



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), 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.

Our magazines, web and digital

Hardware Upgrade – hwupgrade.it

hardware components, technical analysis, mobile products and trends

Fotografi Digitali – fotografidigitali.it

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

TVtech – tvtech.it

All the video production of Hardware Upgrade summarized in a specific website, the Italian web TV on technology



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.



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, of people that are passionate about technology and how to take the perfect image.

Traffic



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

- *3,5 millions unique users a month*
- *15 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



Hardware Upgrade SRL
Via Turati 48/a
21016 Luino (VA) - Italy

Phone: +39 0332 500567
Email: redazione@hwupgrade.it