



## “NEW BUSINESS INFORMATION”

**Finanza&Mercati** is Editori PerlaFinanza’s new business/financial daily newspaper designed by Osvaldo De Paolini. It was launched on 14 January 2003.

**Finanza&Mercati** has an original slim format with 16/20 pages of which 12/14 are colour. It is distinctive in both form and content compared to other business/financial dailies on the Italian market, with wide-ranging news stories and a logical and polished layout for quick and easy reference.

The daily sells to **203,806 highly qualified readers\*\*** particularly interested in financial issues.

**Finanza&Mercati** offers high quality and practical business, financial and political information, clearly set out in the following sections: Mercati, Borsa Italiana, Borse Estere and Risparmio Gestito.

The daily is divided into two main sections: **Italy** and **Overseas**. These form the two main macro sections containing daily information, including news items, in-depth analyses, exclusive sources and an independent viewpoint regarding national and international current affairs.

The daily offers authoritative surveys backed by a strong coverage of reputable sources, high quality commentaries and opinion columns, and scathing reviews like the **Finis Terrae** column.

The daily also features a **Leisure&Pleasure** section on communication and a **Comments and Analysis** section, which offers comments on the most important items of the day and future scenarios.



## READERSHIP

Characterized by time-saving consultation, high quality content and influential writers, **Finanza&Mercati** offers the ideal information for high profile readers such as business and finance professionals, private and institutional investors, top managers and opinion leaders from the Italian business community.

# READERSHIP

Eurisko survey 2002/2003

- Total of surveyed cases: 10,000 cases
- Sample age: >14 anni
- Total population: 48,042,000 individuals

# READERSHIP

Daily newspapers  
2002/2003



207,241 readers 177,213 readers 2,174.998 readers **203,286** readers  
-49,829 -4,614 -243,880

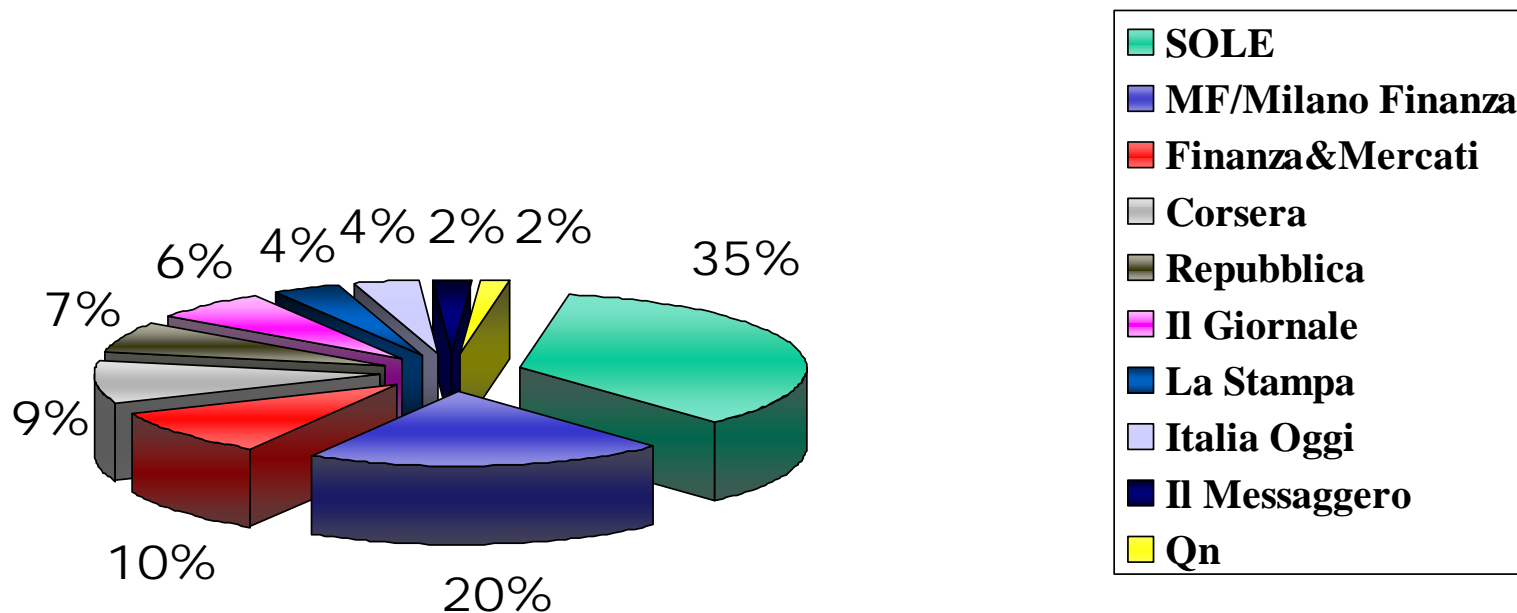
## NEWSROOM

**Oswaldo De Paolini** – along with the authoritative contribution of deputy editors **Ugo Bertone, Fabio Dal Boni, Eraldo Gaffino and Guido Rivolta** – leads a team of expert journalists who are highly experienced in this field and work in the Milan and Rome offices.

**Finanza&Mercati** is also distinguished by an invaluable collaboration with illustrious professionals from business, finance, politics and industry, who comment on international and national current affairs.

## AND BUSINESS ADVERTISING

## Market shares in % of business advertising





## TECHNICAL DATA



<b>Circulation*:</b>	<b>15,000 copies</b>
<b>Type of paper:</b>	<b>55 g</b>
<b>Module format:</b>	<b>45 x 26 mm</b>
<b>No. modules per page:</b>	<b>108</b>
<b>Minimum pages:</b>	<b>16 pages (12 colour)</b>
<b>Frequency:</b>	<b>Daily, from Tuesday to Saturday</b>
<b>Cover price:</b>	<b>€1.00</b>

\*Publisher's Declaration - Average sales in January/August 2003