



CODICE MEDIA NETWORK

Media Partner Onboarding Kit

Everything you need to sell press coverage, websites and AI marketing with CODICE. From the first call to the first invoice.

DOCUMENT	VERSION	STATUS	LANGUAGE
D4	1.0 · 30 October 2026	Version 1.0	English

1. Welcome to the network

You are now a CODICE Media Partner. From today you sell two things your clients already ask for: **press visibility** and a **strong digital presence**. We produce them. You sell them and get paid.

No one to hire. No entry fee. No minimum volumes. For each client you choose: resell under your own brand, or refer the client to us and earn a commission.

What you get

What	In practice
A ready-made catalogue	Press releases, articles, interviews and packages on 7 international outlets (9 from November 2026), plus websites, e-commerce and AI marketing
Partner rates	-30% on editorial formats, -20% on Artex24 formats, around 35% margin on the Web & AI price list
Two models	Reseller (your margin) or referrer (20% of what we collect)
A newsroom and a production team	We write, publish and build. You look after the client
Unbranded reports	Hand them to your client as your own work
Gold programme	Sell more, earn more: white label of the portal and +5% above €100,000

Why it works

SMEs want three things. To be found on Google. To be cited by AI search engines. To have a reputation they can show. A PR agency asks for monthly retainers and weeks of waiting. A web agency sends long quotes.

You arrive with a fixed-price offer. An article on an international outlet starts at €99. A professional website goes live in 48 hours. The client knows exactly what they buy and what they pay.

The key point. CODICE is a publisher, not a middleman. We publish on our own outlets. That is why timelines and prices are certain, and you can promise them to your client.

The network at a glance

Outlet	Language · area	Topics
Codiceltalia.com	IT · Italy	SMEs, startups, grants and incentives, events, fashion, training
Zug24.com	EN · Switzerland and Europe	Crypto, blockchain, AI, legaltech, cybersecurity
BRICS24.news	EN · BRICS markets	Economy, trade, export
3LNews.com	EN · Europe and Africa	Lifelong learning, schools, work, digital credentials
Vegan24.news	EN · Worldwide	Plant-based food, cosmetics, fashion and business
NationContinuity.com	EN · International	Cultures, heritage, countries, tourism, institutions
Artex24.com	EN · West and BRICS+	Art, market, exhibitions, fairs, artists
Sahel24.com (November 2026)	Sahel	Burkina Faso, Mali, Niger and neighbouring countries

Outlet	Language · area	Topics
lubilaeum2033.com (November 2026)	International	The Church, Christian values, the 2033 Jubilee

Network: 15,000+ readers a day. Published within 48 hours of approval. Every outlet runs 3 social channels: Facebook, Instagram, LinkedIn.

2. How it works in 5 steps

Step	You	CODICE
1. Spot the need	Talk to the client: visibility, a website, more leads?	We give you scripts, kits and a free Digital Check
2. Choose the model	Resell under your brand or refer the client	We confirm registration and 12-month attribution
3. Place the order	Order at partner rate (resale) or pass us the contact (referral)	We take over the brief and the work
4. We deliver	You approve the draft, or get the client to approve it	We write, publish and build within price-list timelines
5. You get paid	You invoice your price to the client (resale) or receive 20% (referral)	We send unbranded reports and a commission statement

Simple rule. A client you register stays yours for 12 months. Every new paid order renews the period. CODICE never goes around you.

3. Choose the model, client by client

You don't decide once and for all. For each client, pick the model that suits you best.

	Reseller	Referrer
Who invoices the client	You, at your price	CODICE, at the final list price
Who invoices you	CODICE, at partner rate	No one: you receive the commission
What you earn	The difference between your price and the partner rate	20% of the net amount collected
Monthly fees	Margin on the fee (e.g. €17/month on Website 48h)	20% of the fee for 12 months
Brand	Yours. Reports without the CODICE brand	CODICE, naming you as partner
Client relationship	You manage it	You open it, then we take over
Payments	Editorial: monthly invoice, 15 days. Web: 50% on order, 50% on delivery	Commission paid by the 15th of the month after collection
Best when	You have loyal clients and want to control the price	You want to earn without running the project

Worked examples

Example 1 · Resell a Media Network Package. The client wants coverage on 4 outlets of their choice out of 7. You buy it at €244.30. You resell it at €349 (recommended price). **Your margin: €104.70.** Resell at €399 and the margin rises to €154.70.

Example 2 · Resell a Website 48h. You buy it at €990 plus €32/month. You resell it at €1,490 plus €49/month. **Your margin: €500 up front plus €17 a month** for as long as the fee runs. With 10 live websites that is €170 a month, recurring.

Example 3 · Refer an Essential website. You introduce the client. We handle the brief, the build and the €4,900 invoice. When the client pays, **you receive €980.** You did not run the project.

Example 4 · Refer an interview. The client buys an interview at €149. **You receive €29.80.** A small amount, but it opens the door to a website or an annual plan.

Tip. Start with referrals for your first clients: you learn the products with no risk. Move to reselling once the process is under control and you want a higher margin.

4. The catalogue

Prices exclude VAT. In Switzerland we invoice in CHF with the same amounts. The final list price is the recommended price to the client. It is also the price CODICE always charges end clients directly: a client will never find a lower price with us.

4.1 Editorial (partner rate: list price -30%)

Format	What's included	Who buys it	Final list price	Partner rate
Press release	1 outlet, 1 image, 1 link, social posts, live in 48 h	Anyone with news: opening, new product, event	€59	€41.30
Editorial article	600-800 words written by the newsroom, 1 image, 2 links, 3 social posts	SMEs that want their story told well	€99	€69.30
Interview	Written interview with the owner or an expert, photo, 2 links, 3 social posts	Owners, professionals, founders	€149	€104.30
Media Network Package	1 article adapted for 4 outlets of 7, 12 social posts, "As seen on" badge	Exporters, companies targeting several markets	€349	€244.30
Annual editorial plan	12 articles, one a month on one outlet, 36 social posts	Companies that want a steady presence	€990/year	€693/year
Directory listing	12 months, logo, description, link (3LNews training or Codiceltalia businesses)	Training providers, local businesses	€199/year	€139.30/year
Zug24 newsletter sponsorship	Opening message in the Blockchain, AI & Cybersecurity newsletter	Fintechs, law firms, software houses	€79/send	€55.30/send
Banner	300×250 sidebar on one outlet, 30 days, with link	Events, time-limited promotions	€49	€34.30

Press release speed (client area): Standard 48-72 h included; Pro 24-48 h at €10 per credit; Premium 12-24 h at €20 per credit. Credits come in packs of at least 5.

4.2 Artex24 special formats (partner rate: list price -20%)

Format	Who buys it	Final list price	Partner rate
Event & fair feature (preview + report, 4 images, newsletter)	Galleries, fairs, organisers	€590	€472
Institution feature (museums, foundations, academies, 6 images)	Museums, foundations, academies	€990	€792
3-part storytelling series (landing page, newsletter)	Artists, galleries, cultural brands	€1,490	€1,192
12-month desk patronage (Next Gen, World, Movements)	Foundations, sponsors, collectors	€3,490	€2,792

4.3 Web & AI Marketing

Product	For	Final list price	Partner rate	Reseller margin	20% commission
Digital Check	Everyone: it opens the conversation	Free	Free	—	—
Website 48h	Professionals and small businesses	€1,490 + €49/month	€990 + €32/month	€500 + €17/month	€298 + 20% of the fee for 12 months
Shop Start	Shops starting to sell online	€3,490 + fee	€2,290	€1,200	€698
Essential	SMEs with more services and pages	€4,900	€3,190	€1,710	€980
Shop Pro	Structured e-commerce	from €6,900	from €4,490	from €2,410	from €1,380
Professional	Companies with advanced needs	€8,900	€5,790	€3,110	€1,780

The Shop Start monthly fee is set in the quote.

4.4 Which outlet for which client

Client type	Recommended outlet	Starting format
Italian SME, craft business, shop	Codiceltalia	Editorial article or interview
Startup, fintech, law firm, software house	Zug24	Interview + newsletter sponsorship
Company exporting to Asia, Africa, Latin America	BRICS24 (+ Media Network Package)	Media Network Package
Training provider, academy, university, HR	3LNews	Directory listing + article
Plant-based food, cosmetics, fashion, restaurants	Vegan24	Editorial article or banner
Tourism board, cultural institution, embassy	Nation Continuity	Article, then institutional contract
Gallery, artist, fair, museum	Artex24	Event or institution feature
NGOs, investors, companies active in the Sahel (November 2026)	Sahel24	Article or Package
Parishes, Catholic institutions, religious tourism (November 2026)	Iubilaeum2033	Article or annual plan

When to offer the Package. Every time the client works abroad. One brief, four audiences, four links. It is the format with the best price-to-result ratio.

5. How to order today

The dedicated partner area is coming soon. Until then you use the shop, the client area and the newsroom email. The process is simple.

5.1 Register a client (always first)

Write to redazione@codice.co.uk with the subject "Client registration – [Your name]". Include:

Data	Example
Company name	Smith Interiors Ltd
VAT / company number	GB123456789
Contact person	John Smith, owner, phone or email
Model chosen	Resale or referral
What you are offering	Media Network Package, Website 48h

We reply within one working day to confirm. From that moment the client is attributed to you for 12 months.

5.2 If you resell

1. Collect the client's brief: logo, 3-5 key points, links, images. For websites: pages, copy, domain.
2. Order at partner rate: email redazione@codice.co.uk with the brief, or request an offer in the client area (/my-account/) and click "Approve and pay".
3. Receive the draft within 2 working days. Pass it to the client as your work.
4. One round of revisions is included. Send all corrections in a single message.
5. We publish within 48 hours of approval. You receive an unbranded report with all links.
6. You invoice the client at your price. CODICE invoices you at partner rate: editorial with a monthly invoice due in 15 days; web with 50% on order and 50% on delivery.

5.3 If you refer

1. Register the client (point 5.1) with the model "referral".
2. Introduce us to the client: one email or a three-way WhatsApp group is enough.
3. We handle the brief, writing or build, invoice and collection at the final list price.
4. You receive the commission statement. 20% of the amount collected is paid by the 15th of the following month.

5.4 Self-service press releases

A client with an account can paste the press release into the client area, upload up to 5 JPG images and choose Standard, Pro or Premium. The newsroom receives everything immediately. The client gets the link when the article is live. If the press release is not published, the credit goes back to the client.

5.5 With the partner area (coming soon)

You will get a dashboard with accrued revenue, progress towards Gold and commissions; partner prices directly in the shop; orders on behalf of your clients; one-click client registration; a tracked referral link; leads assigned from your area; unbranded materials to download. We will let you know as soon as it is live.

6. Timelines and quality

Phase	Time
Reply to a request	Within 1 working day
Editorial draft	Within 2 working days of a complete brief
Revisions	1 included
Publication	Within 48 hours of approval
Pro / Premium press releases	24-48 h / 12-24 h
Website 48h	Live within 48 working hours of complete materials and approval
Other web projects	Timelines stated in the quote, delivered in phases

What we guarantee: price-list timelines, copy written by the newsroom in the outlet's style, human review of every piece, working links, a final report.

What we do not guarantee (and you must not promise): Google rankings, citations in AI engines, number of visits or sales. We create the best conditions for them: permanent, indexed articles written with direct answers and data. Results also depend on the market.

Transparency: paid content is always labelled as sponsored, as the law requires. Links to the client use the rel="sponsored" attribute. This protects the client and the outlets.

7. First sale in 21 days

Target: **30 contacts, 10 conversations, 3 free Digital Checks, 1 paid order.** 30-45 minutes a day is enough.

Week 1 · Build the list and open conversations

Day	Action	Result
1	Read this kit and the media kits. Pick 2 formats to offer first (e.g. Editorial article and Website 48h)	You know what you sell
2	Write a list of 30 contacts: current clients, past clients, warm contacts on LinkedIn and WhatsApp	List ready
3	Note each contact's likely need: visibility, website, export, training	Qualified list
4	Send 10 personal messages (use the scripts in document D9)	10 contacts reached
5	Send 10 more. Reply to anyone who answered	20 contacts reached

Week 2 · Conversations and Digital Checks

Day	Action	Result
6	Last 10 messages. Book the first 15-minute calls	30 contacts reached
7-8	Run the calls with the script in chapter 8	5 conversations
9	Offer the free Digital Check to the 3 most interested clients. Send us their websites	3 Digital Checks requested
10	More calls. Follow up non-responders with a short message	10 conversations

Week 3 · Proposal and close

Day	Action	Result
11-12	Receive the Digital Check reports and present them to the 3 clients	3 concrete proposals
13	Send a written proposal: one format, one price, one date	3 offers sent
14-15	Handle objections (chapter 9). Offer a choice between two options, not between yes and no	Decisions
16-21	Close the first order. Register the client and order. Plan your next 30 contacts	1 paid order

Why the Digital Check works. It is free, concrete, and shows the client what is wrong with their website and visibility. After the report, the proposal writes itself: "Let's fix this with the Website 48h and get your story on Zug24."

8. The 15-minute discovery call

The goal of the call: understand the need and book the next step. Don't try to sell everything at once.

Minutes	Phase	What you say or ask
0-2	Opening	"I'll take 15 minutes. I want to understand how you find clients today and whether we can improve something. If not, I'll tell you."
2-7	Situation	"How do new clients find you today?" · "Do you have a website? When was it last rebuilt?" · "Have newspapers or trade sites ever mentioned you?" · "Do you work with other countries?"
7-10	Problem	"What does it cost you not to be found?" · "If a client searches for you on Google or asks ChatGPT, what do they find?" · "Do you have news to share in the next 3 months: a product, an event, a milestone?"
10-13	Proposal	"I suggest a simple first step: [free Digital Check / an article on [Outlet] for €99 / a Website 48h]. Timeline: [48 hours]. Fixed price."
13-15	Next step	"I'll send you the Digital Check report by [day]. Shall we speak again on [day and time] to decide together?"

The 5 questions that close

1. "What result would make you say it was worth it?"
2. "Who else decides with you?"
3. "Do you already have a marketing or website budget this year?"
4. "When do you need it by?"
5. "Would you rather start with the article or the website?"

9. Handling objections

Objection	What's behind it	Answer
"It's too expensive."	Doesn't see the value, or compares it with a social post	"An article costs €99 and stays online for good, indexed, with a link to your website. A PR agency starts with monthly retainers. Here you pay once and use it in every sales conversation."
"It looks like advertising."	Fears losing credibility	"It is labelled as sponsored, as the law requires. The newsroom writes it in the outlet's style; it is not a banner. And it is content that lasts and that you can quote."
"How much traffic does the outlet get?"	Wants to know if anyone will read it	"The network has 15,000+ readers a day. For the individual outlet I'll send you the data sheet. But the value is not just one day's readers: it is the permanent link, Google search and a badge you can use for years."
"What about my data?"	Privacy and access concerns	"CODICE is a UK company and applies UK GDPR. Your data is used only to deliver the order. You control access to your website and share it only for the duration of the work."
"What's the return?"	Wants a number	"A new website that brings in even one extra client a month pays for itself in a few weeks. An article becomes your business card: you show it in every quote. Let's start small and measure."
"I'll do it myself."	Thinks they'll save money	"You can. But you can't publish yourself on an international outlet. And your time is worth money: we deliver in 48 hours while you work with your clients."
"I need to think about it."	An unspoken doubt	"Fair. What's missing to decide: price, timing or format? Meanwhile I can run a free Digital Check, so you decide with real data."
"I already have an agency."	Loyalty or an ongoing contract	"Great, we don't replace them. We add something agencies usually don't have: the outlets. An article or a package fits on top of what you already do."
"Let's talk next year."	Not a priority	"No problem. Do you have news in the coming months? A €59 press release keeps your presence alive until then."

Golden rule. Never promise what you don't control: Google rankings, AI citations, number of clients. Promise what we guarantee: timelines, quality, fixed price, permanent content.

10. The road to Gold

Gold = €20,000 of revenue within the first 3 months. Revenue means the net amount, excluding VAT, invoiced by CODICE on clients and orders you bring: the partner rate for resales, the final list price for referrals.

What you get

Threshold	Benefit
€20,000 within 3 months	Gold status + free white label of the CODICE portal with your brand, to manage clients, orders and work
€50,000 in 12 months (of which €20,000 in the first 3)	You keep Gold status
€100,000	An extra 5% on all accrued revenue, plus further benefits announced during the year

A realistic mix to get there

Sales in 3 months	CODICE revenue	Your earnings
2 Professional websites resold at €8,900	€11,580	€6,220
1 Essential website referred	€4,900	€980
3 Website 48h resold at €1,490	€2,970	€1,500 + €51/month
3 Media Network Packages resold at €349	€732.90	€314.10
Total	€20,182.90	€9,014.10 + fees

That is 9 sales in 13 weeks. Less than one a week.

How to go faster. Always pair editorial and web. Whoever buys a website needs people to know about it: offer an article or a Package straight away. Whoever buys an article often has an old website: offer the Digital Check.

Bring in another partner

Know a colleague who could sell with us? Introduce them. When the new partner's first order is paid, you receive **€200, one-off**. One level only: no chains, no pyramids.

11. The golden rules

These rules protect you, your clients and the outlets. They are part of the partnership agreement.

Do	Don't
Promise timelines, quality and a fixed price	Promise Google rankings, AI citations or guaranteed coverage
Explain that paid content is labelled as sponsored	Present paid content as an independent article
Respect the newsroom's decisions	Promise a client that copy will run exactly as they want if it breaks the editorial policy
Contact people you know or who have given consent	Send spam, use bought lists, mass automated messages
Use the "CODICE Media Partner" badge and official materials	Alter the outlets' logos or use them as if they were yours
Protect client data	Share client data with third parties
Report a problem or complaint immediately	Handle a publication complaint on your own without telling us

Two absolute no's:

- 1. Never ask for or accept payment to change or remove an article that has already been published.**
Editorial decisions are not for sale.
- 2. Never sell political campaigns or propaganda.** No electoral or party content, for any client.

12. Materials and links

Material	Where
Media Network media kit (EN / IT)	codice.co.uk/media-kit/en/ · codice.co.uk/media-kit/it/
Web & AI partner media kit	codice.co.uk/media-kit/web-agency/en/
Artex24 media kit	codice.co.uk/media-kit/artex24/en/
Price list and online orders	codice.co.uk/publish
Client area	codice.co.uk/my-account/
Ready-to-use texts (LinkedIn, WhatsApp, email)	Document D9 · Outreach scripts
Media Partner Agreement and annexes	Document D1
"CODICE Media Partner" badge	On request at redazione@codice.co.uk

13. Contacts and support

Channel	For	Response
redazione@codice.co.uk	Client registration, orders, briefs, drafts, commissions	Within 1 working day
WhatsApp +41 76 481 88 25	Quick questions. Keywords: MEDIA (quote), PARTNER, CHECK (Digital Check)	Within 1 working day
"Media Partner in 30 minutes" webinar	Every Thursday at 18:00 CET (Zurich/Rome time)	Sign up on the website

Working days: Monday to Friday, excluding public holidays in England.

14. Frequently asked questions

Do I have to pay anything to become a partner? No. No entry fee, no fixed costs, no minimum volume.

Do I get exclusivity in my area? No, there is no territorial exclusivity. But every client you register stays yours for 12 months, renewed with every paid order. And leads coming from your area are passed to partners in that area.

Can I sell at a price different from the recommended list? Yes. When reselling, you set the price. Remember that CODICE always charges direct clients the final list price: you will never find one of your clients got a lower price from us.

Will the client know I work with CODICE? Not in resale, if you prefer: reports and communications are unbranded. The publications, however, appear on our outlets, which carry their own names. In referral, the client knows we do the work.

When do I get my commissions? They accrue when the client pays. We pay them by the 15th of the following month, with a monthly statement.

What if the client doesn't pay? In referral, commission accrues only on amounts collected. In resale the client is yours: you issue the invoice to the client and you collect it.

What if a client talks to me and then goes straight to CODICE? If you registered them, they stay attributed to you for 12 months. We apply the final list price and either pay you the commission or pass the client back to you.

Can I propose content that criticises a competitor? No. The newsroom publishes accurate, verifiable content. No attacks on third parties, no false information.

Can an article be taken down after publication? Articles are permanent. The newsroom corrects factual errors when reported. Removal is not for sale and cannot be bought.

Can I sell outside Italy and Switzerland? Yes. The English-language outlets cover Europe, the BRICS, Africa and an international audience. We invoice in EUR or CHF.

Who writes the copy? The CODICE newsroom, with human review of every piece. We use AI tools for research and speed, but nothing goes out without review.

Is the Digital Check really free? Yes. It is the easiest way to open a conversation with a client. Send us the website and you receive a report you can present yourself.

How do I become Gold? Reach €20,000 of CODICE revenue within the first 3 months of your activation date. You keep the status with €50,000 in the year.

Can I stop whenever I want? Yes. You can terminate the agreement with 30 days' notice. Accrued commissions are paid out.

Welcome aboard. The first goal is just one: a paid order in 21 days. We'll handle the rest together.