



Editorial Profile	Milano Finanza/MF is an independent specialized point of reference and also a relevant tool for advertising investors willing to communicate to a qualified public in a straight way, certain to talk to extremely motivated and attentive readers. MF is the daily newspaper and Milano Finanza the weekly financial supplement of MF.
Language	Italian
Frequency	Milano Finanza is weekly (Sa) MF is a daily newspaper (Tue-Fr)
Printed copies	213,364 copies (ADS 2002/2003)
Circulation	126,278 copies (total circulation) (ADS 2002) 118,752 copies (paid circulation) (ADS 2002)
Average reach	512,000 readers (Audipress 2002)
Geographical breakdown	North-West 38% Center 22% South-Isles 22% North-East 17%
Readership	economic and financial professionals, managers, entrepreneurs, investors and savers
Readers profile	75% men 71% are middle-aged (25-54 years old) 52% have a high school degree 25% entrepreneurs 20% employees
Internet site	http://www.milanofinanza.it/