



Editorial Profile	The newspaper was established in 1867 with the title <i>Gazzetta Piemontese</i> . It became La Stampa at the beginning of 1895. It is the third largest Italian daily. In addition to the main editorial office in Turin, there are correspondent offices in Rome, Milan, Washington, Moscow, Paris, Bonn and Brussels, and in addition to the national edition, La Stampa produces several local editions.
Language	Italian
Frequency	daily (Mo-Su)
Printed copies	521.378 copies (ADS 2002)
Circulation	390.617 copies (total circulation) (ADS 2002) 358.316 copies (paid circulation) (ADS 2002)
Average reach	1.607.000 readers in Italy
Geographical breakdown	North-West 84,4% North-East 6,6% South 4,5% Center 3,7% Islands 0,8%
Readers profile	59,4% men 56,2% between 25 and 54 years old 71,4 middle social class 20,5 upper middle social class 36,7% high school diploma 36,1% middle school diploma
Internet site	http://www.lastampa.it