

Castrol EDGE – Italy print plan



Country	Publication	Print/ Digital	Position	Copy Deadline	On Sale Date	Circulation / Est Impressions	Insertions	June	July	August	September	October
Italy	Parts	Print	Front Cover Gatefold	15/07/2024	01/09/2024	6,000	1					
Italy	Parts	Print	First double page spread (Special lubricants issue)	24/05/2024	20/06/2024	6,000	1					
Italy	Parts	Print	Outside Back Cover (Special lubricants issue)	24/05/2024	20/06/2024	6,000	1					
Italy	Parts	Print	FREE PR: Editorial Page (Special lubricants issue)	24/05/2024	20/06/2024	6,000	1					
Italy	Parts	Print	First double page spread	21/06/2024	15/07/2024	6,000	1					
Italy	Parts In Officina	Print	First double page spread (Special lubricants issue)	15/09/2024	16/10/2024	7,000	1					
Italy	Parts In Officina	Print	Inside Front Cover (Special lubricants issue)	15/09/2024	16/10/2024	7,000	1					
Italy	Parts In Officina	Print	FREE PR: Editorial Page (Special lubricants issue)	15/09/2024	16/10/2024	7,000	1					
Italy	Parts In Officina	Print	Front Cover Gatefold	20/06/2024	16/07/2024	7,000	1					
Italy	Parts In Officina	Print	Outside Back Cover	20/06/2024	16/07/2024	7,000	1					
Italy	il Giornale Del Meccanico	Print	Manchette (On cover)	18/08/2024	01/10/2024	10,000	1					
Italy	il Giornale Del Meccanico	Print	Inside Back Cover (Main topic lubricants)	10/06/2024	01/07/2024	10,000	1					
Italy	il Giornale Del Meccanico	Print	Facing Mail Full Page (Page before editorial)	19/06/2024	04/07/2024	10,000	1					
Italy	il Giornale Del Meccanico	Digital	2 Month Web Banner	24/04/2024	01/08/2024	60,000	1					