

Il Sole **24 ORE**

SYSTEM ADVERTISING COMMUNICATION

Il Sole 24 Ore Group' Media Package:



1,204,000 daily readers

Ventiquattro

346,000 copies sold



1,566,000 daily listeners



settimanale d'informazione e servizio per Veneto, Trentino-Alto Adige e Friuli-Venezia Giulia



settimanale d'informazione e servizio per Piemonte, Liguria e Valle d'Aosta



settimanale d'informazione e servizio per Emilia-Romagna, Toscana, Marche e Umbria



settimanale d'informazione e servizio per Campania, Puglia, Calabria, Basilicata e Sicilia



*17,000,000 page views
860,000 unique viewers*



BORSA ITALIANA
ITALIAN EXCHANGE

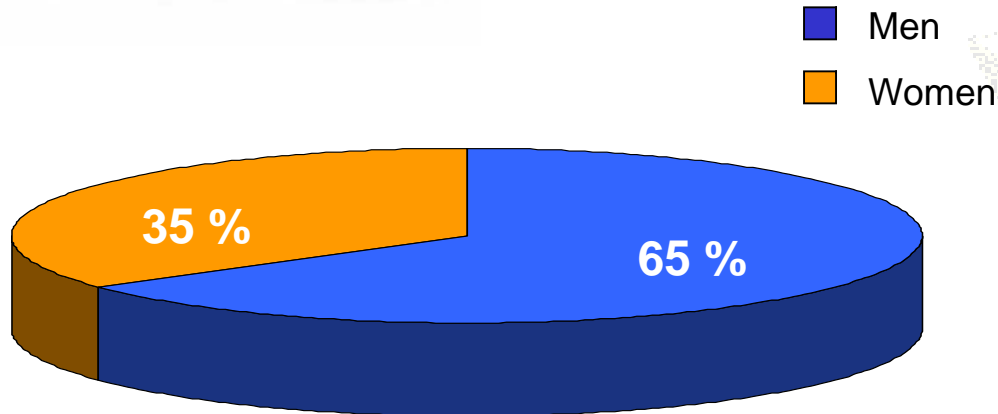
*5,000,000 page views
260,000 unique viewers*



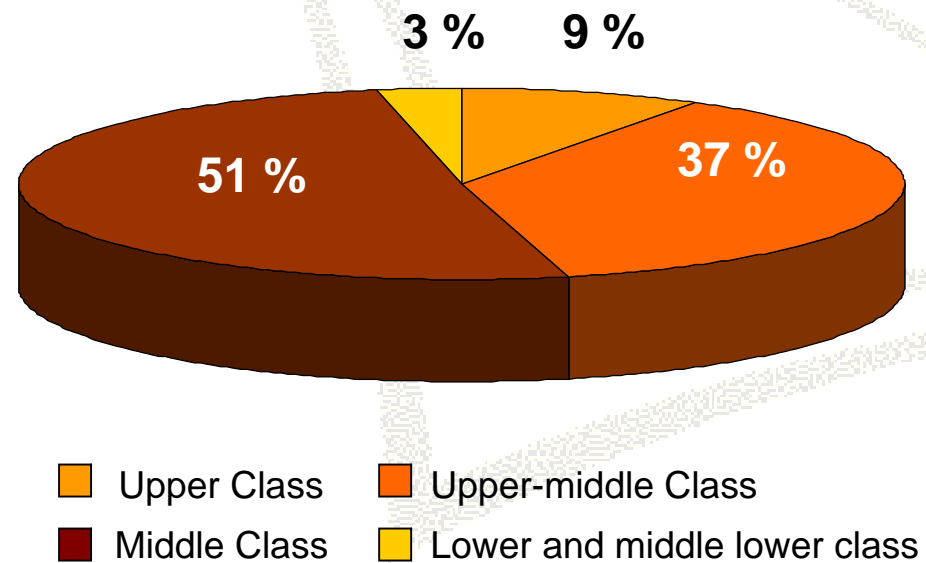


Total readers: 1.204.000

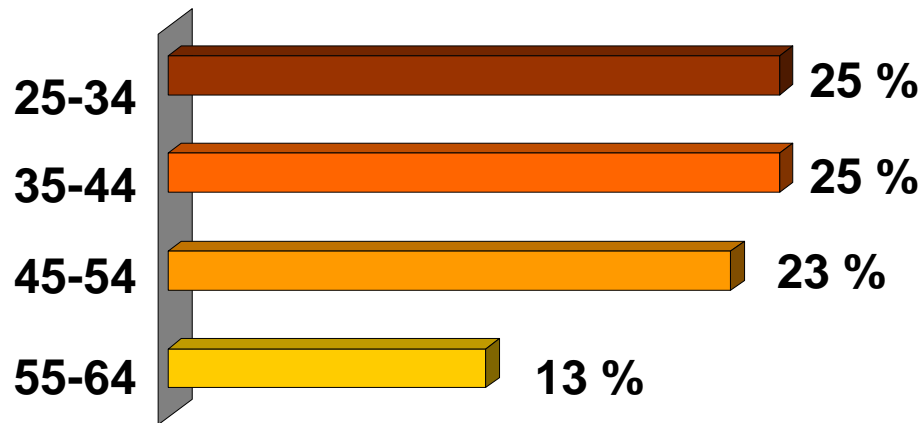
SEX



SOCIO-ECONOMIC CLASS



AGE



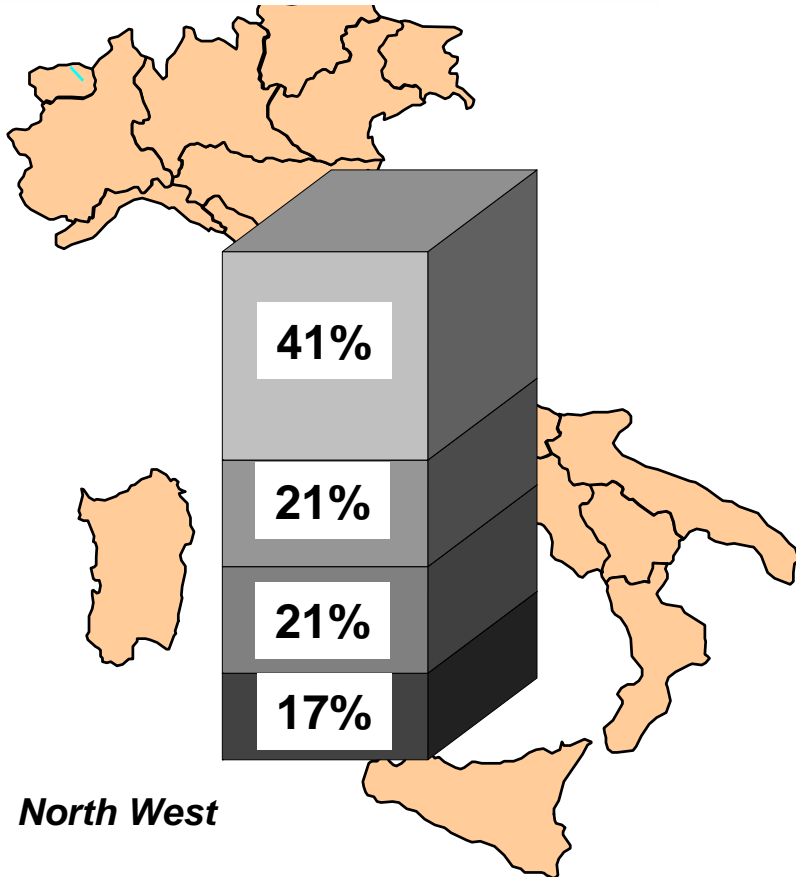
Source: Audipress 2004.1

SYSTEM ADVERTISING COMMUNICATION





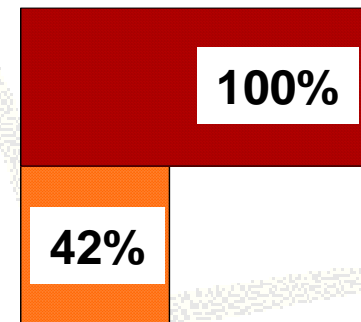
Circulation



- North West
- North East
- Centre
- South and Islands

Il sole 24ORE
393.758 copies
 ADS: circulation 2003

Total diffusion



Subscribers

Il Sole 24 ORE
163.446 subscribers

European Business Readership Survey

Universe:

*Executives of medium and big companies, banks and insurance companies.
431,216 people (for Italy: 27,521 people).*

Sample:

9,461 people (for Italy: 630 people)

Purpose:

To gather data on the average readership and reading habits of the considered target.

Institute:

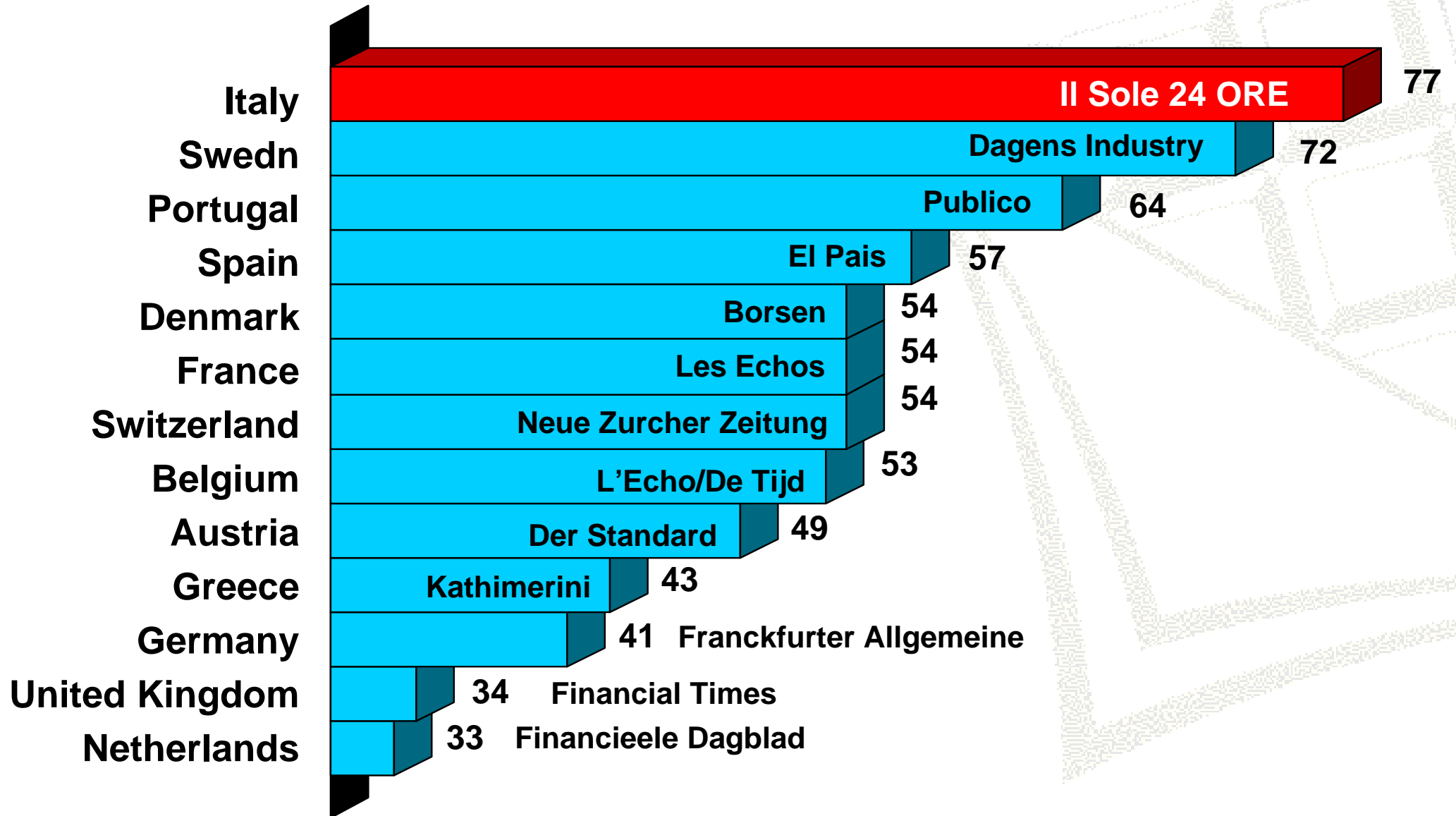
RSL (IPSOS Group).

Survey carried out in:

November/July 2003.

AVERAGE DAILY READERS

% penetration of relative universe



Source: EBR5 2004

SYSTEM ADVERTISING COMMUNICATION

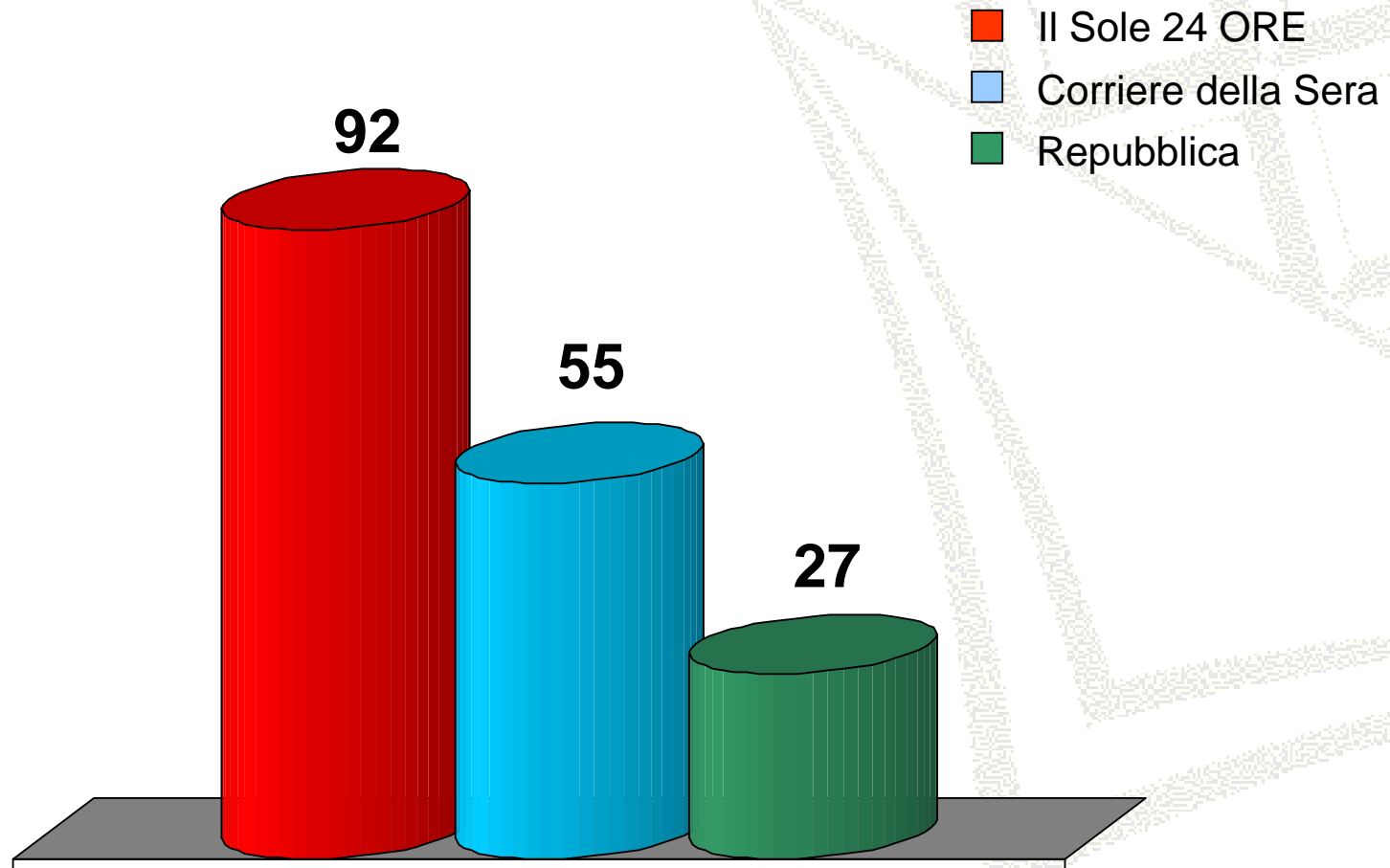


pag. 6

Direzione Marketing
RM/ms settembre 2004

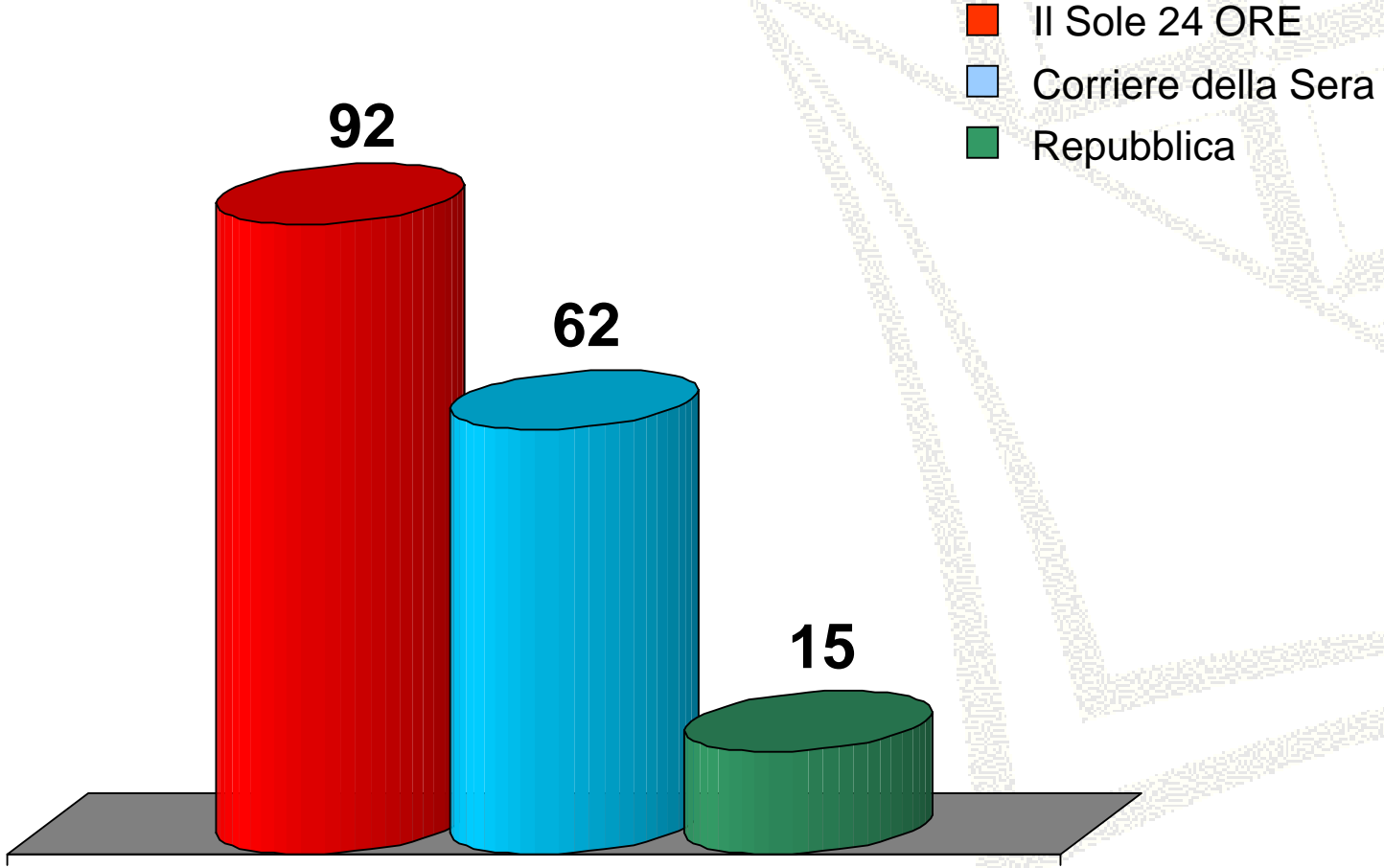
Target:
Finance/Treasury - Investment/Fund management

% penetration



Target:
Banking & Financial Services for corporate Clients

% penetration



Every Saturday, sold together with Il Sole 24 Ore



A weekly 48 page tabloid newspaper entirely dedicated to Finance & Savings that is distributed together with Il Sole 24 ORE.

Thanks to in depth analysis of the financial sectors and their relevant market intelligence, to updated news on all the financial products, to enquiries and comments, to technical analysis, etc., PLUS is an indispensable tool for the financial planners, the financial operators and the wealthy private investors.



“Guida Al Risparmio”

Savings’ Guide

The editorial concept

- A detailed description of the Capital Markets in which savers are active using their own personal savings and ‘nest-eggs’ whilst taking advantage of the insight & knowledge of professionals within the sector.
- Support for the investor with more informed & balanced information to choose the right savings firm (A.K.A. ‘SGR’ in Italy) or other intermediaries.
- Analysis of the different investment products types that are offered to clients in the stock market & the bond market + focus on new alternative financial tools.



Ventiquattro

FOR SPECTACULAR COMMUNICATIONS PLANNING, TURN TO VENTIQUATTRO, THE MAGAZINE OF IL SOLE 24 ORE

Finally, a monthly magazine with large-sized advertising spaces, unique in its graphics and content, which offers exceptionally high image enhancing quality.

Ventiquattro, the supplement to Il Sole 24 Ore, is a "Leisurely Magazine" which aims to provide its readers with month-long source of relaxation and enjoyment.

It is designed to be browsed and perused at an attentive yet relaxed pace.

Ventiquattro isn't restricted to business-financial topics, but also covers travel, culture, entertainment and food.

A monthly which doesn't definitely go unnoticed.

Average Circulation: 344,000 copies
(source: ADS mobile year June '03 – May '04)



Ventiquattro vs Il Mondo

TITLES	Owners & Managers	IT equipment decision makers	TLC decision makers	Ventiquattro vs Mondo exclusive readers
Ventiquattro	285.583	319.980	204.724	92%
Mondo	216.480	235.708	192.418	

Source: ICT 2003

SYSTEM ADVERTISING COMMUNICATION



pag. 12

Direzione Marketing
RM/ms settembre 2004

*The first and only news & talk
radio station in Italy*



*1,566,000 average daily listeners**

*** + 6% on the previous year**

*24% with a degree
60% between 25-54 years old
18% Entrepreneurs*

Radio 24's competitive edges

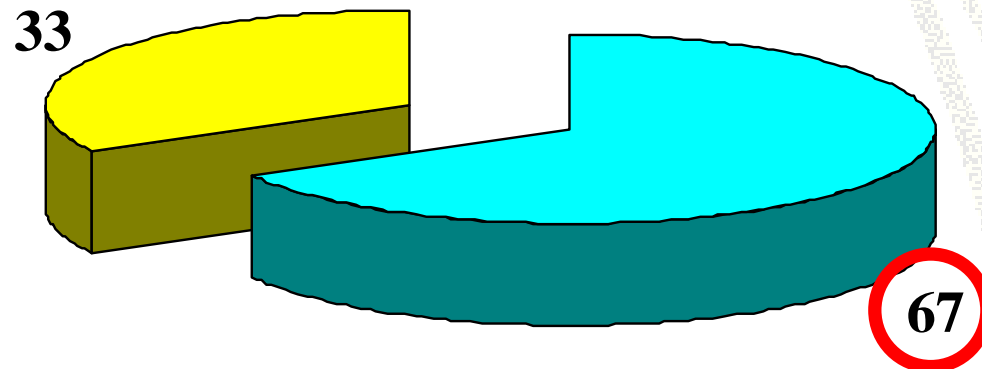
● ***No music: more interest in listening to programmes*** → **higher quality/intensity of the listening**

● ***multithematic (with a fixed daily schedule)*** → **opportunity to realize a real targetting adv policy**

● ***Service oriented with panels of experts on hand*** → **high interactivity (more than 1,000 phone calls per day)**

Radio24 & IlSole24Ore: % of exclusivity

- Listeners of Radio24 but not readers of Il Sole24Ore
- Listeners of Radio 24 and readers of Il Sole24Ore

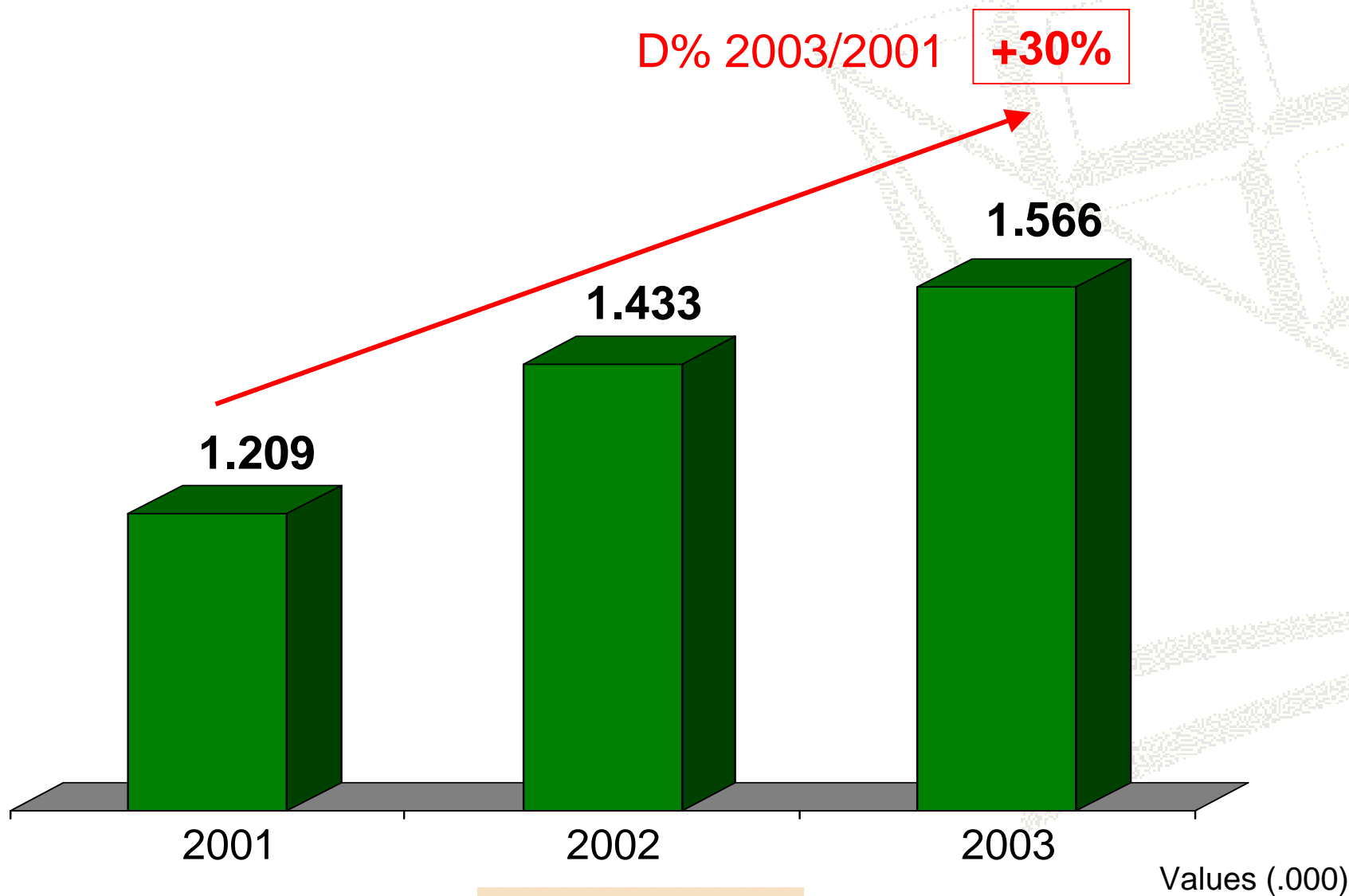


Only 33% of Radio 24'listeners do read Il Sole 24 Ore

Source: Sinottica 2004.1



TREND of RADIO 24 listeners in the average day (Years 2003 - 2002 - 2001)



Source: Audiradio 2003 - 2002 - 2001

SYSTEM ADVERTISING COMMUNICATION



pag. 16

Direzione Marketing
RM/ms settembre 2004

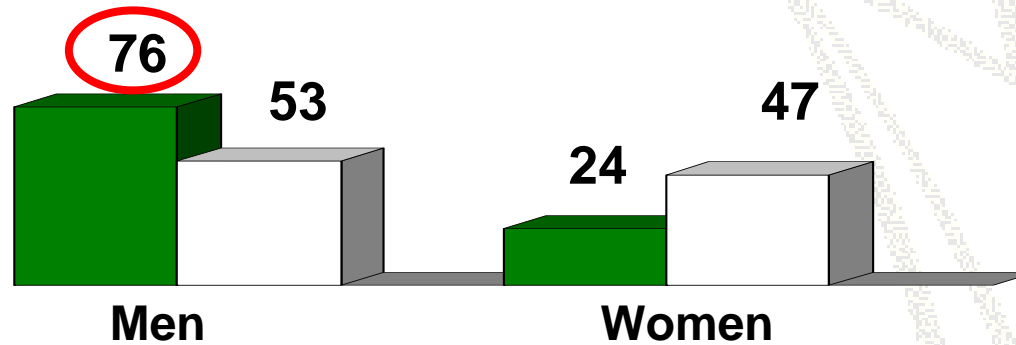
Year 2003

Average daily audience

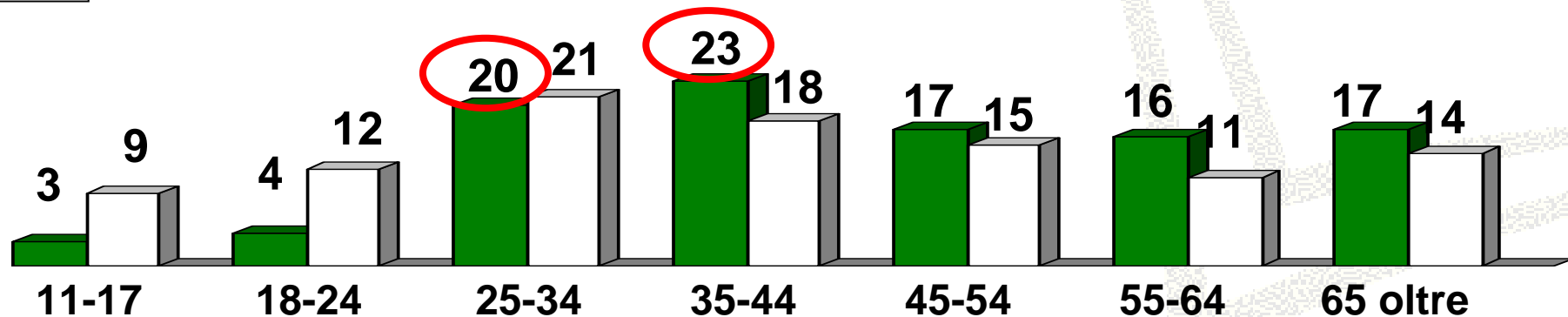


Sex

■ Radio 24
□ Total Radio



Age



Source: Audiradio 2003

SYSTEM ADVERTISING COMMUNICATION

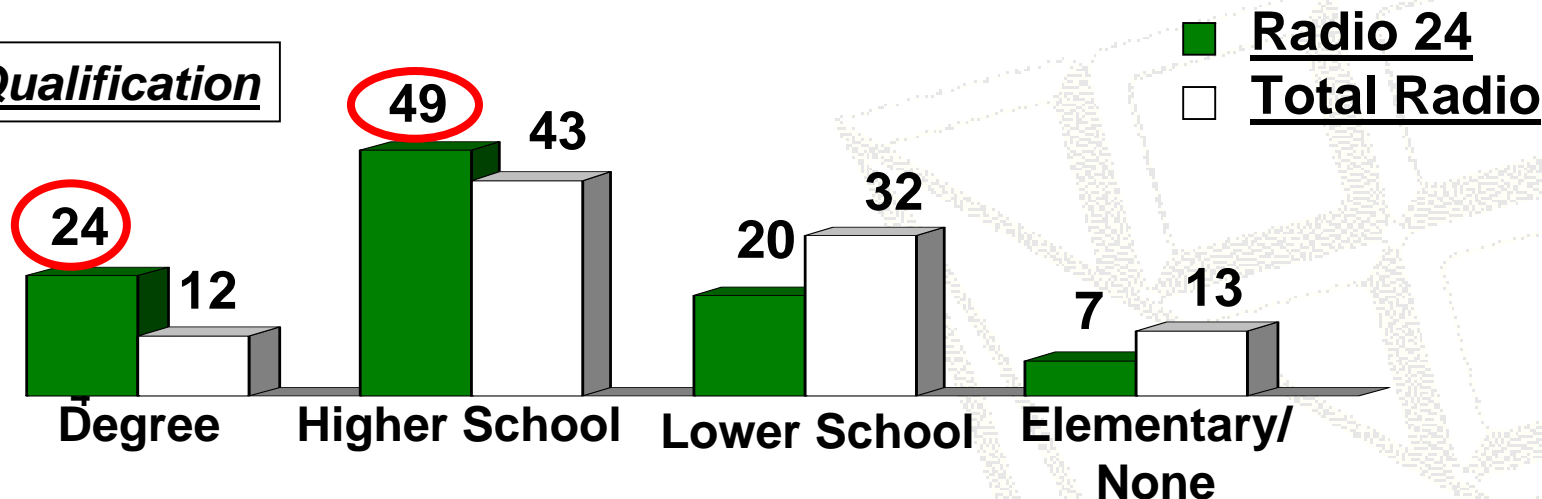


% Composition

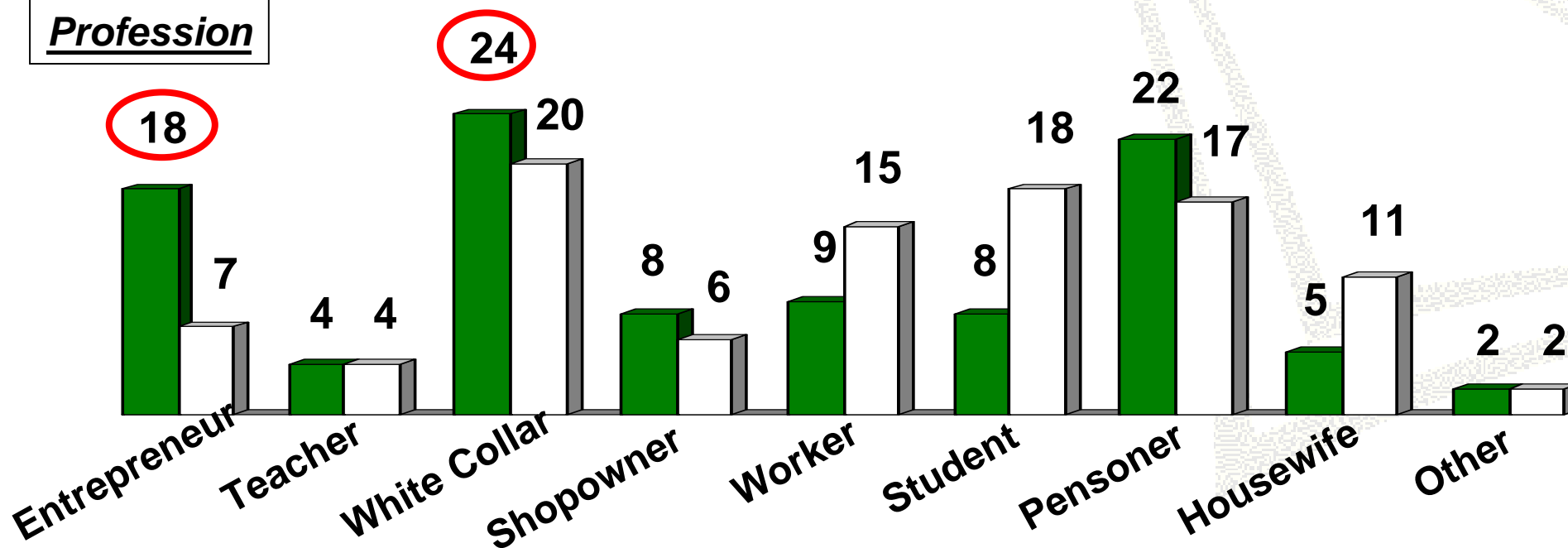
pag. 17

Direzione Marketing
RM/ms settembre 2004

Educational Qualification



Profession



Year 2003

Average daily audience



Geographical Area

