



10,000 news in 10 years

**“Vaccari news”
on-line since 8 March 2003
the daily web magazine specialised in philately and in postal culture**

Ten thousand news (in fact, some more) in ten years. Without stopping, neither on feast days nor on holidays.

Trial balance for “Vaccari news”: it is not a mere site dealing with postage stamps, but a real daily web magazine specialised in philately and postal culture. Moreover, it is able to move between novelties and protagonists, appointments for lovers and publications, technical problem aspects and services offered by the Post, Post buildings architecture and regulations.

A bet which seemed to be, perhaps, a bit hazardous ten years ago, without any example of the kind to follow; however, its formula has been appreciated and welcomed. A free service (thanks, in part, to advertisers’ support), even with additional benefits such as permanent archives, weekly newsletter, list of appointments, issue programmes. Anyway, data demonstrate its success: in 2012, for example, there has been a medium of more than 22,000 visits and 243,000 contacts every day. Respectively, more than forty and eleven times what was in 2004.

In the meantime, however, communication systems have changed and the editorial instruments have been adapted accordingly. Since long “Vaccari news” has been reorganized from a technical point of view so that it is easily readable with any screen. And soon, a further step forward: one “app”.



The first piece of information, published on 8 March 2003.

MAR 08 2003 09:00 NOTIZIE DALL'ITALIA

Fu Aldo Capitini ad introdurre la "bandiera della pace"

In queste settimane sventola su molti palazzi privati italiani: è la "bandiera della pace", un drappo a strisce multicolori che chiede di trovare alternative alla guerra.

Debuttò in Italia il 24 settembre 1961, in occasione della "marcia per la pace" tra Perugia ed Assisi; fu Aldo Capitini ad introdurre in Italia un'iniziativa dei pacifisti anglosassoni. Secondo le ricostruzioni, l'idea originaria è tratta da un passo della "Genesi": "Dio che dopo il diluvio pone l'arcobaleno come segno di alleanza e riconciliazione con e fra gli uomini".

Aldo Capitini figura in due annulli, entrambi impiegati a Perugia: il primo utilizzato il 14 ottobre 1995 e l'altro il 19 ottobre 1998.

Aldo Capitini



soon
the "app" to download
FREE in the Apple store



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. In 2012, the daily paper has been recognised as the most important philatelic information web site by the members of the Italian «Club della filatelia d’oro», and it has obtained the Large Gold medal and the Special Prize at the International Philatelic Literature Exhibition Iphla 2012.

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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