

AFFARI & FINANZA



MILAN STOCK EXCHANGE

The most read business weekly in Italy

- Italian and international economy and finance
- Business
- Work
- Money, savings, investments
- Portraits of companies and managers
- Data, analyses, comments

Average circulation Jan-Dec 03: 598.581 copies

Readership (Eurisko April 2002): 1.091.000 readers

AFFARI & FINANZA

Contents

- Weekly supplement devoted to a profound investigation on themes such as **new economy, finance, investments and management**.
- It selects and analyses the most important **economic and financial events**, focusing its attention on the circumstances which gave rise to them and favoured their development.
- It pictures the **actual plot of events**, the **social and economic change**, the rising of **new technologies, joint-ventures, partnerships**.
- It provides a key for the interpretation of the topics dealt with.
- It deals with the **business and financial events** focusing on protagonists.
- Among other themes related to business and finance, every issue of Affari & Finanza devotes a regular innovative section of approx. 8 pages to **FASHION, DESIGN AND COSMETICS** as businessES, illustrated by many pictures of clothes and items.
Structure of the section:
 - 1) one main theme (a fashion designer, a company, a fashion trend) will be thoroughly dealt with
 - 2) other editorial (shorter articles) connected to the main subject
 - 3) columns about fashion, design, home decoration, cosmetic research.

Fashion & Design

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Approach

- It deals with **economic events** with an informative attitude as if they were pieces of news; it uses an **easy language** and makes accessible also to ordinary people the worlds of new economy, finance and business which have always been considered something for a restricted group of insiders.

Mission

- It represents “**economics from the point of view of La Repubblica**”; it has the same editorial attitude and benefits from the contribution of the same prestigious journalists as the renowned daily title does.
- It supplies **thorough information** and a **key for the interpretation** of business and financial matters.
- It is a **pleasant and accessible reading** of complex economics' mechanisms.

Image

- Readers think that Affari & Finanza is **authoritative and reliable** because:
- **it gives thorough information**
- it draws the attention of the readers to **facts, strategies and players** moving in the complex world of business and finance
- **it deals with a wide range of themes** from the national to the international ones

Readers' profile

| | Comp. % | A.I. |
|----------------------------|---------|---------------------------|
| <u>SEX</u> | | |
| men | 87,3 | 181 |
| women | 12,7 | 24 |
| <u>AGE</u> | | |
| 25 - 34 year old | 18,1 | 100 |
| 35 - 44 year old | 20,7 | 118 |
| 45 - 54 year old | 22,3 | 144 |
| 55 - 64 year old | 19,1 | 142 |
| <u>EDUCATION</u> | | |
| Degree | 31,4 | 470 |
| High school | 45,5 | 181 |
| <u>SIZE OF TOWN</u> | | |
| 100-500.000 inhabit. | 17,4 | 155 |
| over 500.000 inhabit. | 20,1 | 160 |
| <u>OCCUPATION</u> | | |
| executives/managers | 17,1 | 608 professionals/ |
| entrepreneurs | 10,1 | 299 |
| employees/teachers | 22,0 | 154 |
| <u>SOCIAL CLASS</u> | | |
| upper class | 6,7 | 205 |
| upper-middle class | 37,0 | 232 |
| middle class | 50,3 | 91 |

Source: Sinottica 2004/1

★ *they are mainly men*

★ *they are mainly adults*

★ *they are highly educated*

★ *they live in medium/big towns*

★ *they are at the top positions in their companies, their professional role is highly qualified*

★ *they stand out for their high-standard lifestyle and their income*

The competitive scenario

Business magazines in Italy

| Title | Copies | Readers |
|-----------------------------|----------------------|------------------------|
| <i>Affari & Finanza</i> | 598.581 ¹ | 1.091.000 ² |
| <i>Milano Finanza</i> | 112.243 | 499.000 |
| <i>Il Mondo</i> | 92.667 | 170.000 |
| <i>Capital</i> | 96.137 | 389.000 |
| <i>Class</i> | 77.948 | 93.000 |
| <i>Espansione</i> | 12.244 | n.a. |
| <i>Gente Money</i> | 11.375 | n.a. |

AFFARI & FINANZA has by far the widest circulation and readership among business titles

Sources: ADS Jan-Dec 2003 - Audipress 2003.2 - ¹Publisher's Statement Jan-Dec 03- ²Eurisko Apr 2002

Remark: Official circulation and readership figures for "Corriere Economia", the business supplement to Corriere della Sera, and readership figures for Espansione and Gente Money are not available

The Italian Business Community

Finance and business titles read by the Italian business community
(1.165.000 adults)

