

In depth coverage

- desire for knowledge and understanding
 - focus on selected crucial events in politics, economics, business, culture
 - editorial approach aiming at interpreting facts and phenomena
 - comments, opinions, surveys
 - investigative journalism, exclusive inquiries
 - constant moral commitment
 - non-conformist attitude
- cooperation with the most appreciated journalists

Entertainment

- a dynamic and lively style
- a friendly and agreeable look
- light, fluent and relaxed reading
- infotainment
- fashion and lifestyle
- leisure and hobbies
- books, art, music, cinema
- columns
- thought provoking

Total circulation (ADS Jan-Dec 2003): **404.222 copies** - subscription rate: 37%

Readership (Audipress 2003.2): **2.292.000 readers**

		%	A.I.
Sex	Men	64,4	134
	Women	35,6	69
Age	14-24	13,4	93
	25-34	20,6	114
	35-44	20,9	119
	45-54	22,1	143
	55-64	13,9	103
	over 64	9,1	43
Education	University degree	23,6	310
	High school	45,6	155
	Secondary school	23,9	67
	Primary school	6,9	25



An interesting readership

- high cultural level
- high income
- top quality consumption

	%	A.I.	
Executives/Entrepreneurs	16,0	321	
White collars	26,7	148	
Teachers/journalists	5,9	229	
Students	12,7	119	
Blue collars	9,3	64	
Retired	15,0	64	
Housewives	6,4	37	
Socio-economic class	Upper	6,9	307
	Upper-middle	29,4	213
	Middle	57,0	94

Qualitative comparison: the editorial approach

L'espresso

- News magazine of the liberal left
- Progressive and non-conformist
- Opinionated
- Investigative journalism tending to go into the news, to uncover what goes on behind the scene
- Profound analysis of a selected range of crucial topics
- Aiming at unveiling corruption, collusion, political abuses
- Constant moral commitment and lively social and political criticism towards the establishment
- Presents the facts together with the comments
- High-profile readership: higher concentration of upper class, college-educated, 25-54-year-old people

Panorama

- Originally progressive, but now deeply influenced by its publisher's (Mr. Berlusconi) political position and role
- It supports openly Mr Berlusconi's political career and the conservative wing
- Had several different editors during the last few years, and consequently more than one change in its course
- Fragmentary information: more room to the news of the week, lifestyle, consumers' behaviour, gossips, than to in-depth analysis of the main political events and international news
- Opinions are kept apart from facts
- Has a wider readership, though less concentrated among highly-educated people



versus Panorama

Well educated readers, with a high standard of living, at the peak of their careers

ADULTS: 2.292.000 adults vs 3.294.000

ESPRESSO		PANORAMA		
comp. %	A. I.	A. I.		
62,5%	122	123	<i>25-54 years</i>	
72,9%	196	170	<i>University/High school degree</i>	
38,1%	238	202	<i>Upper/Upper middle</i>	
20,4%	126	105	<i>Big towns (250.000+)</i>	
ESPRESSO		PANORAMA		
comp. %	A. I.	A. I.		
16,0%	320	266		<i>Entrepreneurs & Executives</i>
20,5%	168	160		<i>White collars</i>
5,9%	227	169		<i>Journalists/ teachers</i>
12,7%	118	120		<i>Students</i>



versus Panorama

I.T. items and habits: a comparison

ESPRESSO PANORAMA

affinity index

Own a PC	153	148
Use PC at the office frequently	267	219
Use a PC with cd-rom player frequently	294	207
Have an internet connection at home	177	163
Connect to the internet every day ²⁵¹	228	
Have a DVD player on their PC	190	169
Have a webcam on their PC	197	184

Source: Sinottica 2004/1
Average affinity index = 100

CONTENTS: Business & I.T.

In an average issue Espresso devotes:
12-13 pages to the *Business section*
2 pages to *I.T./High-tech section*
7-8 pages to *Sciences*

vs Panorama:
11-12 devoted to the *Business Section*,
1 to the *Online Section*,
1-5 pages to *Sciences*

L'Espresso

versus Panorama

A smaller circulation: 404.222 copies vs 534.821

Fewer readers: 2.292.000 vs 3.294.000

but



- **a more qualified readership**
- **more loyal readers** (54,2% vs 52,5% read at least 9 issues out of 12)
 - **16,0%** are decision makers vs 13,3%
 - **7,5%** are top executives vs 5,5%
 - **5,9%** are opinion leaders vs 4,4%
 - **1.776.000** exclusive adult readers
 - **1.121.000** exclusive men readers
- **showing a higher affinity with I.T. and new technologies**