



***The first daily newspaper for
economic professionals***

Italia Oggi - Italia Oggi Sette

Italia Oggi and Italia Oggi Sette are *the only in-depth analysis tool for a large series of subjects:* accountants and business consultants, lawyers and job consultants, judges, national and local public officers, as well as managers and entrepreneurs, architects and engineers, computer professionals, communication, advertising and marketing operators, and financial, service and trade operators.



- **From Tuesday to Saturday- ItaliaOggi is *the first daily newspaper addressed to professionals and entrepreneurs*** which guarantees the maximum objectivity in economic and professional information.



- **Every Monday- ItaliaOggi Sette is *the first weekly magazine on the economy.***







EDITORIAL CONTENTS

Everyday **Italia Oggi** offers readers something unique. News, surveys and technical figures which are a must-have for all business professionals.

Daily contents come with weekly **sections** focusing on specific issues.

INSERTS



-  **Tuesday** – *Azienda Scuola* – School as Enterprise (for education operators, heads and teachers)
-  **Wednesday** – *Norme & progetti* – Rules and schemes (for engineers, architects, building surveyors, building firms, local bodies)
-  **Thursday** – *La Legge* – The Law (for lawyers, judges, notaries, companies and bodies legal offices)
-  **Friday** – *Federalismo & Enti Locali* – Local Bodies (for local bodies and public administrations officials and employees)

INSERTS



-  **From Tuesday to Saturday - Marketing Oggi**, the first newspaper for marketing, media and advertising professionals
- **Turismo Oggi** **From Tuesday to Friday - Turismo Oggi**, the first newspaper of news about the turistic and local bodies sector
-  **Every Saturday** together with Italia Oggi – **Italia Oggi.it**, the first weekly magazine on Internet economy. It is addressed to b2b specialists, It provides the simplest and most suitable business solutions, it reveals all the net-economy secrets



and



Tuesday- Wednesday- Thursday - Friday

two pages edited by the
NATIONAL CONFEDERATION FOR
HANDICRAFTS AND SMALL INDUSTRIES that
add copies to the newspaper circulation: **40,000**
copies more per week

SUPPLEMENTS



Every Tuesday, only to subscribers, FREL, composed by a weekly magazine (48 issues per year) and a daily newsletter and an online database. The editorial content is worthy for people working in local public bodies.



Every 2 Friday, together with Italia Oggi, **Job in Tourism** is the only national and international magazine on tourism job opportunities (**circulation: only on Friday 6,000 copies, sent to a selected list of names**)

Gentleman

On the **third Friday** of the month to Italia Oggi Subscribers (and in news stands with MF) – The newspaper magazine, with monothematic reports always focusing on different topics.



Every thursday only to subscribers, **Lavoro Oggi** (a magazine, a cd per year, a daily newsletter and *on-line services*). The magazine analyses labour market, labour law and its issues (**circulation: 3.000/4.000 copies**)

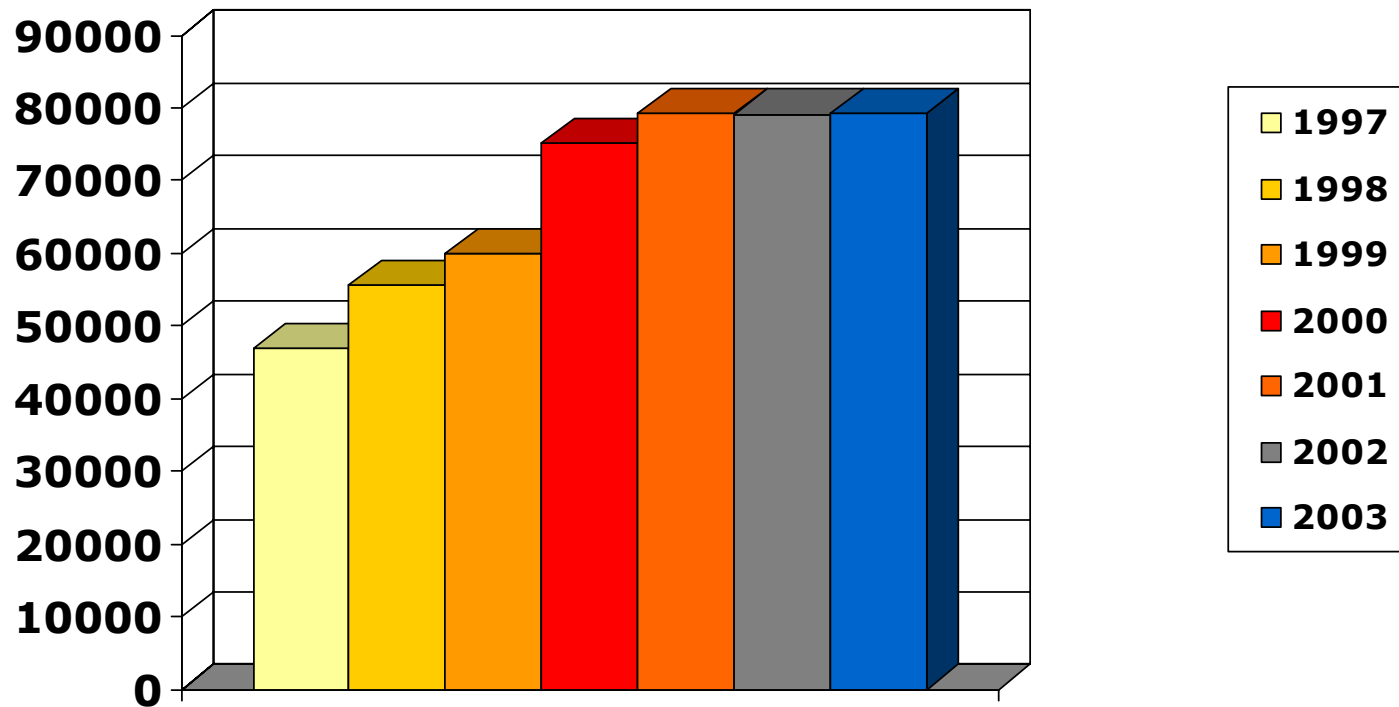
over 14.000 subscribers

The free daily newsletter sent by e-mail to over 14.000 names: the communication professionals.

The main topics of all the articles are available for all the people who subscribe the mailing list at the following address:
marketingoggi@class.it.



CIRCULATION



Fonte: ADS
October 2004

Classpublicità

Marketing



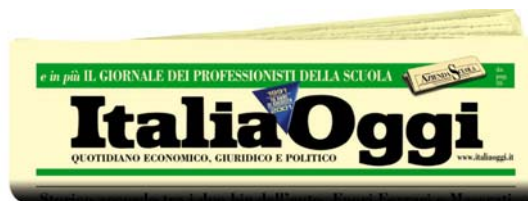
Run

Circulation

123,640

80,320

Source: ADS moving average July 2003 - June 2004



Geographical breakout of circulation %

PIEMONTE	4.43%	ABRUZZI	1.8%
FRIULI V.G.	1.53%	CALABRIA	2.12%
MARCHE	2.19%	TRENTINO A. A	0.8%
PUGLIA	4.5%	TOSCANA	4.9%
VALLE D'AOSTA	0.12%	MOLISE	0.33%
LIGURIA	7.06%	SICILIA	3.83%
LAZIO	13.17%	VENETO	5.22%
BASILICATA	0.84%	UMBRIA	1.12%
LOMBARDIA	16.83%	CAMPANIA	5.17%
EMILIA ROMAGNA	6.25%	SARDEGNA	1.68%
		BULK SALES	16.14%

Source: ADS 2003

October 2004

Classpubblicità

Marketing



Readers' profile

Italia Oggi

Readers' Profile (Source: AUDIPRESS 04/I)

Target: ADULTS - **Total readers: 172.600**

	Absolute values	% Comp.	A.I.	
MEN	110.464	64	133	
WOMEN	62.136	36	69	
Age				
14 - 17	518	0	7	
18 - 24	6.386	4	39	
25 - 34	37.282	22	121	
35 - 44	44.186	26	145	⇒ Middle-aged readers 52% between 35 and 54 years old
45 - 54	45.394	26	172	
55 - 64	28.134	16	119	
over 64	10.701	6	29	
Education				
Graduate	59.374	34	441	⇒ Very educated readers ... 87% got at least a High School degree
High school degree	91.996	53	181	
Secondary school degree	15.016	9	25	

Italia Oggi

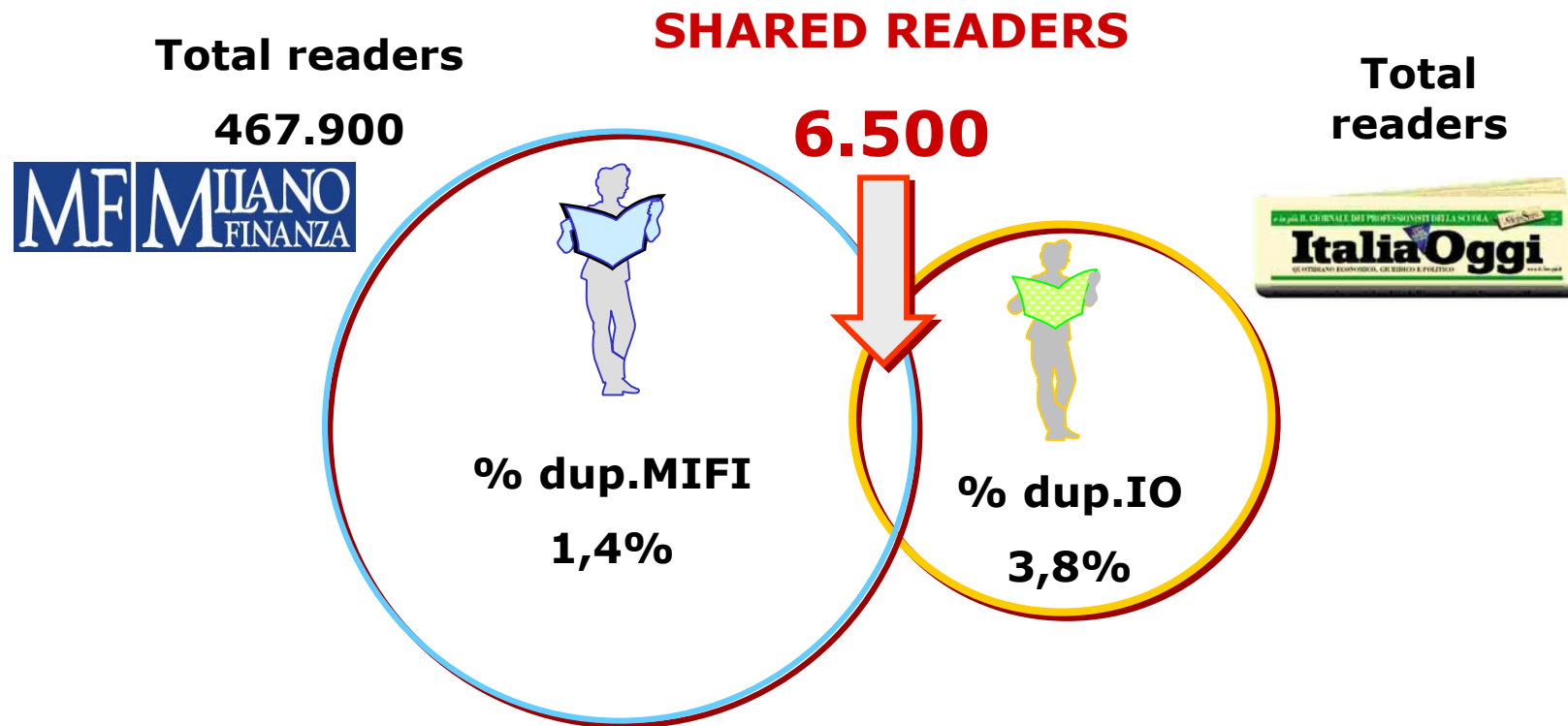
Readers' Profile (Source: AUDIPRESS 04/I)

Target: ADULTS - **Total readers: 172.600**

	Absolute values	% Comp.	A.I.	
Social Status				
Upper - Medium/Upper	90.442	52	337	⇒ Concentrated in highest social classes
Medium	76.634	44	72	
Medium Lower - Lower	5.523	3	14	
Profession				
Entrepreneurs	63.517	37	722	⇒ Involved in prestigious professional frameworks
Employees	43.323	25	204	
Dealers	5.696	3	56	
Agents	2.416	1	78	
Teachers	7.940	5	192	
Area				
North - West	50.917	30	110	⇒ National readership
North - East	29.169	17	89	
Middle	30.723	18	92	
South - Isles	61.791	36	103	

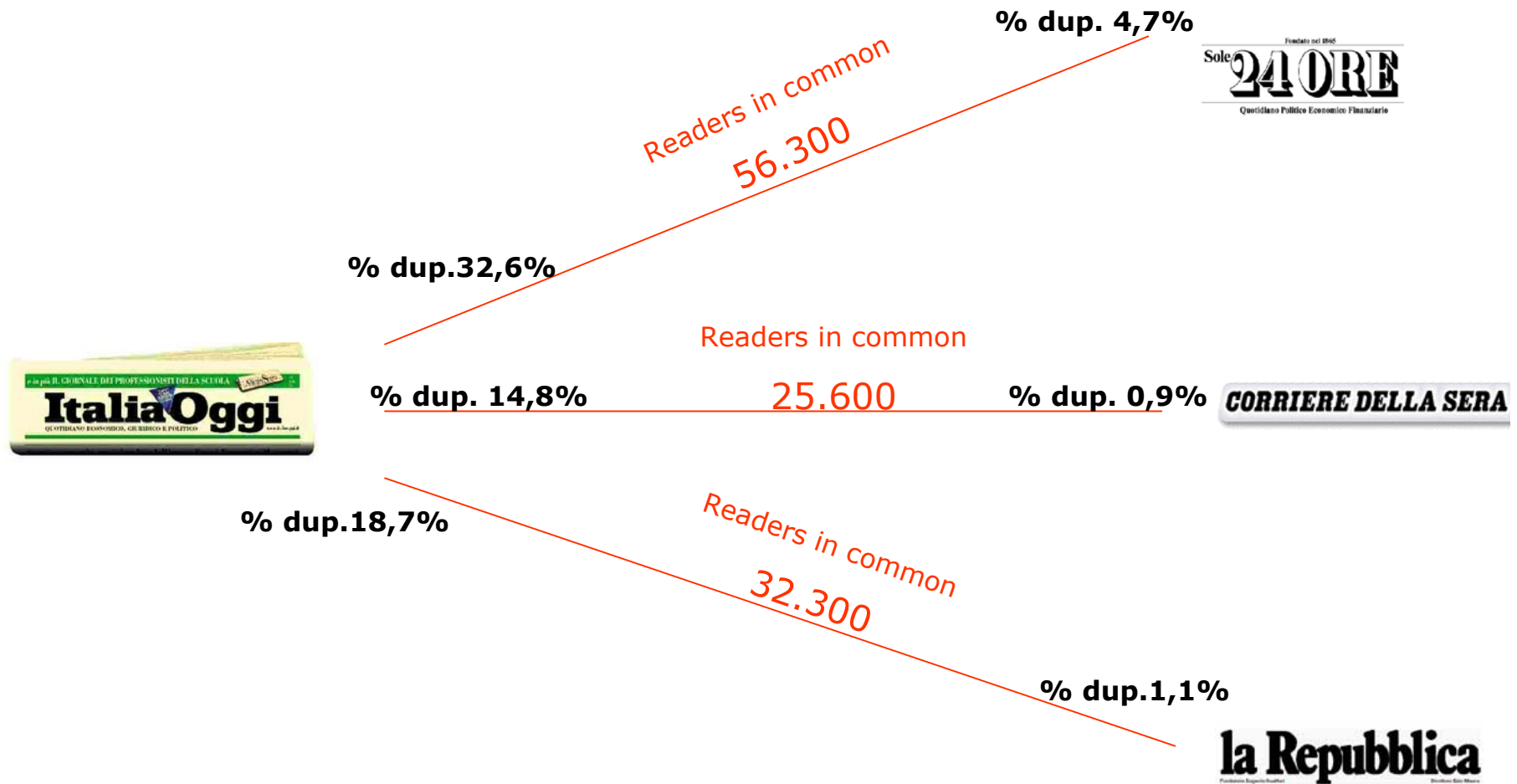
THE CLASS GROUP HAS VERY LOW DUPLICATIONS

AUDIPRESS 2004/I - Duplicazioni DI LETTURA



Total readers: 634.000

AUDIPRESS 2004/I – Readership DUPLICATIONS





Lifestyles

Sectional styles

Trends

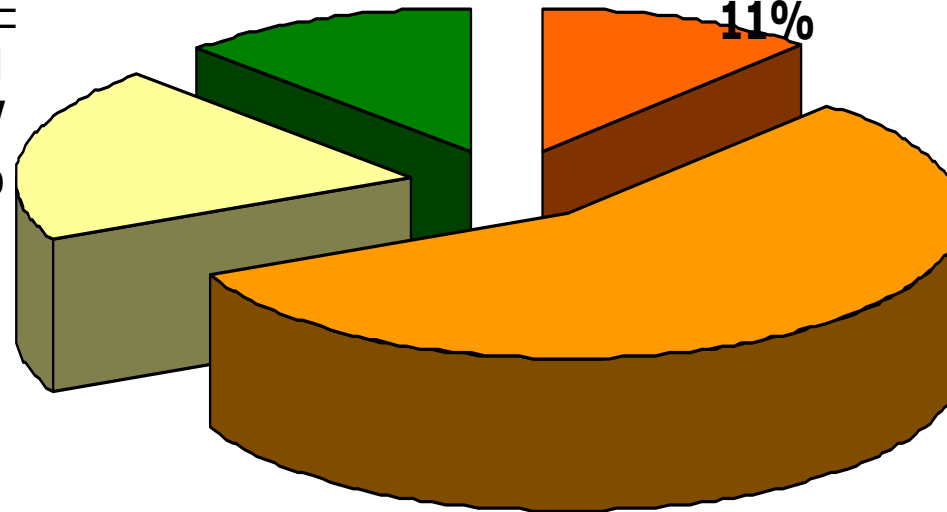
Lifestyles

THE STYLE WHOSE
HAS GREAT INCOME
EXPECTATIONS ON
THE JOB **Busy**
20%

Committed
12%

Moderate winners
11%

THE STYLE
OF THE
WINNERS

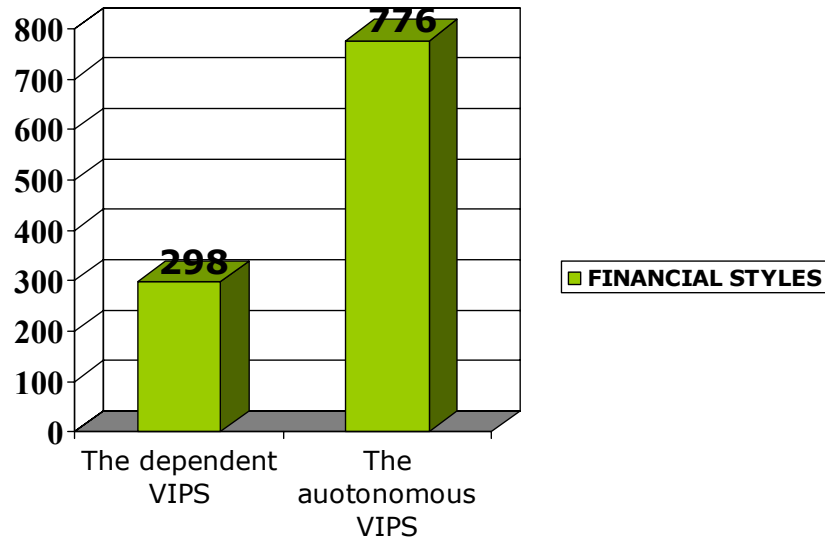


CULTURE AND
KNOWLEDGE STANDS
ABOVE MONEY

**Exuberant
winners**
57%

Italia Oggi readers belong to lifestyles of **Winners, Busy** and **The Committed**.

Trends and Sectional Styles



THE DEPENDENT VIPS

White-collars with a good level of income and high cultural background, focusing essentially on their own personal financial situation.

THE AUTONOMOUS VIPS

This is the group whom members represent the apex of financial culture in terms of both wealth and know-how. Their approach to the subject is often professional, on account of both their notable skills in this area, and the type of work they do.

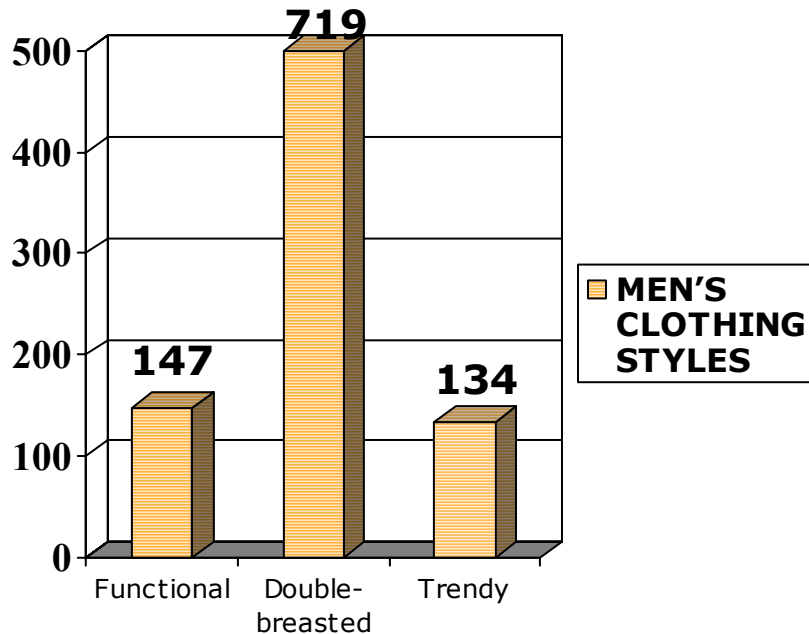
FINANCIAL ORIENTATIONS	
A.I.	
I feel my self qualified	272
I look for profitable investments	215
I am interested in stock exchange	578
I try to improve my investments	153
I follow financial advertising	540

Financial Products

Used and possessed

	A.I.
investment funds	330
checking account	146
government bond	137
shares	323
health insurance	403
life insurance	170
pension funds	357
debt card ownership	186
debt card: withdrawals	176
withdrawals: 3/4 times a month	122
withdrawals: 5 or more times a month	439
debit card withdrawals abroad	184
debit card payments abroad	184
credit card ownership	259
use of credit card	295
number of credit cards: 3 or more	652
real estate investments	212
bank accounts used: 3 or more	1789

Trends and Sectional Styles



TRENDY

Young, elegant and fashionable people, want to be noticed irrespective of whether they're wearing jacket and tie or jeans.

FUNCTIONAL

Men who have a problem-free relationship with clothing. They have a medium-high level of education, their income is medium-high, as is their status.

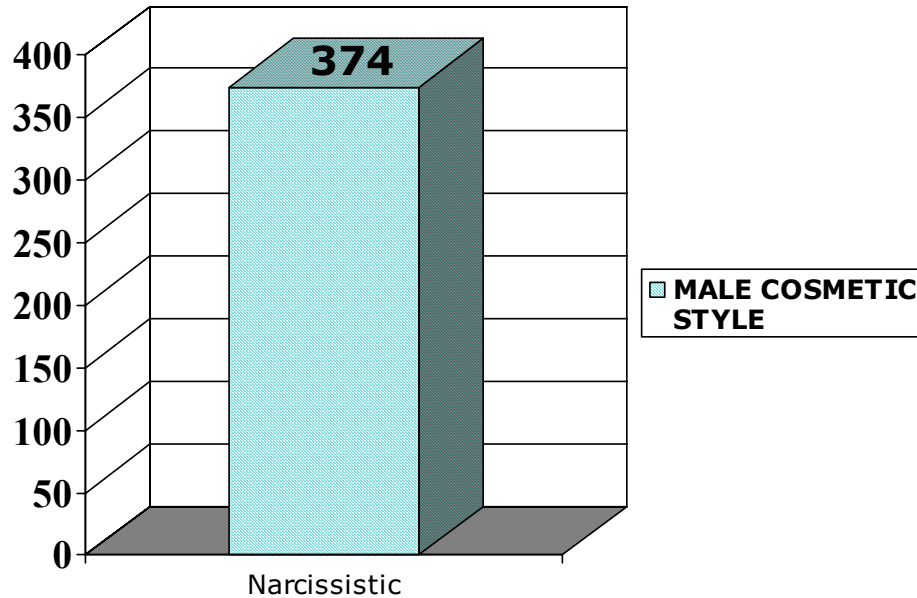
DOUBLE-BREASTED

Elegance and a preference for designer clothing characterize this style, comprised of men working in prestigious professions and with intense social lives.

DRESSING ORIENTATIONS

	A.I.
I usually wear a suit	242
I spend a lot of money for clothes	216
I often wear a precious watch	219
I buy a different suit every season	147
I have branded clothes	185
I love accessories	113
I buy clothes in prestigious shops	365

Trends and Sectional Styles



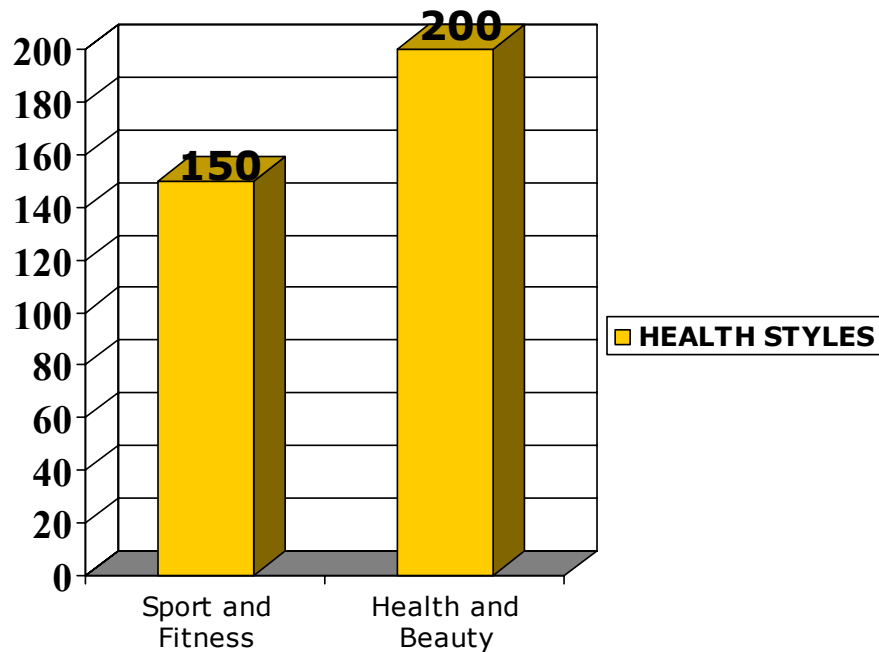
NARCISSISTIC

This is the most hedonistic, elegant, and refined of all styles when it comes to grooming and clothing. Usage of all toiletries reaches maximum levels.

Every aspect of personal care and appearance is lived to the full.

COSMETICS ORIENTATIONS	A.I.
I take great care over my look, my image	119
I only use high quality products	170
I'm careful with products brand	123
I take care of my suntan also in winter	150
I'm interested in cosmetics novelties	160

Trends and Sectional Styles



SPORT AND FITNESS

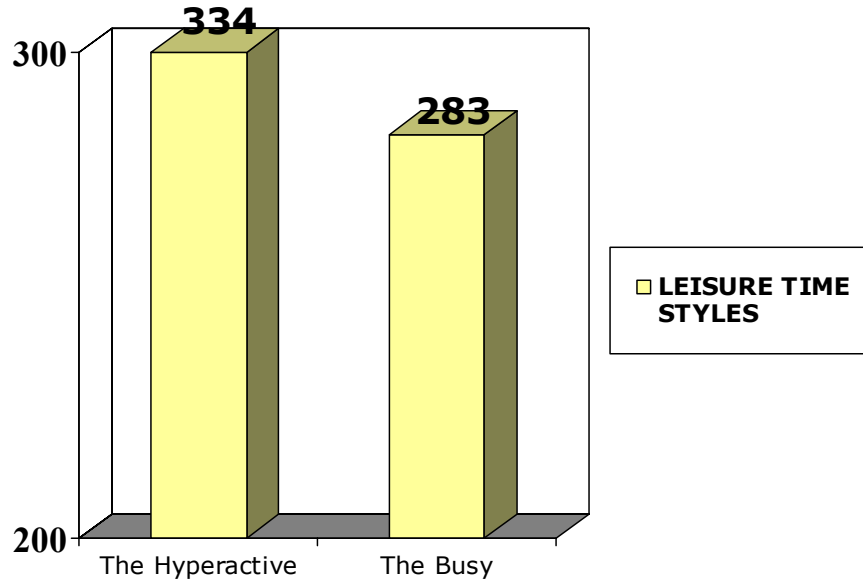
Young, comprising a good number of students, male, with a high level of wellbeing and physical efficiency. They have no specific health concerns in terms of prevention or care.

HEALTH AND BEAUTY

People with good cultural and financial resources, they actively pursue a strategy to maintain/improve their mental and physical wellbeing, as well as their appearance.

A.I.	
I use homeopathic therapies	202
I make frequent checkups	111

Trends and Sectional Styles



THE HYPERACTIVE

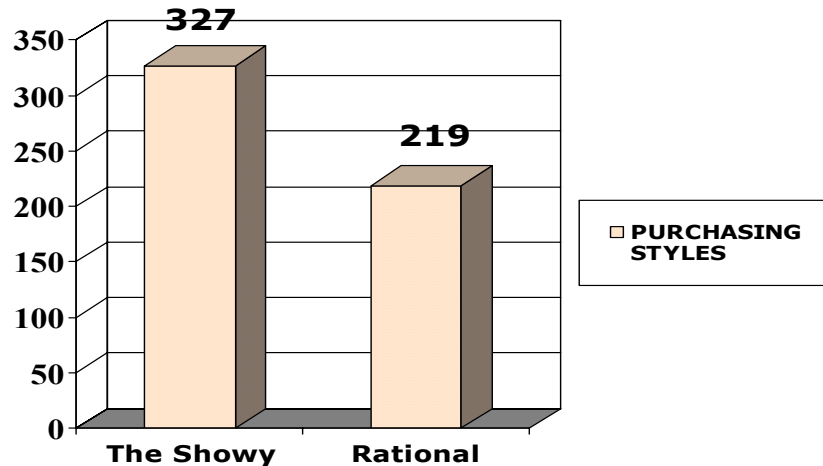
They are the greatest leisure time "consumers": the abundant time available is spent on a vast range of cultural and recreational activities.

THE BUSY

They should have leisure needs and tastes similar to *the Hyperactive*; however commitments related to work, the family and looking after their homes prevail.

DURING THE LAST 3 MONTHS THEY HAVE BEEN TO:	
A.I.	
Theatre shows	304
classical music concert	242
Conferences and cultural events	235
Museums/exhibitions	203
Bookshops	253
Live sporting events	235
Monuments or churches	248
Archaeological sites	424

Trends and Sectional Styles



THE SHOWY

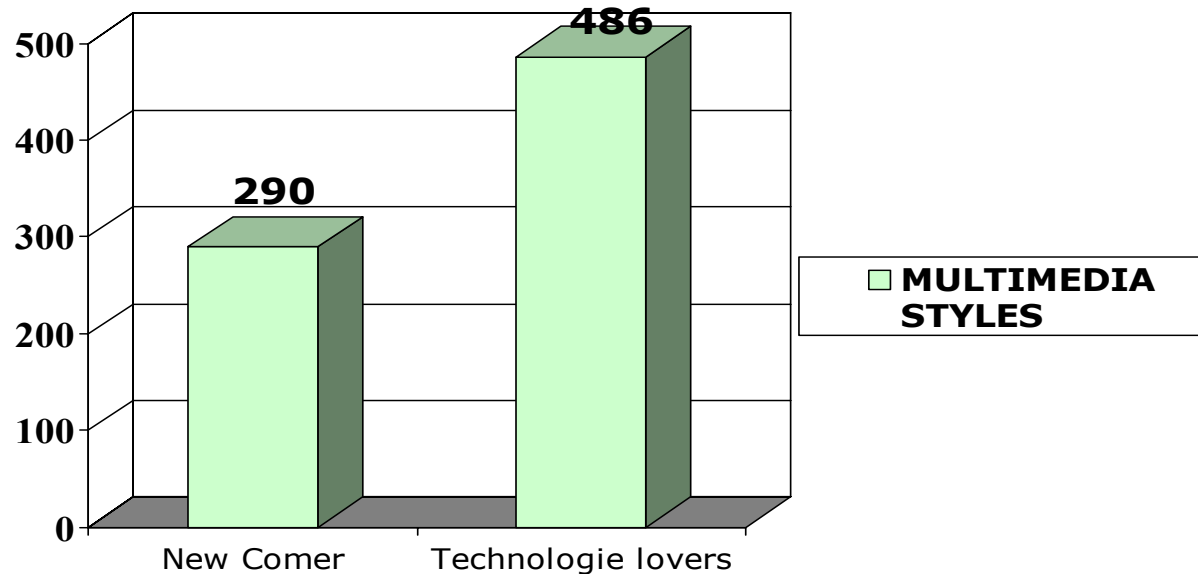
Exploratory and affluent style, whose purchases are guided by the two criteria: exploration and exhibition.

RATIONAL

Their distinguishing trait is their great sensitivity to value for money and their approach is highly rational, evaluating all aspects of the product or of the sales outlet (intrinsic quality, actual performance, service contents, etc.).

PURCHASE ORIENTATION	
A.I.	
When I like something, I don't take care about price	167
I buy just high quality products	132
I'm very interested in new technologies	142
I try to be different from other people	125
I buy things I haven't thought about	148

Trends and Sectional Styles



NEW COMERS – They see themselves at a high level in the Media scene, in an elitist circle of mutual exchange. They surf the Internet, for work and leisure. The use of mobile phone is seen as essential.

TECHNOLOGY LOVERS – It's the "New media group". They test, they advice. The laptop is essential, wherever they are. They surf the internet every day, for job and for acquiring information. Their mobile phone is always on.

Interest in advertising in NEWSPAPERS

