



The first monthly magazine for creation, management, growth

Why?

- **Patrimoni** arises out of the experience of M., the original monthly magazine (by Milano Finanza) dedicated to the management of wealth
- Now, with the new title **Patrimoni**, the mission is even clearer and more explicit
- **Patrimoni** does not only talk of the financial and of real estate, but also of the cultural, of family traditions, of professionalism and experience, of growth and inheritance.

Not only material values

- 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

The practical contents

With simplicity and clarity of language, though modern and attractive graphics, the themes will address:

- analysis of financial products,
- suggestions on how to invest and diversify capital,
- considered opinions, judgements and performance classifications for specialised companies in raising and management of money, banking and insurance,
- investment in consumer durables (cars, jewels, sophisticated technology) now having a part in wealth;
- advice on diversificazione into alternative 'safe' investments protecting wealth (real estate and art).

the added value

- With the competence of its experts at its disposition, experts in the fiscal, regulative and legal fields, as a monthly reference magazine for a target middle to high income family it suggests solutions for:
 - *the children's education and their entrance into the workplace;*
 - *definition of a couple's shared wealth and wealth relationships;*
 - *the benefits of leisure time (travel, vacations);*
 - *Providential funds (pensions and joint);*
 - *the bequeathing of wealth by one generation to another.*

the target

- In his or her choices **Patrimoni** will accompany the reader like a discrete and trustworthy advisor, available in all the important moments, from which the reader must draw in order to decide how to use their income, and more importantly, their own savings.
- Patrimoni does not only speak to all those who take decisions in the field of personal finance, young, head of the household and women, but also experts who must find out what their clients

the strong points

- specialisation and focus on personal property and real estate management
- practical and easy consultations for all the family
 - variety of subject-matter: from legal, to the financial, to leisure, to personal culture
 - double target: savers and experts

Print Run

192,454

Circulation

113,445

Readers profile (Source: simulated headline in AUDIPRESS 04/I)

Target: ADULTS - **Total readership: 516.000**

	Absolute values	% Comp.	A.I.
MEN	418.476	81	169
WOMEN	97.524	19	36

Age			
14 - 17	5.676	1	24
18 - 24	27.348	5	55
25 - 34	125.388	24	137
35 - 44	137.256	27	151
45 - 54	103.200	20	131
55 - 64	82.560	16	117
over 64	34.572	7	31

⇒ **Middle-aged readers**
71% tra i 25 e i 54 anni

Education			
Graduate	123.840	24	308
High school degree	273.480	53	180
Secondary school degree	92.880	18	51

⇒ **Very educated readers**
... 24 % got a degree

Readers profile (Source: simulated headline in AUDIPRESS 04/I)

Target: ADULTS - **Total readership: 516.000**

	Absolute values	% Comp.	A.I.	
Social Status				
Upper - Medium/Upper	238.908	46	298	⇒ Concentrated in highest social classes
Medium	251.292	49	79	
Medium Lower - Lower	25.800	5	22	
Profession				
Entrepreneurs	122.808	24	467	⇒ Involved in prestigious professional frameworks
Employees	132.612	26	209	
Dealers	42.312	8	139	
Agents	19.608	4	211	
Teachers	14.964	3	121	
Area				
North - West	198.660	39	144	⇒ Mainly from the NW of Italy
North - East	92.880	18	95	
Centre	115.584	22	115	
South - Isles	108.360	21	60	

Readership Duplications

AUDIPRESS 2004/I (Patrimoni simulated magazine)



% dup. 8,7%

Shared readers

44.700

% dup. 30,7%

il Mondo

Styles

	MF/MiFi - Patrimoni*
	A.I.
lifestyles	
Exuberant winners	772
trends and sectional styles	
functional	366
double breasted	973
cosmetic styles	
narcissistic	553
leisure style	
hyperactive	438
busy	384
financial style	
vip dependent	210
vip independent	1.121

Patrimoni's readership belong to the most important styles, in particular to independent vips, amongst whom entrepreneurs and the self-employed are identified with the best financial competence and the highest rate for possession of financial instruments.

Financial Orientations

MF/MiFi - Patrimoni*	
A.I.	
I feel my self qualified	376
I look for profitable investments	255
I am interested in stock echange info.	1028
I follow financial advertising	995
I try to improve my earnings	166

Finanzial Products utilised and possessed

	MF/MiFi - Patrimoni*
	A.I.
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

*Patrimoni enclosed with MF

September 2004

Classpublicità

Source: Sinottica 04/I – A.I.

Marketing