



**Editorial Profile**

la Repubblica is no 1 in readership according to last Audipress release, covering all regions of the country. La Repubblica provides general and business information through its daily sections: Italy, Politics, Europe & World, Business & Finance, Culture and Sports.

**Language**

Italian

**Frequency**

daily (Mo-Su)

**Printed copies**

777.473 copies (ADS 2002)

**Circulation**

623.235 copies (total circulation) (ADS 2002)  
579.146 copies (paid circulation) (ADS 2002)

**Average reach**

2.852.000 readers (Audipress Spring 2004)

**Geographical breakdown**

South Islands 21,9%  
North-West 24,5%  
Center 32,5%  
North-East 20,6%

**Readership**

opinion leaders (politicians, journalists, intellectuals) and decision makers (executives and top managers)

**Readers profile**

59% men  
62,9% between 25 and 54 years old  
46,7 have a high school degree  
57,5 middle social class

**Internet site**

<http://www.repubblica.it/>