



Management Tools for Sport Centers and Fitness Clubs

Italian management magazine – founded in 1989 - specializing in the direction and organization of Fitness and Health Clubs, Gyms, and Multi-functional facilities. Il Nuovo Club provides the manager/director with all the necessary information required to direct and develop their business efficiently. A staff of specialists along with a scientific/technical committee regularly update readers on legislative and fiscal accomplishments and provide guidance on managerial and marketing problems. The magazine's international vision and approach is an important means of communicating information on market trends, new training techniques, equipment, products, national and international conventions, and managerial and technical courses.

Periodicity	Bimестrial, 6 issues a year. Issue in: February, April, June, September, October, December.
Edition	9.000 copies
Circulation	By subscription through Sport Centers, Fitness and Wellness clubs, Tennis clubs, 5 star hotels, Beauty Farms, Sport societies, Specialized conventions.
Target	Owners, managers, instructors
Mechanical Specifications	Printing Process: offset Halftone Screen: 60 lines per cm. Please submit all Ads as digital files in high resolution PDF format with a certified colour paper proof
Materials deadline	Before December 15 th : February issue Before February 28 th : April issue Before April 30 th : June issue Before July 10 th : September issue Before October 30 th : December issue

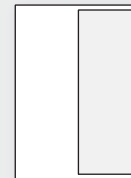


Advertising Dimensions



Full Page

trimmed:
mm 215 x 295
bleed:
mm 235 x 220



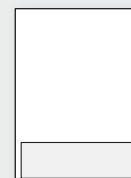
1/2 Vertical Page

trimmed:
mm 96 x 270
bleed:
mm 115 x 320



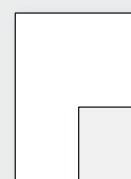
1/2 Horizontal Page

trimmed:
mm 210 x 145
bleed:
mm 235 x 157



1/4 Horizontal Page

trimmed:
mm 198 x 84



1/4 Vertical Page

trimmed:
mm 96 x 132

Advertising Mechanical Specifications

Material Specifications

- The layout must be submitted as digital file in high resolution PDF format with all fonts included.
- It must be accompanied by a certified colour paper proof.
- Files will need to be 5mm larger (on each side) than the actual final size.

WARNING:

If any of these requirements are missing it will be impossible to publish the advertise. On customer request the publisher can adjust unsuitable materials, the work will be charged on the invoice.

* For a perfect PDF compatibility the Editor can make available to the graphic studios the Job Options specifications of Acrobat Distiller calibrated with one's own typography.

Sending Material

The PDF file can reach the Editor, preferably on CD-ROM at:

Editrice il Campo S.r.l.

Ufficio Traffico

Via G. Amendola 11

40121 Bologna – Italy

or you can send it by e-mail, requesting confirmation of receiving material, at the address:

scomastri@ilcampo.it

In both cases the certified colour paper proof must also be sent.

Advertising Sisez

measures in millimeter (width x depth)

format	Il Nuovo Club		Piscine Oggi - Speciali Sport Industry Directory		Home Wellness	
	bleed	trimmed	bleed	trimmed	bleed	trimmed
A	470 x 320	-	420 x 290	-	420 x 287	-
B	235 x 320	215 x 295	210 x 290	188 x 272	210 x 287	186 x 260
C	115 x 320	96 x 270	102 x 290	92 x 272	100 x 287	92 x 260
D	235 x 157	210 x 145	210 x 140	188 x 132	210 x 139	185 x 145
E	-	-	-	68 x 272	-	59 x 260
F	-	-	-	188 x 88	-	185 x 84
G	-	96 x 132	-	94 x 110	-	-
H	-	198 x 84	-	-	-	-

Advertising Format

