



Summary

□ Editori PerlaFinanza Group

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PROFILE

Editori PerlaFinanza S.p.A. is a Publishing Group specialized in high quality, independent and authoritative business and financial information. It was founded in March 2001 by a group of influential and highly experienced business/financial journalists (from Il Sole 24 Ore, La Repubblica, La Stampa) who have contributed towards the growth of Italian business information. They were joined by a group of managers, and in November 2001, Silvano Boroli become Chairman and shareholder.

Editori PerlaFinanza is a rapidly expanding group with 130 employees and contributors. Its efficient business units focus on meeting the increasingly complex needs of private and institutional investors, individual savers and professionals with paper or online editorial products.

MONTHLY FINANZA
MERCATI 

Editori PerlaFinanza's Newsmagazine – a new business/financial monthly focusing on important events which have characterized the past month and which give insights into future scenarios.

In newsstands on the third Wednesday of every month from **19 May**.

Objectives:

The monthly will have the following objectives:

- Exclusive positioning in category of business/financial monthlies.
- A completion of Editori PerlaFinanza's range of publications.
- Broader offer for clients outside this field.

STRUCTURE

- EDITORIAL
- SPECIAL FEATURES
- BUSINESS SECTION
- ITALY SECTION
- OVERSEAS SECTION
- PERSONALITIES/STORIES
- INDEXES/TABLES
- NUMBERS OF THE MONTH



STRUCTURE

❑ **EDITORIAL:** The monthly will begin with a series of editorials written by influential journalists from Editori PerlaFinanza Group. These articles will comment on topics of the past and following months.

❑ **SPECIAL FEATURES:** This section will begin with a map illustrating the topic or topics of the month with unprecedented symbols.

❑ **BUSINESS SECTION:** This section will analyse the news item or survey of the month.

❑ **ITALY SECTION:** Section dedicated to political/economic topics/events in Italy.

STRUCTURE

- ❑ **OVERSEAS SECTION:** Section dedicated to international economic/political topics/events.

- ❑ **PERSONALITIES/STORIES:** Section dedicated to personalities/stories who/which have characterized the past month or who/which will be protagonists of the following month.

- ❑ **INDEXES/TABLES:** Section dedicated to in-depth analysis, with economic/financial indexes and tables.

- ❑ **NUMBERS OF THE MONTH:** Section dedicated to numbers that have characterized the past month.

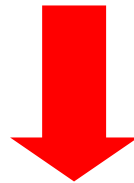
TARGET

Using the Sinottica Database, we have identified two targets in the affluent class and analysed their attitudes to quality

TARGET

Primary target

Entrepreneur/professional



SIZE OF TARGET
1,566,234

BEHAVIOURAL ATTITUDES

Attitude to cosmetics

- I take a lot of care of my appearance and image
- I use high quality toiletries
- I only choose certain brands
- I spend a lot on toiletries/cosmetics

I.C

108

101

107

135

Attitude to clothing

- I often wear an expensive watch
- When I go out, I want to look elegant
- I only buy fashionable clothes

175

114

113

BEHAVIOURAL ATTITUDES

Attitude to clothing

- I wear designer clothes
- I give a lot of importance to accessories
- I buy clothes in prestigious shops

I.C

144

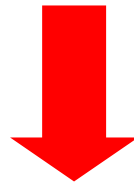
110

208

TARGET

Secondary target

Executive/manager



SIZE OF TARGET
1,354,784

BEHAVIOURAL ATTITUDES

Attitude to cosmetics

I take a lot of care of my appearance and image

I.C

112

I use high quality toiletries

158

I only choose certain brands

125

I spend a lot on toiletries/cosmetics

152

Attitude to clothing

I often wear an expensive watch

240

When I go out, I want to look elegant

141

I only buy fashionable clothes

113

BEHAVIOURAL ATTITUDES

Attitude to clothing:

I wear designer clothes

159

I give a lot of importance to accessories

155

I buy clothes in prestigious shops

250

I.C

Technical data

Circulation:	50,000 copies
Paper type:	75 g
Format:	23 x 28.7 cm
No. pages:	96 pages (full color)
Frequency:	Third Wednesday of every month
Cover price:	€3 on its own; €1.50 when sold with daily – compulsory on first day in newsstand