

Revenue Sources, Advertising, and Direct Marketing Policy

"Costruzioni Metalliche" is committed to maintaining transparency and ethical standards in its funding, advertising, and marketing practices. This document outlines the journal's revenue model, advertising policy, and direct marketing activities, ensuring that these practices do not influence editorial decisions.

1. Revenue Sources

- **Business Model:** "Costruzioni Metalliche" operates on a diversified revenue model that includes subscriptions, advertising, and institutional support.
- **Subscriptions:** Revenue from individual and institutional subscriptions supports the journal's operations and helps cover publication costs.
- **Advertising:** The journal accepts advertisements relevant to the field of steel construction, civil engineering, and architecture. Advertising is managed by AGICOM srl, a company specializing in the management of industry-specific journals and portals for institutional publishers (agicom.it).
- **Institutional Support:** As the official publication of the CTA – Collegio dei Tecnici dell'Acciaio, "Costruzioni Metalliche" receives organizational support that facilitates its mission to disseminate knowledge in the field of steel construction.

2. Advertising Policy

- **Types of Acceptable Advertisements:** The journal accepts advertisements related to products, services, events, and job opportunities relevant to steel construction and related fields.
- **Decision-Making Process:** Decisions regarding advertisement acceptance are made by the advertising team at AGICOM srl, ensuring that all ads align with the journal's mission and are suitable for its audience. The editorial team does not participate in advertising decisions, maintaining independence between editorial content and advertising.
- **Ad Placement and Display:** Advertisements are placed separately from the main editorial content to maintain a clear distinction. Ads are displayed independently of editorial decision-making and do not influence peer review outcomes.

3. Direct Marketing Policy

- **Marketing Activities:** "Costruzioni Metalliche" conducts marketing activities through newsletters, attendance at industry fairs, presence in other journals, and social media. These activities are designed to be professional, targeted, and non-intrusive, promoting the journal and its content to a relevant audience.
- **Transparency and Accuracy:** Information provided to potential authors, subscribers, and readers is clear, truthful, and accurate, reflecting the journal's values and commitment to high ethical standards.
- **Editorial Independence:** Marketing activities, including direct solicitations for manuscripts, are conducted independently of the editorial process and do not impact editorial decisions. Manuscript quality and relevance remain the primary criteria for publication.

4. Digital Archiving

- **Preservation of Digital Issues:** Digital issues of "Costruzioni Metalliche" are archived on the CTANET.IT website, ensuring long-term access to published content and the preservation of material for future reference.