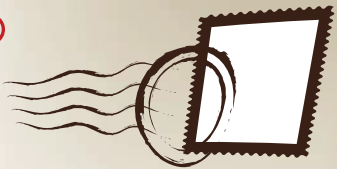




PROMOCARD®



THE ADVERTISING POSTCARD

[*from 1989*]



(PROMOCARD)

10.5

x

15
cm

PURE
CREATIVITY

(PROMOCARD) what are they?

Free Advertising Postcards

Freely chosen and not imposed.

They are chosen, conserved, presented, used and collected.

The advertising message is quickly propagated.

Any type of advertising message can be conveyed

Can be used by international corporations, non profit associations and cultural events.

A strategic instrument

Geared for a selected public and indispensable in media planning. A unique approach to gain the attention of both the young and not so young.

10.5 x 15 cm of creativity

Communicates with the slang life style of client and consumer.

A friendly to use format. Highlights the 'cool' in the brand.

Double-faced providing visual brilliance.

A particular format with special effects thanks to tailor made solutions.

An exclusive opportunity to communicate differently and with success.

Urban media

The advertising postcard reaches the target at the right time.

It is distributed in exclusive locations where there are no other advertising media and where the consumer passes his social life and much of his free time.

REACHES A DYNAMIC POPULATION



(PROMOCARD) what target?

- age group of 16 - 60 years
- mainly big city residents
- medium/high income
- tuned into fashion and consumer proposals
- medium/high cultural level
- many and articulated cultural interests
- dynamic: attention to innovation and to change

The Promocard advertising postcard target is composed of people in the 16 - 60 age group, with special focus on the 18 - 40 years that live in the big cities.

An attentive public, always keen to try and share new trends and ideas.

In the cities where Promocard is present with its own dispenser, there is a target of 17 million people. More than 50% of these. people are regular customers of Promocard locations.

(PROMOCARD)

LOCATIONS

ALPI TORINESI
TORINO
VARESE
ALTO MILANESE
COMO
BERGAMO
MONZA e BRIANZA
MILANO
VERONA
PADOVA
PAVIA
BOLOGNA
GENOVA
RIMINI
FIRENZE
ROMA
BARI
CAGLIARI
NAPOLI
PALERMO

(PROMOCARD) where to find them?

The Promocard advertising postcards are distributed in the most popular locations throughout the country.

The *Promocard network* consists of *1700 locations*.

LOCATION CATEGORIES

bars - coffee shops - wine bars - pubs - ***drink***

food restaurants - pizzeria - ethnic restaurants - fast food shops

lounge bars - discos - clubs ***trendy***

art & culture cinemas - theatres - bookshops - cultural events

clubs - gyms - sport centres - beauty parlours ***fitness & beauty***

specialized shops - hotels ***travel/shop/media***

(REPORT)



DISTRIBUTION REPORT

the
BEST
THINGS
IN **LIFE**
A **RE** **free**

(PROMOCARD) Community & Social Network.

The Promocard's network offers to all customers the chance to be online to expand the visibility of advertising , thanks to an effective net of social network.

Facebook  *Twitter*  *Instagram*  *Google +* 

The **Facebook's Fan Page** has over 12.000 likes, is a space dedicated to all the fans of Promocard, and welcomes the new postcards, comments, posts, link and videos related to the campaign. A virtual window which grants an important visibility in the social network's world.

The postcards spread they message also with the 140 **Twitter's** characters, **Instagram's** images and **Google+.**



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