



# ***The National Financial Newspaper***



## Advantages

**Milano Finanza/MF** is the only reliable, updated and independent specialized point of reference in this area.

It then becomes 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.



## READERS' PROFILE

Milano Finanza/MF readers are economic and financial professionals, entrepreneurs, managers, investors and savers; they are young, mainly graduated, purchasing decision makers and highly relying on and faithful towards the newspaper.

# Total Readers 467,900 (Source Audipress 04/I)

## Readers profile

	Absolute Values	% Comp.	A.I.
<b>MEN</b>	376.660	81	<b>168</b>
<b>WOMEN</b>	91.241	20	38

Age	Absolute Values	% Comp.	A.I.
14 - 17	6.083	1	29
18 - 24	27.138	6	60
25 - 34	119.315	26	<b>143</b>
35 - 44	117.911	25	<b>143</b>
45 - 54	92.644	20	<b>129</b>
55 - 64	74.864	16	117
over 64	30.414	7	30

⇒ **Middle-aged readers**  
71% between 25 and 54 years old

Education	Absolute Values	% Comp.	A.I.
Graduate	114.636	25	<b>314</b>
High school degree	251.730	54	<b>182</b>
Secondary school degree	81.883	18	50

⇒ **Very educated readers**  
... 79% got at least a High School degree

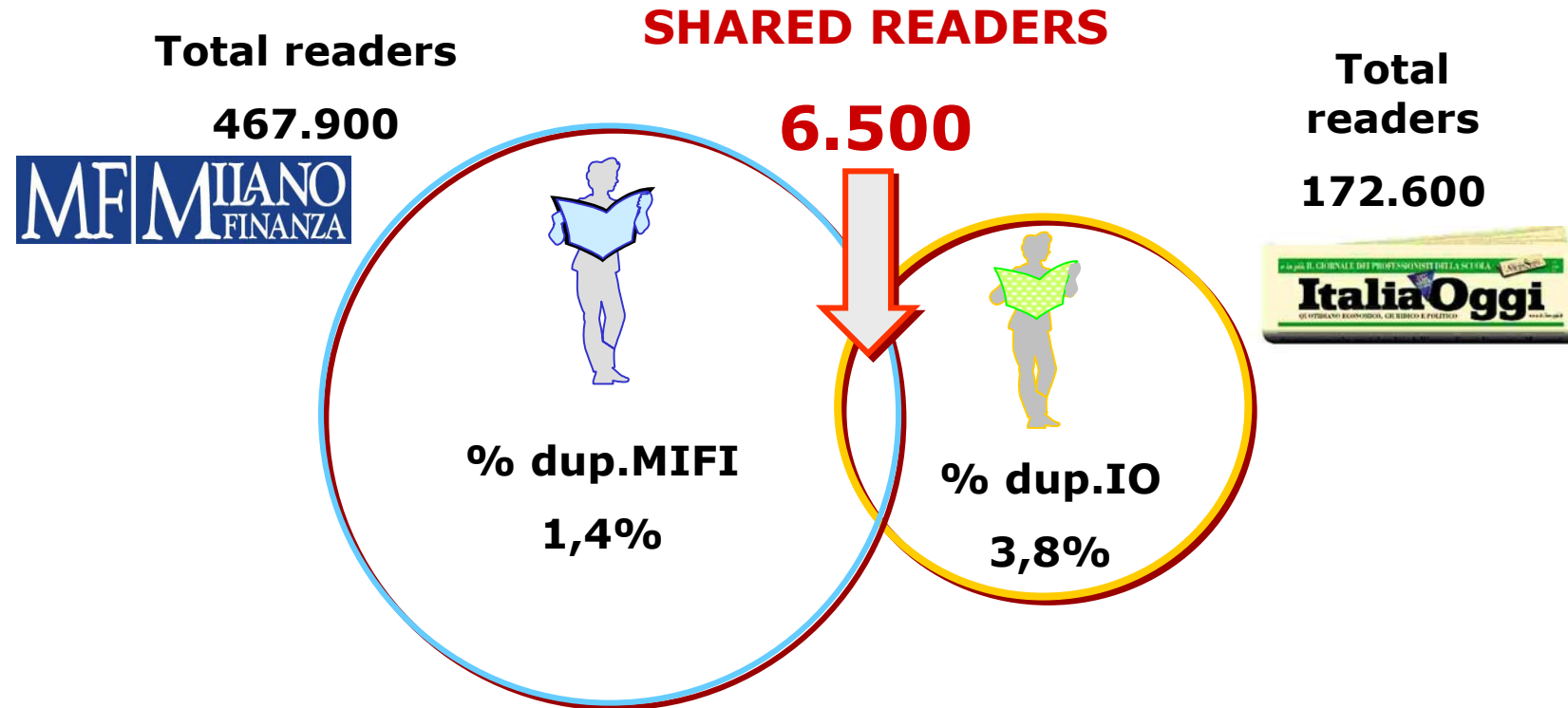
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## Readers profile

	Valori assoluti	% Comp.	I.C.	
<b>Social Status</b>				
Upper - Medium/Upper	222.253	48	<b>306</b>	⇒ Concentrated in highest social classes
Medium	221.785	47	77	
Medium Lower - Lower	24.331	5	22	
<b>Profession</b>				
Entrepreneurs	116.507	25	<b>488</b>	⇒ Involved in prestigious professional frameworks
Employees	118.847	25	<b>207</b>	
Dealers	37.432	8	<b>136</b>	
Agents	17.780	4	<b>211</b>	
Teachers	13.101	3	<b>117</b>	
<b>Area</b>				
North - West	180.609	39	<b>145</b>	⇒ Mainly from the NorthWest and Centre
North - East	82.818	18	93	
Middle	108.553	23	<b>120</b>	
South - Isles	95.920	21	59	

# THE CLASS GROUP HAS VERY LOW DUPLICATIONS

## AUDIPRESS 2004/I - Duplicazioni DI LETTURA



# Total readers: 634.000



**Run**

**Circulation**

**192,454**

**113,445**

**Source: ADS moving average july 2003 – june 2004**

## Geographical breakout of circulation %

<b>PIEMONTE</b>	<b>4.69%</b>	<b>ABRUZZI</b>	<b>0.66%</b>
<b>FRIULI V.G.</b>	<b>1.27%</b>	<b>CALABRIA</b>	<b>0.41%</b>
<b>MARCHE</b>	<b>1.34%</b>	<b>TRENTINO A. A</b>	<b>0.72%</b>
<b>PUGLIA</b>	<b>1.08%</b>	<b>TOSCANA</b>	<b>3.57%</b>
<b>VALLE D'AOSTA</b>	<b>0.04%</b>	<b>MOLISE</b>	<b>0.08%</b>
<b>LIGURIA</b>	<b>27%</b>	<b>SICILIA</b>	<b>1.56%</b>
<b>LAZIO</b>	<b>13.8%</b>	<b>VENETO</b>	<b>5.65%</b>
<b>BASILICATA</b>	<b>0.21%</b>	<b>UMBRIA</b>	<b>0.6%</b>
<b>LOMBARDIA</b>	<b>23.25%</b>	<b>CAMPANIA</b>	<b>1.84%</b>
<b>EMILIA ROMAGNA</b>	<b>5.23%</b>	<b>SARDEGNA</b>	<b>0.29%</b>
		<b>Bulk Sales</b>	<b>6.7%</b>

**Source: ADS 2003**

October 2004



## EDITORIAL CONTENTS

**Milano Finanza/MF** daily reports on the stock markets' performances by the use of state-of-the-art publishing telematic technologies. It is inspired by the tradition of Anglo-Saxon economic and financial newspapers, with their concrete and independent information service.

# INSERTS



**Tuesday - Trading on line** - It contains surveys and articles, charts and analyses, to meet the needs not only of on line traders, but also of those who are still thinking of it. It is meant to be a beacon for surfing savers; it keeps them updated about all news in the field.



**Wednesday - Analisi Tecnica** - It is the first weekly magazine focused on technical analysis; it offers a wide set of analyses on Italian and major European and international Stock Exchanges. It also offers many operational suggestions, which help the reader in buying/selling shares.



**Thursday - Covered Warrant** - A section including a survey on a technical or journalistic topic related to the sector, comments and advices by the editorial staff, an educational area (with basic and advanced levels) and stock and share price-list with issuers list: all this to help the reader to better know the products he is willing to buy.



**Friday - MF Immobiliare** - A section completely dedicated to the real estate market and finance. It targets both the insiders and retail investors. Each section includes surveys, interviews, reports on market trends, in-depth examination on specific aspects, special section on several topics.

**THE WALL STREET JOURNAL**. Class Editori together with Dow Jones & Company, publisher of The Wall Street Journal, The Asian Wall Street Journal and The Wall Street Journal Europe, have signed an agreement according to which **MF/Milano Finanza** will publish **every day** a special extract from The Wall Street Journal Europe written in Italian (named Special Edition).



**Every day, MF Personal** invests on quality of life. Little scoops for the benefit of the reader's own universe. From body care to the mind. Dreams and practical needs are the mission of **MF Personal**.

# INSERTS



## **Saturday - FG&P - Fondi, Gestioni & private**

**banking** - The first weekly magazine on asset management. It's a "newspaper in the newspaper" with a 16 pages pagination and entirely dedicated to asset management and investment banking, with reviews on the world of private banking, asset management, welfare and mutual funds. Interviews to the main experts in the field with focuses on the leading characters of the asset management world and suggestions on investments. Plus a column on hedge funds, hedge funds of funds and the world of alternative investments in general.



**Saturday - Milano Finanza Personal** - All the economic and financial matters of interest to the readers of Milano Finanza that are useful to improve quality of life, to show investors and operators how to act and how to be updated and competitive.

# The brand new section about personal investments

Every Saturdays in Milano Finanza



From target price to target risk:

Using the right size

**S M L XL XXL**

Calculated Risk even in

“Fondi & Gestioni” and in the “Laboratorio”.

Palcers and issuing banks could ask for rating

# MF/Milano Finanza features not only financial and economical subjects.....



**The first newspaper focused on fashion and luxury – every day with MF (from Tuesday to Friday)**, the first fashion newspaper featuring the evolution of fashion and luxury as a business and addressed to all those (stylists, designers, firms, buyers and sales power), wether straight or not concerned with the fashion-clothing-textile-accessories-cosmetics areas, both from an industrial and a commercial view.



**The first weekly magazine focused on cosmetics and beauty – Every Thursday with MF**, it represents an unmissable appointment for cosmetics operators. Some pages focused on this sector, where strategies and companies' plans are revealed, openings of new sales points are given, acquisitions, new products and curiosities of the sector are told.

# ENCLOSURES



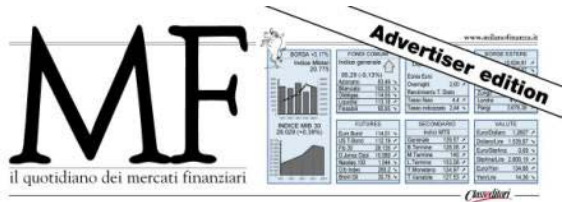
**MFF Magazine For Fashion** - With **MF** on **Tuesday**, six times a year. A new editorial project of prompt-report, in-depth study and analysis for the Fashion Community to be issued a few days before the closing of the Fashion calendars, (**January/JEWELS - February/MAN - April/WOMAN - May/DESIGN - July/MAN - September/ JEWELS - October/WOMAN**). A unique and original format that intends to answer the buyers' and experts' needs.

**Gentleman**

With **MF** on the **third Friday** of each month (and to Italia Oggi subscribers) - Single-theme reports that deal deeply with topics each time different.

Il primo mensile per crearli, gestirli, accrescerli **MILANO**  
**PATRIMONI**

With **Milano Finanza** on the **last Saturday** of each month Patrimoni is not only the first monthly magazine for creation, management and growth, but also the first monthly magazine which accompanies the family in the global vision of personal wealth, a vision composed of more than material wealth



Un continente in decollo...

...ha bisogno di un'informazione autorevole e indipendente

**MF Sicily edition**

**The first daily Newspaper totally dedicated to the financial and economical subjects**

*Classpublicità*

October 2004

Marketing



MF Sicily is a section reporting on all laws, concessions, product offers and banking new projects, all opportunities that the market offers, on a local basis: Sicily is in fact a region with an enormous economic and financial growth and development which is analysed by MF accurate approach, for MF readers.

From Tuesdays till Saturdays, a complete survey with all necessary information for entrepreneurs and professionals, brokers, tourism promoters, bankers: a local edition with a daily focus on this special Italian region.

# ALMANACS

“Atlante delle Banche”

The banking institutions  
Almanac

With **MF** and **Italia Oggi (In September)** - **Atlante delle Banche Italiane** is a very important tool for bank operators and for those having interest in banking business, to know trends, rankings and protagonists.

“Atlante delle  
Assicurazioni”

The insurance companies  
almanac

With **MF** and **Italia Oggi (In November)** - **Atlante delle Assicurazioni Italiane**, to know the structure, dynamics and actors of the assurance sector, described as the best international tradition recommends.

“Atlante delle Società  
Leader”

Top leading companies  
almanac

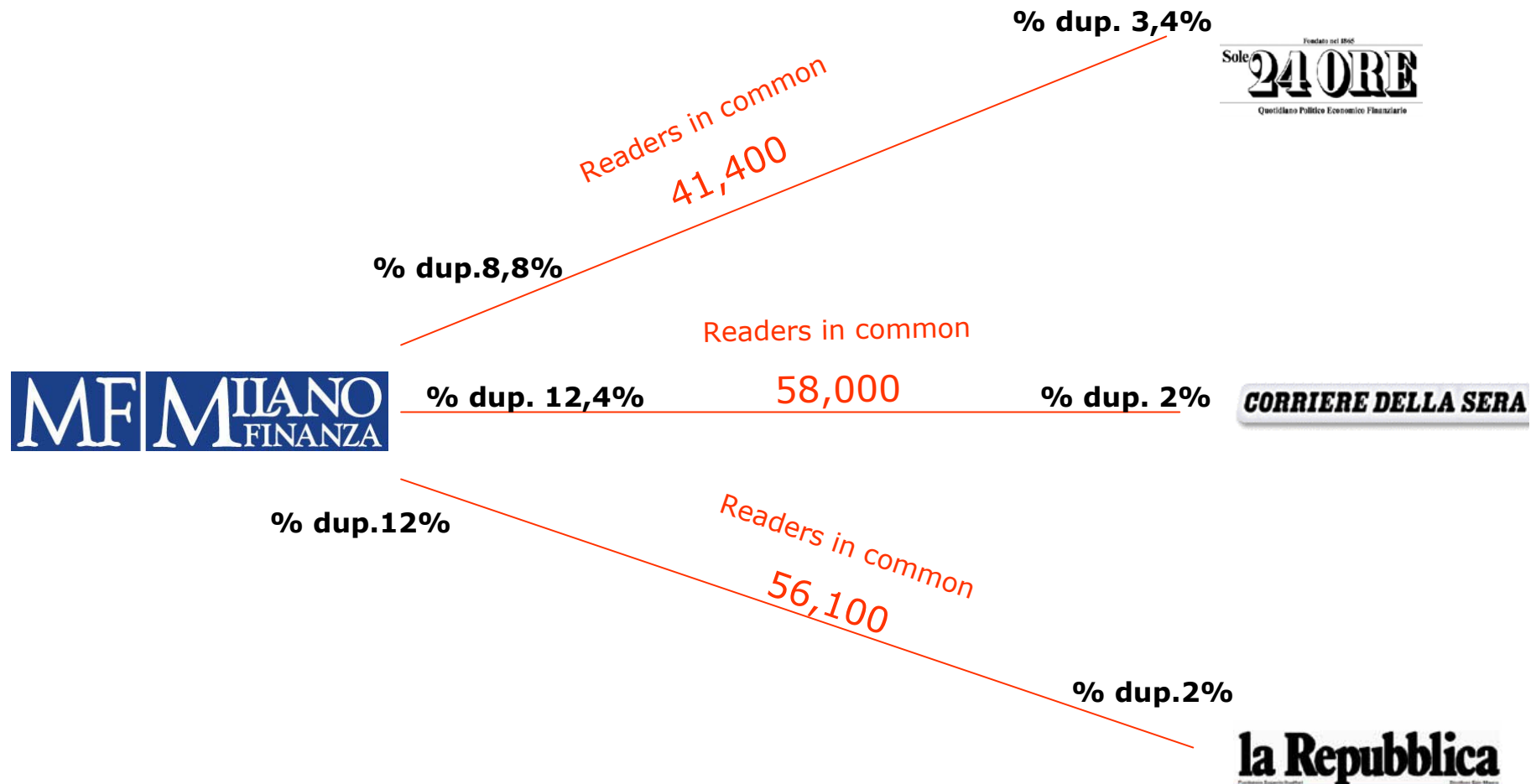
With **MF (In December)** - **Atlante delle Società Leader** provides businessmen, entrepreneurs and finance professionals with a complete overview on the most important sectors that set up the Italian and International companies' reality.

“Annuario dell'Investitore”

The investor's almanac

With **Milano Finanza (In December)** - **Annuario dell'Investitore** provides the readers with a large analysis of all financial products sold in Italy.

# AUDIPRESS 2004/I – Readership DUPLICATIONS



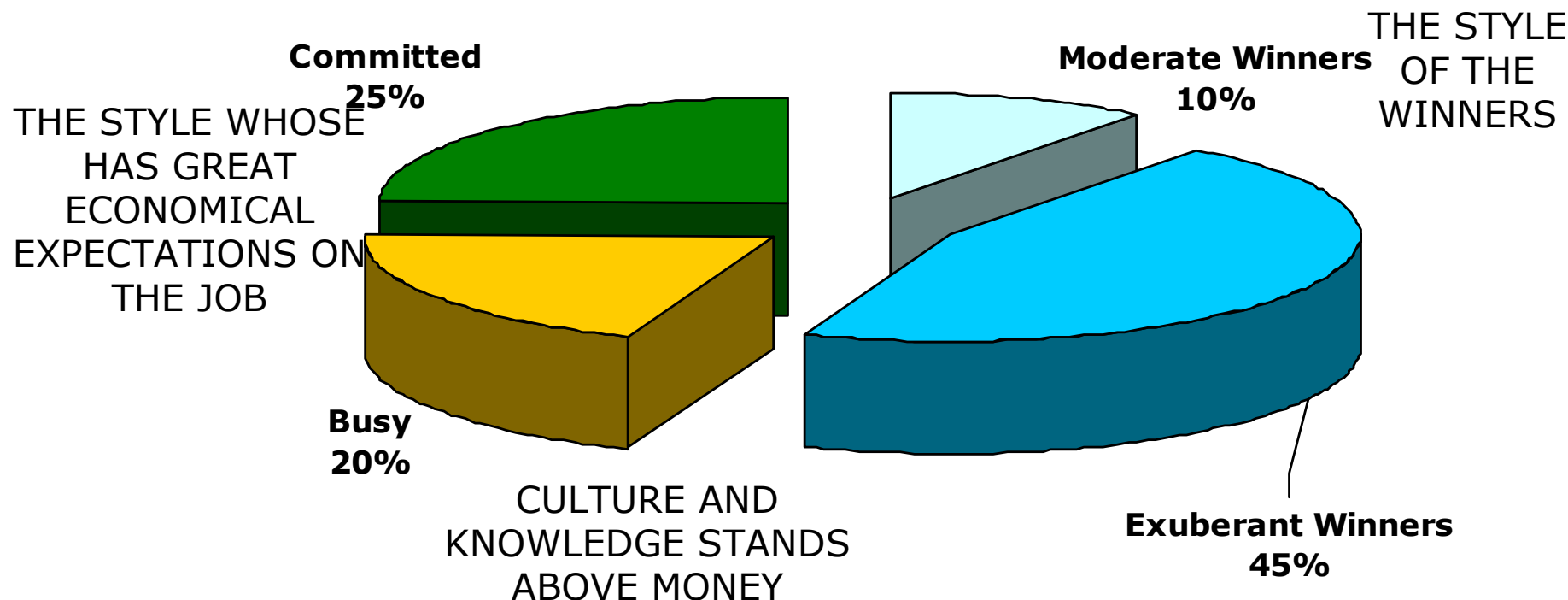


*Lifestyles*

*Sectional styles*

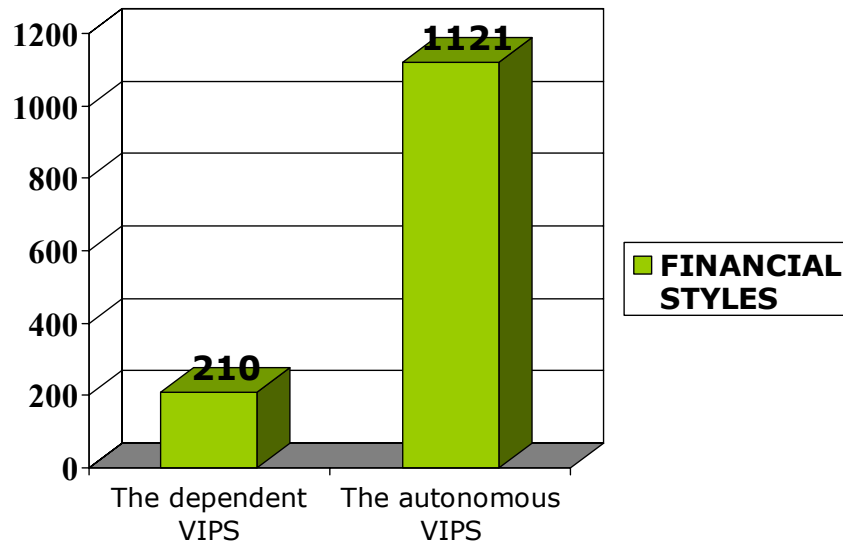
*Trends*

# Lifestyles



**Milano Finanza/MF** readers belong to lifestyles of **Winners**, **Busy** and **The Committed**.

# Financial Styles



## **THE DEPENDENT VIPS**

White-collars with a good level of income and high cultural background, focusing essentially on their own personal financial situation.

## **THE AUTONOMOUS VIPS**

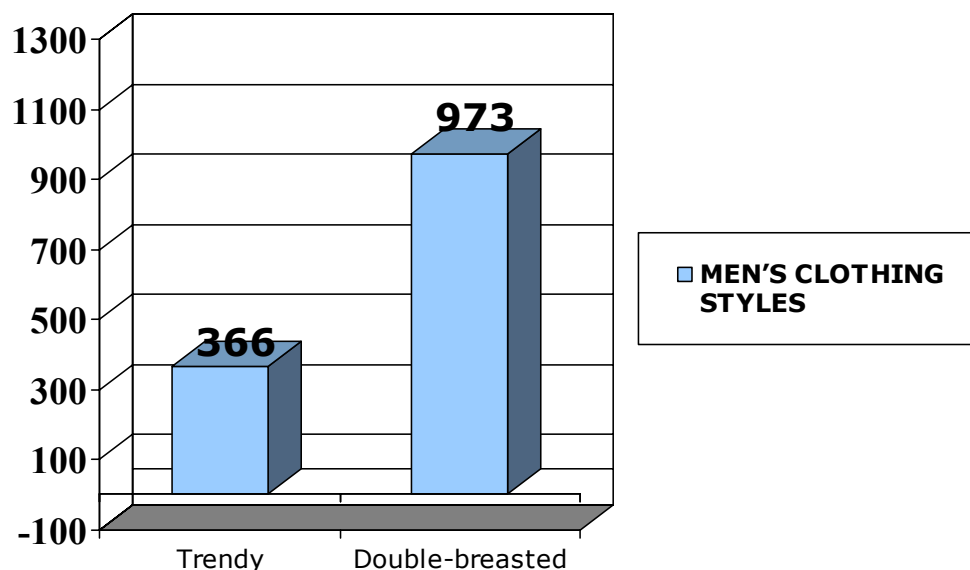
This is the group whom members represent the apex of financial culture in terms of both wealth and know-how. Their approach to the subject is often professional, on account of both their notable skills in this area, and the type of work they do.

<b>FINANCIAL ORIENTATIONS</b>	
<b>A.I.</b>	
I feel my self qualified	<b>376</b>
I look for profitable investments	<b>255</b>
I am interested in stock echange info.	<b>1028</b>
I follow financial advertising	<b>995</b>
I try to improve my earnings	<b>166</b>

# Financial Products Used and possessed

	<b>A.I.</b>
investment funds	524
checking bank account	155
state bonds	390
shares	681
health insurance	559
life insurance	481
pension funds	408
debit card ownership	201
debit card: withdrawals	193
withdrawals: 3/4 times a month	249
withdrawals: 5 or more times a month	258
debit card withdrawals abroad	300
debit card payments abroad	300
credit card ownership	350
use of credit card	391
number of credit cards: 3 or more	2905
real-estate investments	570
banks accounts used: 3 or more	806

# Trends and Sectional Styles



## **TRENDY**

Young, elegant and fashionable people, want to be noticed irrespective of whether they're wearing jacket and tie or jeans.

## **DOUBLE-BREASTED**

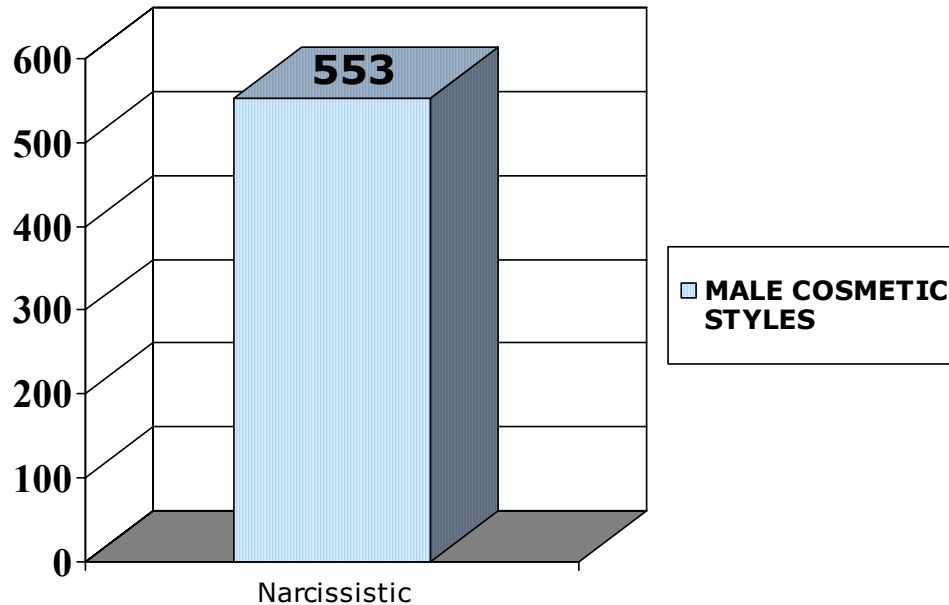
Elegance and a preference for designer clothing characterize this style, comprised of men working in prestigious professions and with intense social lives.

## **DRESSING ORIENTATIONS**

## **A.I.**

Usually I wear a suit	284
I spend a lot for clothes	175
I often wear a precious watch	345
I buy a new article of clothing every season	120
I have branded dresses	189
I love accessories	129
I buy clothes in prestigious shops	322

# Trends and Sectional Styles



## **NARCISSISTIC**

This is the most hedonistic, elegant, and refined of all styles when it comes to grooming and clothing. Usage of all toiletries reaches maximum levels.

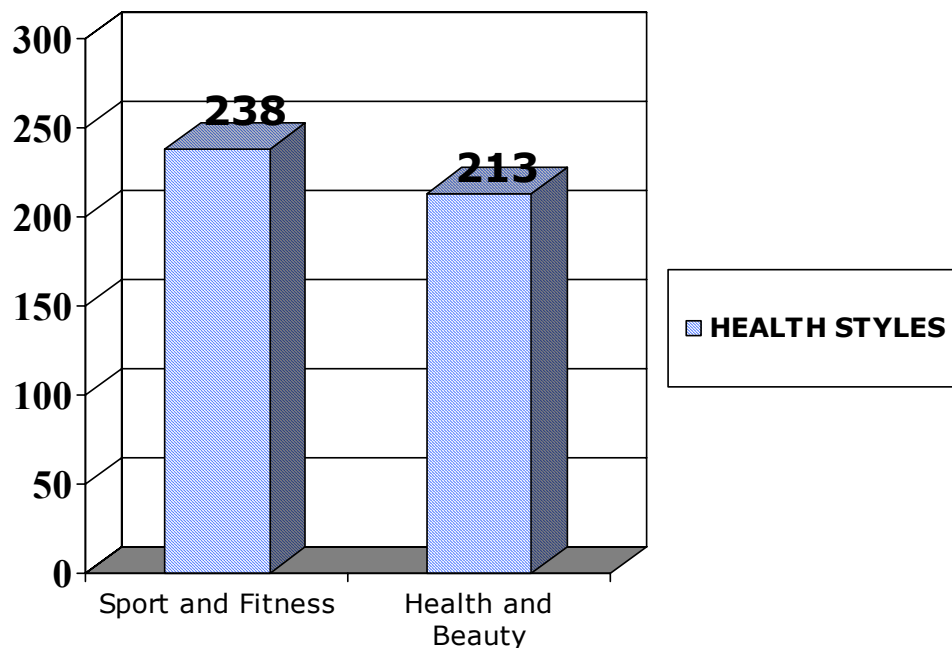
Every aspect of personal care and appearance is lived to the full.

I take great care over my look, my image  
 I only use high quality products  
 I am interested in news about cosmetics  
 I like to be suntanned even in winter

## **A.I.**

120  
 179  
 140  
 319

# Trends and Sectional Styles



## **SPORT AND FITNESS**

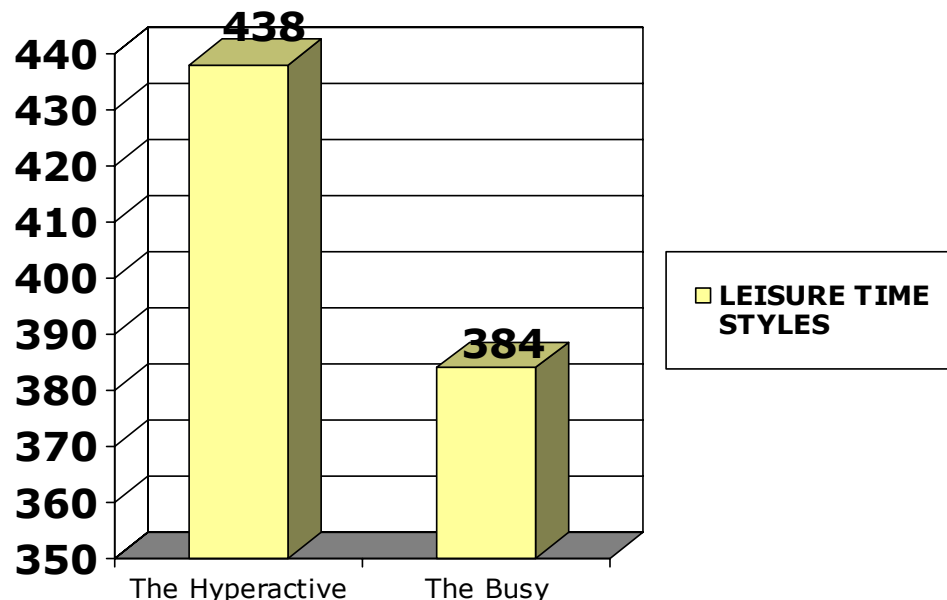
Young, including a good number of students, male, with a high level of wellbeing and physical efficiency. They have no specific health concerns in terms of prevention or care.

## **HEALTH AND BEAUTY**

People with good cultural and financial resources, they actively pursue a strategy to maintain/improve their mental and physical wellbeing, as well as their appearance.

<b>HEALTH ORIENTATIONS</b>	
<b>A.I.</b>	
I follow Homeopathy	159
I use alternative therapies	134
I take care of myself	143

# Trends and Sectional Styles



## THE HYPERACTIVE

They are the greatest leisure time "consumers": the abundant time available is spent on a vast range of cultural and recreational activities.

## THE BUSY

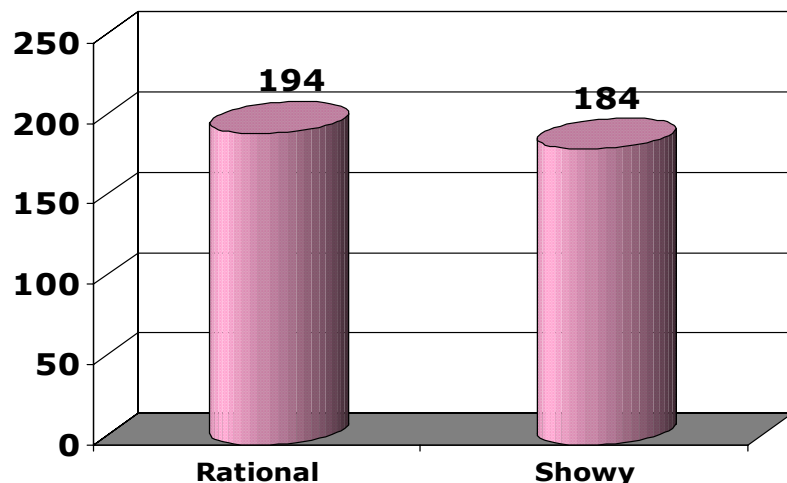
They should have leisure needs and tastes similar to *the Hyperactive*; however commitments related to work, the family and looking after their homes prevail.

<b>DURING THE LAST 3 MONTHS THEY HAVE BEEN TO:</b>	
<b>A.I.</b>	
Theatre performances	246
Classical music concert	1039
Conferences and cultural events	305
Museums/Exhibitions	391
Bookshops	301
Live sports events	183
Monuments or churches	313
Archaeological sites	506

Source: Sinottica 04/I; A.I.

October 2004

# Trends and Sectional Styles



## RATIONAL

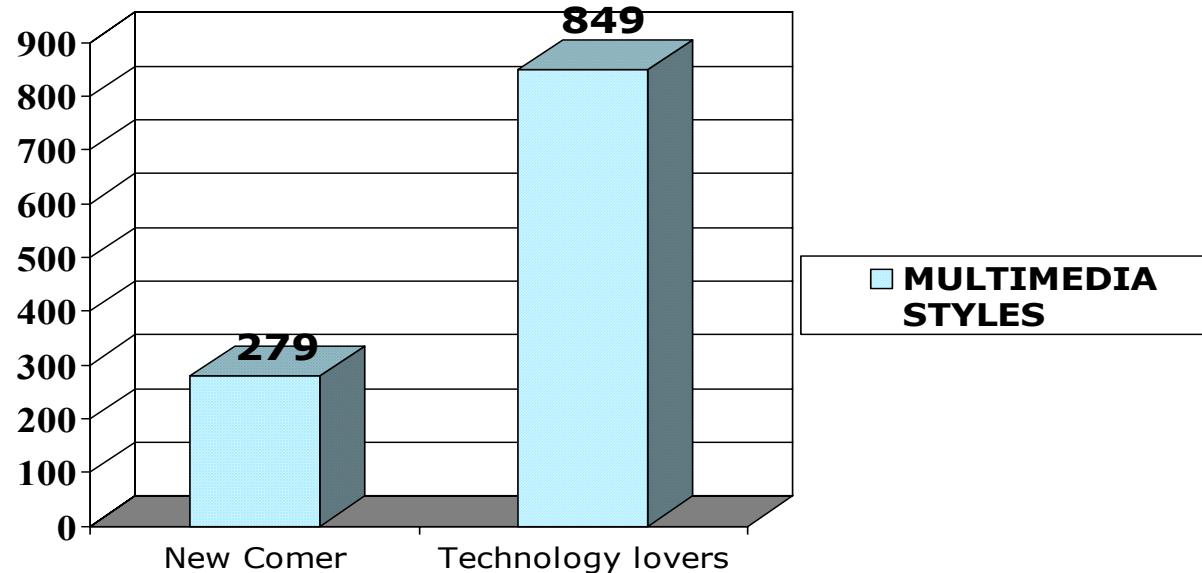
Their distinguishing trait is their great sensitivity to value for money and their approach is highly rational, evaluating all aspects of the product or of the sales outlet (intrinsic quality, actual performance, service contents, etc.).

## THE SHOWY

Exploratory and affluent style, whose purchases are guided by the two criteria: exploration and exhibition.

<b>PURCHASE ORIENTATION</b>	
<b>A.I.</b>	
When I like something, I don't take care of price	157
I act on impulse when I buy something I didn't think before	120
I'm very interested to new technologies	156
I buy just high quality products	139
I try to be different from other people	149
Products express my personality	141

# Trends and Sectional Styles



**NEW COMERS** – They see themselves at a high level in the Media scene, in an elitist circle of mutual exchange. They surf the Internet, for work and leisure. The use of mobile phone is seen as essential.

**TECHNOLOGY LOVERS** – It's the "New media group". They test, they advice. The laptop is essential, wherever they are. They surf the internet every day, for job and for acquiring information. Their mobile phone is always on.