



## ARCO

Founded in 1988, the bimonthly magazine "Arco" is the only Italian magazine entirely devoted to archery in all its disciplines: from Fita to traditional bow, from field archery to historical bow tournaments. The magazine deals with all the aspects of archery, publishing technical articles, material tests, articles on history and culture, interviews, chronicles of the most important national and international events involving Fitarco, Fidasc, traditional archery Associations (3D and roving competitions), Historical Associations, World Archery, Ifaa... Great attention is also given to the products: the "Dal mercato" section, which deals with product news from the market, and technical tests on traditional and technological bows.

## OUR DISTRIBUTION

"Arco" is distributed in 15.000 copies on archery shops and by subscription. The magazine is also available in a digital edition

(on <https://www.greentime.it/mondo-arco> and on App Mondo Arco in Apple and [Google](#) store) and purchasable [online](#) (single issue or subscription). There are many promotional activities related to "Arco", which is present during all the main sectorial sport and commercial events and can be found in holiday villages and agritourisms. "Arco" is sent to regional and provincial councillor's offices dealing with sport and is also the official magazine of the Medieval Archers League.

## THE NEW WEBSITE

From March 2022 "Arco" will expand its information offer, thanks to the magazine's new website, a means designed to promote archery in Italy: products from the market, activities of sports federations, archery culture, technique and much more. The "Arco" website aims to be a virtual meeting place for those who practice this wonderful discipline, but it also aims to meet the demand of aspiring new archers, providing a base of orientation and useful information to get started, thanks to effective indexing and the relaunch of news on our social networks ([Facebook](#), soon also Instagram and YouTube).

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# Technical data & advertising prices

## Issue

n. 1 JANUARY /FEBRUARY	January	n. 4 JULY/AUGUST	July
n. 2 MARCH/APRIL	March	n. 5 SEPTEMBER/OCTOBER	September
n. 3 MAY/JUNE	May	n. 6 NOVEMBER/DECEMBER	November

## Special Positions

2 <sup>nd</sup> of cover	€ 1.760,00
3 <sup>rd</sup> of cover	€ 1.630,00
4 <sup>th</sup> of cover	€ 1.890,00

## Magazine Characteristics

**Distributed** in 15.000 copies per issue in postal subscription

**Issue:** Monthly

**Size page:** cm 21x28,5 + 3 mm space on each side (cm 21,6x29,1)

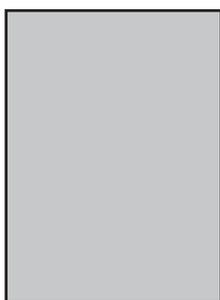
**Magazine** 80/96 color pages

**The advertising material:** in format PDF or TIF, JPG to 300 dpi

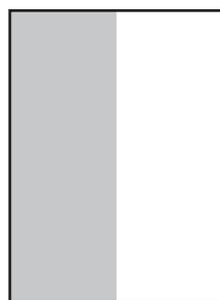
## Price-List

SIZE	COLOURS
One page	€ 1.300,00
1/2 horizontal/vertical page	€ 800,00
1/3 horizontal/vertical page	€ 690,00
1/4 horizontal/vertical page	€ 580,00
1/6 page	€ 480,00
1/9 page	€ 350,00
1/12 page	€ 240,00

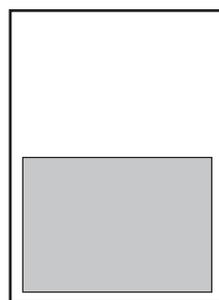
## Advertisement Size



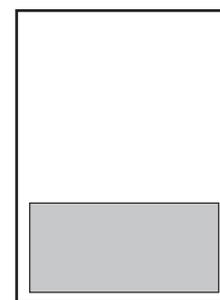
**ONE PAGE  
LIVE FACE**  
cm 21 x 28,5



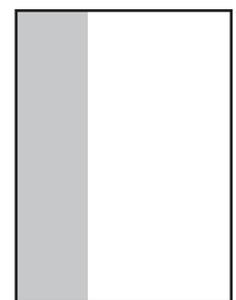
**HALF VERTICAL  
PAGE**  
al vivo cm 10,5 x 28,5



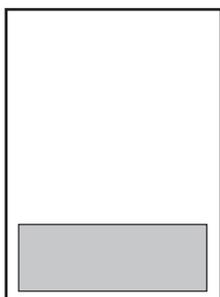
**HALF HORIZONTAL  
PAGE**  
cm 18 x 12,5



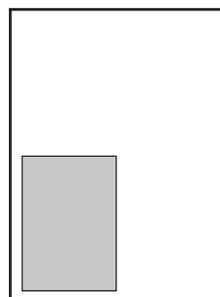
**1/3 HORIZONTAL  
PAGE**  
cm 18 x 8,1



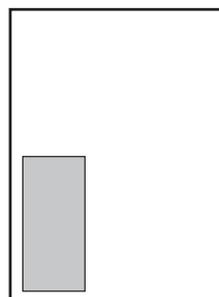
**1/3 VERTICAL  
PAGE**  
al vivo cm 7,4 x 28,5



**1/4 VERTICAL PAGE**  
cm 18 x 6



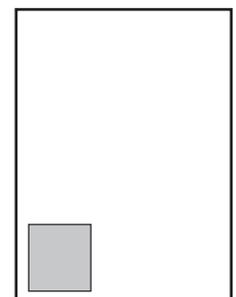
**1/4 VERTICAL PAGE**  
cm 8,7 x 12,5



**1/6 PAGE**  
cm 5,6 x 12,5



**1/9 PAGE**  
cm 5,6 x 8,1



**1/12 PAGE**  
cm 5,6 x 6