

Special

Capital Market Italy – Issuer and Investment Trends



NEW!

Print + E-magazine + web

Digital version: expanded to include multimedia content and functions – enhanced for mobile devices!



Date of publication

2nd July 2019

Advertising close

19th June 2019

Special

Capital Market Italy

Issuer and Investment Trends

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Print run:	approx. 4,800 copies

Target group/Distribution

The Special edition “Capital Market Italy” is aimed for institutional and private investors within the German speaking area. The publication will be distributed in printed form (around 4,800 copies) and in first instance for the **1st Italian Stock Summit (2nd July, Frankfurt a.M.)**, as well as an e-magazine for tablet, PC or smartphone (target: at least 4,800 downloads in the first 12 months after the publication). The target groups include the financial community (capital markets, private-/equity-/venture-capital-scene), as well as institutional and private investors. Furthermore, the special publication will be available at major events, e.g. the German Equity Forum in Frankfurt, among others.

Background & Objectives

Whether Italian Vine, fashion, architecture or the rich cultural heritage – the enthusiasm of readers will vary. However, with regard to the economy and the perspectives for growth market participants’ feelings are far more sanguine. **Two decades of sub-potential growth** and, more recently, the protracted banking crisis have dampened expectations repeatedly.

In contrast to what was feared, the challenge of restructuring and recapitalizing the banking sector was somewhat finally met and sort out in 2017. Whenever expectations on financial markets are low, though, **the impact of positive surprises can bring about far-reaching changes** in perceptions. Don’t let out of consideration that on a global scale Italy is still the 8th largest economy. ▶



In 2007 the LSE and the Borsa Italiana merged. Securities trading is organized in five segments: stocks, bonds, ETF & ETC, stock derivatives and collateralized derivatives. The special publication „**Capital Market Italy**“ is going to be published for the first time. Its goal, and not the least, is to connect investors to the generally neglected opportunities of Italian financial markets early on with first hand insights regarding its history, market segments as of today, valuations, the Italian market in comparison to other investors' focusses – especially Germany – and much more.

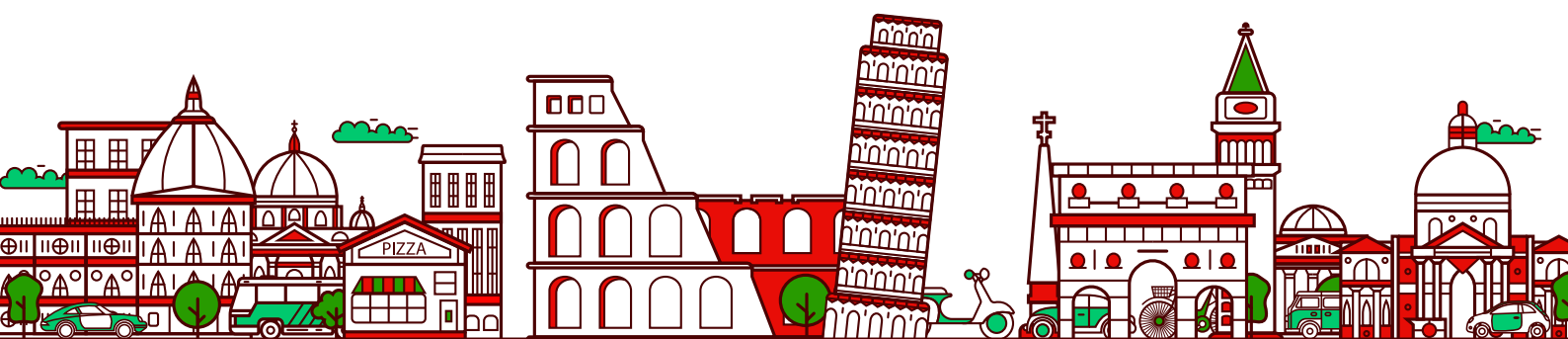


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Highlights

The special edition „**Capital Market Italy**“ aims to put Italian capital markets on the screen of investors. **By analyzing** the current state of the economy and the causes for the underperformance the true potential for recovery or, in the best case, **renaissance will come to light**. Market structures including the AIM Italia as a somewhat tax-saving model, indices, sectors like fashion & life style as well as market players and investment trends will be highlighted.

Among the topics:

- History, size, structures, indices and sectors of the Italian capital market
- Italian capital market in comparison to the German capital market
- Changes of the political landscape – what to expect?
- Banking sector – the road to competitiveness
- Currency factor – why Italy cannot and will not leave the Euro
- Science & innovation – Italian universities still among the best
- Demographics – challenges for the healthcare-system
- Northern Italy – the industrial powerhouse
- Italian Biotech – crossborder IPOs
- Mario Draghi – his legacy and his heritage

Execution and Marketing

A. Partnerships:

4-8 partners provide EUR 4,000 each to finance the special publication.

All partnerships include the following services:

- full page advert (list price: EUR 2,900)
- Mentioning as a partner of the edition along with their logo in a prominent position
- 50 copies of the edition to be displayed at events, send to their own network etc
- short profile (company description, advisory focus, contact data; 1,000 –1,200 characters incl. spaces)
- pdf and e-magazine including all publication rights (no restrictions of time and space)
- the partners' editorial contributions can be integrated into the edition (e.g. in form of an expert article, interview etc.) in coordination with the editors.

B. Adverts:

Booking via the advertisements department at GoingPublic Media AG, prices according to the media data, e.g. 1/1 page EUR 2,900, 1/2 page EUR 1,900, 1/3 page EUR 1,600.



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