

Lineaverde greenitaly



MEDIA KIT 2025

Lineaverde - GREENITALY is the leading magazine for nursery and public green spaces. The magazine offers in-depth content on: cultivation techniques, dissemination of technical, commercial, and statistical data in the sector, plant pathology, landscape architecture, ecology, the use of green spaces in public areas, and business management. Additionally, it provides news on events and fairs in the floriculture sector, products, and innovations. The magazine features contributions from a highly qualified team of professionals.

PROFILE

LINEAVERDE

Lineaverde - GREENITALY is the premier magazine for ornamental horticulture. Founded in 1974, it has always been a companion to professionals across the entire green industry.

The magazine covers topics such as:

- Plant production
- Green politics, legislation, and economics
- Planning and designing green spaces, parks, and gardens
- Technologies, systems, and machinery serving plant production and green space creation
- Agro-ecological cultivation techniques and eco-compatible phytosanitary defense
- Agronomic and forestry management of the “urban forest”
- Green care and tree-specific cultivation
- Economic and valuation assessment of green spaces, trees, and the ecosystem services they provide

SECTIONS

The magazine hosts innovations from floricultural companies, production tools, technologies, machinery, and urban furniture.

It offers communications on major events affecting floricultural production and green spaces.

INTERNATIONAL AUDIENCE

Lineaverde - GREENITALY is proud to announce that, thanks to bilingual publication, the magazine reaches an international audience.

Each edition is available in both Italian and English, making our content accessible and relevant to industry professionals worldwide.

READERSHIP AND CIRCULATION

TARGET

Lineaverde - GREENITALY is sent to:

- Nurserymen
- Floriculturists
- Breeders and hybridizers
- Wholesalers
- Landscape architects
- Agronomists and foresters
- Garden centers
- Green builders and maintainers
- Public green space departments
- Mountain communities
- Mechanical and chemical industries in the sector

PERIODICITY

The magazine is sent by email, in single copies, with personalized headers:

_01 February

released on 15/02

_02 April

released on 20/04

_03 July

released on 10/07

_04 October (print and digital edition)

released on 15/10

CONTACTS

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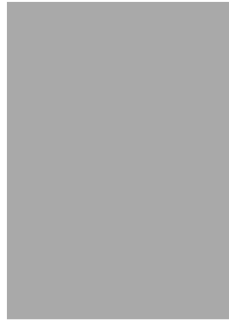
PARTNERSHIPS AND COLLABORATIONS

Lineaverde - GREEN ITALY is also sent to the main sector associations:

AFI, AGI, AIAPP, AIDTPG, AIVPE, ANVE, ASSOIMPREDIA, ASSOVERDE, ASPROFLOR, CONAF, FEDERUNACOMA, SIA, UGAI.

The magazine is accredited in the field of continuing professional education for Agronomists and Foresters and collaborates with journalists as well as technicians and researchers in the nursery world, university professors, experts in various green sectors, and has stable collaborations with Universities, CREA, Regions, Professional Orders, AIAPP, Public Gardens, and Producers' Associations.

FORMATS AND PRICE LIST



FULL PAGE

- **Dimensions (w x h):**
210 x 297 mm
- **Internal page price**
€ 600.00 + VAT



1/2 HORIZONTAL PAGE

- **Dimensions (w x h):**
210 x 145 mm
- **Price:**
€ 300.00 + VAT



1/2 VERTICAL PAGE

- **Dimensions (w x h):**
105 x 297 mm
- **Price:**
€ 300.00 + VAT

DELIVERY OF EDITORIAL MATERIAL

- **Editorial manager**
Silvia Vigé
lineaverde.greenitaly@fiereparma.it

DEADLINES FOR PRINT LAYOUT SUBMISSION

- _01 February - by 31/01
- _02 April - by 28/03
- _03 July - by 30/06
- _04 October - by 12/09

HOW TO SEND PRINT LAYOUT

- Files under 15 MB:
attach directly via email
to c.pirovano@fiereparma.it
- Files over 15 MB:
use a file transfer service
(WeTransfer, Dropbox, etc.)
to c.pirovano@fiereparma.it

FILE CHARACTERISTICS

For layouts of any size and format, **at least 3 mm of bleed on each side is required**. For example, a full-page file should measure **at least 216 x 303 mm**. Files can be sent in the following formats:

- **Acrobat PDF:** files must be in CMYK and contain high-resolution images (300 dpi)
- **JPEG / TIFF / EPS / PSD:** images in CMYK, high resolution (300 dpi), “maximum quality” (for JPEG)

all costs are exclusive of VAT

NEWSLETTER

Lineaverde
GREENITALY

Torna **Lineaverde**, la storica rivista di riferimento per gli esperti del settore dell'orto-florovivaismo.

Lineaverde by FLORMART - Green Italy si evolve e diventa uno strumento di comunicazione e di approfondimento tecnico-divulgativo per dare voce alle istanze del florovivaismo, del verde e del paesaggio.

Ricevi la tua rivista digitale trimestrale stampabile

[ISCRIVITI ALLA NEWSLETTER](#)

Non perderti le ultime news del settore

Premio Internazionale Carlo Scarpa per il giardino

All'Espacio Escultórico nel Pedregal de San Ángel, e Città del Messico, viene dedicata la trentatreesima edizione del Premio Internazionale Carlo Scarpa per il Giardino, 2023-2024.

[VAI ALL'ARTICOLO](#)

TEXT ADV

STATIC BANNER

LINEAVERDE NEWSLETTER

The Lineaverde - Green Italy newsletter is a valuable targeted communication tool.

It is sent twice a month to 10,000 green industry professionals: nurserymen, floriculturists, breeders, hybridizers, wholesalers, architects, landscape architects, agronomists and foresters, green builders and maintainers, public green space departments, mountain communities, mechanical and chemical industries in the sector. Insert your banner in the newsletter or give visibility to your latest news with a text ad.

TEXT ADV

A descriptive text of up to 300 characters including spaces and an image in jpg format (w x h): 800 x 534 pixels must be sent.

– **Price:** € 500.00 + VAT

STATIC BANNER

– **Dimensions (w x h):** 600 x 200 px

– **Price:** € 300.00 + VAT

ADDITIONAL DIGITAL CONTENT AND MULTIMEDIA EDITORIALS

Advertisers can enhance advertising pages in the magazine with additional digital content, available at no extra charge in the online flipbook version. By default, the company website link is included, but the customer can request additional features

- Video viewing
- Pre-filled email sending
- Catalog/price list downloads (Pdf, Powerpoint, Excel)

Additionally, multimedia editorials are available for purchase, ideal for promoting communication activities.