

# PF *Magazine*

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

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## 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 Veronafiere 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	13 January 2025	
2 issue JUNE 2025	7 April 2025	
3 issue SEPTEMBER 2025	7 July 2025	
4 issue DECEMBER 2025	14 October 2025	<b>5,500 €</b>

 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 - <b>Special Progetto Fuoco</b>	<b>9 December 2025</b>	
2 issue JUNE 2026	7 April 2026	
3 issue SEPTEMBER 2026	7 July 2026	
4 issue DECEMBER 2026	16 October 2026	<b>5,500 €</b>

 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 €** 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 Pl .jpg format

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](mailto:brumat@veronafiere.it)

For info: +39 045 8298171

Stamp and signature

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