Who are we?

The reference magazine for the world of Integrated Systems

IntegrationMag is the online magazine of reference for the world of embedded systems, including audio, video, lighting and control for installation and system integration. The contamination of the markets and the integration of the audio, video and lighting technologies inspired its birth in 2007. The site leveraged on the consolidated experience of the publishing group NRG30, who had already been active and successful for many years in the Professional Entertainment and MI (Musical Instrument) markets. The magazine covers many different sectors of the installation market, always trying to identify and follow the main trends of a sector that constantly expanding and changing. The technology and product categories - referring to Video, Audio, Lighting, Home Automation & Building Automation, Security Systems and IT & Networks - have always been punctually represented, as well as an ever-increasing interest in the world of "Design". All this makes IntegrationMag the only magazine capable of neatly combining and capturing these technical worlds.
What do we do?

Content Marketing

Experience

Visual ADV

Branding

Focus On

EDM

Close Dialogue

Case History
Our Target!

Our audience is made up of companies and professionals from within a large number of categories. Ultimately, it reflects a decidedly heterogeneous sector, one full of "transversal" figures that personify the term “Integrated Systems”.

Our readers are manufacturers, installers, technicians, architects, design studios, IT managers and all those who need to stay updated on the technologies and recent releases that the market offers. In such a rich and ever-changing environment, IntegrationMag has managed to keep up with the times thanks to punctuality, clarity and synthesis. In doing so, we satisfy readers and advertisers alike, who have found our pages to be a safe and reliable reference point for many years.

The great attention and care dedicated to sector events, as well as direct participation in the most important world trade fairs (of which we are often official media partners), complete an editorial offer in which both advertising spaces (high-quality content marketing and visual ADV) find their place alongside original articles produced by an editorial staff made up of professionals and experts in the industry.
Stats

DISTRIBUTION BY CATEGORIES

- electricians and plant engineering: 15.5%
- system integrators: 14%
- manufactures, distributors, dealers: 13.5%
- others: 13.5%
- architecture and planning: 12%
- AVL & IT installers: 11%
- building and furnishing: 5.5%
- professionals: 7%

TRAFFIC SOURCE

- Search engine: 49.1%
- Newsletter: 23.3%
- Direct: 17.7%
- Referral: 9.9%
MOST READED HEADINGS

- Press Review: 33%
- From the editorial staff: 22.5%
- Case Study: 14.5%
- Others News: 9%
- Design & Technology: 7%
- System Security: 10%
- IT & Networks: 4%

AVERAGE TRAFFIC PER MONTH INTEGRATIONMAG.IT

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages</td>
<td>51664</td>
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<tr>
<td>Users</td>
<td>34385</td>
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<tr>
<td>Bounce rate %</td>
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<tr>
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* calcolo su una media dal 1 gennaio 2019 al 31 dicembre 2019

MAILING LIST INTEGRATIONMAG.IT

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<td>Subscribed</td>
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<tr>
<td>Open rate</td>
<td>16%</td>
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The packages

Our offers are designed for every need, providing a subscription system that is highly flexible and configurable.

A direct relationship with the editorial staff will support you step-by-step in development and in creation of a communication plan that is specific and functional.
JUNIOR

The purpose of the Junior package is to ensure the presence of the company within the network and establish a direct dialogue with our editorial staff.

- News in top position during the contractual year (in variable numbers)
- SEO optimization of IntegrationMag pages
- Presence in the Quick-Search on the homepage (link dedicated to the company)
- Card dedicated to the company with description and logo
- Branded banners and visual adv on news dedicated to the company
- Calendar Area for FREE (NEW!)
+Product scouting - Research, selection and engagement of product news (NEW!)

<table>
<thead>
<tr>
<th>PRICES</th>
<th>month/12 months</th>
<th>Impression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Language &quot;Raw&quot; Package</td>
<td>280,00€</td>
<td>banners only on branded news</td>
</tr>
</tbody>
</table>
BASIC

The purpose of the Junior package is to ensure the presence of the company within the network and establish a direct dialogue with our editorial staff.

- News in top position during the contractual year (in variable numbers)
- SEO optimization of IntegrationMag pages
- Presence in the Quick-Search on the homepage (link dedicated to the company)
- Card dedicated to the company with description and logo
- Branded banners and visual adv on news dedicated to the company
- Calendar Area for FREE (NEW!)
  + Product scouting - Research, selection and engagement of product news (NEW!)
  + Banner program and visual adv (including the new push-down banner format) (NEW!)
  + 1 Dedicated Newsletter
  + 2 Hot News (news with differentiated background and in first position) (NEW!)
  + 1 Focus On (test produced directly in the field)
  + 1 Native Content (event report, corporate interview...)
  + Trade Show Enhancement (space products/brands during specials and editorial from the most important trade fairs)

PRICES

| Single Language "Raw" Package | 590,00€ | 4000 |
PROFESSIONAL

The purpose of the Professional package is to ensure close collaboration with our editorial staff in order to best enhance the brand image and strengthen the value of the product.

- Greater number of news in top position during the contractual year
- SEO optimization of IntegrationMag pages
- Presence in the Quick-Search on the homepage (link dedicated to the company)
- Card dedicated to the company with description and logo
- Branded banners and visual adv on news dedicated to the company
- Calendar Area for FREE (NEW!)
+ Product scouting - Research, selection and engagement of product news (NEW!)
- Banner program and visual adv (including the new push-down banner format) (NEW!)
+ 1 Dedicated Newsletter
+ 2 Hot News (news with differentiated background and in first position) (NEW!)
+ 1 Focus On (test produced directly in the field)
+ 1 Native Content (event report, corporate interview...)
+ Trade Show Enhancement (space products/brands during specials and editorial from the most important trade fairs)
+ Institutional presence on header of main page & latest corporate news on rotation on "Breaking News" ticket in high visibility position and with high SEO indexing

<table>
<thead>
<tr>
<th>PRICES</th>
<th>month/12months</th>
<th>Impression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Language &quot;Raw&quot; Package</td>
<td>920,00€</td>
<td>10000</td>
</tr>
</tbody>
</table>
Contracts with periods less than 12 months

For contract formulas involving 6 or 3 months (minimum contract), the following increase in price is applied:

- duration 6 months + 10% compared to the indicated price
- duration 3 months + 20% compared to the indicated price

Additional services indicated with "+"

The additional services indicated in the description of the packages with the "+" symbol are to be understood as included:
- on the basis of the package signed - only for subscriptions lasting 12 consecutive months and without interruptions. These same services may also be purchased separately and at any time by the customer at the prices indicated in the comparative table below.
# TABELLA COMPARATIVA

## Pacchetti e offerte

<table>
<thead>
<tr>
<th>DESCRIZIONE</th>
<th>JUNIOR</th>
<th>BASIC</th>
<th>PROFESSIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>News service</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>SEO optimization</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Quick Search</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company Profile</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Product scouting</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Calendar Area</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Hot News (1 week) (NEW)</td>
<td>x</td>
<td>500</td>
<td>✔</td>
</tr>
<tr>
<td>Top Position news (hot news)</td>
<td>500</td>
<td>2✔</td>
<td>2✔</td>
</tr>
<tr>
<td>Case Study section</td>
<td>350</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Dedicated Newsletter</td>
<td>500</td>
<td>✔</td>
<td>2✔</td>
</tr>
<tr>
<td>EDM newsletter (NEW)</td>
<td>750</td>
<td>500</td>
<td>✔</td>
</tr>
<tr>
<td>Focus On (product test)</td>
<td>500</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Native Content</td>
<td>350</td>
<td>✔</td>
<td>2✔</td>
</tr>
<tr>
<td>Video Spot (1 month)</td>
<td>500</td>
<td>250</td>
<td>✔</td>
</tr>
<tr>
<td>Wings on site (1 week)</td>
<td>x</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Trade show sponsorship (NEW)</td>
<td>1500</td>
<td>1000</td>
<td>750</td>
</tr>
<tr>
<td>Video Interview</td>
<td>500</td>
<td>500</td>
<td>300</td>
</tr>
<tr>
<td>Total Impressions</td>
<td>only news</td>
<td>4000</td>
<td>1000</td>
</tr>
<tr>
<td>Push Down banner (NEW)</td>
<td>x</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Pop Up banner (NEW)</td>
<td>x</td>
<td>x</td>
<td>✔</td>
</tr>
</tbody>
</table>

## COSTO MENSILE

<p>| | | | |</p>
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<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>280</td>
<td>590</td>
<td>920</td>
</tr>
</tbody>
</table>
Relations with the editorial Staff

Our customers have always had a direct and privileged relationship with the editorial staff. This is a constant dialogue consisting of informed suggestions and advice, always designed to help and guide the company through the difficult task of promoting their brand and products.

In this sense, the real competence and mastery comes from the indispensable skills of our team, which has always been made up of passionate technicians. With this in mind, the contents of the "From the Editor" section are always completely independent and never bound by the commercial agreements that IntegrationMag has with companies. The same also applies in relation to the choice of news published, which is always based on the real interests of the readers.

Likewise, the same approach is taken with regards to reports from fairs and events. Here, the goal has never been "to judge" but rather to inform, relay and explain how technologies are used by people.
THE GRAPHIC LAYOUT
Explanation of the various sections

1 - PRESS REVIEW
This is the section where the most important innovations in the sector find their place. The launch and planning of this news is at the discretion of the editorial staff, concerned with selecting, optimizing and editing (SEO Optimization) the press releases produced by the companies.

2 - HIGHLIGHTS
It is a slot of maximum exposure that sponsor companies can take advantage of on a "one-off" basis, depending on the package chosen.

3 - FROM THE EDITOR
A space dedicated to the insights produced and curated by our editorial staff. This is original content and in no way linked to any commercial relationships with companies. Here we find reports from trade fairs, events and technical insights, with the aim of promptly and professionally informing readers.

4 - NEXT EVENTS
A section where announcements and news from fairs, roadshows, professional courses, internships and training days are collected. This has always been a particularly useful space - appreciated by readers and companies alike. It does not include any insertion costs for all free initiatives. The notices published in this area are chosen by the editorial staff. The area is updated daily and moreover each calendar box is customizable, with unique images and text (a service we carry out with the collaboration of sponsor companies).
5 - CASE STUDIES
This area is solely dedicated to the case studies that the editorial staff select and publish over time. The articles (a maximum of 8 at any one time) alternate automatically. The section is normally full of photographic and video content and typically has a longer read time than the news published in the "Press Review" area.

6 - "JOLLY" AREA
This area is dedicated to alternation: sometimes displaying a particularly popular topic of the moment, whilst other times displaying tutorials, guides or specials. Other times... who knows!

7 - VIDEO SPOT
In a position of great visual impact, we find "VideoSpot". Short promotional videos chosen and selected with the help of our editorial staff can be embedded here, in order to integrate and make a visual campaign even more effective.

8 - QUICK SEARCH
In the "Quick Search" section, the brands of our sponsor companies are listed clearly and accessibly. By clicking on the links you can access an exclusive page with the card dedicated to the company.

9 - PRESS REVIEW - OTHER NEWS
In this section you will find the news that, for reasons of space and time, leave the space located higher called "Press Review" (box 1).
Banner Specs

**STANDARD**
*Features:* appears in the header and footer of all the pages of the network.
*Dimensions:* 728 x 90 pixels, max 80Kb
*Format:* animated gif

**CUBE**
*Features:* appears in IntegrationMag's articles and on the internal pages of the site.
*Dimensions:* 300x250 pixels, max 80Kb
*Format:* jpg

**FIXED SPACE**
*Features:* Mini Editorial in Home Page with title and image.
*Dimensions:* 300x250 pixels, max 80Kb
*Format:* jpg
PUSH-DOWN

Features: when displayed, this format moves all the content of the page down.
Total Dimensions: 728 x 90 pixels, max 200Kb
Format: jpg

CORNER POP-UP

Features: (100x100 image, with "Title" text (max 25 characters) and "Description" text (max 200 characters) that appears at the top left of the content of the web page.
Dimensions: 300x250 pixels, max 80Kb
Format: jpg
NEWSLETTERS

**Newsletter Standard**
- news from Press Review
- banner Standard and Cube (rotation)

**Branded Newsletter**
- “hot news” on the top of the page
- news from Press Review
- banner Standard e Cube of the company

**Newsletter EDM**
- news in the customer’s highlighted box with ad hoc text
- banner Standard e Cube of the company
- other news of the company
Testimonials

You’ve heard from us, but here’s what you have to say...

Anna Whalstrom - Audio Effetti
"Audio Effetti has established an effective partnership and relationship with IntegrationMag, finding strong commitment, collaboration and availability for our many communications on a daily basis. This is an essential synergy that further enhances our work and our company."

Franco Stacchiotti - EUROMET
“Having a meeting point where you can share ideas and solutions or get inspired is very important and IntegrationMag, for us at EUROMET, is one of the most important digital meeting places in our sector.

This is possible thanks to its authority in the industry, which has established itself thanks to their professionalism and the preparation of their team, always present in the highlights of our industry.

Gioia Molinari - RCF
"With ZioGiorgio.it, IntegrationMag.it and LightSoundJournal, RCF can best cover advertising and communication in the sectors in which it is active. Having to deal with a flexible structure and working with a team of passionate and always attentive professionals is an added value of great importance for us. After several years of collaboration we can see that the network is effective... “
Why choose us?

We know this business, we study this business, we live in this business.
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