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## CONTENTS AND SPECIFICATIONS

**Manutenzione & Asset Management** is the official magazine of A.I.MAN. Italian Maintenance Association. In addition to the main monthly focuses, every issue contains articles on macro-areas such as Maintenance & Business, Maintenance Processes, Reliability & Maintenance Industry, Asset Lifecycle Management, Maintenance and Industry 4.0, and Competences in maintenance.

Language: Italian - Launched: 1999



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### Main Topics

- Maintenance & Business
- Maintenance Processes
- Reliability & Maintenance Engineering
- Asset Lifecycle Management
- Maintenance & Industry 4.0
- Competences in maintenance

**14.194**

Total  
subscribers

**10.000**

Website visitors  
per month

## Advertisement Rates and Specifications



### Gatefold front cover

- 405 x 285 mm +5 mm bleed
- \*375 x 237 mm

### Double page

- 420 x 285 mm +5 mm bleed



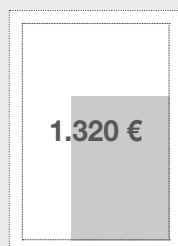
**II<sup>a</sup> Cop. - Inside front**  
**III<sup>a</sup> Cop. - Inside back**  
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**1/1 page**

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- \*180 x 237 mm



### 2/3 page vertical

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- \*106 x 237 mm



### 1/2 page island

- 133 x 179 mm +5 mm bleed
- \*118 x 160 mm



### 1/2 page horizontal

- 210 x 141,5 mm +5 mm bleed
- \*180 x 118,5 mm

### BUYERS GUIDE: Box Company name + Logo

- \*60 x 20 mm

**200 €**



### 1/2 page vertical

- 103 x 285 mm +5 mm bleed
- \*88 x 237 mm



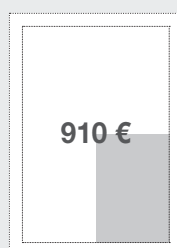
### 1/3 page horizontal

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- \*57 x 237 mm



### 1/4 page

- \*88 x 118,5 mm



### 1/6 page

- \*88 x 79 mm

### \*Type area, centered

Dimensions (width x depth).  
Prices in Euro (Excl. VAT).  
Trim size 210 x 285 mm

### Special positioning

Inside front, inside back,  
outside back: +15%  
Cover story, Cover presence  
incl. three inner pages, inserts:  
pricing and further information  
on request

# PUBLISHING SCHEDULE 2021

| Issue                                                              | Focus                                                                                                          | Shows/Events                                                                                                                                             | Dates                                                                  |
|--------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| <b>1 January</b><br>Closing Date 18.12<br>Mailing Date 20.01       | Management & Maintenance Processes<br>Electrical Systems & Components                                          |                                                                                                                                                          |                                                                        |
| <b>2 February</b><br>Closing Date 15.01<br>Mailing Date 08.02      | Operations & Maintenance Services<br>Diagnostics                                                               | Maintenance Schweiz, Zurigo<br>Automation&Testing, Torino<br>Maintenance, Dortmund<br>Mecfor, Parma<br>SEATEC, Carrara                                   | 10-11.02<br>10-12.02<br>24-25.02<br>25-27.02<br>TBC                    |
| <b>3 March</b><br>Closing Date 12.02<br>Mailing Date 10.03         | Reliability & Maintenance Engineering<br>Hydraulics & Pneumatics<br><b>Special: Oil &amp; Gas</b>              | Embedded World, Norimberga<br>WIN Eurasia, Istanbul<br>Global Industrie, Lione<br>Cosmoprof-Cosmopack, Bologna                                           | 02-04.03<br>10-13.03<br>16-19.03<br>18-21.03                           |
| <b>4 April</b><br>Closing Date 16.03<br>Mailing Date 09.04         | Asset Management<br>Test & Measurement                                                                         | <b>Hannover Messe, Hannover</b><br>MCM/Save/mcT, Milano<br>mcTER Alimentare, Bergamo                                                                     | 12-16.04<br>TBC<br>TBC                                                 |
| <b>5 May</b><br>Closing Date 16.04<br>Mailing Date 11.05           | Transportation<br>Pumps & Valves<br><b>Special: Automotive</b>                                                 | Sensor+Test, Norimberga<br>Control, Stoccarda<br>Accadueo, Bologna<br>IVS, Bergamo<br>mcTER, Roma<br>mcT Petrolchimico, Roma<br><b>SPS Italia, Parma</b> | 04-06.05<br>04-07.05<br>05-07.05<br>26-27.05<br>TBC<br>TBC<br>25-28.05 |
| <b>6 June</b><br>Closing Date 07.05<br>Mailing Date 04.06          | Risk Based Maintenance<br>DPI - Individual Protection Devices<br><b>Special: Food &amp; Beverage</b>           | Achema, Francoforte                                                                                                                                      | 14-18.06                                                               |
| <b>7/8 July/August</b><br>Closing Date 09.07<br>Mailing Date 27.08 | Facility Management<br>Seals & Gaskets                                                                         |                                                                                                                                                          |                                                                        |
| <b>9 September</b><br>Closing Date 27.08<br>Mailing Date 17.09     | Asset Integrity<br>Energy Saving<br><b>Special: Manutenzione &amp; Energy Efficiency</b>                       |                                                                                                                                                          |                                                                        |
| <b>10 October</b><br>Closing Date 24.09<br>Mailing Date 20.10      | Maintenance & ICT<br>Software & Digital Devices<br><b>Special: Maintenance 4.0</b>                             | EMO, Milano<br>Motek, Stoccarda<br>MCM/Save/mcTER, Verona                                                                                                | 04-09.10<br>05-08.10<br>TBC                                            |
| <b>11 November</b><br>Closing Date 15.10<br>Mailing Date 10.11     | Maintenance Job & Skills<br>Mechanical Systems & Components<br><b>Special: Maintenance in Process Industry</b> | <b>SPS - Smart Production Solutions, Norimberga</b><br>ADIPEC, Abu Dhabi TBC<br>Ecomondo, Rimini TBC                                                     | 23-25.11<br>TBC<br>TBC                                                 |
| <b>12 December</b><br>Closing Date 09.11<br>Mailing Date 10.12     | Facilities<br>Tools & Equipment<br><b>Manutenzione Buyers Guide 2022</b>                                       |                                                                                                                                                          |                                                                        |



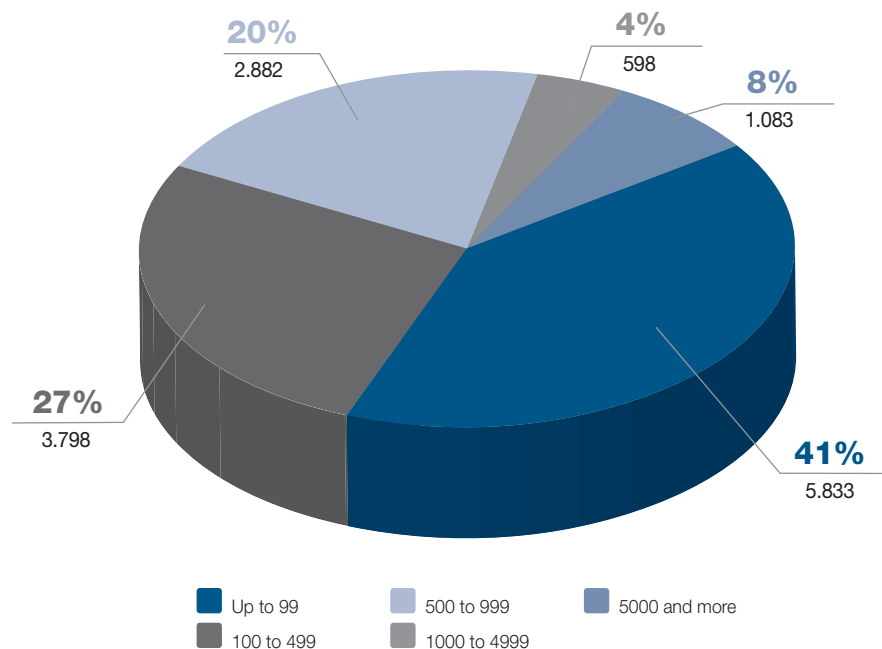
## Print + Digital: Circulation 2021

| By industry                    | Subscribers   | %           |
|--------------------------------|---------------|-------------|
| Food & Beverage                | 1.461         | 10%         |
| Textile & Synthetics Fibres    | 583           | 4%          |
| Paper, Cellulose & Wood        | 796           | 6%          |
| Metallurgy & Iron Industry     | 1.189         | 8%          |
| Mechanical & Electromechanical | 2.044         | 14%         |
| Ceramic & Stoneware            | 813           | 6%          |
| Chemicals & Petrochemicals     | 2.341         | 16%         |
| Energy productions             | 771           | 5%          |
| Maintenance Services           | 1.994         | 14%         |
| Others                         | 2.202         | 16%         |
| <b>TOTAL</b>                   | <b>14.194</b> | <b>100%</b> |

| By job function             | Subscribers   | %           |
|-----------------------------|---------------|-------------|
| General Manager             | 1.993         | 14%         |
| Plant Engineering Manager   | 2.238         | 16%         |
| Maintenance Manager         | 3.743         | 26%         |
| Maintenance Staff           | 2.196         | 15%         |
| Sales & Procurement         | 1.600         | 11%         |
| Maintenance Service Manager | 1.233         | 9%          |
| Others                      | 1.191         | 7%          |
| <b>TOTAL</b>                | <b>14.194</b> | <b>100%</b> |

Source: Publisher's Projection 2021

## By number of employees



## MANUTENZIONE BUYERS GUIDE

### Industrial Maintenance Vendor List

Attached to the December issue of Manutenzione & Asset Management, Buyers Guide is the only Vendor List for industrial maintenance on the market, created to help all operators in the sector finding the most useful tools and companies for their work.

