



ASSOENOLOGI

WINE BY CULTURE AND PROFESSIONAL EXPERTISE

ADVERTISING RATES **2025**



Circulation

10.000

copies every month throughout Italy and abroad

Number of publications per year

10

releases

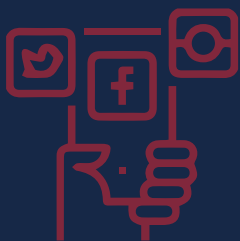
8

monthly
issues

2

bimonthly
issues

(January/February and July/August)



Assoenologi Social Media

36.000

contacts   

Facebook Pages

23.500

followers



LinkedIn Page

8.300

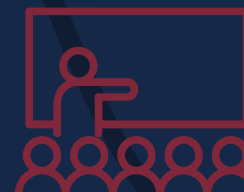
followers



Assoenologi Website

286.000

page views



Webinar Attendance 2024

1.000+

among oenologists
and technicians



Advertising spaces

Book jacket - single page - in combination with an editorial publication or double page plus* **2.800 €**

INSIDE THE MAGAZINE

■ Internal page in CMYK - mm 210 W x 297 H + mm 5 trim **	1.050 €
■ Additional cost for internal page on the right	60 €
■ Double internal page in CMYK - mm 420 W x 297 H + mm 5 trim **	2.000 €
■ Half vertical page in CMYK - mm 105 W x 297 H + mm 5 trim **	750 €
■ Additional cost for half page	50 €
■ Staff article	750 €

IN PROMINENT POSITION

■ Double page plus (inside front cover and first right hand page) in CMYK	2.300 €
■ Page next to the editorial in CMYK - mm 210 W x 297 H + mm 5 trim	1.300 €
■ Inside back cover in CMYK - mm 210 W x 297 H + mm 5 trim	1.150 €
■ Plasticized back cover in CMYK - mm 210 W x 297 H + mm 5 trim	1.900 €

INSERTION OF A LEAFLET (see Rules)

■ Single page - maximum size mm 208 W x 295 H (2 pages)	1.350 €
■ Double page - size mm 415 W x 295 H (4 pages)	2.350 €
■ Triple page - size mm 625 W x 295 H (6 pages)	3.400 €

STAFF ARTICLES

Staff articles regarding the presentation of products, machines or accessories for wine-making and viticulture as well as companies or events: cost and spaces to be agreed with the Editorial Staff.

Staff articles presenting products, machines and accessories for wine-making and viticulture, as well as companies or events: rates and spaces to be agreed with the Editorial Staff

*the publication of the ad and the contents are subject to the Management approval. ** Arranged at the discretion of the Editorial Staff.
The above-mentioned rates will be increased by 10% on the issue related to the National Assoenologi Convention.



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Requested material

File in PDF or CMYK format with a resolution of 300 DPI and a banner with a dimension of 1400x250 pixel
For a banner to be published on the site www.assoenologi.it: file in JPEG format with a dimension of 600x300 pixel
Potential changes and amendments will be charged at relevant costs. The digital records will not be returned.

Delivery of material

30 days before the date on the cover (1st day of the month) in compliance with the procedures specified in the Rules.

General information

Associazione Enologi Enotecnici Italiani - Via Privata Vasto 3, 20121 Milano - phone 02.99785721 - fax 02.99785724.

Contact

For advertising companies:
comunicazione@assoenologi.it
For editorial publications Laura Bacca:
laura.bacca@assoenologi.it
For administration Paola Realini:
amministrazione@assoenologi.it

Payment conditions

30 days/month-end bank receipt. Expenses are paid by Associazione Enologi Enotecnici Italiani.

Agency rights

Agency rights will not be acknowledged in any circumstances and for any reasons.



Special packages

Free services for **10** Adv

- 1. The publication of a staff article of 1500 characters**, including title, to be published on two issues to be agreed, in compliance with the attached Rules;
- 2. The publication of 1 post on the Assoenologi Facebook page and 1 post on the Assoenologi LinkedIn page concerning the company**, the products or the services (text and images to be agreed with the Editorial Staff);
- 3. The publication of a banner** on the Assoenologi website homepage for 2 months
- 4. Free attendance for 4 people at a webinar** or a training course organized by Assoenologi at the national level;
- 5. The publication, once a year, of a technical-scientific work** concerning the company production, of a maximum length of 5 pages, to be published in compliance with the attached Rules;
- 6. 10 complimentary digital subscriptions to "L'Enologo" for the year 2025.** The subscription will start at the drafting of the contract or from the month following the transmission of the names and e-mail addresses and will be valid up to 31/12/2025.

Free services for **5** Adv

- 1. The publication of a staff article of 1500 characters**, including title, to be published on two issues to be agreed, in compliance with the attached Rules;
- 2. The publication of 1 post on the Assoenologi Facebook page concerning the company**, the products or the services (text and images to be agreed with the Editorial Staff);
- 3. Free attendance for 2 people at a webinar** or a training course organized by Assoenologi at the national level;
- 4. 5 complimentary digital subscriptions to "L'Enologo" for the year 2025.** The subscription will start at the drafting of the contract or from the month following the transmission of the names and e-mail addresses and will be valid up to 31/12/2025.

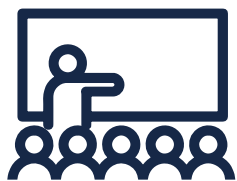


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L'Enologo

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Sponsorship of educational activities

General conditions

- For an order of at least 1 advertising page on our Magazine "L'Enologo" at a cost of **1.050 euro + VAT** or another Web&Digital service of an equal amount (except for sponsors of the Convention);
- Subject to approval by the Head Office of the program, the leaflet and the technical lecturers (who cannot be people related to the sponsoring company).

Assoenologi Local Sections

Minimum contribution

600 € +VAT

- For activities involving more than one section the contribution will be estimated
- Any activities organized by the sections are agreed upon with the sections themselves

National webinars

**FREE RATE
FOR ATTENDEES**

1.750 € + VAT

**REDUCED RATE
FOR ATTENDEES 15 €**

1.000 € + VAT

**FULL RATE
FOR ATTENDEES**

700 € + VAT

Services provided:

- A communication is sent to all Assoenologi members (only to section members if the activity refers to a section);
- Course credits are issued to Assoenologi members (in compliance with the Rules of Assoenologi Education);
- An attendance certificate is issued to other guests and professionals who make a request;
- A 10-minute promotional-technical presentation of the sponsoring company is included (to be agreed if relevant to a section);
- The name and logo of the company are quoted on communications and documents of the activity.



ADVERTISING RATES **2025**

Web&Digital Services

NEWSLETTER	FACEBOOK	LINKEDIN	WEBSITE BANNER	COST
1	2 posts	2 posts	1 on HP for 2 months	1.000 € + VAT
1	1 post	1 post		600 € + VAT
			1 on HP for 6 months up to 5 in rotation	1.000 € + VAT
			1 on internal pages for 6 months up to 12 in rotation	500 € + VAT

- Publishing datelines, texts and images to be agreed with the Editorial Staff
- Digital services for the companies Banner JPEG or GIF 600x300 Pixel, maximum weight 150kb.

Elenco Soci page Banner

Currently the most viewed and used page on the entire Assoenologi.it website, featuring the search engine for all our member enologists.

Three-year contract 2026-2028

1.000 € + VAT per Banner



Rules

General conditions

- The Management of Assoenologi reserves the right to approve and publish a page.
- The company which signs an advertising contract assumes responsibility for the contents of its Adv and relieves Assoenologi from any possible consequences towards third parties following their publications.

Special packages

Art.1 - The staff articles referred to in point 1) concerning 10 Adv and 5 Adv contracts:

- Must have a technical/scientific nature or introduce the production of the company;
- Must be sent to the Editorial Office 40 days before the date of publication of the issue agreed, otherwise their publication will be postponed to the following issue;
- Must not express a contentious argument and in no way harm the interests or the image of any individual person, governing body or company; their contents may be revised and eventually published on a later issue than the one agreed, for incidental reasons, at the incontestable discretion of the Editorial Staff.
- Cannot be re-published on subsequent issues of the Magazine if bearing the same title.

Art.2 - The works referred to in point 5) concerning the 10 Adv contract:

- Must be edited following all the criteria specified in art.1.
- Must be signed by the author unavoidably represented by a natural person.
- Must be approved by Assoenologi through their supervisors.
- Must not have been previously published on other magazines.

Art.3 - The services are restricted to year 2025 and only concern the spaces on "L'Enologo" Magazine.

Art.4 - The material must be delivered to the Editorial Office of "L'Enologo" by the agreed date and in compliance with the general requirements established by the Advertising Rates 2025, worth the loss of publishing rights.

Art.5 - In the event of loss of publishing rights, the Adv will be invoiced in any case according to the signed contract.

Insertion of an advertising leaflet

- The leaflet must be sent to Assoenologi in advance (40 days before the issue date) for approval. It must include on the front page, in a visible position, the lettering I.P. (character size 3 mm).
- The weight must not exceed 12 grams per page (two sides).
- The maximum format allowed is 208 mm width x 295 mm length.

The leaflets, already folded, must be sent carriage freight in 7000 copies 30 days before the date on the cover (1st day of the month) to the address provided by Assoenologi.

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Sponsorship of the Assoenologi National Congress

Every year Assoenologi organises the great event of the National Congress, which is held each time in a different Italian city.

This important event, which brings together the leading figures of the Italian and international wine scene, is becoming increasingly important in our country. There are around 800 participants and the audience is made up of oenologists, wine technicians and professionals from the sector.

A moment of confrontation, but also of conviviality and networking, made possible by the partnership with companies operating in the wine sector and supporting the Association.

These are the companies that can be found in the "**Aziende leader**" page of our website.



To become a Partner Company and find out more about the services offered,
contact us at comunicazione@assoenologi.it

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NATIONAL CONGRESS ASSOENOLOGI

