



Another award for “Vaccari news”

**The daily web magazine which has been offering real time news since 2003
has been recognized as the best site for philatelic information**

The members and supporters of the Italian “Club della filatelia d’oro” have analyzed the web philatelic sites and have voted “Vaccari news” as the best source of information. On the occasion of their first Meeting, held in Martinengo from 21 to 23 September, they have awarded the editor, Fabio Bonacina, and the president of the company, Paolo Vaccari.

Since 8 March 2003, the web magazine has been publishing, every day, several pieces of information about what is related to philatelic collecting and the world of the Post, offering an updated and of quality service, for free. An extremely demanding and professional job, in order to spread fresh, up-to-date and exact news, in real time.

The timeliness of the news is also possible thanks to the intrinsic characteristic of any web communication systems, which can beat the technical times of traditional paper publications. Moreover, for those who wish more and deeper information about the subject dealt with, at the bottom of the articles there are some links to specific sites. A precious service for philatelists and collectors, but also for curious surfers, or for those who approach the subject for the first time, perhaps arrived in “Vaccari news” site by chance through a search engine. Any internet surfer might read what published at any moment, thus giving a special contribution to the circulation of philatelic culture.

Appreciation and awards are a good reason to be proud, of course, but even greater satisfaction is given by readers, whose number is higher and higher. Such a development was not foreseen, and now it is a further stimulus to continue on the same line.

From the company and the editorial staff, many thanks and compliments to Fabio Bonacina, the real master of this success.



Fabio Bonacina, "Vaccari news" editor, receives the award by the Italian "Club della filatelia d'oro", on Saturday 22 September 2012.



The screenshot shows the homepage of the Vaccari news website. At the top, there's a navigation bar with links to 'About Vaccari news', 'Press releases', and 'News archives'. The main header features the 'VACCARI news' logo with the tagline 'philately in real time' and a '9th YEAR' anniversary badge. A sidebar on the left includes a search box and a list of subjects. The main content area is divided into 'TOP NEWS' and 'FROM THE COMPANY' sections. A right sidebar contains 'ISSUES' and 'Shows and exhibitions' sections. Below the main content, there's a 'NEWS ARCHIVES' section with a calendar view for the year 2012, highlighting September. The bottom section features three news items with accompanying images: 'Museo del Sannio aperto. Grazie a Facebook', 'Un altro riconoscimento per il lavoro svolto da "Vaccari news"', and 'Basilicata: la Regione ottimista'.

The site of the daily web magazine www.vaccarinews.it with the archives with all the news published since 8 March 2003.





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.

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

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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Vaccari srl is not responsible for links (tested at first insertion) not properly functioning or that may cause problems. A notice to info@vaccari.it will be appreciated.

