



{2025}

MEDIA KIT

Since 1986 **Ferrutensil Professional** represents a reliable source of information for all the professional operators in the hardware, diy and gardening business. Ferrutensil is intended to be a concrete useful magazine for hardware retailers, with news and developments occurring in the market, product updates, trade fair reports, management techniques, in-depth of fiscal and financial issues. Ferrutensil is also the only magazine for **professional/industrial retailers** with content focused on the B2B market in our sector.

Click on any of the covers to go to the contents page of online magazines



9.014

copies

Average circulation for each of the 9 issues of Ferrutensil in 2022.

Certification



A member of I.F.I.C. International Federation of Audit Bureau of Circulations

EDITORIAL CONTENT

TOPICS

Ferrutensil is a magazine with rich content, always relevant to the sector, handled with a journalistic slant, with a clear and accessible approach.

Here are the main issues addressed:

Interviews with managers of hardware and tool stores, wholesalers, manufacturers and industry opinion leaders.

Research and market surveys. In collaboration with Bricomagazine, Ferrutensil publishes the most complete and reliable analysis on Italy's DIY chains. In addition, thanks to in-depth collaboration with the largest research institutions, it publishes research data regarding our sector, sometimes in exclusive.

Dossiers on the 'hottest' issues. Ferrutensil regularly talks to players in the distribution channels about the biggest topical issues, and publishes "dossiers" that reflect the "sentiment" of the market on these issues.

Fairs and events. Ferrutensil participates and reports all major national and international events in the hardware-tools-technical equipment sector.

Facts and news from around the world. Through its two correspondents for Europe and the Americas, the magazine offers timely updates on all the happenings in the world of hardware.

FERRUTENSIL FOR THE PROFESSIONAL RETAIL

Ferrutensil contains a wide range of topics dedicated specifically to **professional distributors in hardware, tools and technical equipment.**

These major distributors, whose clients consist primarily of industries and professionals (fitters, handyman, small/medium industry etc.) are the diamond tips of the hardware retail.

The editorial content is primarily technical, with more in-depth analysis of products, news and current events for the world of the professional, placing manufacturers in contact with their leading clients.

CONTACT US

Epe Edizioni S.r.l - Via Spezia, 33 - Milano
Tel. 02 8950 1830

Advertising Director: **Alessandro Cerato**
alessandro.cerato@epesrl.it

Editor in chief: **Massimo Casolaro**
massimo.casolaro@epesrl.it

Editorial office (please send editorial material, products or company news by e-mail): ferrutensil@ferrutensil.com

EVENT ORGANIZED
BY FERRUTENSIL

bricoday
CASA • FAI DA TE • TECNICO • OUTDOOR

Having reached the seventeenth edition, **Bricoday is the top B2B exhibition and conference in the DIY sector.**

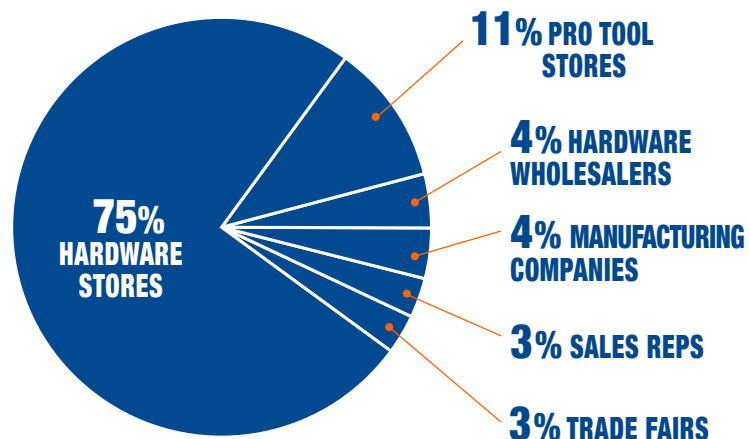
The next Bricoday will be held on 24-25 September 2025 at Fiera Milano Rho. For additional information:

segreteria@bricoday.it
www.bricoday.com

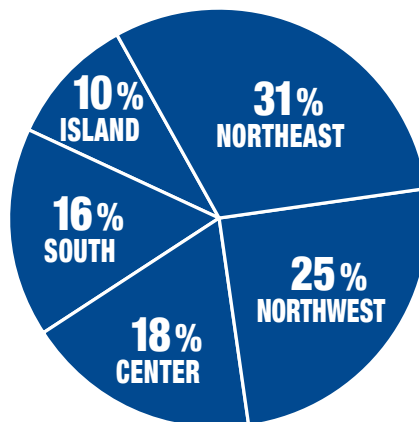


READERSHIP AND PRINT FIGURES

TARGET PROFILE



GEOGRAPHICAL DISTRIBUTION



Accurate data and knowledge of the key target is ensured by a telephone survey conducted by Ferrutensil together with a leading company in the sector to 10,671 commercial enterprises in the hardware, tool, DIY and gardening sectors.

FREQUENCY AND PUBLICATION DATES

9 issues of Ferrutensil are printed annually, with the following frequency (the indicative date of shipping is provided in brackets):

N°1 January/February (14 February)

N°2 March - *Professional* (21 March)

N°3 April (18 April)

N°4 May - *Professional* (23 May)

N°5 June (20 June)

N°6 July/August - *Professional* (22 August)

N°7 September (19 September)

N°8 October - *Professional* (31 October)

N°9 November/December (28 November)

CIRCULATION

Print figures and circulation are certified according to CSST rules.

For the period: 1/1/2022 - 31/12/2022

Average print figure: **9.161 copies**

Average circulation: **9.014 copies**

CSST certificate

N° 2022 - 6584 of 20/2/2023

Auditors: BDO Italia

(Source: CSST - Catalogo

testate certificate

1.1.2022 - 31.12.2022)

97%
NAMED
CIRCULATION

In particular **named circulation** - which identifies the magazines sent, by post or other means, in individual copies to a single address - is the **highest circulation in the hardware magazine sector**.

CSST CERTIFICAZIONE
EDITORIA
SPECIALIZZATA E TECNICA

ifabc A member of IFABC
International Federation of Audit Bureaux of Circulations

'LEGGIMI ONLINE' THE DIGITAL MAGAZINE



For some time now Ferrutensil is browsable online through a **proprietary web app** accessible from browser, the currently best performing solution for this digital activity, that allows wider access and ideal adaptation to the increasingly heterogeneous formats of display screens.

Starting from January 2020, we have 'unbundled' from the ferrutensil.com site **the collection of access data to the browsable version** of the Ferrutensil/Ferrutensil Professional magazine in order to specifically monitor the numbers and behavior of users. **The results were surprising**, considering the target audience limited to a niche in the B2B market, which focuses on the quality of users rather than on the number.

CONTENUTI DIGITALI AGGIUNTIVI E REDAZIONALI MULTIMEDIALI

Advertisers have the possibility **to implement advertising pages in the magazine with additional digital content** that will be made available at no extra cost in the browsable version online. By default the company website is linked, but the customer can request to add other features:

- **video playing**
- **sending pre-filled email**
- **download catalogs/price list (pdf, Powerpoint, Excel)**

It is also possible to buy **multimedia advertorials**, or two-page articles that do not appear in the printed version of the magazine, ideal for promoting one's digital communication activities. To see an example click **here**.

I NUMERI DEI 9 FASCICOLI DIGITALI 2024

Total pages browsed in the year: **815.000**

Total sessions: **24.000 (on average 2.660 per issue)**

Unique users: **9.500**

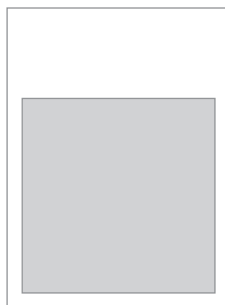
Average pages browsed per session: **35**

Average session duration: **4 minutes**

Bounce Rate: **1,74%**

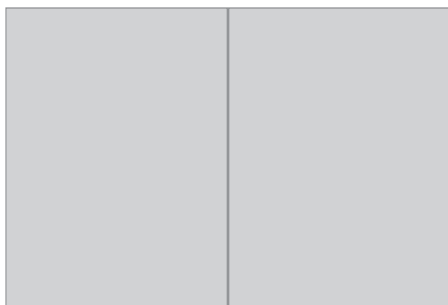
Usage technology: **65% Desktop - 35% mobile**

AD PAGES



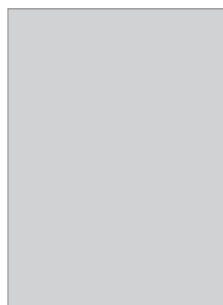
FRONT COVER

Measurements
(w x h):
185 x 195 mm



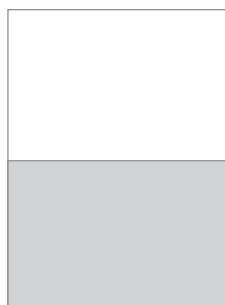
DOUBLE PAGE

Measurements (w x h):
420 x 297 mm



FULL PAGE

Measurements (w x h):
210 x 297 mm



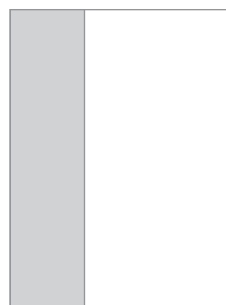
HALF PAGE HORIZONTAL

Measurements
(w x h):
210 x 145 mm



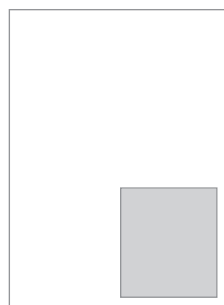
HALF PAGE VERTICAL

Measurements
(w x h):
105 x 297 mm



COLUMN 1/3 PAGE

Measurements
(w x h):
70 x 297 mm



1/4 PAGE (NON-BLEED)

Measurements
(w x h):
110 x 120 mm

DELIVERY OF MATERIALS

Ferrutensil
Professional

Advertising assistant: **Silvia Mariani**

Tel. +39 02 8950 1830 - E-mail: silvia.mariani@epesrl.it

CLOSING DATE FOR THE ARTWORK

N°1 Jan/Feb	17 January	N°5 June	16 May
N°2 March	14 February	N°6 Jul/Aug	20 June
N°3 April	14 March	N°7 September	21 July
N°4 May	11 April	N°8 October	19 September
		N°9 Nov/Dec	31 October

HOW TO SEND THE ARTWORK

- > Files up to 15 Mb: directly attached in an e-mail to silvia.mariani@epesrl.it
- > Files over 15 Mb: using a 'file transfer' service (WeTransfer, Dropbox, etc) addressed to silvia.mariani@epesrl.it
- > Files on digital format (CD/DVD) by post/courier to:
EPE Edizioni Srl - Via Spezia, 33 - 20142 Milano

TECHNICAL FEATURES OF THE ARTWORK

For artwork of any size and format, **an allowance of at least 3 mm is required on each side.** Therefore, for example, the print file of each individual page must measure at least **216 x 303 mm.**

Files can be sent in the following formats:

- > **Acrobat PDF:** files must be four colour (CMYK) and contain high resolution images (300 dpi)
- > **JPEG, TIFF, EPS, PSD:** four colour images (CMYK), high resolution (300 dpi), "highest quality" (for JPEG).

WEBSITE AND NEWSLETTER

WWW.FERRUTENSIL.COM

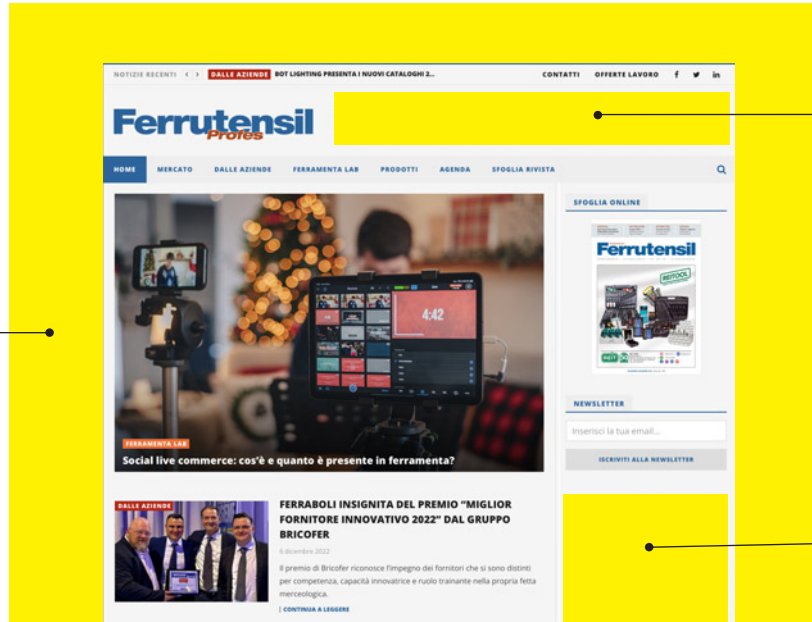
The Ferrutensil website is the key source of information for all operators in the hardware sector, providing everything from the most recent news to market analyses and product and service news. In addition, the most recent 10 issues of Ferrutensil are available online.

The website reaches visitors peak when a newsletter is sent out.

AVERAGE FIGURES FOR 2024

- Sessions/Month: **17.100**
- Unique visitors/Month: **10.600**
- Pageviews/Month: **25.500**
- Pages per visit: **1,5**
- Bounce Rate: **74,8%**
- Usage technology: **77,7%** desktop, **22,3%** mobile

SKIN
Measurements
(w x h):
1920x1300 pixels



HEADER BANNER
Measurements (w x h):
728 x 90 pixels

SIDEBAR BANNER
Measurements (w x h):
300 x 250 pixels

The Ferrutensil newsletter is a valuable instrument of targeted communication. **It is sent twice a month to 12,500 operators on the hardware market:** representing distribution retailers (buyers and sales managers, shop owners) and supplier companies (CEOs, marketing directors, sales managers, key accounts).

E-mail addresses have been collected and selected over 30 years of activity.

MENTION NEWSLETTER

When an item of news, a product or editorial showcase is added to the website at www.ferrutensil.com, it can be reiterated with a mention in the newsletter. Send a text of no more than 1,500 characters and 1 jpg picture in the following format (w x h): 800 x 534 pixels.



AVERAGE FIGURES FOR 2024

- **12.500** email recipients, on average
- **98,6%** delivery rate
- **36%** open rate
- **4,7%** click-through rate
- **855** clicks for each NL
- **13%** click-to-open rate
- **0,19%** unsubscribe rate
- **58** newsletters sent in 2024