

la Repubblica

**The one and only
national daily in Italy**

Circulation: **625.008 copies**
(ADS Jan-Dec 2003)

Readership: **2.794.000 readers**
(Audipress 2003.2)

- ◆ high and stable
- ◆ evenly spread circulation

- ◆ large and loyal readership
- ◆ identifying with its point of view

- Outstanding editorial quality (among its partners Mario Cuomo, Ralf Dahrendorf, Milan Kundera, Luis Sepulveda, Gabriel Garcia Marquez, Umberto Eco)
- high visibility
- strong identity and high cultural level
 - criticism, opinionated journalism
- sensitiveness for social changes and new trends

Possibility of reaching readers in all regions and towns of Italy

Possibility of reaching a large number of attentive and open-minded readers

The authoritativeness of the newspaper improves the credibility of the advertising message

Key facts

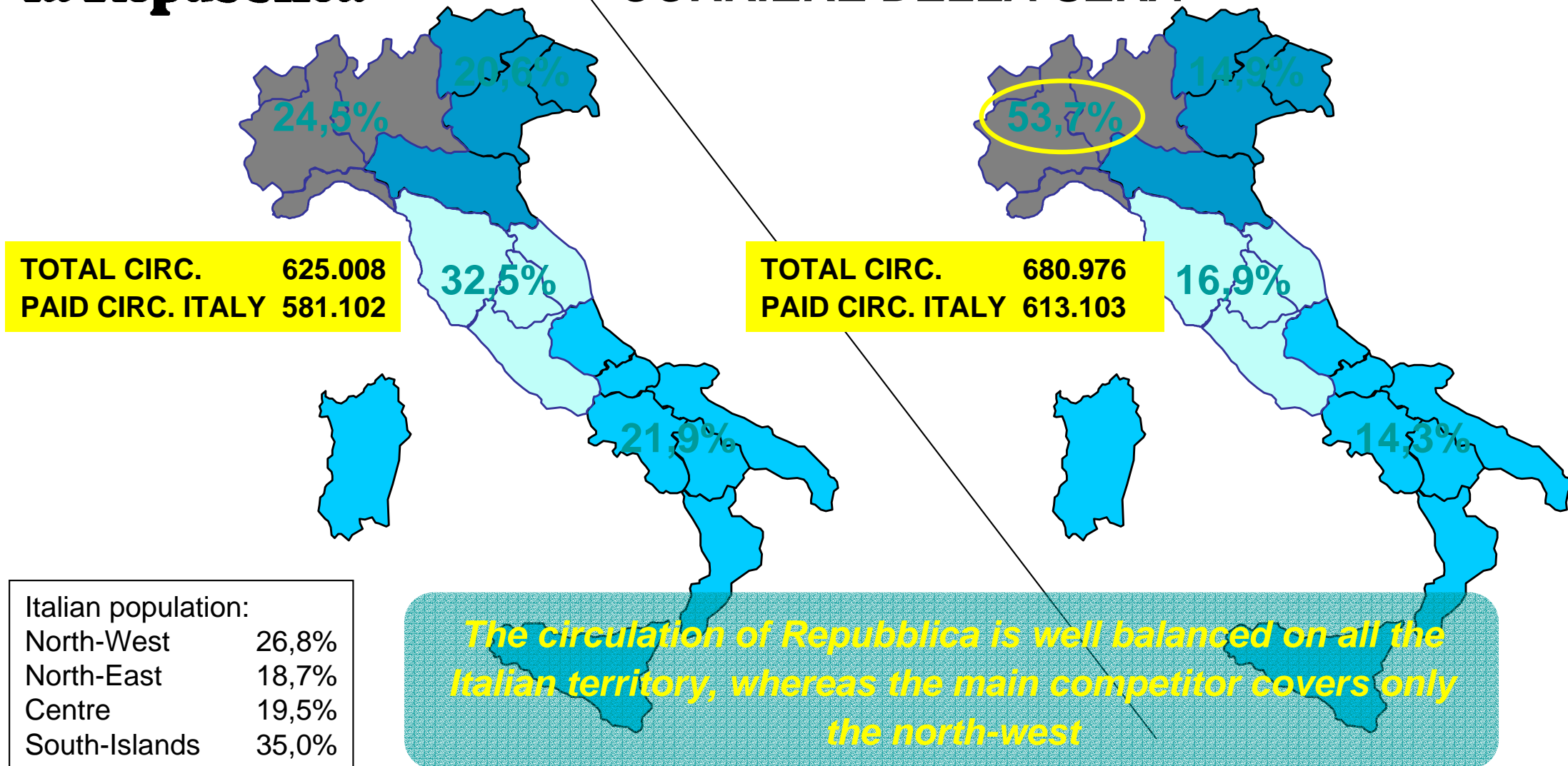
- 👉 wide circulation: **625.008 copies***
- 👉 evenly spread **all over Italy** and in the **most important towns**
- 👉 wide readership: **2.794.000 readers***
- 👉 **high profile readers**: high educational level, high consumption levels, high income
- 👉 high **reading frequency**
- 👉 high reach in the **most qualified target groups**
- 👉 the most read newspaper by **opinion leaders** (politicians, journalists, intellectuals) and **decision makers** (executives and top managers)

Comparison with Corriere della Sera: circulation by area

Source: ADS Jan-Dec 2003
Circulation in Italy only, net of bulks

la Repubblica

CORRIERE DELLA SERA



Comparison with Corriere della Sera: circulation in main towns



	la Repubblica INDEX	CORRIERE DELLA SERA
Milan	100	371
Rome	100	53
Genoa	100	49
Turin	100	32
Bologna	100	24
Florence	100	21
Naples	100	47
Palermo	100	35
Bari	100	81

Repubblica meets the needs of those who live in the most important Italian towns, affluent people, trend setters having a high propensity to spend money on upmarket products

la Repubblica

A few figures about the Italian economy

Having a well-balanced distribution is vital, because the economic activity is highly widespread and decision makers are to be found all around the country.

Of the top 5 advertisers, two are based in Turin (Fiat, Ferrero), one in Milan (Unilever), one in Rome (Telecom Italia), one in Parma (Barilla, close to Bologna)



What Lombardy is worth:
18% of Italian companies*
30% of Italian exports
23% of Italian bank accounts
25% of It. insurance premiums

What the Rest of Italy is worth:
82% of Italian companies*
70% of Italian exports
77% of Italian bank accounts
75% of It. insurance premiums

Having a well-balanced distribution is crucial, because young-adults, highly-educated and high-income target groups live all over the country...

ITALIAN POPULATION

AGE		
	25-34 y.o.	35-44 y.o.
NORTH-WEST	26.5%	26.7%
NORTH-EAST	18.7%	19.3%
CENTRE	18.9%	19.5%
SOUTH/ISLANDS	35.9%	34.5%

SOCIAL LEVEL		
	Class A	Class B1
NORTH-WEST	30.7%	31.5%
NORTH-EAST	18.6%	24.5%
CENTRE	21.2%	21.6%
SOUTH/ISLANDS	29.4%	22.4%

EDUCATION		
	Degree	High School
NORTH-WEST	27.9%	27.8%
NORTH-EAST	18.8%	19.0%
CENTRE	21.3%	21.4%
SOUTH/ISLANDS	32.0%	32.4%

OCCUPATION		
	Executives	White coll.
NORTH-WEST	30.7%	30.4%
NORTH-EAST	18.6%	21.2%
CENTRE	21.2%	21.5%
SOUTH/ISLANDS	29.4%	26.9%

la Repubblica

..that is why financial dailies and newsmagazines also have an even distribution all over Italy

FINANCIAL DAILIES

IL SOLE 24 ORE

the highest circulation among financial dailies in Europe

NORTH-WEST	32.4%
NORTH-EAST	27.0%
CENTRE	17.3%
SOUTH/ISLANDS	23.3%

67,6%

ITALIA OGGI

NORTH-WEST	31.5%
NORTH-EAST	19.8%
CENTRE	15.2%
SOUTH/ISLANDS	33.5%

68,5%

NEWS MAGAZINES

ESPRESSO

NORTH-WEST	22.2%
NORTH-EAST	20.7%
CENTRE	26.5%
SOUTH/ISLANDS	30.5%

77,7%

PANORAMA

NORTH-WEST	26.2%
NORTH-EAST	23.8%
CENTRE	21.6%
SOUTH/ISLANDS	28.4%

73,8%

Qualitative comparison: the editorial approach

la Repubblica

- Progressive
- Innovative, unconventional
- Opinionated, clearly takes sides
- Authoritative and reliable
- High ethical commitment
- Talented journalists and writers
- Politics-, culture-, economics-oriented
- Younger and better educated audience
- More readers belonging to upper and upper-middle class
- A higher coverage of decision makers and opinion leaders
- Larger share of executives/white collars, teachers/journalists
- Evenly spread all over Italy
- Accurate advertising layout
- All colour ads are solus ads

CORRIERE DELLA SERA

- More conservative
- Traditional in format and editorial approach
- More political balance
- Several different opinions on one page
- News-oriented
- Older and less educated readership
- Larger share of retired people and housewives
- Weaker in metropolitan areas
- Mainly spread in the North West (54% of its total circulation) and particularly in the area around Milan
- Weaker in the North-East, Centre and South of Italy
- Several advertisements on one page, often surrounded by classified ads
- More than one colour ad on the same page

Readers' profile

la Repubblica

2.794.000 adult readers

CORRIERE DELLA SERA

2.813.000 adult readers

	comp. %	A.I.	comp.%	A.I.
<u>SEX</u>				
- men	59,0%	122	60,1%	125
- women	41,0%	79	39,9%	77
<u>AGE</u>				
- aged 14-24	13,3%	92	11,6%	81
- aged 25-34	20,8%	115	18,7%	103
- aged 35-44	20,2%	115	18,6%	106
- aged 45-54	21,9%	142	19,1%	124
- aged > 55	23,7%	68	32,0%	93
<u>EDUCATION</u>				
- university degree	23,0%	302	20,5%	266
- high school	46,7%	158	41,6%	144
<u>SOCIAL CLASS</u>				
- upper	6,6%	295	6,1%	265
- upper-middle	29,8%	216	26,9%	189
- middle	57,5%	95	58,5%	98
<u>SIZE OF TOWN</u>				
- up to 10.000 inhabit.	24,1%	73	30,7%	94
- 10-30.000 inhabit.	19,1%	85	19,4%	87
- 30-100.000 inhabit.	20,8%	97	19,9%	93
- 100-500.000 inhabit.	8,3%	116	7,5%	104
- >500.000 inhabit.	27,7%	171	22,6%	140
<u>OCCUPATION</u>				
- entrepreneurs/executives	14,5%	290	14,2%	278
- employees/white collars	28,3%	142	31,4%	141
- blue collars	9,8%	64	9,6%	63
- intellectuals	7,7%	298	5,0%	192
- students	12,8%	120	10,6%	100
- retired	15,1%	73	21,9%	91

REPUBBLICA:

a higher concentration in the most interesting target groups

Qualitative comparison: the editorial approach

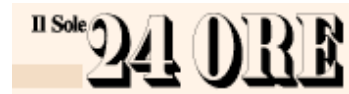
la Repubblica

- General information
- News from all over the world
- Intellectual élite
- Opinion leaders
- Culture, entertainment, sport
- Comments and opinions
- Local news
- A medium of information and a means of cultural enrichment
- Meant for all those who want to listen to a free, independent voice
- Thoroughly read more often than not
- Relation with its readers based on feelings and ideas that are shared

Il Sole 24 ORE

- Business and finance
- Economics
- Data, figures, trends
- Virtually no general information having little economic relevance
- No culture, entertainment or sport
- No local news
- Essentially a professional tool
- Meant for those who need to be up-to-date on all economic matters
- Each reader tends to read only the topics which most interest him/her
- Relation with its readers based on 'usefulness'

Comparison with Sole 24 Ore: circulation, readership, readers' profile



readers: 1.218.000
circ.: 393.607 copies

la Repubblica

2.794.000
625.008

**REPUBBLICA
vs SOLE**
+ 1.576.000
+ 231.401

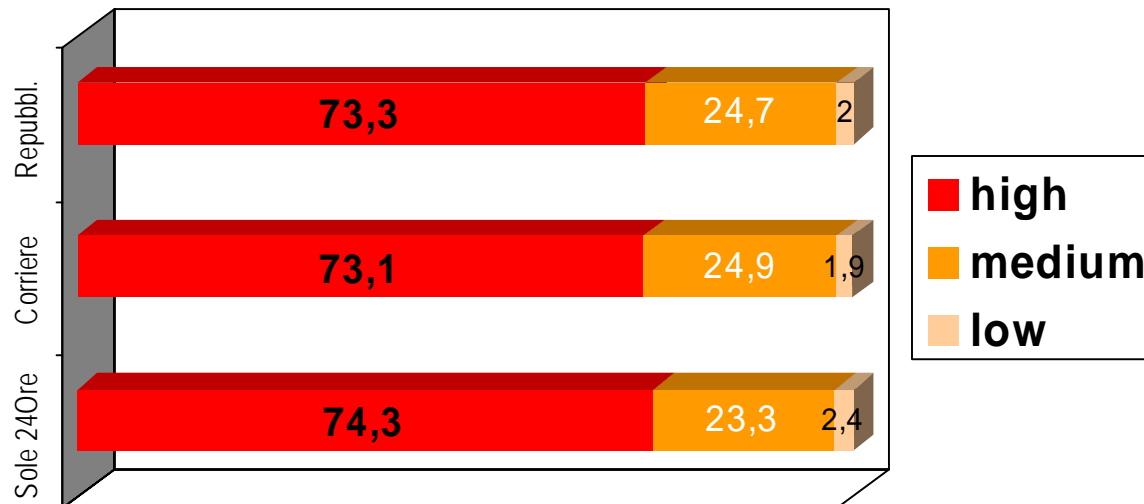
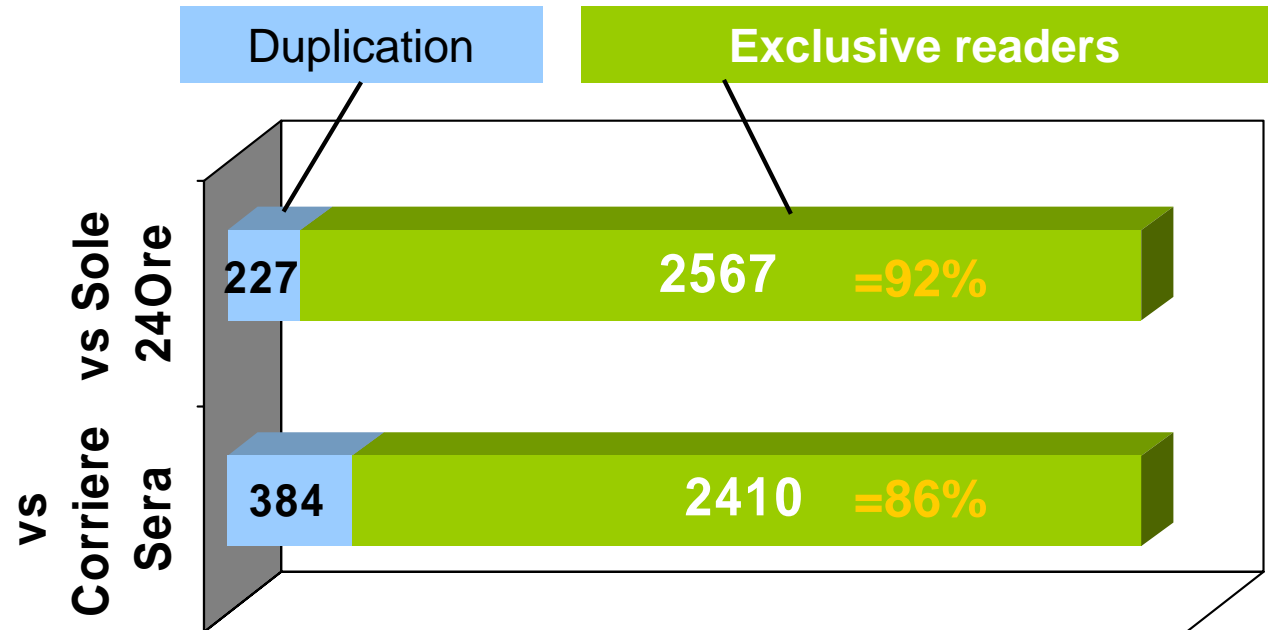
REPUBBLICA:
-WIDER CIRCULATION
-HIGHER REACH
among
•young adults
•upper class
•highly educated tgts
•businessmen

men	795.000	1.648.000	+ 853.000 (+107%)
women	424.000	1.146.000	+ 722.000 (+170%)
aged: 25-34	322.000	582.000	+ 260.000 (+81%)
35-44	297.000	563.000	+ 266.000 (+90%)
45-54	275.000	612.000	+ 337.000 (+123%)
55-64	153.000	369.000	+ 216.000 (+141%)
- Upper class	112.000	184.000	+ 72.000 (+64%)
- Upper-middle class	444.000	834.000	+ 390.000 (+88%)
Degree	316.000	642.000	+ 326.000 (+103%)
Diploma	692.000	1.304.000	+ 612.000 (+88%)
Entrepreneurs/Executives/Professionals	328.000	404.000	+ 76.000 (+23%)
Employees/Shopkeepers/Agents	447.000	793.000	+ 346.000 (+77%)
Teachers/journalists	49.000	216.000	+ 167.000 (+341%)
Students	90.000	359.000	+ 279.000 (+310%)

Comparison with the competition: exclusive readers and reading frequency

Sources: Audipress 2003.2

EXCLUSIVE READERS



READING FREQUENCY