

# DIGITAL MEDIA KIT 2026

EDIFIS ► DIGITAL TO BUSINESS

Artù



# DIGITAL MEDIA KIT 2026



Company profile



## EDITORIAL LINE

Artù is a digital ecosystem of reference for the world of Bars  
Hotels Restaurants

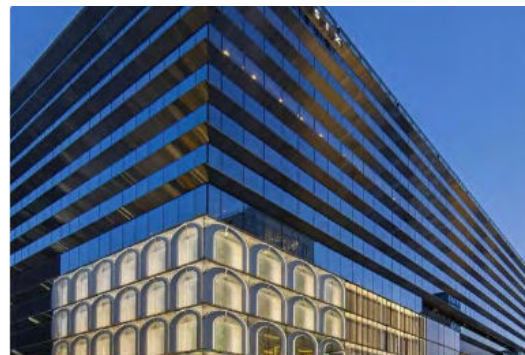
Daily market news and insights concerning the  
catering and hotel industry, in Italy and worldwide.

Artù's information features news  
and insights into:

- ▶ Trends, successful venues, new openings
- ▶ Interviews with the protagonists/professionals of the Bar  
Hotel Restaurant world
- ▶ Meetings with companies/Entrepreneur focus
- ▶ Focus on products  
(food, wine, soft drinks, coffee, spirits, equipment etc.)

# Artù

[www.artumagazine.it](http://www.artumagazine.it)



## DIGITAL TO BUSINESS

### WEBSITE

**51.164**

Views/year  
10/24 - 09/25

### WEBSITE

**32.673**

Single users/year  
10/24 - 09/25

### NEWSLETTER

**10.912**

Registered  
09/25

### FACEBOOK

**3.571**

Follower  
09/25

### LINKEDIN

**5.431**

Follower  
09/25

## NEWSLETTER

MAILINGS 10/2024 - 09/2025

**Recipients**  
**530.015**

**Deliver**  
**521.161**  
**98,33%**

**Openings**  
**105.489**  
**19,9%**

**DEM\***  
**1 exit € 1.500**  
**2 - € 2.400**  
**3 - € 3.000**

\*DEM: Direct email marketing, newsletters sent to convey the customer's message (JPG+URL or closed HTML) to the magazine's mailing list

## DIGITAL PRICE LIST

### BANNER WEBSITE

- ▶ Full banner Top 728x90 px **€ 1.100**
- ▶ Full banner 728x90 px **€ 1.100**
- ▶ Rectangle Top 280x100 px **€ 660**
- ▶ Wide Skyscraper 280x600 px **€ 990**
- ▶ Banner 280x250 px **€ 800**
- ▶ Rectangle 280x100 px **€ 500**
- ▶ Leaderboard 728x90 px **€ 550**

**1 month of visibility on the homepage  
and on all pages of the site**

### BANNER NEWSLETTER

- ▶ 1 exit **€ 350**
  - ▶ 5 exits **€ 1.350**
  - ▶ 10 exits **€ 2.200**
- Banner size  
250x120 pixel (gif/jpg 72 dpi)
- ▶ Banner Strip **€ 660**
- Banner size  
700x120 pixel (gif/jpg 72 dpi)

### DEM\*

- ▶ 1 exit **€ 1.500**
- ▶ 2 exits **€ 2.400**
- ▶ 3 exits **€ 3.000**

### SPONSORED ARTICLES (WEBSITES)

- ▶ Final text + photos  
(provided by client) **€ 300**
- ▶ Text drafted by the editors +  
photo provided by client **€ 500**

Max. 2.500 characters, publishable  
at any time.

### Guaranteed showing on the homepage

- Basic advertorial package  
(Final text, max. 4.000 characters +  
2 photos provided by the client):
- ▶ web + newsletter + social **€ 1.500**

\*DEM: Direct email marketing, newsletters sent to convey the customer's message (JPG+URL or closed HTML) to the magazine's mailing list

## CONTACTS



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