

ArteRegalo, has been on the international market for almost 40 years and is a bilingual guide of reference for all trade operators in the world of giftware, homewares and tableware, acting as go-between for manufacturers and retailers. The magazine aims to bring out the trends characterising the new market scenarios by analysing four macro-areas: aesthetics, consumption, communication and sales. Interviews with company owners, presentations of stores and showrooms, focuses on international markets, reports from trade fairs, analyses of products and consumer trends and e-commerce together with a new graphic layout, help meet the needs of the market of reference.

EDITORIAL PLAN AND FAIRS

N° 321 - January

- How to lay the table for your Easter meal

Adv booking deadline: 1/12/08

Material deadline: 9/12/08

On sale: 14/01/09

Issue present at:

MACEF

16/19 January - Milan

MAISON & OBJET

23/27 January - Paris

CHRISTMAS WORLD

30 Jan/3 Feb - Frankfurt

AMBIENTE

13/17 February - Frankfurt

N° 322 - April

- The latest trends for wedding lists
- Summer: lunch in the garden and dinner on the terrace
- Reports from Macef, Ambiente, Maison&Objet

Adv booking deadline: 06/04/09

Material deadline: 14/04/09

On sale: 30/04/09

Issue present at:

CAM PREVIEW

30 May/1 June - Rimini

N° 323 - July

- Big occasions: what to give and how to decorate the table to celebrate birthdays, anniversaries, graduations, coming of age...
- Report on CamPreview

Adv booking deadline: 07/07/09

Material deadline: 14/07/09

On sale: 30/07/09

Issue present at:

MACEF 4/7 September - Milan

MAISON & OBJET

4/8 September - Paris

ABITARE IL TEMPO

17/21 September - Verona

N° 324 - October

- Christmas: the gifts and the celebrations
- Reports from Macef, Maison&Objet, Abitare il Tempo

Adv booking deadline: 07/10/09

Material deadline: 14/10/09

On sale: 30/10/09



COLUMNS

News

News in brief.

Design

Analysis of the product with design description, sketches, executive drawings, pictures of the product; interviews with owners or representatives to find out the corporate philosophy and history.

Shops

The psychology of the buyer is fundamental in any sales strategy. This lies behind the need to present shops, both from the architectural viewpoint (materials, layout...), and in terms of the product display method, as well as opinions from leading exponents in the trade such as economists, along with sales and market strategy experts.

Fairs

Reports from the leading Italian and international trade fairs.

Companies

Company profiles.

Interview

Interviews with such reference people as company owners and trade experts.

E-commerce

Online sales, and above all purchases is an increasingly widespread phenomenon.

Products

Showcase of new products.

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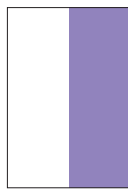
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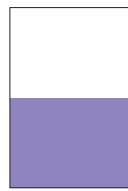
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TECHNICAL PRINT SPECIFICATIONS

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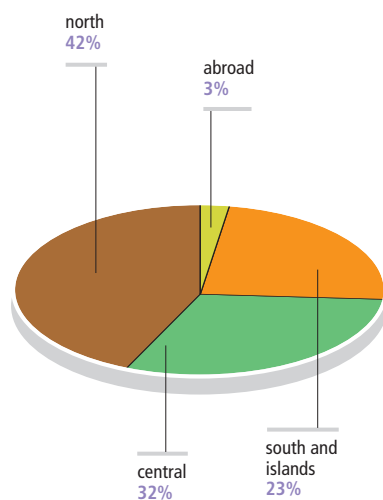
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CIRCULATION



TARGET

