



PF *Magazine*

THE PROGETTO FUOCO MAGAZINE DEDICATED TO
ALL THE PRODUCTS THAT USE WOOD ENERGY



What is PF Magazine?

PF Magazine is an information, promotion and communication tool dedicated to the biomass industry, complementing the exhibition offering of **Progetto Fuoco - Veronafiore**.

The magazine covers topics related to wood and pellet stoves, fireplaces, kitchens and boilers, as well as fuels, combustion materials, and the latest industry technologies.

PF Magazine is a specialized trade publication supported by a broad, well-established, and highly diversified distribution network, ensuring maximum visibility among professionals across the biomass sector.

Who is it for?

PF Magazine targets the entire biomass distribution channel, reaching every key player in the supply chain:

- **Sales and Distribution:** retailers, hardware stores, building supply merchants, and large-scale retail chains (GDO).
- **Installation and After-Sales Service:** installers and technical service centers.
- **Professionals and Design:** architects, designers, engineers, and specialized consultants.
- **Manufacturing:** companies operating in the biomass heating industry.

The Value of the Veronafiore Network

Thanks to the strategic work carried out by Veronafiore through **Progetto Fuoco** in researching, selecting, and profiling industry professionals, PF Magazine benefits from a unique, comprehensive, and continuously updated database of contacts at both national and international level.

The main topics

- The wood and pellet heating market
- Reducing emissions and air quality
- Energy saving and access to incentives
- The importance of correct and constant maintenance of using a good fuel
- Technological renewal and certifications
- Interviews with the protagonists of the sector
- Installation examples
- New products



The numbers

Published quarterly, 4 copies per year,
bilingual (Italian-English) - 20,000 copies -
64 A4 pages - distributed as follows:

10.000

dealers

5.000

service centres
and installers

2.000

manufacturers

2.000

designers, architects,
professionals

1.000

Progetto Fuoco
promotional activities



Choose your package

Package 2027-2028

8 full-page subscription promo issues

9.000 €

2027

4 full-page adv issues
(billing June 2027)

ISSUES

1 issue FEBRUARY 2027
deadline: 07 December 2026

2 issue JUNE 2027
deadline: 06 April 2027

3 issue SEPTEMBER 2027
deadline: 06 July 2027

4 issue DECEMBER 2027
deadline: 12 October 2027

Amount **5.500 €**

Single page editorial (1 issue)

1.000 €

2028

4 full-page adv issues
(billing June 2028)

ISSUES

1 issue FEBRUARY 2028 *Special Progetto Fuoco*
deadline: 06 December 2027

2 issue JUNE 2028
deadline 03 April 2028

3 issue SEPTEMBER 2028
deadline 03 July 2028

4 issue DECEMBER 2028
deadline 09 October 2028

Amount **5.500 €**

Double page company presentation -
Special Progetto Fuoco 2028

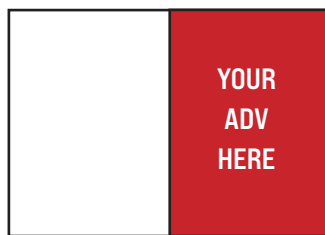
2.000 €

Single page editorial (1 issue)

1.000 €

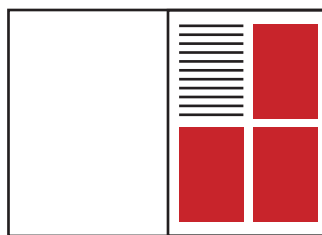


ADVERTISEMENT FORMAT



FULL PAGE ADV

210x297 mm + 5mm trim
PDF 300dpi high resolution
Acrobat 4 (PDF 1.3) or later
CMYK (no RGB,
no PANTONE colours)
Texts in outline
Inner margin 10mm



EDITORIAL

800 characters
including spaces
Word format
Logos in vector
2/3 images resolution
300 dpi .jpg format



DOUBLE PAGE

COMPANY PRESENTATION **SPECIAL PROGETTO FUOCO** **2028**

(download file)



PF Magazine exclusively accepts advertising communications that are consistent with the magazine's editorial themes.

In particular:

- ADV materials must concern products, services and solutions directly related to the biomass sector. Promotional content related to products powered by electricity, bioethanol, gas, or other technologies not connected to biomass is not permitted.
- Promotion of side events and competing events (such as openings, inaugurations, showroom events or similar initiatives) is not

allowed, especially if scheduled during or close to fairs organized by Veronafiere that are related to Progetto Fuoco.

Additional guidelines:

- ADV contents may vary from one issue to another or remain unchanged, depending on the advertiser's needs.
- ADV materials may refer to the company as a whole, to one or more specific products, or to a particular solution or feature.
- All materials may be provided in Italian, English, or preferably in a bilingual version (IT/EN).

BECOME AN ADVERTISER

Company Name _____

Address _____ N° _____

Postal code _____ City _____ Country _____

Referent _____ E-Mail _____

Tel. _____ VAT _____

Date _____

Stamp and signature

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