

PF *Magazine*

THE PROGETTO FUOCO MAGAZINE
DEDICATED TO ALL THE PRODUCTS
THAT USE WOOD ENERGY

WHAT IS PF MAGAZINE

An information, promotion and support tool for the biomass sector, complementing the trade fair offer of **Progetto Fuoco** and **Italia Legno Energia**.

We talk about stoves, fireplaces, wood and pellet stoves and boilers, combustion materials and technologies.

PF Magazine presents itself as a specific publishing product in a highly diversified and widespread distribution system.



WHO PF MAGAZINE ADDRESSES

To the entire distribution channel: dealers, installers and service centres, manufacturers, hardware stores, designers and architects, the building trade, large retailers and professionals.

The great work carried out for Progetto Fuoco in researching, selecting and classifying the protagonists of the distribution system in this sector allows Veronafiore to have a unique, complete and up-to-date address book on the Italian and foreign distribution system.

THE NUMBERS

Published quarterly, 4 copies per year bilingual (Italian-English) - 20,000 copies - 64 A4 pages - distributed as follows:

- **10,000** dealers
- **5,000** service centres and installers
- **2,000** manufacturers
- **2,000** designers, architects, professionals
- **1,000** Progetto Fuoco promotional activities

THE MAIN TOPICS

- The wood and pellet heating market
- Reducing emissions and air quality
- Energy saving and access to incentives
- The importance of correct and constant maintenance of using a good fuel
- Technological renewal and certifications
- Interviews with the protagonists of the sector
- Installation examples
- New products



CHOOSE YOUR PACKAGE

 2025

4 full-page adv issues (billing June 2025)

| Issues | Deadline for sending adv | Amount |
|---|--------------------------|----------------|
| 1 issue MARCH 2025 - Special Italia Legno Energia | 13 January 2025 | |
| 2 issue JUNE 2025 | 7 April 2025 | |
| 3 issue SEPTEMBER 2025 | 7 July 2025 | |
| 4 issue DECEMBER 2025 | 14 October 2025 | 5,500 € |

 Full page company presentation - **Special Italia Legno Energia 2025:** **1,500 €** Single page editorial (1 issue): **1,000 €** **2026**

4 full-page adv issues (billing June 2026)

| Issues | Deadline for sending adv | Amount |
|--|--------------------------|----------------|
| 1 issue FEBRUARY 2026 - Special Progetto Fuoco | 9 December 2026 | |
| 2 issue JUNE 2026 | 7 April 2026 | |
| 3 issue SEPTEMBER 2026 | 7 July 2026 | |
| 4 issue DECEMBER 2026 | 16 October 2026 | 5,500 € |

 Double page company presentation - **Special Progetto Fuoco 2026:** **2,000 €** Single page editorial (1 issue): **1,000 €**

Package 2025-2026

 8 full-page subscription promo issues **9,000 €** Full page company presentation - **Special Italia Legno Energia 2025:** **1,500 €** Double page company presentation - **Special Progetto Fuoco 2026:** **2,000 €** Single page editorial (1 issue/year): **1,000 €**

ADVERTISEMENT FORMAT

Full page ADV

210X297 mm + 5 mm trim
PDF 300 high resolution
Acrobat 4 (PDF 1.3) or later
CMYK (no RGB, no PANTONE colours)
Texts in outline
Inner margin 10 mm

Editorial

800 characters including spaces
Word format
Logos in vector
2/3 images resolution 300 PI .jpg format

Single page company
presentation
Special Italia Legno
Energia 2025
(download file)

Double page company
presentation
Special Progetto Fuoco
2026
(download file)

BECOME AN ADVERTISER

Company Name _____

Address _____ N° _____

Postal code _____ City _____ Country _____

Referent _____ E-Mail _____

Tel. _____ VAT _____

Date _____

Please send this signed form to
brumat@veronafiere.it
For info: +39 045 8298171

Stamp and signature
