



hwmediagroup.it

# HWMedia Group

We're a media company specialized in editorial projects for the web and the digital world. Our main project is **Hardware Upgrade** ([www.hwupgrade.it](http://www.hwupgrade.it)), one of the **earliest Italian ICT websites**, online since 1997.

Today Hardware Upgrade is by far the **largest, most respected and visited Italian IT website**, the n°1 stop for the tech enthusiast community and a reference point for market specialists, seeking the latest information about new products and technologies.

Since 2007 we've started diversifying our editorial production opening new websites, all connected together, covering the different aspects of ICT market. More recently we've moved our editorial approach to monthly magazines with the digital only **Touch Magazine**.

# Our magazines, web and digital

## **Hardware Upgrade – [hwupgrade.it](http://hwupgrade.it)**

hardware, technical analysis, mobile products and trends

## **Business Magazine – [businessmagazine.it](http://businessmagazine.it)**

ICT topics for the business users

## **GAMEmag – [gamemag.it](http://gamemag.it)**

everything related to gaming with PC, consoles and mobile products

## **Fotografi Digitali – [fotografidigitali.it](http://fotografidigitali.it)**

digital photography website, covering cameras, accessories, software, and technique

## **Touch – [touchmag.it](http://touchmag.it)**

a monthly digital magazine on ICT that can be downloaded for free on tablets and mobile devices



# Hardware Upgrade www.hwupgrade.it

One of the oldest ICT website in Italy, Hardware Upgrade is the n°1 stop for everything related to technology in Italian.

From traditional PC components to mobile devices (notebooks, smartphones and tablets), from software to the web environment: we cover all the news from the market on a daily basis, with detailed articles and technical analysis on the products performed in our office.



# Business Magazine

## www.businessmagazine.it

The interests and needs of the professional users are different from the consumers. With Business Magazine we cover the ICT market from the professional's point of view, with the same detailed approach introduced in Hardware Upgrade.

Same passion but a different mission: exploring the ICT world talking about servers, professional equipment, communication infrastructure and market trends balancing all with a deep coverage of the products that business users are looking for.



# Gamemag

## www.gamemag.it

The gaming industry is on the edge and gaming is all around us: from the youngest that are using a smartphone to the businessman that wants to enjoy some free time with a FPS there's a gamer inside all of us.

Gamemag is the source for news on the gaming world, with articles, reviews and analysis on PC, console and mobile games.



# Fotografi Digitali www.fotografidigitali.it

With a photo camera in almost any device it's easy to take pictures of everything. Fotografi Digitali is the website that covers everything related to digital photography: from cameras and equipment to advices on how to shoot the best picture, we follow the evolution of the digital space.

News, articles, technical analysis and coverage from events: all published on a daily basis, covering the many announcements from the industry. All with a deep connection with our user base, made of people that are passionate about technology and how to take the perfect image.



# Touch

[www.touchmag.it](http://www.touchmag.it)

Touch is a monthly magazine, with the tagline “technology to be touched”, all in a digital format.

Touch is:

- Completely free
- Compatible with all OS (Android, iOS, Windows, Windows Phone, Amazon)
- Multi platform (tablet, smartphone and PC)
- Accessible with a web interface at [touchmag.it](http://touchmag.it)

Touch is the magazine for consumers that want to discover how technology lies in all the products that surrounds us at home, at work and on the go.



# Traffic



With almost 17 years of online presence, our network of websites is one of the most visited among the Italian audience

- *3 millions unique users a month*
- *12 millions page views a month*
- *daily newsletter with more than 170.000 subscribed users*

*Source: Google Analytics*

# Special projects – communication and marketing

We offer a complete range of adv solutions on our online and digital medias: with standard and custom formats we've what you need to fit your communication.

Beside, we've worked with major companies on communication projects that involved

- defining the customer's need in terms of what to communicate and how
- selecting the best products – services offered by the customer to be used for the campaign
- configuring the communication campaign with a mix of editorial and advertising tools

We follow all the different aspects of the project leveraging our internal structure

- editorial: our team of journalists knows how to tell a story in a complete and credible way
- technical: vertical websites, programming web pages and creating all the graphics structure needed for the project
- marketing and adv: building the bridge between editorial and technical sides and helping promoting the customer's company and products



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