

EDITORIAL PROJECT “Biennale Architettura 2016”

theBAG (BiennaleArchitetturaGuide) - theMAP (BiennaleArchitetturaMap)
theMAG (:venews) – theWEB (www.venezianews.it)

Special Offers for NATIONAL PAVILIONS

EDITORIAL COVERAGE

By accepting one of the offers presented here, you will be granted the following types of editorial coverage in our media dedicated to the Architecture Biennale 2016, which will extend to the whole duration of the Exhibition.

- **theBAG - BiennaleArchitetturaGuide June-November 2016.** (130.000 copies, distributed by our staff at the Giardini and the Arsenale on the days of the vernissage, and available at the city's most important exhibitions, hotels and tourist centers throughout the Biennale's seven-month period). The offer includes: presentation of your Exhibition in Italian and English in a specific box in the appropriate section (National pavilions, Collateral Events or Not only Biennale); mention of your Exhibition on the issue's map.
- **theMAP - BiennaleArtMap June-November 2016.** (200.000 copies, distributed by our staff at the Giardini and the Arsenale on the days of the vernissage, and available at the city's most important exhibitions, hotels, tourist centers, and at the arrival and baggage claim areas of Venice Marco Polo Airport throughout the Biennale's seven-month period). The offer includes a mention of your Exhibition on the Biennale Architecture Map.
- **theMAG - :venews** (30.000 copies each month, available at all news-stands and at the city's most important exhibitions, hotels and tourist centers). In all monthly issues of our international magazine, from May to November (6 issues, 1 single issue for July and August), your Exhibition will be included in a general listing dedicated to the Biennale, and will be mentioned in a Map appearing regularly in the “Art” section. In one issue will feature an article on your Exhibition in Italian and English or an interview with an artist or curator.
- **theWEB www.venezianews.it:** your Exhibition will be included in the exhibition listing in all the sections dedicated to the Biennale, and accompanied by reviews or interviews.

COMMUNICATION PROJECT

Privileged advertisement on **theBAG - BiennaleArchitetturaGuide 2016** and on the city magazine **:venews**

TheBAG issuing volume: 130.000 free press copies

:venews issuing volume: 30.000 copies each issue

Distributed all over the city by our staff on the day of the event

Coverage of all openings and other events on the *vernissage* dates and throughout the duration of the exhibition (June – November 2016)

OPTION 1

Double Special Page

theBAG – BiennaleArchitetturaGuide 2016

June-November 2016

130.000 copies

€ 6.000

Special offer

€ 4.500+vat*

* included in this offer is a three-issue coverage in **theMAG-:venews**: May issue will feature an article on your Exhibition in Italian and English, while a review in Italian and English and an interview with an artist or curator will each appear in two of the subsequent issues.

OPTION 2

1 Special Page

theBAG – BiennaleArchitetturaGuide 2016

June-November 2016

130.000 copies

€ 3.500

Special offer

€ 3.000+vat*

* included in this offer is a two-issue coverage in **theMAG-:venews**: June issue will feature an article on your Exhibition in Italian and English, while a review in Italian and English appear in one of the subsequent issues.

OPTION 3

1 Third Page

theBAG – BiennaleArchitetturaGuide 2016

June-November 2016

130.000 copies

€ 2.000

Special offer

€ 1.800+vat*

* included in this offer is a two-issue coverage in **theMAG-:venews**: June issue will feature an article on your Exhibition in Italian and English