



# GEOSMART

## MAGAZINE

*La voce della Società 5.0*

[www.geosmartmagazine.it](http://www.geosmartmagazine.it)

# MEDIA PLAN 2026

# Geosmart Magazine is part of Geosmartcampus Innovative Ecosystem

Geosmart Magazine is the information portal launched by Geosmartcampus dedicated to **digital** and **technological innovation**.



Geosmartcampus is an innovation ecosystem based on the values of Open Innovation and Coalescence Innovation with an acceleration program based on digital geography. The goal is to promote the culture of innovation and to be able to discover talents and projects, support them and develop innovative, ready-to-use solutions, bringing them to the market in the near future.

Geosmartcampus is supported by a network of international and national partners united by the desire to work collaboratively, who share their skills and put their knowledge at disposal.

## THE OTHER ECOSYSTEMS IN WHICH WE CREATED



## THE OTHER ECOSYSTEMS IN WHICH WE PARTICIPATE



**Geosmart Magazine** Geosmart Magazine is a reference for companies, institutions, professionals, associations and in general for all operators involved in **territorial**, **smart city** and **cultural heritage sectors**.  
**Geosmart Magazine** is a **magazine registered** at Tribunale di Roma.

## ► Dissemination

Born in July 2021 Geosmart Magazine, updated daily and effectively indexed by search engines, can count over **30,000 accesses to the site per month with more than 400.000 pages/month** and a growing following through social channels (LinkedIn, Facebook, Twitter, Instagram, YouTube) with more than **12,000 followers**.

About dissemination of content, we also make use of numerous and important media partnerships with portals, events and sector fairs, as well as collaboration of partners of GEOsmartcampus ecosystem.

## ► Target

The Magazine is aimed at a large audience made up of the management of institutions, companies, organizations, and technicians interested in professional updates on new technologies and their applications.

The Magazine also deals with insights into the world of innovators and startups, giving ample space to opportunities for meeting between the innovation and the market.

The editorial staff, composed of a team of expert resources, guarantees authority and quality of the contents and communication, an attention rewarded by the continuous growth of interest from readers.



## NEWS

Publication of news and articles on case histories, services, technologies, events, webinars, etc. with dissemination on social networks and newsletters.

## VIDEO

Production and dissemination of high-quality multimedia material for your company, your event or your product.

**Video**



**VIDEO – Rilievi ad alta precisione con WingtraOne PKK**

Geo-IT | Redazione | 12 Novembre 2022

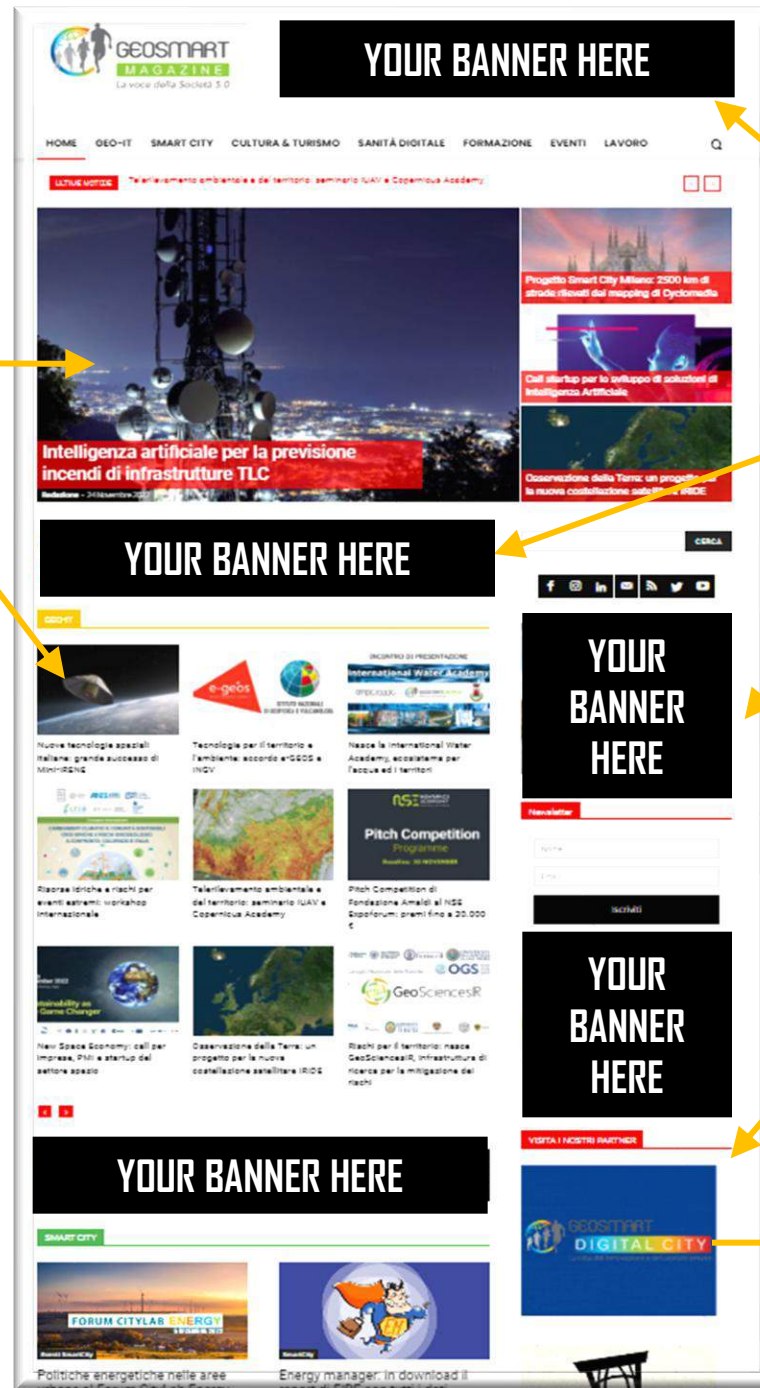
In questo video potrete vedere in azione WingtraOne PKK, il drone di Wingtra per rilievi ad alta precisione, <https://www.youtube.com/embed/KwkCgDMKTTs>



**MIP OnAir intervista Andrea Fato, CEO di StartaCrowd**

MIP OnAir | Redazione | 1 Novembre 2022

Proseguiamo il nostro appuntamento con il "MIP OnAir", la rubrica di interviste a cura di Marzia Idea Park, acceleratore del Comune di Firenze ed...



The screenshot shows the Geosmart Magazine website interface. At the top, there's a navigation bar with links like HOME, GEO-IT, SMART CITY, CULTURA & TURISMO, SANITÀ DIGITALE, FORMAZIONE, EVENTI, LAVORO. Below the navigation, there are several content blocks, each featuring a 'YOUR BANNER HERE' placeholder. The content includes articles on 'Intelligenza artificiale per la previsione incendi di infrastrutture TLC', 'Nuove tecnologie spaziali', 'Tecnologie per il territorio e ambiente', 'Ricerca storica e rischi per eventi estremi', 'Telelevamento ambientale e del territorio', 'New Space Economy', 'Osservazione della Terra', and 'Rischio per il territorio: nasce GeoSciencesR'. There are also sections for 'e-geos', 'International Water Academy', 'Pitch Competition', and 'GeoSciencesR'. The website footer includes 'FORUM CITYLAB ENERGY' and 'Energy manager: in download il rapporto di IDIC'.

## BANNER

Available in different formats:

- 728x90 - 300x250 GIF or JPG.
- Exclusive or shared.

## DIGITAL STAND

Your online, interactive virtual office, wherever you want.



# Technical services and video production

- ▶ Video services are essential promotional tools for projects, companies, products, events and much more.
- ▶ The services include multiple solutions that can be adapted to all needs:
  - ▶ **OPENING VIDEO**
  - ▶ **VIDEO EDITING**
  - ▶ **COMMERCIAL**
  - ▶ **PHOTOSHOOT**
  - ▶ **REPORT OF THE EVENT**
  - ▶ **PROJECT STORY**

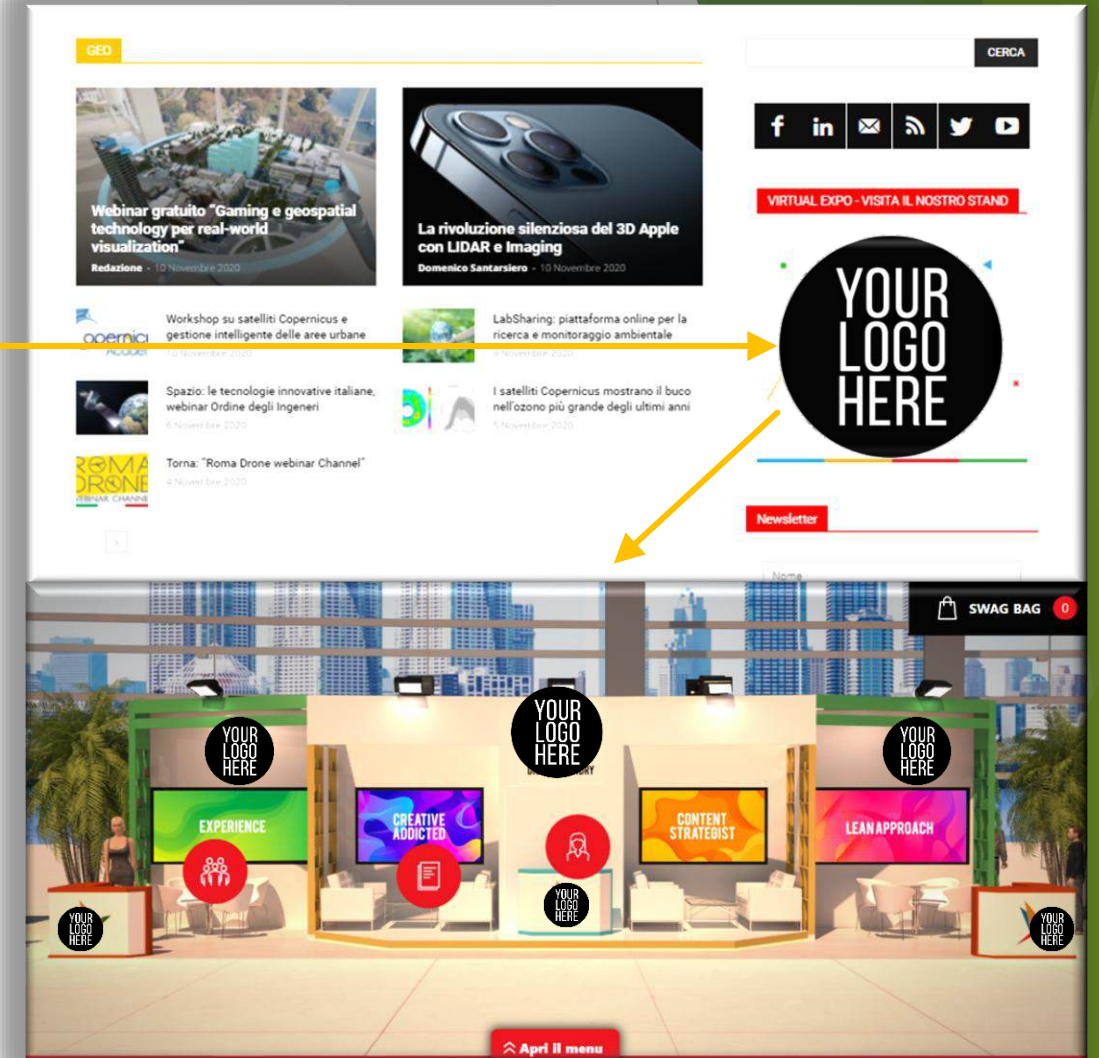
- ▶ The «**Project Story**» is an innovative, dynamic and impactful presentation tool, produced by a team of professionals with top quality equipment.

Here are some links to Project Stories created for one of our customers:

- [Regione Lombardia oltre i confini dell'innovazione](#)
- [RFI: StationLand](#)
- [Progetto Moses](#)
- [Enel Green Power: un modello chiamato Innovability](#)

# Digital Stand

- ▶ The ideal solution for managing dialogue between organization and user in a simple and direct way. Created to involve the public and accelerate the creation of opportunities, through interaction tools and a new digital experience. A dedicated and personalized space.
- ▶ Through the banner, user accesses to the virtual office.
- ▶ The **3D graphic environment** is engaging and allows easy access to content.
- ▶ It will be possible:
  - ❖ **HOST** your customers, partners and employees in an exclusive environment that talks about your business.
  - ❖ **TELL** your products and services through conference activities in modality (one-to-one, one-to-many, on-demand).
  - ❖ **TRAIN** its users by transferring knowledge and use of products and services.
- ▶ Through a "permanent link", the Digital Stand can be used on its own site or made available on third-party websites.



# Price lists

COMMUNICATION PLAN	CONTENTS	PRICE LIST*
<p><b><u>OPTION A</u></b></p>	<ul style="list-style-type: none"> <li>• Publication of <b>#6 news</b> on the website (content provided by the customer);</li> <li>• <b>dissemination of articles/news through the social channels of Geosmartcampus;</b></li> <li>• <b>dissemination through the periodic newsletter;</b></li> <li>• editorial support.</li> </ul>	<p><b>€ 1.200,00</b></p>
<p><b><u>OPTION B</u></b></p>	<ul style="list-style-type: none"> <li>• Publication of <b>#12 news</b> on the website (content provided by the customer);</li> <li>• publication of <b>#1 video</b> provided by the customer (uploaded on the GSC YouTube channel and disseminated on social);</li> <li>• creation and publication of <b>#1 10/15 minutes video interview</b> (uploaded on the GSC YouTube channel and disseminated on social networks);</li> <li>• <b>dissemination of articles/news through the social channels of Geosmartcampus;</b></li> <li>• <b>dissemination through the periodic newsletter;</b></li> <li>• editorial support.</li> </ul>	<p><b>€ 2.600,00</b></p>
<p><b><u>OPTION C</u></b></p>	<ul style="list-style-type: none"> <li>• Publication of <b>#12 news</b> on the website (content provided by the customer);</li> <li>• publication of <b>#3 videos</b> provided by the customer (uploaded on the GSC YouTube channel and disseminated on social);</li> <li>• creation and publication of <b>#2 10/15 minutes video interviews</b> (uploaded on the GSC YouTube channel and disseminated on social networks);</li> <li>• <b>dissemination of articles/news through the social channels of Geosmartcampus;</b></li> <li>• <b>dissemination through the periodic newsletter;</b></li> <li>• <b>newsletter dedicated to the customer;</b></li> <li>• <b>banner on the Geosmart Magazine website (shared with up to 3 other customers);</b></li> <li>• editorial support.</li> </ul>	<p><b>€ 5.000,00</b></p>

# Supplementary/optional services

SERVICE	MODE	PRICE LIST*
<b><u>BANNER</u></b>	<ul style="list-style-type: none"> <li>Reserved and exclusive advertising space on GSM website dedicated to the customer.</li> </ul>	<p><b><u>€ 250/per month</u></b>            (as an additional option to communication plans)            (€ 350/per month as a separate purchase)</p>
	<ul style="list-style-type: none"> <li>Shared advertising space on GSM website (with a maximum of 3 customers).</li> </ul>	<p><b><u>€ 100/per month</u></b>            (as an additional option to communication plans)            (€ 150/per month as a separate purchase)</p>
<b><u>NEWSLETTER</u></b> <b><u>dedicated to the customer</u></b>	<ul style="list-style-type: none"> <li>Exclusive newsletter dedicated to the customer sent to GEOsmartcampus contact database (html provided by the customer).</li> </ul>	<p><b><u>€ 500/send</u></b>            (as an additional option to communication plans)            (€ 700/send as a separate purchase)</p>
Management support of your <b><u>SOCIAL NETWORK</u></b>	<ul style="list-style-type: none"> <li>1 Post/week published on LinkedIn, Facebook, Instagram, Twitter channels.</li> </ul>	<p><b><u>€ 80/per month</u></b>            (as an additional option to communication plans)            (€ 120/per month as a separate purchase)</p>
	<ul style="list-style-type: none"> <li>1 Post/every 15 days published on LinkedIn, Facebook, Instagram, Twitter channels.</li> </ul>	<p><b><u>€ 50/per month</u></b>            (as an additional option to communication plans)            (€ 80/per month as a separate purchase)</p>

\*All prices are net of VAT.

# Technical services and video production

SERVICE	CONTENT	PRICE LIST*
<b><u>OPENING VIDEO</u></b>	Production of one of the following two contents: <ul style="list-style-type: none"> <li>• <b>Company material editing (with dubbing).</b></li> <li>• <b>Opening video in 2D of about 1-2'.</b></li> <li>• There is no purchase of video material or images.</li> </ul>	<b>€ 1.500</b>
<b><u>COMMERCIAL PROMO</u></b>	<ul style="list-style-type: none"> <li>• <b>Creation of #3 commercial promos with a maximum duration of 1', for launch and event invitation.</b></li> <li>• <b>1 Video Maker, 1 camera 4K, zhiyun, microphones, lights, direction, Standard FullHD.</b></li> <li>• Editing of 1 video of 3-4' (approx.).</li> <li>• Graphic care, girth, transitions, layout.</li> <li>• There is no purchase of video material or images.</li> </ul>	<b>€ 4.500</b>
<b><u>VIDEO REPORT OF THE EVENT</u></b>	<ul style="list-style-type: none"> <li>• <b>Video Short duration 3' (delivery within 5 days from the end of filming).</b></li> <li>• <b>Video Report Backstage (event duration 1 day) max duration 20' (delivery within 15 days from the end of filming).</b></li> <li>• <b>#15 edited Video Interviews of 4'-5' (approx.).</b></li> </ul>	<b>€ 6.000</b>
<b><u>PROJECT STORIES</u></b>	Video Story creation with contextual cover shot in 1 day. <ul style="list-style-type: none"> <li>• <b>1 Video Maker, 1 camera 4K, zhiyun, microphones, lights, direction, Standard FullHD.</b></li> <li>• Editing of 1 video of 3-4' (approx.).</li> <li>• Graphic care, girth, transitions, layout.</li> </ul>	<b>€ 12.000 (#6 Project Stories)</b>
		<b>€ 2.500 (#1 Project Story)</b>
<b><u>VIDEO EDITING AND PRESENTATION OF THE SPONSOR</u></b>	<ul style="list-style-type: none"> <li>• <b>Registration on the collaboration platform.</b></li> <li>• <b>Video editing of 20' (approx.).</b></li> <li>• Graphic care, girth, transitions, layout, PPT readjustment.</li> </ul>	<b>€ 3.200 (#6 Videos)</b>
		<b>€ 600 (#1 Video)</b>
<b><u>PHOTOSHOOT</u></b>	Realization of a one-day photoshoot. <ul style="list-style-type: none"> <li>• Telephone brief and eventual inspection,</li> <li>• <b>Professional photographic equipment.</b></li> <li>• Basic <b>post-production</b> of the photographic material being delivered.</li> <li>• Delivery of <b>40 shots in digital format</b> within 7 days of the closing of the event.</li> <li>• Delivery of the remaining photographic material in digital format within 14 days of the closure of the event.</li> </ul>	<b>€ 2.500</b>

# Digital Stand

SERVICE	FEATURES	PRICE LIST*
<p><b><u>DIGITAL STAND</u></b> (one-year period)</p>	<p><b><u>BASIC FEATURES:</u></b></p> <ul style="list-style-type: none"> <li>• download information materials, brochures, images;</li> <li>• view webinars in video mode;</li> <li>• request further information through the info point;</li> <li>• configurable in-depth menu.</li> </ul>	<p><b>€ 3.000</b></p>
	<p><b><u>ADVANCED FEATURES</u></b> (BASIC FEATURES included):</p> <ul style="list-style-type: none"> <li>• online agenda for making appointments with users;</li> <li>• online reception with chat or video call;</li> <li>• digital control unit with extensions (assistance, sales, etc.) available via a dedicated feature from the stand;</li> <li>• business room for meetings;</li> <li>• auditorium and event halls;</li> <li>• interactive webinar classroom;</li> <li>• interactive training room.</li> </ul>	<p><b>€ 3.800</b></p>

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