

ASSISTENZA A N Z I A N I

THE MAGAZINE COMPLETELY DEDICATED
TO THE ELDERLY CARE IN HEALTHCARE FACILITIES
AND AT HOME. ADDRESSED TO TARGET GROUPS OF
PROFESSIONALS WORKING IN THE ELDERLY CARE
SECTOR WITH A CIRCULATION OF 7.800 COPIES
PER ISSUE

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> ADVERTISING RATES <

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A.N.E.S.
ASSOCIAZIONE NAZIONALE
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TARGETS GROUPS	%
Public and private Facilities for the Elderly (Old People's Homes, Residential Care Facilities, Special Housing, etc.)	47,2%
Professional Associations and Bodies (Doctors, Nurses and Physiotherapists)	13,9%
Retail trade and sale of orthopaedic and sanitary articles	12,5%
Suppliers of products, technologies and services	5,9%
Public and private suppliers of social healthcare services	5,4%
Institutions (Local Councillor's offices for Health and Welfare)	4,7%
Hospitals, Nursing Homes	4,2%
Local health authorities (offices, directors, medical directors)	3,2%
Planning and Consulting offices; Associations; Schools and Training Centres	3,0%

Facilities for the Elderly divided according to bed numbers (%)	%
Up to 50 beds	32,6%
From 51 to 100 beds	26,5%
From 101 to 200 beds	7,9%
From 201 to 300 beds	2,1%
More than 301 beds	1,4%
Information not available	29,5%

JOB TITLES	%
Management (Presidents, Directors, Managing Directors, Owners, Managers, etc.)	59,1%
Sanitary management (General Practitioners and Medical Specialists included)	6,7%
Rehabilitation services (Nurses, Physiotherapists, Orthopaedic Technicians, Dieticians, Speech Therapists, Patient Care Technicians, etc.)	22,6%
Social and Healthcare Services (Healthcare Workers, Welfare Officers, Homecare Services, etc.)	2,9%
Other job titles (distribution, trade, services, etc.)	8,7%

ITALY	%	Region	%
North-West	31,8%	Liguria	2,4%
		Lombardy	21,7%
		Piedmont	7,5%
		Valle D'Aosta	0,2%
North-East	31,9%	Emilia Romagna	12,8%
		Friuli Venezia Giulia	2,5%
		Trentino alto adige	3,5%
		Veneto	13,1%
Centre	16,9%	Latium	7,7%
		Marche	1,9%
		Tuscany	6,2%
		Umbria	1,2%
South	12,3%	Abruzzi	1,3%
		Basilicata	0,6%
		Calabria	1,8%
		Campania	4,1%
		Molise	0,4%
Islands	7,1%	Apulia	4,1%
		Sardinia	2,0%
		Sicily	5,1%

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