

8 March 2012

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

## NINE YEARS ON-LINE

**“Vaccari news” published the first piece of information on 8 March 2003;  
since then, it has never stopped.  
In the database about 8,500 “news”**

About 8,500 news on philately and postal culture published by “Vaccari news” since 8 March 2003, when the daily web magazine started giving out information relevant to postage stamps with a 360 degrees approach and, above all, in real time.

Statistically, about 950 news every year, that is 2.5 every day. Saturdays, Sundays and holidays included, without any pause. And more and more increasing: last year, 1,377 news have anticipated, analyzed, commented and given voice to the protagonists. From the report of new issues to historical anniversaries, from the most peculiar foreign issues to events, from films and books connected to the main subject dealt with to regulations.

And then the other services, such as the list of the Italian area issues (Italy, San Marino, Vatican and Smom) and events and exhibitions. Two tools devoted to those who wish to be always informed.

“Besides figures relevant to publication -Valeria Vaccari, the publishing director, adds- details about readers are important. In 2011, every day, there have been 207,000 contacts and about 17,000 visits, and these figures are still increasing: in January 2012, for example, they have reached 248,000 and 29,000 respectively, while subscribers to the Friday newsletter (thought for those who do not read the news everyday or want to keep records of all the pieces of information published) are more than 1,800. Results obtained without any advertising: it is thanks to quotations by other magazines or sites and to the readers who enlarge the «community» through word-of-mouth advertising. We are really honoured by the trust shown, an incentive to do better and better”.

“I remind you that the daily «Vaccari news» and all its services are fully free of charge and require a great effort, not only from an economical point of view. We would like to thank those who have given their support by publishing their adverts in it, and those who have just decided to take advantage of this precious means of communication, which has never been a mere «house organ». A special thanks to our tireless editor who has been able to make this on-line magazine, first and unique in its genre, grow, and well”.



**Filatelia - Editoria**



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## WITH “VACCARI NEWS” PHILATELY ARRIVES IN REAL TIME

### Philately, day by day

On-line from 8 March 2003 completely free, “Vaccari news - philately in real time” is the daily on-line service in Italian by Vaccari srl which proposes news relevant to the world of the Post and philatelic collecting.

### On-line since 2003

Born as a pilot project, an experiment, it has been greatly developed and it is now considered as a real daily paper. Even though regulations about the matter for those who operate in internet are still quite uncertain, Vaccari srl has decided to register it by the Law Court of Modena, on 4 December 2007. Editor is the journalist Fabio Bonacina, who has been coordinating the service since its birth.

For his job and his constant enthusiasm in favour of collecting, he has received the yearly award for journalism in 2006 by Riccione and in 2010 by the Italian Philatelic Press Union.

Revolutionizing the rhythms of philately, proposing real time information and utilizing the modern systems of communication, that is internet and the e-mail. This is, in brief, the approach of “Vaccari news”.

“Even philately -Paolo Vaccari, chairman of the company, explains- can and has to keep up the pace of times, offering an updated service. With «Vaccari news», we intend to follow this way, proposing fresh, up-to-date and exact information.”

“It was a sort of bet. When we started -the publishing director Valeria Vaccari explains- we did not have any example to follow, neither in Italy nor abroad. The few specialised services of this kind generally offered weekly updating. We wanted to inform our readers every day. And this is what we have been doing; we have never stopped, not even on Sundays or during the closing periods of the company. «Vaccari news» never goes on holiday!”

### Approach

Many are the positive elements characterising this service; among them the possibility to beat the technical times of traditional paper publications, which are at least monthly. “Thanks to this product, we can reach the public some weeks in advance, if the interested person gets used to visiting our site or subscribes to the free newsletter.”

“Certainly, we do not enter into competition with the traditional periodical publications, which have the possibility to develop and examine closely every single piece of news. «Vaccari news» can represent a further source from where to obtain information.”

The quality and timeliness of the news published have made “Vaccari news” an effective and valid instrument not only for users who can read them at any time, but also for journalists and press agencies which often quote “Vaccari news” as the first source to spread news. Even Ansa, on many occasions, has shown interest in the news, and among the subscribers to the newsletter there are also Italian and foreign publishers.



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Every day “Vaccari news” proposes at least one piece of information. “Our service works at 360 degrees, often playing on the edge of minutes, automatically indicated next to the text. This is why we have chosen the slogan «philately in real time».”

### Contents

“Vaccari news” deals not only with traditional philately, which has always been the company’s forte, but also with postal history, thematics and specializations beyond the postage stamp, such as postmarks, machine philately, postal stationery.

It offers first-hand novelties from the Italian area (San Marino, Vatican City, Sovereign Military Order of Malta), foreign curiosities, news from the collecting and postal world, the most important meetings, new books on related subjects, and much more.

Reference point is always topicality, philatelic and postal aspects of what is happening around us, through real time news proposed in a synthetic, journalistic style.

It is possible to find specialised pieces of information for those who are lovers and scholars of the subject and more general news for the curious surfer. That is why the texts are often accompanied by images or links to specific sites for more and deeper information.

### Besides news, the additional services

Many other services are available, and regularly updated.

On-line the programme for the issues of Italy, San Marino, Vatican and Sovereign Military Order of Malta, to be informed, in real time, about future issues, since there are frequent changes effected by Post Administrations.

Also available a further information channel about “Shows and exhibitions” in Italy, that is philatelic events, meetings, exhibitions, ..., the most important philatelic happenings announced by the organizers.

Moreover, thanks to the news archives, anyone has the possibility to read all the news published through a search system by chronological order, category or key word.

Available the press releases too.

### Site and newsletter

The news selected by the editorial staff are made immediately available to surfers at the site [www.vaccarinews.it](http://www.vaccarinews.it)

Once a week, every Friday, all the pieces of information are gathered in a newsletter and sent free by e-mail to the subscribers. The form to fill in to take advantage of the free service is at the site under “Newsletter free subscription”.

### Quotations

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