



Media Kit

Advertising & Events

Why Partner with Us?

- Industry-leading reputation and **audience trust**
- Diverse portfolio of **successful collaborations**
- Innovative and **comprehensive promotional strategies**
- Customized **event planning** and execution
- Highly specific **audience targeting** – either to our whole reader base or to specific interest groups



Our offering



Discover the many ways we can elevate your brand, resonate with your audience, and achieve your marketing objectives.

- **Editorials**
- **SEO Boost:** Media Press service & Link-building
- **Banners**
- **Newsletter**
- **Direct Email Marketing**
- **Social media campaigns**
- **Webinars & events**
- **Videos**
- **Podcast**

Editorials



Choose from three formats:

1. Branded Editorial
2. Featured Editorial
3. Advertorial



550K

Monthly visitors

1.6M

Monthly page views

1m 29s

Average session duration

Branded Editorial



Quality coverage from one of our experienced journalists, with strategic integration of your brand

- *Good visibility*
- *Up to 4000 bars*
- *Posted on the Homepage*

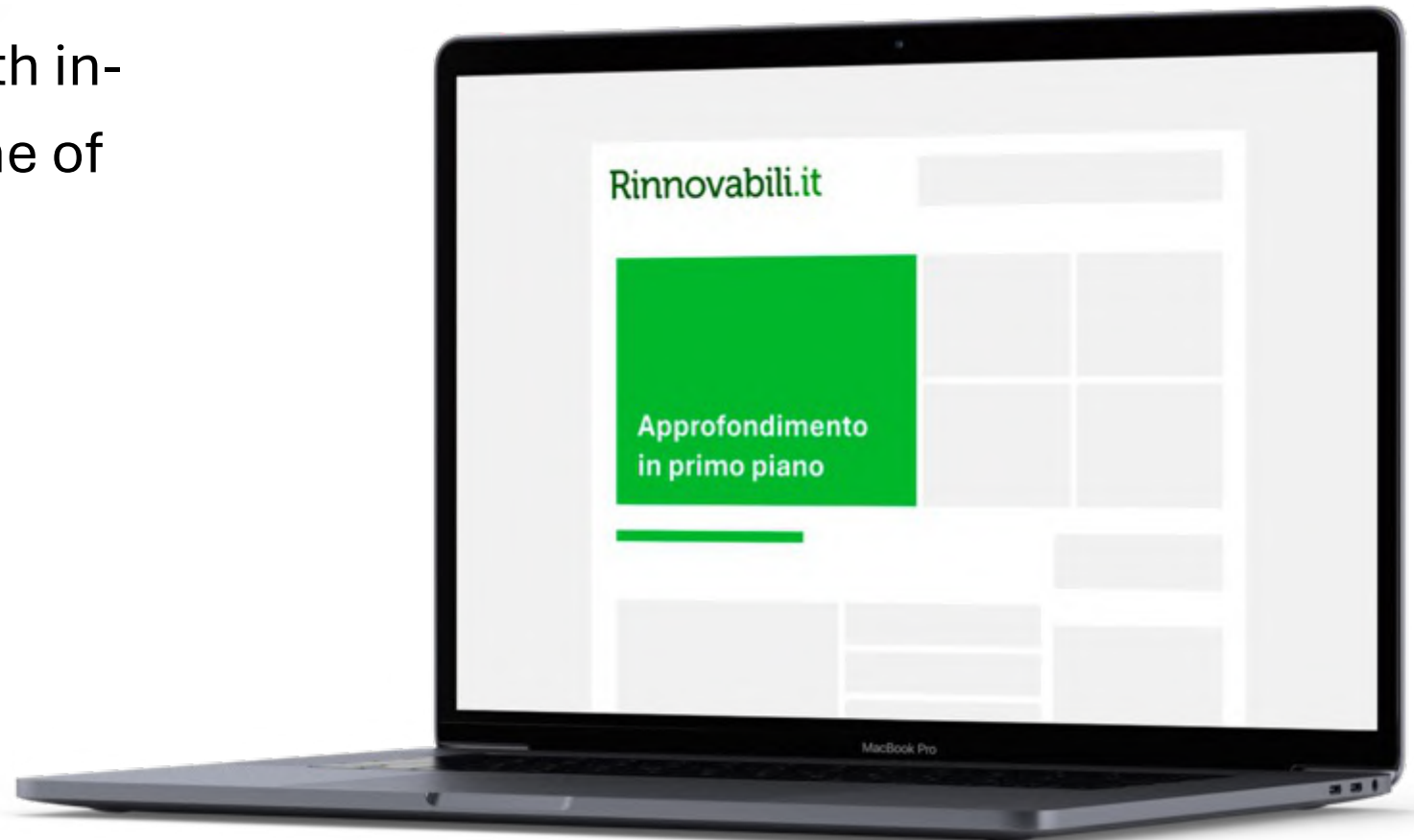


Featured Editorial



Get **maximum visibility** with in-depth content written by one of our expert journalists!

- *Excellent visibility*
- *Up to 8000 bars*
- *Stays on the Homepage*



Advertorial

Advertising article written by the customer and approved by the editorial staff, complete with text, images and links to requested pages.

- *Posted on the Homepage*



SEO Boost

Media Press Service

We distribute a press release across 90 news aggregators, boosting web reputation and driving traffic directly to your site.

Strategic Link-Building

Quality content that boosts your backlink profile and search rankings.



Banners



Increase your visibility by choosing from a wide range of banners

Best visibility:

1. Skin
2. Full Head
3. Main Sponsor Logo

1.6M

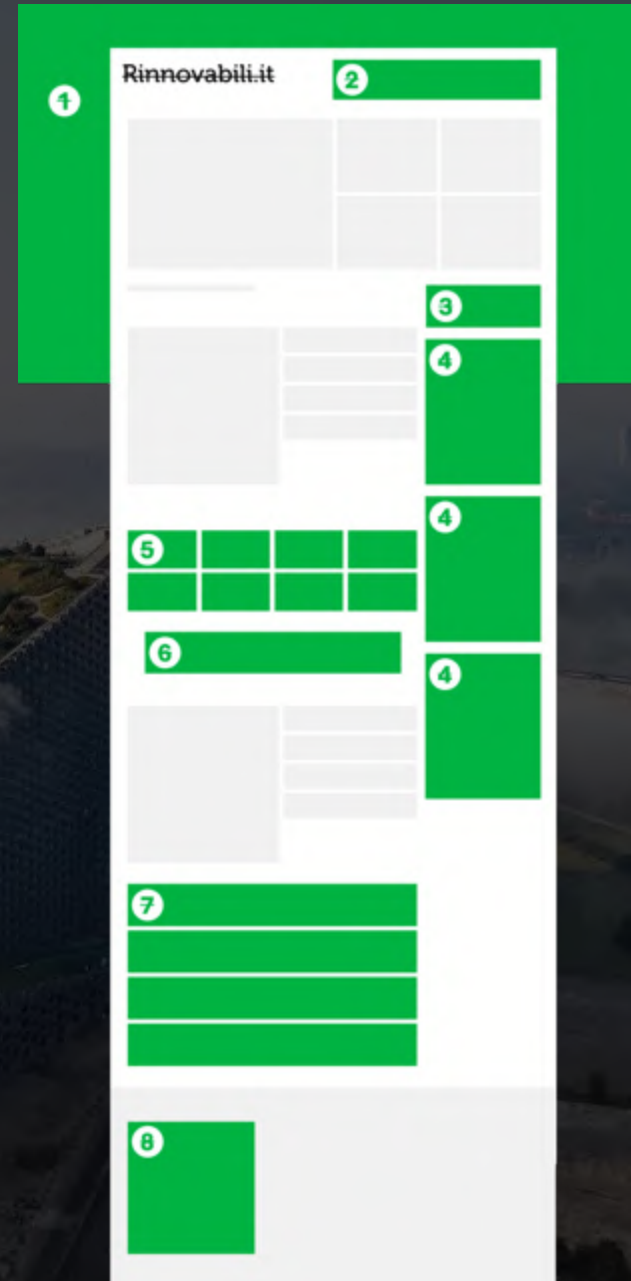
Monthly page views



Banners

Good visibility

- 4. Sidebar
- 5. Dedicated Section
- 6. Leaderboard
- 7. Events and Videos on the Homepage
- 8. Footer



Newsletter

Highlight your brand with a prominent banner in our newsletter, and feature your article alongside our curated content for direct reader engagement.

Banner Placement: Stand out in our regular newsletter dispatch.

Article Inclusion: Position your article to be seen by a wide and varied readership.



27K

Direct database

Direct Email Marketing

Directly reach thousands of subscribers by delivering your message straight to their inboxes.

Ideal for:

- Unveiling new products
- Broadcasting special events
- Distributing exclusive content

Leverage our DEM to establish a direct line to a more engaged and responsive audience.



Social media campaigns



Join the conversation and make an impact across our dynamic social platforms.

Engage with a lively and expanding audience, and amplify your message through targeted social campaigns.

Followers

60K

Facebook

43K

LinkedIn

19K

X-Twitter

Social media campaigns

We offer a wide range of campaigns:

- Post from an editorial
- **Content Creation** from an editorial
- **Bespoke content creation**
- Posts in **Cobranding**
- **Narrow target** sponsored posts
- **Full Support Packages**



Webinars & Events



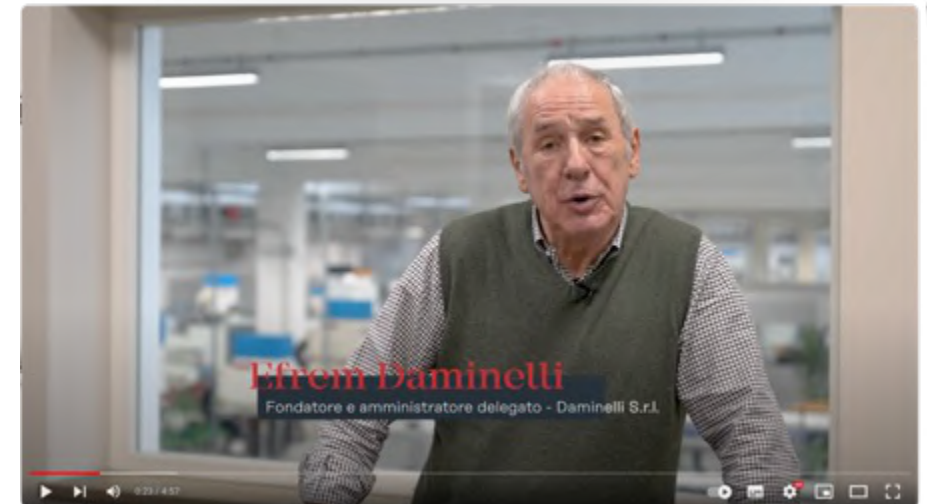
- **In-Person Forums**
Deep discussions and networking in a dynamic, face-to-face setting.
- **Branded Webinar Showcases**
Dedicated platforms enhanced by tailored campaigns for your brand's message.
- **Multi-Brand Forums**
Collaborate and converse with industry peers in a shared online space.



Videos



- **Branded Videos**
Showcase your brand's story with our corporate videos.
- **Spotlight Interview**
A 6-minute, professionally edited interview featuring tailored questions to highlight your unique perspective.
- **Multi-Platform Distribution**
Broadcasting your video across our platform and social channels



Podcast

Spotlight Your Brand with Audio

30-Second Spot

A brief, compelling audio spot to capture your audience's attention

2-Minute Interview

Tell your story through a focused, two-minute interview that engages and informs listeners.





We look forward to working with you!

Rinnovabili.it 
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It's pronounced
Reen-noh-vah-bee-lee.it!