

18 December 2007



www.vaccarinews.it

“Vaccari news” becomes... daily

We are pleased to inform you that “Vaccari news” has made a further step forward, and it has been registered by the Law Court. Editor Fabio Bonacina.

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, to testify again the staff's will to grow.

As a matter of fact, some revealing elements are clearly visible. For example, the number of news: from 459 published in 2003 (“Vaccari news” started to publish on 8 March 2003) to 659 in 2006. In 2007 they will be over 800, that is more than two news a day.

Appreciation for the job done is very high and, besides the indexing by the internet search systems, there are more and more texts and images published in “Vaccari news” used by other newspapers and magazines, both on paper and on-line, even in non philatelic contexts. The world of mail can touch other sectors as it merges, and reflects, social, political, cultural,... thematic. Reproduction of texts and images is free, following some good rules, however. For example, it should not become a regular copying, as if it were a parallel, improper, paper. Then, it is necessary to quote the source correctly, and send a message to info@vaccari.it.

The editorial staff is working on other details too. Recently, the weekly newsletter has been made “lighter”, so that is it easier to receive it. In 2008 the site will be modified, in order to upgrade some technical aspects and to improve the services addressed to the readers. There will also be a new home page.

To subscribe to the free Newsletter

http://www.vaccari.it/vnews/index.php?_u=_iscrivitivnews&SetLanguage=en



Filatelia - Editoria



Press Release

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The company and the editorial staff wish to congratulate Fabio Bonacina on the job he has been doing as a journalist and coordinator of the service and on the new appointment as editor of the daily news



Fabio Bonacina
editor of "Vaccari news"

"Vaccari news" becomes postage stamp too. Here is a "customised stamp" of the new type (that is with the image chosen by the client placed on the stamp and not on the tab) created by France.



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THE DAILY PAPER AND THE SERVICES OFFERED

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 philately.

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.

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.”

“Vaccari news” deals not only with traditional philately, which has always been the company’s forte, but also with postal history, thematic and specializations beyond the postage stamp, such as postmarks, machine philately, postal stationery. It offers first-hand **novelties** from the Italian area, 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.

The news are selected by an editorial staff coordinated and directed by the journalist Fabio Bonacina, and are made immediately available to surfers at the site **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”.



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Many **other services** are available, and regularly updated.

From January 2004, on-line the programme for the issues of Italy, San Marino and Vatican, to be informed, in real time, about future issues, since there are frequent changes effected by Post Administrations. From January 2005, there is also the list of the issues signed by the Sovereign Military Order of Malta (Smom).

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.

“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 offer weekly updating. We want to inform our readers every day. And this is what we have been doing since 8 March 2003. We have never stopped, not even on Sundays or during the closing periods of the company. «Vaccari news» never goes on holiday!”

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

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.

What published by “Vaccari news” can be used by other magazines, newspapers, ... Please quote the source correctly and send a message to the editorial staff at info@vaccari.it.



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