Bitling

Your Success, our passion







MAGAZINE DEDICATED TO THE ITC WORLD

BHIM

It covers ICT markets with a cross cutting approach, addressing business **decision-makers** who want to be fully updated on digitalization



From more than 30 years this magazine follows the ICT Channel in every point of view

BifillATv

Video Channel focused on ICT and Industry 4.0.



DIGITAL EDITORIAL GROUP



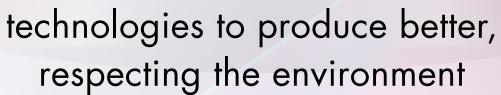
From 40 years it is focused on ICT markets, giving technical details on products and solution for CIO



Last news in **intelligent softwares** and the advent of Industry 4.0

USanità Digitale

The magazine is totally focused on the **digitalization of the medical**/ healthcare system







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MAGAZINE DEDICATED TO THE ITC WORLD

Six digital newspapers addressing to IT markets, telecommunication and industry 4.0

Editorial and scientific **expertise**

Job order and project management

Well-integrated and competent team

WHY BITMAT

5

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Short chain of command for fast decisions

Digital projects house-in produced

Costumised projects and services

Opening-up to new publishing initiatives



BifIII/T

MAGAZINE DEDICATED TO THE ITC WORLD



Newsletter subscribers 53.0000

19	Finance
18	PA
16	IT Services
12	Retail
10	Public Utility
9	Software House
7	Production
5	Consultant
4	Transports

SECTORS

BITMAT, NUMBERS

Avarage Page Views 110.000

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Best practice

FINANCETECH

Use of IT&C in the finance market

TTG The ITC Newscast











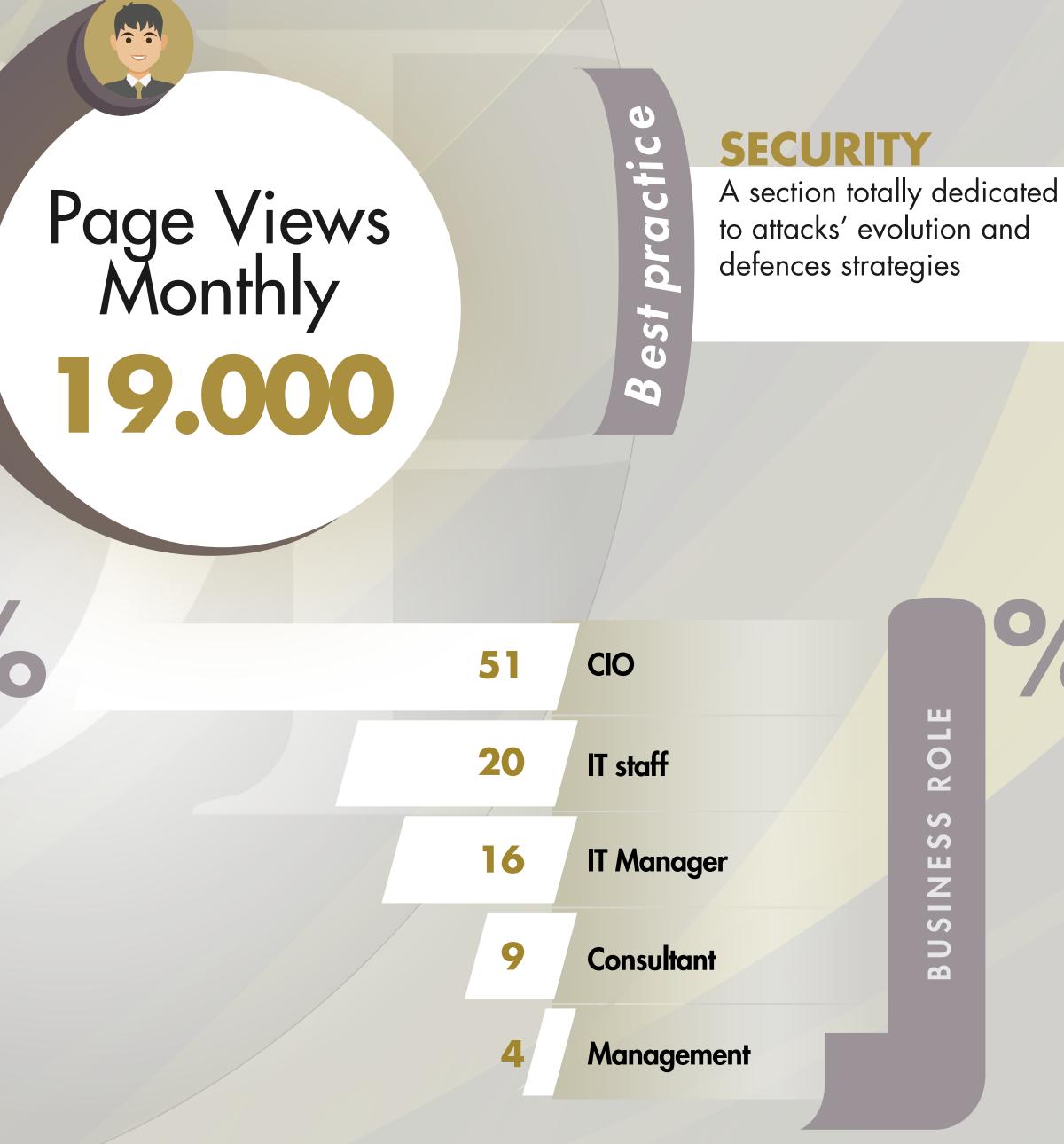
Newsletter subscribers 38.000

14	
14 12	
11	
11	
9	
9 7	
7	
7 5 4 3 3	
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3	

Finance/Banks
Manufacturing
Engineering
PA
Healthcare
Automotive
PA-Public Utility
ICT
Chemical/Pharmaceutical
Textile/Fashion
Building
Distributor/Retail

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LINEA EDP, NUMBERS FOR OVER 40 YEARS THE MAGAZINE IS THE REFERENCE POINT OF INFORMATION SYSTEMS MANAGERS (CIO)











MAGAZINE FOR MARKETS, HARDWARE, SOFTWARE, SECURITY NETWORKS AND IT SPECIALISTS



Newsletter subscribers 23.000

28	Var
22	Dealer
12	System integrator
10	Software House
8	Wholesalers
7	Distribution
6	Producers
4	Companies
3	Web Developer
2	MSP
1	Large-Scale Distribution

TOP TRADE, NUMBERS

Page Views Monthly 14.000

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Magazine addressed to the channel and focused on distribution activities and policies

24	IT staff
20	CIO / IT manager
17	Agents
16	Consultant
16	Sales
4	Designers
3	Web-Developer

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Newsletter subscribers 29.000

Designers

29	Distribution
16	Installers
14	Software Houses
11	Hospital/Hospice
9	System Integrator
8	Builders
8	Healthcare workers
5	Others

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SANITA' DIGITALE, NUMBERS MAGAZINE TOTALLY FOCUSED ON THE USE OF DIGITAL TECHNOLOGIES IN THE HEALTHCARE SECTOR

Page Views Monthly 9.000

6 practi est 9

The first magazine totally focused on the implementation of ICT Technologies in the healthcare area and in the field of the assistance to people with disabilities

27	Healh Personnel		
21	IT Staff	<u> </u>	
19	Consultant	ROLE	
11	Producers/Distributors	ESS	
8	Manager	BUSINESS	
7	System Integrator	BU	
4	Designers		
3	Others		





MAGAZINE ADDRESSED TO SOFTWARE AND TECHNOLOGY FOR EFFICIENCY AND PRODUCTIVITY



Newsletter subscribers 33.0000

- 27 Manufacturing
- **9** Chemical/Pharmaceutical
 - Engineering
- **7 Food & Bevage**
- 7 PA Public utility
- **6** Automotive
- **6 Distribution**
- **Building**
- 4 System Integrator
- **Textlite/Fashion**
- ICT

8

PA

2

Finance / Banks

ITS, NUMBERS

Page Views Monthly 17.0000

ITIS

60

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Best

The first newspaper able to bridge the worlds of ICT and Automation

ITG

The TV news of the intelligent software

26	Management
25	Designers
15	IT Manager
11	Technician
8	Counsellor
8	CIO
4	Others
3	Agents

BUSINESS ROLE







RESTART IN GREEN, NUMBERS

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# Newsletter subscribers 23.000

| 48 | Manufacturing             |
|----|---------------------------|
| 23 | PA                        |
| 11 | Entities<br>/Universities |
| 9  | Building                  |
| 6  | Research Labs             |
| 3  | Finance/Banks             |
|    | Others                    |
|    |                           |

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TECHNOLOGIES TO PRODUCE BETTER, RESPECTING THE ENVIRONMENT

# Page Views Monthly 14.000

6 practi est 90

An accurate and precise look at the new technologies linked to the Circular economy. It starts from the experience and the competence of the BitMAT staff in the manufacturing sector and the digital technology

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BUSINES

| 23 | Manager                |
|----|------------------------|
| 21 | System Integrator      |
| 18 | Counsellor             |
| 14 | Producers/Distributors |
| 10 | Energy Manager         |
| 7  | Designers              |
| 5  | IT staff               |
| 2  | Others                 |







THE PORTAL DEDICATED TO THE ICT WORLD

#### For over 10 years your appointment

#### with ICT & Industry 4.0 TV NEWSCAST



#### **The Video Channel** of Industry 4.0 and ICT protagonists Discover all the news of BitMatTv on the dedicated page tv.bitmat.it

# BITMAT TV, NUMBERS

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# BitIIAT

MAGAZINE DEDICATED TO THE ITC WORLD

#### **REMOTE VIDEO INTERVIEW**

During the pandemic it has been difficult to move, but it gave us the possibility to discover the remote meeting potential.

Our video interview provide the presence of the conductor in the studio, meanwhile the interlocutor is remotely connected. The direction made with two cameras allows to create a dynamic and professional context.

# **HOT TOPIC 2023**





MASSIMILIANO CASSINEL

AE SCIENTIFICO DI BITMAT ED ESPERTO DEL PIANO TRANSIZIONE A

MAGAZINE DEDICATED TO THE ITC WORLD

#### NDUSTRIA 4.0 È UN'OPPO



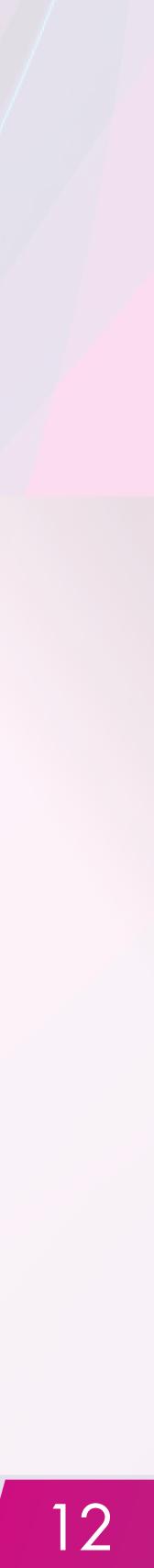


# HOT TOPICS 2023

## WEBINAR 2.0

We relize and promote webinars live broadcast from our office and presented by one of our expert in the sector.

The webinar video is going to be published in order to obtain leads and then provided to the customer.



# BitIIAT

#### MAGAZINE DEDICATED TO THE ITC WORLD

# **BASE PRODUCT TEST**

## A base product stand-alone test includes the following activities:

A test of product functionality

An article to be included in our newsletter

An about 3 minutes video presenting the tested product potentialities

#### **LEADER PRODUCT TEST**

A Leader product stand-alone test includes the following activities:

A test of product functionality

N°1 DEM

An about 3 minutes video presenting the tested product potentialities

A 60 seconds video on TTG

# HOT TOPICS 2023

### **PRODUCT TEST**

WE TEST YOUR PRODUCTS IN A **PROFESSIONAL WAY WITH EXPERTS IN** THE SECTOR LINKED TO COMMUNICATION **SERVICES ACCORDING TO TWO METHODS** 









MAGAZINE DEDICATED TO THE ITC WORLD

## **INSIGHTS AND SPECIALS 2023**

- ICT Technologies for healthcare
  - Industry 4.0
  - **Data center** 
    - Cloud
  - SPS 2023 Special
- Printers, Screen, Scanner and Projectors
  - loT and Big Data
- (the special we'll be sistematically updated and promoted for 6 months)

New ICT trends for 2024

# HOT TOPICS 2023

JANUARY FEBRUARY MARCH **APRIL** MAY JUNE/JULY SEPTEMBER/OCTOBER NOVEMBER DECEMBER





# BitIIAT

MAGAZINE DEDICATED TO THE ITC WORLD

#### Extraordinary edition of our ICT TG news.

#### It is a new way to talk about ICT.

Through a direct lenguage it impacts on the internet user attention. It is in the shape of a traditional TG news: a launching from the studio and several 50" brief interviews (5-7 minutes in total) with subtitles to enhance communication.

Alternating technical and commercial subjects, with the support of specific product images, it is possible to reach potential clients through an immediate and user friendly message.

# **HOT TOPICS 2023**

#### **DEDICATED TTG**









MAGAZINE DEDICATED TO THE ITC WORLD

#### **SPOT VIDEO**



# HOT TOPICS 2023

A **recording** at our office in Milan;

**Graphic** provided by our customer and completed by our video producer;

Royalty free **backgroud sound**. For music subjected to copyright costs are not included in our proposal;

**Online publication** on Bitmat.tv;

Advertising through the newsletter of one of our portal;

The **release** of the final product to the customer for internal use.



# BitII/T

MAGAZINE DEDICATED TO THE ITC WORLD

| FORMAT                           | PRODUCT DESCRIPTION                                                                                           | PRICE (VAT NOT INCLUDED)                             |
|----------------------------------|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
| DEM*                             | Sending to the mailing list of all or single portal                                                           | € <b>1.600</b> for one/ € <b>2.400</b> for 2 portals |
| BANNER*                          | Spaces available in various sizes and positions                                                               | € <b>300</b> weekly                                  |
| BANNER ON THE NEWSLETTER*        |                                                                                                               | € 500                                                |
| LEADERBOARD*                     | Top banner                                                                                                    | € <b>700</b> weekly                                  |
| SKIN*                            |                                                                                                               | € <b>1.300</b> weekly                                |
| CPM*                             | Every 1.000 page views with corporate banner<br>(the cost depends on the size and the position of the banner) | Price to be agreed                                   |
| NEWS PUBLICATION                 |                                                                                                               | € 300                                                |
| NEWS PUBLICATIONS AND NEWSLETTER |                                                                                                               | € 600                                                |
| PHONE INTERVIEW                  | Performed by our editor                                                                                       | € 800                                                |
| CASE STUDY                       | Performed by our editor                                                                                       | € <b>1.30</b> 0 + costs                              |
| SPOT VIDEO                       | Advertise your business                                                                                       | Price to be agreed                                   |
| ΠG                               | News or sponsoring                                                                                            | € 600 + travel costs                                 |
| DEDICATED TTG                    | Special edition dedicated                                                                                     | € 2.800 + travel costs                               |
| BILLBOARD*                       | Short spot at the end of TTG                                                                                  | € 800                                                |
| CASE HISTORY VIDEO               | Presentation of a practical application                                                                       | Price to be agreed                                   |
| COURSE IN PILLS                  | Shooting, editing and spread of the course                                                                    | Price to be agreed                                   |
| VIDEO INTERVIEW                  |                                                                                                               | € 1.500 + travel costs                               |
| VIDEO INTERVIEW IN OUR OFFICE    |                                                                                                               | € 1.500                                              |
| DOUBLE INTERVIEW                 | Two people face to face in the company in an intriguing format                                                | € 1.500                                              |
| REPORTAGE                        | Video-reportage of event                                                                                      | € 2.000 + travel costs                               |

provided by the client) \*(creativity



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# Bitling

# Your Success, our passion

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#### **BitMAT**

