

BORSA
& FINANZA



PROFILE

Editori PerlaFinanza S.p.A. is a Publishing Group specialized in high quality, independent and authoritative business and financial information. It was founded in March 2001 by a group of influential and highly experienced business/financial journalists (from Il Sole 24 Ore, La Repubblica, La Stampa) who have contributed towards the growth of Italian business information. They were joined by a group of managers, and in November 2001, Silvano Boroli became Chairman and shareholder.

Editori PerlaFinanza is a rapidly expanding group with 130 employees and contributors. Its efficient business units focus on meeting the increasingly complex needs of private and institutional investors, individual savers and professionals with paper or online editorial products.

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Borsa&Finanza is a weekly dedicated to operational finance. Over the past few years, it has become a useful and comprehensive tool of analysis and research for private and institutional investors.

Borsa&Finanza has a circulation of **25,765 copies*** and **95,234 readers**** from a highly qualified readership.

This weekly is characterized by news and analysis of major current affairs, scathing reports and authoritative interviews with key players in finance. There is also a section on managed investments, a focus on online finance and a long section at the end containing important data regarding fundamental and technical analyses of Italian and overseas quoted companies.

*Source: Ads, July 2003/June 2004

**Source : Eurisko Sinottica Database 2003

This weekly also has a section dedicated to **Finanza & Automotive**, which looks at technical descriptions, analytical details and trends regarding new models from car manufacturers and their impact on reference markets. The new section **Finanza, Innovazione & Tecnologia** looks at new technologies and their applications in industrial and consumer fields. Lastly, the weekly is involved in the **Social Responsibility of Business** with its Quarterly Observatory.

READERSHIP

Borsa&Finanza has an independent readership: from money managers, day traders and opinion leaders to financial technicians, institutional investors and families of private investors.

READERSHIP

Financial weeklies 2002/2003



95,234 Readers*
+46,188



175,478 Readers
-76,482



105,488 Readers
-103,558

* BORSA&FINANZA DATA 2001/2002: only May 2002 survey

Source: Eurisko Sinottica Database, Readership over last 30 days