

Artù proposes a tour of discovery in the world of design, wines, products and the best Italian restaurants where the finest gastronomic tradition is combined with the innovation and creativity of the chefs. Each region, at each step, offers the precious gem of a food, a wine, an original and unique product that identifies latitude, history and creative sensitivity. The magazine restyling, the texts and the carefully-crafted images make this a "handbook of pleasures", to listen to, like it were a new, fascinating, Esperanto of taste, closer and closer to the trade world. Bilingual text.

COLUMNS

Flavours

Taste is never static. It evolves, it experiments, it ventures into new lands, it rediscovers the past and looks towards the future. Chefs and restaurateurs testify to the most innovative gastronomic trends in Italy and round the world. Using an elegant, careful iconography that photographs recipes and settings, we discover the leading players of top level restaurants.

Products

Food specialties, wines and drinks are reported from the viewpoint of the chain, while raw materials are interpreted according to the season, the region and innovation. Monographs on wine cellars, wine and food producers to discover the most interesting companies in the food&beverage industry.

Territory

Travels and suggestions to discover excellent agro-food and gastronomic realities in cities, regions and countries. Brand new discovery tours of local products, wines and excellent producers and restaurateurs.

Technical

Everything restaurateurs always wanted to know about equipment, techniques, products, combinations and consumptions. The most recent innovations, the most interesting opportunities, the most useful services and the ideas to put into practice illustrated in a way that gives concrete answers to the practical needs of the target group.

Food design

Always attentive not only to content but also to container, Artù proposes décor solutions for tables, dining areas and kitchens. And it has fun studying the fascinations of creativity applied to food: from the mise en place to homewares, including flower design and room décor.

PUBLISHING DATES & DEADLINES

N. 34 - January

Advertising booking deadline: **01/12/08**

Material deadline: **09/12/08**

On sale: **08/01/09**

Issue present at:

MACEF - 16/19 January - Milan

MAISON & OBJET - 23/27 January - Paris

N. 35 - April

Advertising booking deadline: **23/02/09**

Material deadline: **05/03/09**

On sale: **27/03/09**

Issue present at:

VINITALY - 2/6 April - Verona

TUTTOFOOD + MIWINE

10/16 June - Milan

N. 36 - July

Advertising booking deadline: **18/06/09**

Material deadline: **25/06/09**

On sale: **29/07/09**

Issue present at:

MACEF - 4/7 September - Milan

ANUGA - 10/14 October - Cologne

N. 37 - October

Advertising booking deadline: **18/09/09**

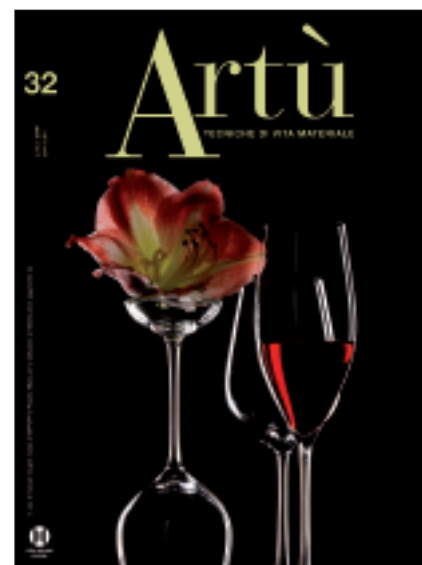
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Issue present at:

I SALONI DEL VINO - 24/27 October - Turin

CIBUS TEC - 27/30 October - Parma



Magazine currently undergoing CSST certification

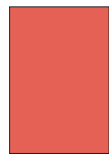
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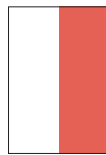


ADVERTISING FORMAT

Inside front cover	€ 4.000	Full page	€ 3.000
Inside back cover	€ 3.300	Double-page spread	€ 5.500
Outside back cover	€ 6.000	1/2 page	€ 2.000
First right-hand page	€ 4.500	Guaranteed position	+15%



Full page
240x320



1/2 vertical
120x320



Double-page spread
480x320

TECHNICAL SPECIFICATIONS FOR PRINT MATERIAL

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Media: CD + colour proof, Fiera Milano Editore Sharepoint Server

N.B: do not send files by email. A lump-sum invoice of €50.00 will be issued for material not prepared in line with the above technical and format specifications.

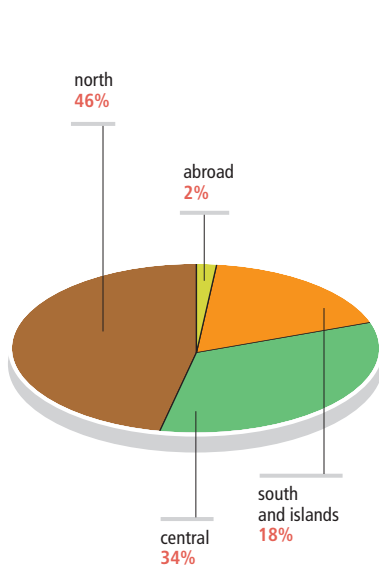
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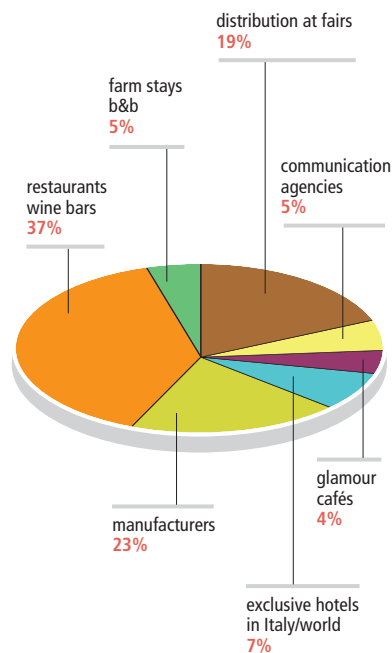
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