

THE **P**ATENT™

Invention Magazine



MEDIA KIT

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MISSION



***The international magazine
that will take you on a journey into the future, with the most brilliant innovations,
because behind every great invention is the Patent.***

The "Genius" is the main theme of the magazine "Il Brevetto", the curiosity and passion for innovation are the values of an editorial staff that was born in the era of the digital revolution, in an unbridled technological context, with the specific aim of enhancing through patents the most brilliant minds, the discoveries, the startups and the business realities. An unpublished magazine in the publishing industry, a team of journalists who, in collaboration with scientists, engineers, computer scientists, lawyers, inventors, investors, aims to increase the world of information through innovation.

Patented systems, stories of young phenomena, in-depth studies of technology, scientific research, environmental sustainability, a futuristic path among the best ideas with brilliant minds. The magazine is a careful and documented selection of inventions from all over the world, in laboratories where you experiment, invent, discover formulas, design machines, create prototypes, objects and devices that aim to improve life.

The exclusive images of the prototypes, the words of the inventors, their potential, the stories of men and women who dedicate their lives to research, the collaborations with universities that give voice to young students exalting the results of research, which have become patented systems, the initiatives and events around the world, unique experiences to be documented.

RUBRICS

The Patent offers numerous sections, with a competent and original approach to the issues dealt with:



PRINT DATA



The **paper** distribution of the magazine is part of the **main world events** dedicated to innovation for which the magazine is a Media Partner;

In addition, the printed version of the magazine is available at traditional **news-stands** for the Italian edition; in parallel with this distribution strategy, the magazine is delivered to users who subscribe to the **annual subscription**, free for the first issue.

NUMBER OF PAGES OF THE MAGAZINE 100 > 150

TIRACY NEWSSTAND 50.000

TIRACY INTERNATIONAL EVENTS 25.000

RECURRENCE MONTHLY

EXPECTED PUBLIC PRESS NUMBERS 100.000

DIGITAL DATA



The distribution of the magazine includes a rich selection dedicated to the **target Influencers** (venture capitalists, tech and innovative influencers).

The **digital** version is periodically published in two editions: **Italian** and **international** (in English), respectively by **ilbrevetto.news** and **thepatent.news**. The digital magazine can be **downloaded** only after subscribing to the **annual subscription**. Moreover, on the website you can find daily news about inventions, scientific discoveries, prototypes and many other sections related to the world of innovation.

NUMBER OF READERS PER NUMBER 1.500.000+
NUMBER OF PAGES VISITED PER MONTH 30.000+
LANGUAGES ITALIAN/ENGLISH

INFLUENCER TARGET

OTHER **500**
INNOVATIVE INFLUENCER
VENTURE CAPITAL
TECH INFLUENCER

+ **100** ASSOCIATION INT. FOR THE INVENTION:

EPO - EUROPEAN PATENT OFFICE
WIPO - WORLD INTELLECTUAL PROPERTY ORGANIZATION
IANE - INVENTORS ASSOCIATION OF NEW ENGLAND
CPC - COLUMBUS PHENIX CITY INVENTORS ASSOCIATION

+ **50** INTERNATIONAL TECH INFLUENCER:

YOSHUA BENGIO CANADA SCIENZIATO INFORMATICO
GEOFFREY HINTON CANADA PSICOLOGO E SCIENZIATO INFORMATICO
YANN LECUN FRANCIA SCIENZIATO INFORMATICO
ANDREW NG STATI UNITI SCIENZIATO E DOCENTE UNIVERSITARIO
IAN J. GOODFELLOW STATI UNITI INFORMATICO E SCIENZIATO

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ASHTON KUTCHER - A-GRADE INVESTEMENTS LOS ANGELES
FOUNDERS FOUND SAN FRANCISCO
KEITH RABOIS - KHOSLA VENTURES CALIFORNIA

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PRINCIPIA SGR • UNITED VENTURES • P101
ELEMENTS • DIGITOUCH SRL
POGGIPOLLINI SRL • INVENTS
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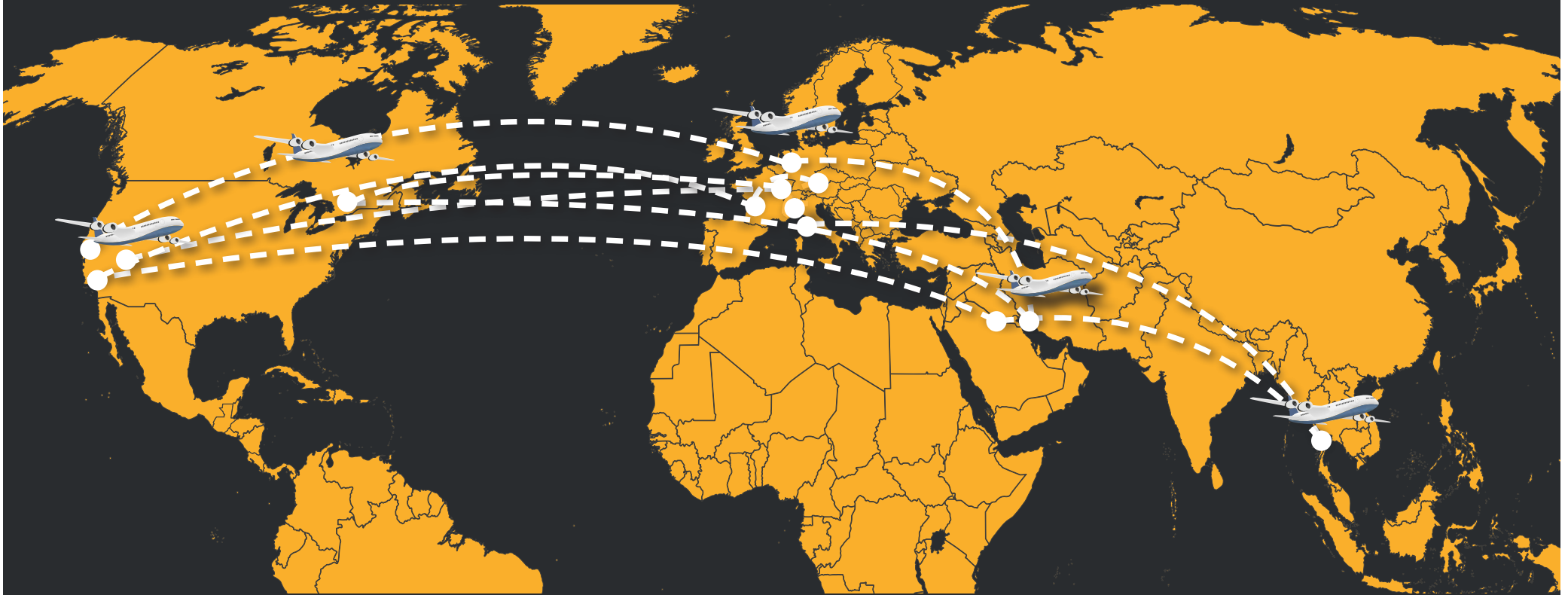
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PAOLO BARBERIS FONDATORE NANA BIANCA
LUCA BASSI MANAGING DIRECTOR BAIN CAPITAL
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VAXXIT • SRL EGGTRONIC SRL • MISCUSI SRL
ILLYCAFFÈ • COLUMBUS'EGG
NESTLÉ • DOMPÈ • ENGIE • MEGAMARK
PRIMADONNA SPA • TECH FITNESS
IDEA BELLEZZA • GARBY

WORLD EVENTS



Copies of the magazine will be distributed to the following national and international events:

ROMANIA

Exhibition of creativity and innovation

NORWAY

IENA 2019

KIYO

Invention Korea

LOS ANGELES

Electronic Entertainment Expo

KOREA

International Invention Fair

LAS VEGAS

CES

GENEVA

Invention Geneva

ROME

Maker Faire

SAN FRANCISCO

Silicon Valley International Invention Festival

DUBAI

Global Grand Show

PARIS

International Invention Innovation

KUWAIT

International Invention Fair in the Middle East

MILAN

InnovAgorà

TORONTO

iCan - International Invention

HANNOVER

Maker Faire

PRAGUE

Maker Faire

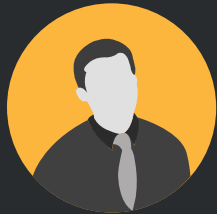
TARGET

The target audience of Il Brevetto on the one hand is made up of **enthusiasts** of the sector, those who are always looking for the **new**, who are not satisfied with general scientific journals, but seek the exact fulfillment of what **innovation** means.

On the other hand, it is aimed at makers in search of **visibility**, who intend to concretely enhance their **invention** through the **development** of the patent.



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WOMEN



75%
MAN



69%
LAURATES



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MARRIED



35%
WITH
CHILDREN

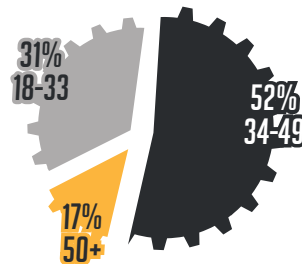
AGE RANGE



18/33
YEARS
31%

34/49
YEARS
52%

50+
YEARS
17%



SOCIAL

ABOUT
500.000
FOLLOWER



FACEBOOK



YOUTUBE



LINKEDIN

WEB SPECIFICATIONS

POP-UP

BIG RECTANGLE 336X280 600 EURO

MEDIUM RECTANGLE 300X250 550 EURO

SMALL RECTANGLE 180X150 250 EURO

SQUARE 250X250 300 EURO

SOCIAL

POST FACEBOOK 36 EURO

CAMPAIGN POST FACEBOOK (20 POST) 500 EURO

BANNER E BOTTONI

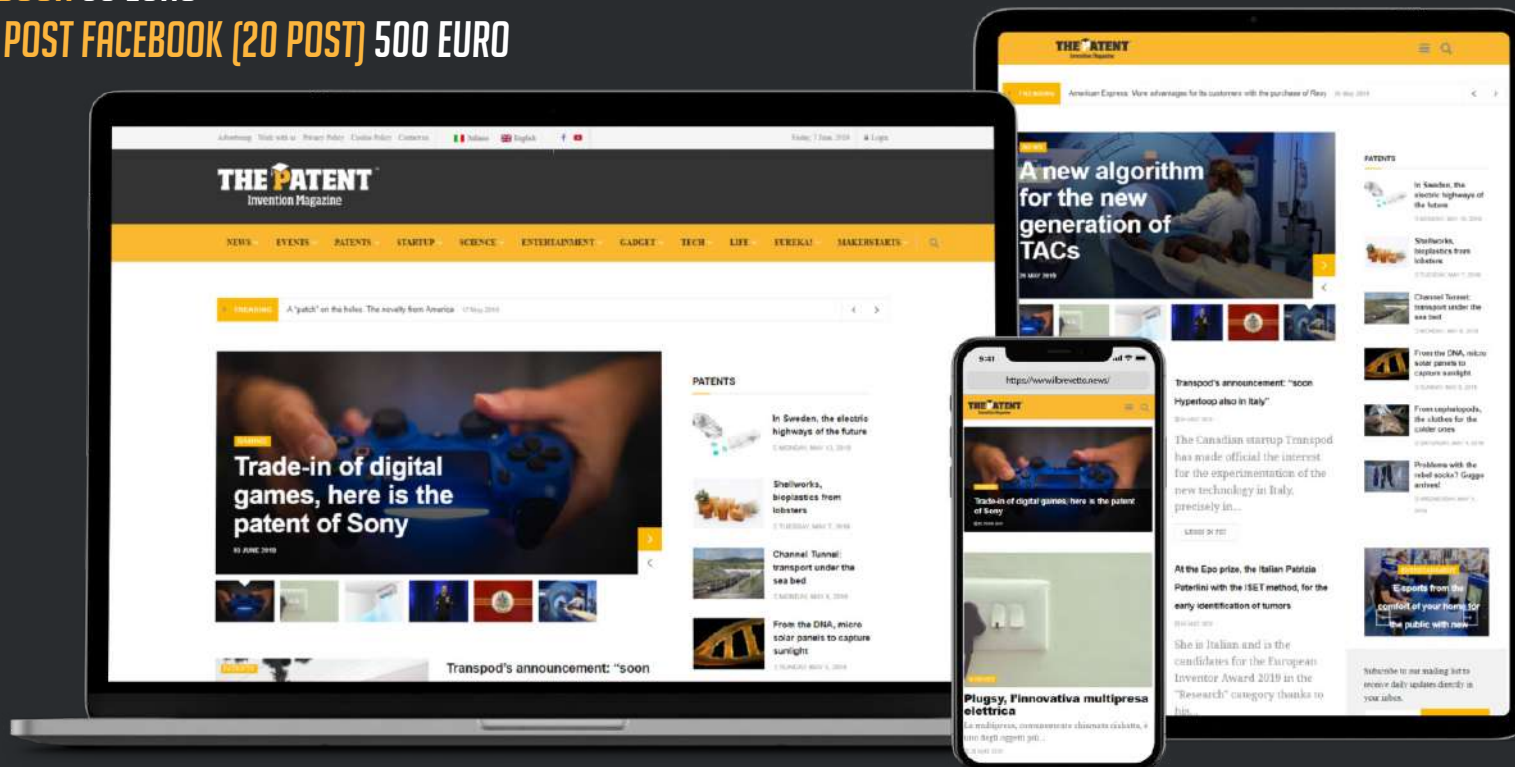
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120X90 200 EURO **468X60 500 EURO** **120X60 180 EURO**

TARIFICAZIONE MENSILE

CAMPAIGN PERIODITY 3 > 6 > 12 MESI (UNLESS OTHERWISE AGREED)



PRINT SPECIFICATIONS

1/2 PAG 240 EURO

DOUBLE PAG 840 EURO

2 OF COVER 840 EURO

4 OF COVER 1000 EURO

PAG INTERA 420 EURO

COVER 2000 EURO

3 OF COVER 420 EURO

ARTICLE 800 EURO

TARIFICATION MENSILE

CAMPAIGN PERIODITY 3 > 6 > 12 MESI (UNLESS OTHERWISE AGREED)



MAGAZINE SPECS



FORMAT A4 (210MMX297MM)
+ AGGIUNGERE ABBONDANZE (5MM SU OGNI LATO)
BACK 9.2 MM
COLOR METHOD QUADRICOMIA (CMYK)
BINDING A BROSSURA GRECATA E FRESATA

INTERNAL PAPER PATINATA OPACA
COVER PAPER CLASSIC GLOSS (PATINATA LUCIDA)
WEIGHT OF INTERNAL PAGES 130GR
COVER WEIGHT 300GR

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Il Brevetto (Tm) The Patent (Tm)
Newspaper registered with the Court of Salerno n.42 2019
Via Scavate Casse Rosse snc – 84131 Salerno
P.IVA 05675660657
Salerno company registry entry REA SA – 465001

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