

With “Vaccari news” philately arrives in real time

On line the new magazine; it will give information on postal and philatelic aspects connected to what is happening in the world and on the news coming from the world of collectings. The service, actually realized in Italian language, is available in the site www.vaccari.it or through the subscription to the free weekly newsletter.

Vignola (7 April 2003) - 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”, last pages born by Vaccari srl.

“Even philately - Paolo Vaccari 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.”

Each piece of news will have a journalistic, synthetic style, similar to a press agency note. It will be presented in about ten lines, which contain, however, all the fundamental elements. Whenever necessary, one or more images will be included.

At 360 degrees the subjects treated: not only traditional philately, which has always been the company's forte. “We will take into consideration the whole collecting knowledge, without any exclusion. Therefore, even postal history, thematics and specializations beyond the postage stamp, such as postmarks, machine philately, postal stationery.”

The news will be selected by an editorial staff coordinated by the journalist Fabio Bonacina and made immediately available to surfers on the home page at www.vaccari.it. Once a week, all the pieces of information will be gathered in a newsletter and sent to the subscribers to the service. “This service - Paolo Vaccari adds - is and will be free; it is simply necessary to fill in the application form unloading it from our site. It is actually realized in Italian language.”

“We do not offer simple links to already existing pages, but we want to create a new product with its own definition, offering first-hand information. Above all, we are thinking of a constant connection with topicality, in order to show, each time, the philatelic and postal aspects of what is happening around us and is dealt with by the media.”

Obviously, a wide space will be devoted to collecting subjects: “We wish to pay a peculiar attention to the new issues of Italy, but we will not forget the Vatican City, San Marino and the foreign issues that are worth of being cited.” Other columns, then, will deal with the meetings, such as exhibitions and auctions, and with the new publications.

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 newsletter. A database, moreover, makes all the communications spread during the previous days available.”

“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”.



VACCARI s.r.l. 

Filatelìa - Editoria