



il Mondo is one of the longest-running magazines in Italy. **il Mondo** provides a full, vivid picture of the economic life of Italy and the world scenario. It hosts “big names” such as Enrico Mentana, Ennio Caretto, Livio Caputo and Paolo Cirino Pomicino, who, week by week, tackle the main political, economic and social issues of the day

Over and above the content, the new graphic design and layout launched in spring 2003 have also met with the favour of **il Mondo's** readership base.

First appeared: 1949

Editor-in-Chief: Gianni Gambarotta

Frequency: weekly

Circulation: Statement by Publishing House for ADS 2003 (1/01-31/12/2003) **92.725** copies

Readership: Audipress Spring 2004 **145.000** readers (adults)

il Mondo probes a whole range of subjects, ranging from macroeconomics to more ‘down-to-earth’ topics often neglected by the dailies. The careers and professions section - including revealing profiles of Italy’s leading top management personalities and their dealings - is also very popular.

il Mondo also pays much attention to new companies and emerging sectors. **il Mondo** carefully monitors the interests of small and medium-sized companies and of industrial districts - a vital part of Italy’s economic make-up and exports sector.



The Golf Club project was started up in 2002. It has met with considerable success and is appreciated by insiders and outsiders alike.



Reader profile	.000	% comp	Idx
Total	145	100	100
Gender			
Male	109	74,9	156
Female	36	25,1	48
Buying manager			
Yes	33	22,7	52
No	112	77,3	138
Age			
14-17	7	4,7	104
18-24	19	13,2	138
25-34	31	21,6	122
35-44	30	20,5	117
45-54	31	21,1	137
55-64	17	11,9	87
Over 64	10	7	33
Education			
Graduates	52	35,8	460
High School Certificates	67	45,9	155
School leaving Certificates	20	13,9	39
Primary School	5	3,4	16
No one	2	1	17
Town size			
Up to 10,000 inhabitants	49	33,6	103
10,000 / 30,000 inhabitants	29	19,9	86
30,000 / 100,000 inhabitants	34	23,2	110

Source: Audipress Spring 2004

Based on: adults



	.000	% comp	Idx
100,000 / 250,000 inhabitants	12	8,1	103
Over 250,000 inhabitants	22	15,2	99
Geographical areas			
North-West	60	41,2	154
North-East	18	12,4	65
Centre	29	19,7	101
South	31	21,1	90
Islands	8	5,6	50
Regions			
Piemonte/V.Aosta	9	6,2	79
Liguria	4	2,7	96
Lombardia	47	32,3	201
Trentino A.A.	3	2,1	129
Veneto	10	7,1	88
Friuli V.G.	2	1,2	55
Emilia Romagna	3	2,1	29
Toscana	9	6,4	102
Marche	3	2	75
Umbria	0	0,1	4
Lazio	16	11,2	124
Abruzzi/Molise	5	3,2	116
Campania	15	10,2	107
Puglie	11	7,3	106
Basilicata	0	0	4
Calabria	1	0,4	13
Sicilia	6	4,4	53
Sardegna	2	1,2	41



Socio-Economic Class

	.000	% comp	Idx
High class	28	19,4	927
Middle-high class	47	32,4	241
Middle class	63	43,3	71
Middle-low class	7	4,7	24
Low class	0	0,1	2

Profession

	.000	% comp	Idx
Manager / Upper Management/Entrepreneur / Freelance			
Professional	50	34,3	678
Employee	21	14,6	119
Shopkeepers/artisans	7	4,5	77
Agents/self-employed	4	2,8	157
Farmers	1	0,5	63
Teachers/journalists	4	3	127
Factory/agricultural workers	10	6,9	47
Housewives (Cat. 1)	2	1,4	177
Housewives (Cat 2-6)	0	0,3	12
Housewives (Cat.3-5)	0	0,1	3
Housewives (Cat. 7)	1	0,4	7
Housewives (other category)	1	1	14
Students	19	12,7	122
Pensioners	19	13,1	56
Others	6	4,4	72



Salary

	.000	% comp	Idx
Up to 400 Euros	0	0	2
401/650 Euros	1	0,6	14
651/900 Euros	2	1,4	18
901/1,150 Euros	8	5,7	55
1,151/1,400 Euros	7	4,6	41
1,401/1,650 Euros	8	5,5	53
1,651/1,900 Euros	9	6,1	62
1,901/2,150 Euros	14	9,8	91
2,151/2,400 Euros	8	5,8	68
2,401/2,650 Euros	11	7,5	92
2,651/3,250 Euros	21	14,2	186
3,251/3,850 Euros	27	18,5	331
3,851/5,000 Euros	17	12	392
Over 5,000 Euros	12	8,3	526