



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 become 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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Italian Scenario: The Financial Market

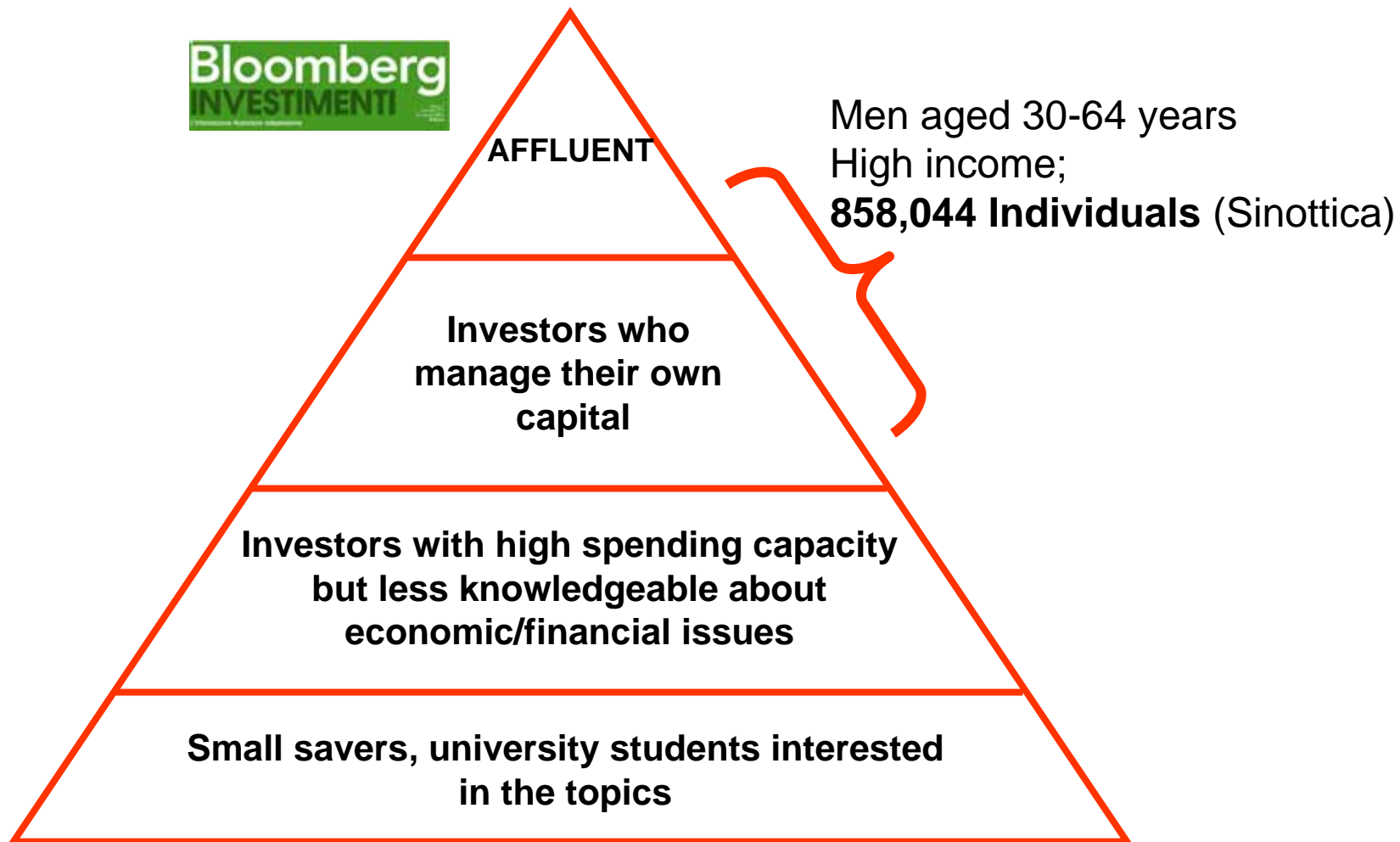
Savings in Italy – a particularly interesting market:

- ❑ Financial assets of Italian households amount to 2.5 billion Euros, about double the country's GDP.
- ❑ Italian Savings account for over 25% of European Savings.
- ❑ The Italian welfare system is almost entirely public, whereas in G7 countries it absorbs 30 - 50% of family financial activities. Italian savings are therefore much more mobile than in other countries.
- ❑ Reinvestment of Italian savings abroad, due to increasing distrust among investors in the banking system, caused by low real interest rates and recent financial scandals.

Positioning

- Maintains the strength of the Bloomberg brand
- Satisfies an increasing demand among Italian investors for international financial/business information.
- Useful instrument for Italian readers interested or involved in overseas markets and who wish to know more about foreign markets to have a better idea of repercussions in Italy.
- Complementary to Borsa&Finanza.

Target



Content

- Focus on international markets: country and sector analysis and scenarios.
- Redesigned "Sala Operativa" section with more visibility and use of Bloomberg sources.
- Rich and updated panorama of international products/services for private and institutional Italian investors from both Bloomberg and EPF sources.

Content

- The Italian view (Business Community, political and institutional establishment) of international financial issues from EPF sources.
- Overview of managed investment products (mainly international).
- English abstract (especially for web) of most important items.

Technical data

Circulation*:	16,500/17,000 copies •45% newsstands •55% subscriptions
Readership*:	50,000
Module format:	43.8 x 14.4 mm
No. modules per page:	110
Minimum pages:	88 pages (12 colour)
Frequency:	Saturday weekly
*Publisher's declaration	

COMMUNICATION PLAN

The communication of the new Bloomberg Investimenti's launch will be divided into two phases:

- FIRST PHASE: TEASER CAMPAIGN AT END OF MARCH
 - ✓ TEASER communication campaign, from end of March for a period of 10 days, on our press and on Daily Media - aimed at showing readers and advertisers the novelty and new positioning of the product.
- SECOND PHASE: APRIL/JUNE
 - ✓ The second communication phase on daily press, periodicals (Il Corriere della Sera, Il Sole 24 Ore, Il Mondo) and radio - aimed at showing readers the repositioning and growth of new Bloomberg Investimenti.