



Editorial Profile	Everyday Italia Oggi offers readers something unique. News, surveys and technical figures which are a must-have for all business professionals. Daily contents come with weekly sections focusing on specific issues.
Language	Italian
Frequency	daily (Mo-Sa)
Printed copies	120.312 copies (ADS 2002)
Total circulation	79.167 copies (ADS 2003/2004)
Paid circulation	63.692 copies (ADS 2003/2004)
Average reach	172.600 readers (Audipress 2003)
Geographical breakdown	36% South-Isles 30% North-West 18% Middle 17% North-East
Readership	accountants and business consultants, lawyers and job consultants, judges, national and local public officers, managers and entrepreneurs, architects and engineers, computer professionals, communication, advertising and marketing operators, financial, service and trade operators.
Readers profile	64% men Middle aged readers: 52% between 35 and 54 years old 87% at least got a High School degree 52% Upper – Medium/Upper Social Status
Internet site	http://www.italiaoggi.it
Subscription Italia Oggi-online	14.000 subscribers for the daily newsletter

Sources: Italia Oggi – Audipress – ADS