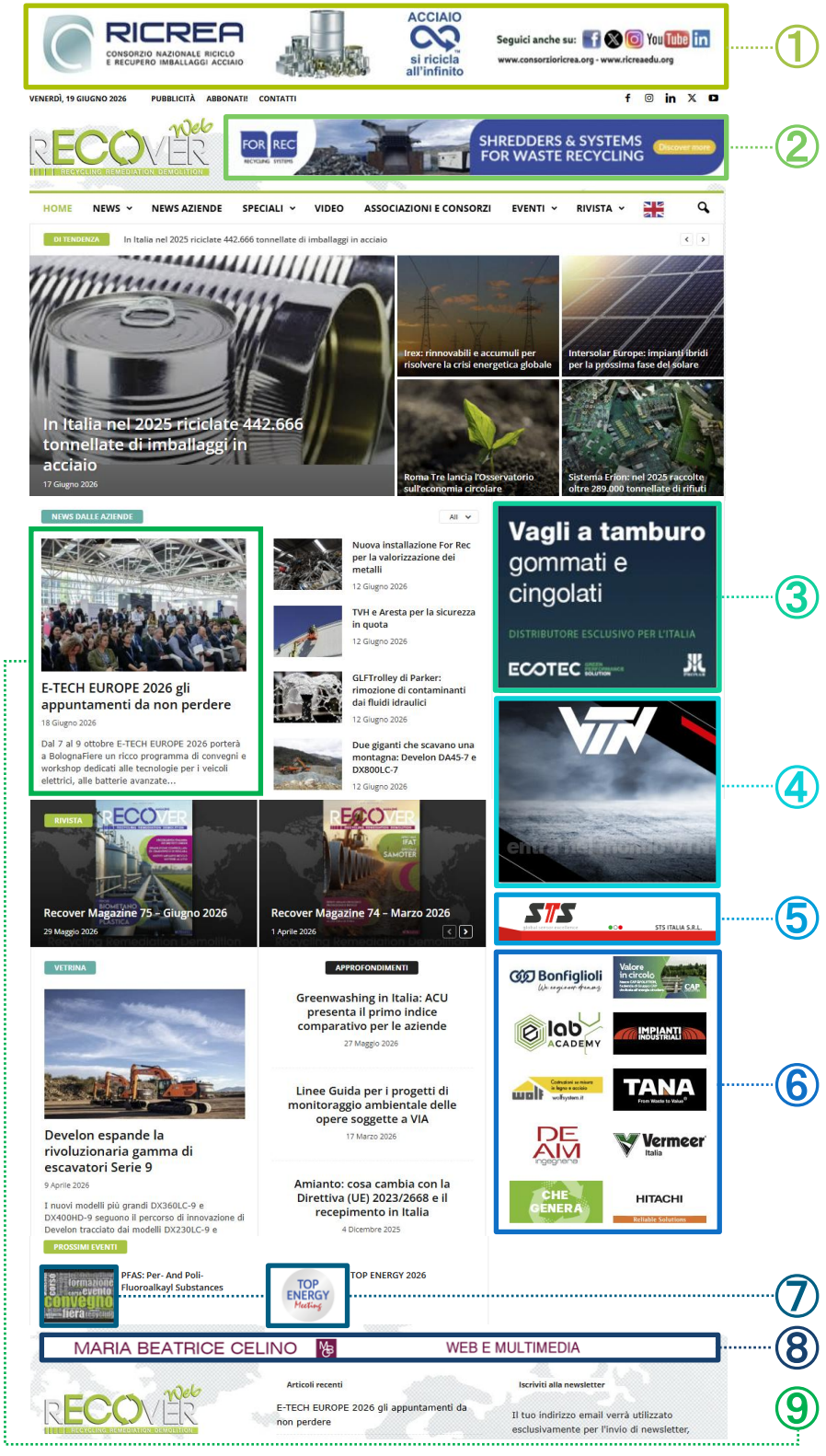
**5 MEDIUM BANNER** — **€250**/month
300x60 px Rotation: Yes
Visible on all pages

**6 SCROLL BANNER** — **€100**/month
144x64 px Rotation: Yes
Visible on all pages

**7 EVENT BANNER** — **€300**/month
180x135 px In Homepage in the run-up to the event and in Events section until it ends

**8 FOOTER PUSH BAR** — **€200**/month
980x30 px Rotation: max 3 brands
Visible on all pages

**9 COMPANY ADVERTORIAL** — **€500**
Visible on the homepage upon publication and in the Company News section




## OUR NUMBERS

Over the past year the portal has exceeded **140,000** page views, averaging around **11,300** page views per month. It also reaches **5,000** unique visitors every month, who view an average of **3** pages per visit, a sign of genuine interest in the content.

Average time on site is **1 minute 25 seconds**, but rises significantly among loyal readers, exceeding **8 minutes** per session, evidence of a high level of engagement.

Traffic comes both from organic search, which generates **50%** of the total, and from steadily growing direct visits: a key indicator of reader loyalty and of the project's ability to build, over time, a community that keeps coming back to the content of its own accord.

## % DISCOUNTS

Preferential terms are available based on the number of bookings, as well as dedicated agency discounts.

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# RECOVERWEB NEWSLETTERS

Every month, the **RECOVERWEB newsletter keeps** professionals informed with a selection of the most relevant **news**, market **updates** and key upcoming **events**.
Since 2026, alongside the monthly newsletter, a second **newsletter dedicated entirely to the following month's events** gives professionals a complete overview of upcoming industry appointments.
Thanks to a highly profiled community, the newsletter reaches the entire **target audience of RECOVER magazine** and the RECOVERWEB portal, boosting your company's visibility, promoting your products and services and generating qualified leads.
An effective tool to showcase your company and products through **clickable banners** in a range of formats, linking to your web pages.

| | | |
|---|---|---|
| 1 | **TOP BANNER** 600x75 px | **€450**/month |
| 2 | **LARGE BANNER** 264x200 px | **€250**/month |
| 3 | **MEDIUM BANNER** 264x100 px | **€200**/month |
| 4 | **EVENT BANNER** 180x135 px | **€300**/month |






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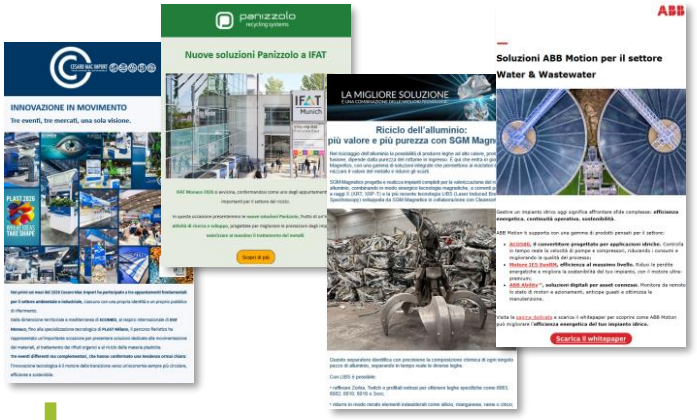
## DEM
## DIRECT EMAIL MARKETING

**Direct Email Marketing (DEM)** sends a customised promotional newsletter to the entire target audience of the magazine and the www.recoverweb.it portal, selecting categories of interest from our database of industry professionals.
DEM turns interest into action, guiding recipients to your website, social media profiles or a contact form to request information and start a conversation with your company.

**COMPANY DEM** **€1,000**/mailing




## OUR NUMBERS

Newsletters and DEMs are sent to a selected target drawn from a mailing list of over **10,000 qualified contacts**.

| | |
|---|---|
| OPEN RATE | 38.28% |
| CLICK RATE | 10.24% |
| UNSUBSCRIBE RATE | 0.05% |

## SOCIAL MEDIA

Recoverweb is active on the main social networks, expanding and **strengthening the visibility** of its editorial content, turning every news story, article, event or initiative into an opportunity to reach a wider, more diverse audience.
By posting industry updates, attending trade fairs and events, and resharing content from the magazine and the web portal, we deliver **integrated, multichannel communication** that reaches different audiences according to the characteristics of each platform.

- INCREASED VISIBILITY
- DIFFERENTIATED AUDIENCES
- CONTENT AMPLIFICATION
- GREATER ENGAGEMENT
- MORE OPPORTUNITIES FOR YOUR BRAND




**FACEBOOK**
News, articles and updates for a broad, cross-sector community

**X**
Quick updates, breaking news and a spotlight on the industry's hot topics

**LINKEDIN**
In-depth features, industry news and professional analysis for a B2B audience

**YOUTUBE**
Videos, interviews, conferences and exclusive content to inform and engage

**INSTAGRAM**
Visual features, event highlights and content from the world of the environment and the circular economy

# PREMIUM PACK

## THE INTEGRATED SOLUTION FOR MAXIMUM VISIBILITY ACROSS ALL RECOVERWEB CHANNELS

Want to be in the spotlight? This is the ideal offer for you! With **PREMIUM PACK**, your brand, your story or your project will be told and promoted through an integrated, multichannel communication experience. **PREMIUM PACK** is limited to **one client per month**: book early to secure the period that matters most to your business. Here is what it includes:

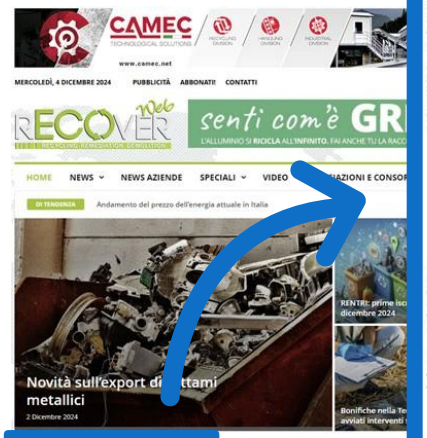
**DEDICATED ARTICLE/INTERVIEW**
Unique, engaging content that tells your story: text, photos, videos and links to give your business maximum exposure.

**FEATURED position in Homepage for ONE MONTH**
Get maximum visibility on our portal's homepage, with your article in a prominent, prestigious position for the whole month.

**Inclusion in the RECOVERWEB newsletter**
Your article will be featured prominently in the monthly newsletter, reaching industry professionals in the month of your choice, for example to coincide with trade fairs, product launches or company events.

**Promotion on our SOCIAL CHANNELS**
Extend your reach with strategic posts on our social media, designed to capture the attention of your ideal audience.

## FEATURED PLACEMENT ON THE HOMEPAGE

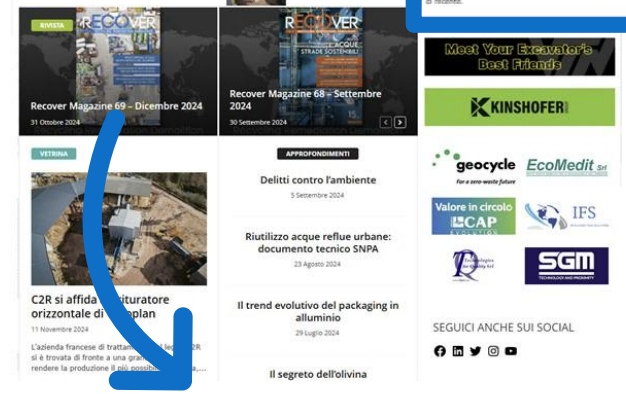



## DEDICATED ARTICLE










## SOCIAL MEDIA PROMOTION

## FEATURED IN RECOVERWEB NEWSLETTER




## WHY CHOOSE PREMIUM PACK

To enhance your company's profile with a single communication campaign.

**PREMIUM PACK** **€1,200**
Featured article on the homepage for 1 month + prominent placement in the newsletter + social media

**PREMIUM PACK**
**+ 1 company DEM** **€1,700**

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RECOVER MAGAZINE & Web
RECYCLING REMEDIATION DEMOLITION

# OVER 400 COMPANIES, CONSORTIA AND ORGANISATIONS HAVE CHOSEN RECOVER TO COMMUNICATE WITH ITALY'S ENVIRONMENTAL AND CIRCULAR ECONOMY MARKET

3U VISION • 4 SERVICE EUROPE • A-GAS • A.C.R. DI REGGIANI ALBERTINO • ABB • ABILS CONSORZIO STABILE • ACQUA • AKTID ITALIA • AM SOLUZIONI INDUSTRIALI • AMBIENTALINK NETWORK • AMUT • APS ECOSYSTEMS • ARCADIS ITALIA • AREA IMPIANTI • ARGAL • ARJES • ARMOFER CINERARI LUIGI • ARS AMBIENTE • ATLAS COPCO ITALIA • AUSTEP • AUTOVICTOR • B&R AUTOMAZIONE INDUSTRIALE • BAIONI CRUSHING PLANTS • BAW • BIOENERYS • BIOSEARCH • BONFIGLIOLI • BONGIOANNI MACCHINE • BONIFICHE SAN MARTINA • BRIGADE ELETTRONICA • BROKK ITALIA • BRUMOLA • BTS BIOGAS • BUSI GROUP • BUZZI UNICEM • C.E.A.R. LABORATORI RIUNITI • C.M.B. • CALAMIT • CAMEC • CAMOTER COMMERCIALE • CAMS • CANGINI BENNE • CAP HOLDING • CASE • CASTALIA • CENTRO ROTTAMI • CERICOLA • CESARO MAC IMPORT • CESI • CGT • CGT LOGISTICA SISTEMI • CIMBRIA • CM • CNH INDUSTRIAL ITALIA • CO.MET.FER. • CO.NI.P. CONSORZIO NAZIONALE IMBALLAGGI PLASTICA • CONSORZIO ECOLAMP • CONSORZIO IMBALLAGGI ALLUMINIO • CONSORZIO NAZIONALE ACCIAIO • CONSORZIO NAZIONALE OLI USATI • CONSORZIO QUADRIFOGLIO • COSMO AMBIENTE • COSTACURTA • CSC ALLESTIMENTI • CUCCOLINI VIRTO GROUP • CUTMETALL • CYRKL ZDROJOVA PLATFORMA • DAF COSTRUZIONI STRADALI • DAIKO • DANFOSS • DEAM INGEGNERIA • DEPURACQUE SERVIZI • DEVELON • DIECI • ECOINERTI • ECOL STUDIO • ECOMEDIT • ECOOPERA • ECOPNEUS • ECOSEARCH • ECOSERDIANA • ECOSPRAY TECHNOLOGIES • ECOSTAR • ECOSYSTEM • ECOTEC SOLUTION • EDAM SOLUZIONI AMBIENTALI • E-LAB • ELDAN RECYCLING • ELEKTRONORM • ELIOS • ELSITEC • EMICONTROLS • ENI VERSALIS • ENTSORGAFIN • ENVIRON ITALY • EPIROC ITALIA • ERIEZ MAGNETICS EUROPE LIMITED • EUROMECC • EUROVIX • FANTONI & LUCIANI UNIPERSONALE • FASSI GRU • FGMTECH • FIDIA ENGINEERING • FIMIC • FMI ITALIA • FOR REC • FORNNAX TECHNOLOGY PVT • FORNOVO GAS • FREALDO ASFALTI • FSI • FURIA • GENERAC MOBILE PRODUCTS • GENERAL SMONTAGGI • GEOCYCLE ITALIA • GEROTTO FEDERICO • GI.MA. TECNOLOGIE • GIO.ECO. • GREENTHESIS • GREYPARROT • GRIECAM • GRUPPO COSMO • HAMMEL RECYCLINGTECHNIK • HELLATRON • HERAMBIENTE • HEUREKA AMBIENTE • HEXA GREEN • HITACHI CONSTRUCTION MACHINERY EUROPE N.V. • HITESCA • I.C.A.M. • I.WA.MA. • IDROELETTRICA • IDROPAN • IES BIOGAS • IMMOBILIARE CAVE SABBIA TREZZANO • IMPIANTI INDUSTRIALI • IN.CO.FIN. • INDECO IND. • INTELLIGENT FUEL SOLUTIONS D.O.O. • INTERGEO • IPAF • IREN • ITAL CONTROL METERS • ITALPROGET • ITQ PROJECT • JCB • KELLER DRUCKMESSTECHNIK • KELLER ITALY • KOBELCO CONSTRUCTION MACHINERY EUROPE B.V. • KOMATSU RETE ITALIA • LABSERVICE ANALYTICA • LADURNER AMBIENTE • LEO DA VINCI • LIEBHERR ITALIA • LONGHI • LUISETTO • MA-ESTRO • MAGNI TELESCOPIC HANDLERS • MANTOVA AMBIENTE • MANTOVANA MACCHEDIL • MANTOVANIBENNE • MARAZZATO SOLUZIONI AMBIENTALI • MARCOLIN COVERING • MARINI • MASSUCCO T. • MB • MEDI • MEGA • MELONI TECNO-HANDLING • MERLO INDUSTRIA METALMECCANICA • MF MESSEN WERBUNG KOMMUNIKATION • MININI • MION VENTOLTERMICA DEPURAZIONI • MITA WATER TECHNOLOGIES • MOLINARI • MONTALBETTI • MV LABS • NCR BIOCHEMICAL • NIEDERSTATTER • NIKOLLI • NIPPON GASES INDUSTRIAL • OFFICINE MACCAFERRI ITALIA • OLPIDURR • OMER ECOLOGY • ORION • ORSI • PAL • PANECO AMBIENTE • PANIZZOLO • PARFER SITI • PAVER • PCA TECHNOLOGIES • PELLENC ST • PENTAIR INTERNATIONAL • PERINO PIERO • PETROLTECNICA • POLLUTION • POMILI DEMOLIZIONI SPECIALI • POZZI LEOPOLDO • PRANDELLI SANTO • PROMOVE • QBLOCK • R+W ITALIA • RAD SERVICE • RANIERI TONISSI • RCM • REDECAM GROUP • RENOVA AMBIENTE • RHT • RIGATO • ROVERETA • RUTHS • S.E.VAL. SOCIETÀ ELETTRICA VALTELLINESE • S.G.M. GEOLOGIA E AMBIENTE • SABO • SACMI IMOLA • SALONI INTERNAZIONALI FRANCESI • SALVETTI • SANY ITALIA • SCAI • SERVICE POMPE • SGM MAGNETICS • SGS ESTATE • SICK • SID SOCIETÀ ITALIANA DEMOLIZIONI • SIENA AMBIENTE • SILEA • SIMA • SIMAM • SIMEX • SOCIETÀ COOPERATIVA BILANCIAI • SOGIN • SOLVAY CHIMICA ITALIA • SOTRAFA • SOVATEC • SQS • SSAB EMEA • SSAB SWEDISH STEEL • STADLER • STANTEC • STARCOM ITALIA • STEEL LAVORAZIONI MECCANICHE • STENA RECYCLING • STENA TECHNOWORLD • STS ITALIA • TANA ITALIA • TECNO • TECNO HABITAT • TECNOECOLOGY • TECNOGROUP • TEUMAN • TORNERIA BERGAMINI • TOSO • TOWER LIGHT • TOMRA • TQ TECHNOLOGIES FOR QUALITY • TRANSVECTA • TREVI BENNE • UNIRECUPERI • V.T.N. EUROPE • VALLE UMBRA SERVIZI • VANGI INERTI • VAUCHE BIOMA ITALIA • VECOPLAN • VENTILAZIONE INDUSTRIALE • VERMEER ITALIA • VERNAZZA AUTOGRU • VI.BI. ELETTRORECUPERI • VIMATEK • VITALI • VOLVO CONSTRUCTION EQUIPMENT ITALIA • WLP • WOLF SYSTEM • WOLTERS KLUWER • WREKO • WRS ITALIA • WSP ITALIA • XYLEM WATER SOLUTIONS ITALIA • ZERO3 KEY

## CONTACT US


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