

ITALY

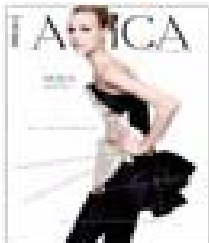
Print | Radio | Television | Internet | Outdoors

Milan
Duomo View



Print

AMICA



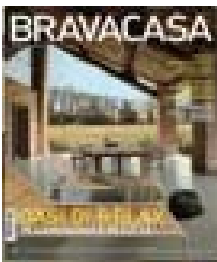
Periodicity	Monthly
Distribution	National
Language	Italian
Type	Women magazine
Circulation	180.000
Readers	1.003.000

A



Periodicity	National
Distribution	Weekly
Language	Italian
Type	Women magazine
Circulation	209.000
Readers	640.000

BRAVACASA



Periodicity	Monthly
Distribution	National
Language	Italian
Type	Women magazine
Circulation	202.000
Readers	849.000

CORRIERE ECONOMIA (Supplement to CORRIERE DELLA SERA)



Periodicity	Weekly
Distribution	National
Language	Italian
Type	Economic supplement
Circulation	700.000

CORRIERE DELLA SERA



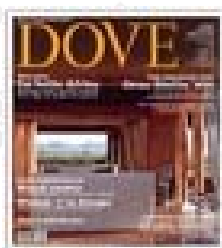
Periodicity	Daily
Distribution	National
Language	Italian
Type	Newspaper
Subcategory	Culture,entertainment
Circulation	700.000
Readers	2.907.000

CORRIERE MILANO (local supplement to CORRIERE DELLA SERA)



Periodicity	Daily
Distribution	Regional - Lombardy
Language	Italian
Type	Newspaper
Subcategory	Culture, entertainment
Circulation	228.745
Readers	1.226.000

DOVE



Periodicity	Monthly
Distribution	National
Language	Italian
Type	Travel and home
Subcategory	Enogastronomy and antiques, life style and new trends.
Circulation	121.000
Readers	388.000

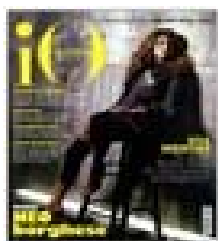
IL MONDO



Periodicity	Weekly
Distribution	National
Language	Italian
Type	Economy
Circulation	78.000
Readers	108.000

Print

IO DONNA (female counterpart of Corriere della Sera)



Periodicity	National
Distribution	Weekly
Language	Italian
Type	Women magazine
Subcategory	Culture, entertainment
Circulation	78.000
Readers	108.000

CASAMICA



Periodicity	National
Distribution	Monthly
Language	Italian
Type	Interior Design
Subcategory	Culture, life-style, art of living, special houses
Circulation	501.000
Readers	979.000

CITY (freepress)



Periodicity	Local
Distribution	Daily
Language	Italian
Type	Newspaper
Subcategory	Culture, entertainment, sport
Circulation	850.000
Readers	1.986.000

LA GAZZETTA DELLO SPORT



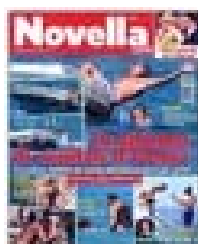
Periodicity	National
Distribution	Daily
Language	Italian
Type	Sport
Circulation	388.000
Readers	3.707.000

MAX



Periodicity	National
Distribution	Monthly
Language	Italian
Type	Men Magazine
Subcategory	Cinema, travel
Circulation	152.000
Readers	757.000

NOVELLA DUEMILA



Periodicity	National
Distribution	Weekly
Language	Italian
Type	Gossip - Tittle/Tattle
Circulation	145.000
Readers	782.000

OGGI



Periodicity	National
Distribution	Weekly
Language	Italian
Type	Family
Circulation	622.000
Readers	3.071.000

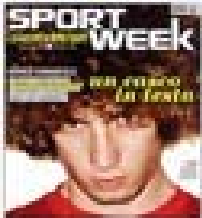
SKYLIFE



Periodicity	National
Distribution	Monthly
Language	Italian
Type	Tv Guide

Print

SPORTWEEK (sports magazine of La Gazzetta dello Sport)



Periodicity	Weekly
Distribution	National
Language	Italian
Type	Sport
Circulation	330.000
Readers	1.510.000

STYLE (the Corriere della Sera monthly)



Periodicity	National
Distribution	Monthly
Language	Italian
Type	Men Magazine
Circulation	750.000
Readers	1.300.000

TROVOCASA (Corriere della Sera's weekly property guide)



Periodicity	Weekly
Distribution	National
Language	Italian
Type	Real Estate
Circulation	143.000

YACHT & SAIL



Periodicity	Monthly
Distribution	National
Language	Italian
Type	Sailing Magazine
Circulation	228.745
Readers	1.226.000

VISTO



Periodicity	Weekly
Distribution	National
Language	Italian
Type	Gossip - Tittle/Tattle
Circulation	204.000
Readers	795.000

VIVIMILANO (With every Wednesday edition of Corriere della Sera)



Periodicity	Weekly
Distribution	Regional - Lombardy
Language	Italian
Type	Leisure, fashion, trend and nightlife
Circulation	143.000

Television

RAI UNO



Distribution	National
Language	Italian
Sector	Generalist
Subcategory	News and information, shows, series, telefilm.
Aud. Share	22,18%

RAI DUE



Distribution	National
Language	Italian
Sector	Generalist
Subcategory	Infotainment
Aud. Share	12,24%

RAI TRE



Distribution	National
Language	Italian
Sector	Generalist
Subcategory	News and Information
Aud. Share	9,60%

CANALE 5



Distribution	National
Language	Italian
Sector	Generalist
Subcategory	Variety shows, reality shows, soap operas, TV series, animated series, Italian fiction, games, talk shows, news, magazines.
Aud. Share	22,18%

ITALIA 1



Distribution	National
Language	Italian
Sector	Generalist
Subcategory	Young people oriented (TV series, cartoons, reality shows, game shows, news, sport)
Aud. Share	10,45%

RETE 4



Distribution	National
Language	Italian
Sector	Generalist
Subcategory	TV series, culture, soap operas, news.
Aud. Share	8,02%
Tech. Penetration	96,3%

LA 7



Distribution	National
Language	Italian
Sector	Generalist
Subcategory	Shows, talk shows, cultural programmes, TV series, information, sport.
Aud. Share	22,18%

Outdoors

Superboards

A Superboard is a standalone structure with a 12 x 4 m advertising field.

The impressive and spectacular Superboard format lends prestige and credibility to a brand.

Superboards are all strategically placed next to the highest-traffic routes in major cities.



SuperSites

A Supersite is a large format standalone structure with external lighting.

each Supersite delivers 42 to 75 square meters of branding power and are located on national highways and major urban arterial routes.

All Supersites are illuminated from dusk to specified times. Some are backlit.



6 x 3 m Billboards

6 x 3 m Billboards can be considered as the most wide-spread and popular format which works well for any type of advertising campaign.

6 x 3 m Billboards display an effective exposure to motorist and pedestrian traffic flows.



4 x 3 m Billboards

A 4x3m Billboard is a freestanding single or double-sided vertically positioned advertising panel.

4x3m Billboards have prime locations on central highways and in city centers.



Airport and Transit Advertising

Located internally in the high traffic areas at both domestic and international terminals in all major airports.

With sites located in main concourses, check-in, baggage claim and near departure lounges, Airport Advertising reaches business travelers and the international and domestic visitors markets.



P. O. S. Advertising

POS advertising is mainly located in supermarkets, at entrances to supermarkets and shopping malls, and shopping mall car parks.

POS advertising prime location ensures 100% audience coverage, allowing the direct contact with the targeted shopping audience.

