



We have started working on the new issue of the ‘ ‘ Italy’ ’ special publication, which we continue to prepare every year with the contributions of the Italian Embassy in Ankara and the Italian Chamber of Commerce and Industry (CCIIST).

In our special issue that we will introduce to our readers in June, the Embassy of the Republic of Türkiye in Rome and DEİK / Türkiye-Italy Business Council are also among our valuable partners•••

The new issue that we prepared for the Italian National Day reception will cover Türkiye-Italy economic and commercial relations. The views of the high-level representatives of the two countries, especially ministers and ambassadors, will be given space.

The publication, which will include areas of mutual investment, will also evaluate the potential joint working areas of the business people of the two countries.

We will cover the investments and activities of Italian brands in Türkiye and Turkish-Italian collaborations and partnerships. We will explain their structures, positions in the sector, business volumes, targets and plans.

We will also cover Turkish companies that have investments and activities in Italy.

The publication, which is prepared in Turkish and English, will be distributed throughout Türkiye with the EKONOMİ Newspaper. First of all, the official event to be held in June, the ‘ ‘ Italian National Day’ ’ reception, and in the visits to be held in 2026, a sufficient amount of publications will be delivered to the Embassy of Italy in Ankara and the institutions/organizations we cooperate with for distribution.

Our special Italian publication will be published on ekonomim.com, one of Türkiye’ s leading digital platforms.

In our publication, we proceed as a news study including the views of our participants and managers and an advertising study for the promotion and image of the brand. We forward your questions for the news study. We convert the answers to your questions into news and then into English. We use a person image and a general image describing your brand (such as product, production area, location, project) on your news page.



Advertising budgets are as follows:

Advertising Prices

Inside pages

Half page: 50.000 TL + VAT

Full page: 80.000 TL + VAT

Preferred/special pages

3rd page: 110.000 TL + VAT

5th page: 105.000 TL + VAT

Inside front cover: 1200.000 TL + VAT

Inside back cover: 110.000 TL + VAT

Back cover : 130.000 TL + VAT

Front Cover Band Headline : 115.000 + KDV

Dimensions: 24 cm (Width) x 29 cm (Height)

Circulation: 110 Thousand (Print + Online)

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