



Editorial Profile	L'Espresso, launched in 1955, is a prestigious and influential newsmagazine with focus on selected crucial events in national and international politics, business, current affairs and culture.
Language	Italian
Frequency	weekly (Fr)
Printed copies	544.214 copies (ADS 2002)
Circulation	387.350 copies (total circulation) (ADS 2002) 367.887 copies (sold circulation) (ADS 2002)
Suscriptions	37%
Average reach	2.342.000 readers (Audipress Spring 2004)
Readership	16,0% Decision makers 7,5% Top executives 5,9% Opinion leaders
Readers profile	64,4% men 63,6% between 25 and 54 years old 45,6% high school degree 23,6% University degree 57% Socio-economic middle class
Internet site	http://www.espressonline.it/

Sources: Espresso – ADS - Audipress