



# COMMERCIAL OFFER

*Last Update: March 2026*

*Data Source: Audiradio 2025 Y*



# Commercial Offer

## Radio 24

Radio 24's commercial offer is developed on weekly modules (Sunday to Saturday) designed to meet different communication needs:

- **Editorial formats:** commercials placed in conjunction with two highly prestigious appointments, Radio News and Real-time stock market;
- **Standard formats:** spots in clusters placed in different time slots according to the target to be reached;
- **Impact formats:** broadcast outside the advertising clusters for greater impact. Two formats: spots 30'' in single positions and promo 24 of 45''.



# General Conditions

## Radio 24 Commercial Offer

**Radio 24 adheres to the UPA agreement** and ensures compliance with the crowding limits, which stipulate a maximum of 13 commercial spots within the same cluster.

To safeguard the qualitative aspects of the agreement, it is essential that the material is received **at least 5 business days before broadcast** and includes the correct product category for the advertised product.

All formats are valued based on the **Audiradio listening data for 2025**.

All prices refer to 30-second spots with consecutive **programming from SUNDAY to SATURDAY**.

For programming lasting **less than 7 days or spanning two or more weeks**, a 15% surcharge will be applied.

**For premium positions** (first, second, last in the cluster), a 20% surcharge will be applied.

Prices refer to **campaigns with a single brand**. In the case of multi-brand campaigns, a 50% surcharge will apply.

Requests for **changes to the structure of the formats** will be evaluated based on the availability of the advertising pool and will incur a 15% surcharge.

All rates are **net of agency commissions**.

# Stock Market Module – 10 spots

## Radio 24

Every day, Radio 24 updates in real time on performances of financial markets around the world. An absolutely unique editorial proposal in Italy linked to a very strong impact brand. Appointments in connection with Tokyo, with the Italian stock exchange and the other European stock exchanges and two connections from the New York stock exchange. The absolute reliability of the service is ensured by the work of journalists specialized in this sector.

### Weekly Schedule from Sunday to Saturday:

**70 spots per week** on Radio 24 close to «Borse in diretta» and, during the weekend, close to programs of interest for the male target.

### Daily Planning Scheme



Commercial clusters are scheduled close to Stock Exchange appointments

### WEEKLY INVESTMENT

**30" SPOTS: € 31,100 net net**

**1st/ 2nd/ LAST IN CLUSTER: € 37,300 net net**

# Stock Market Module – 6 spots

## Radio 24

Every day, Radio 24 updates in real time on performances of financial markets around the world. An absolutely unique editorial proposal in Italy linked to a very strong impact brand. Appointments in connection with Tokyo, with the Italian stock exchange and the other European stock exchanges and two connections from the New York stock exchange. The absolute reliability of the service is ensured by the work of journalists specialized in this sector.

### Weekly Schedule from Sunday to Saturday:

42 spots per week on Radio 24 close to «Borse in diretta» and, during the weekend, close to programs of interest for the male target.

### Daily Planning Scheme



Commercial clusters are scheduled close to Stock Exchange appointments

### WEEKLY INVESTMENT

30" SPOTS: € 22,900 net net

1st/ 2nd/ LAST IN CLUSTER: € 27,500 net net

# Radio News Module

## Radio 24

Information is the core of Radio 24: a **qualified journalistic structure** of over **40 professionals** and all the correspondents of Il Sole 24 Ore in the world offer Radio 24 listeners more **than 20 Radio News a day**, characterized by authority and reliability.

### Weekly Schedule from Sunday to Saturday:

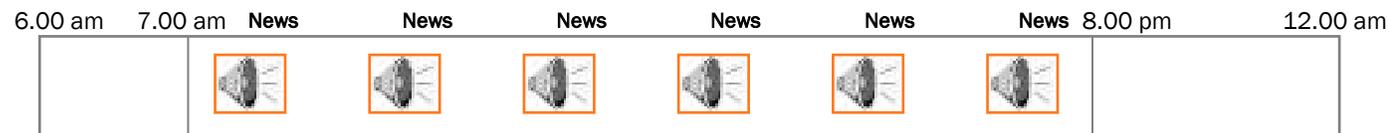
**42 spots per week** on Radio 24 in rotation in clusters that precede or follow the Radio News appointments at .00 minute.

### WEEKLY INVESTMENT

**30" SPOTS: € 24,800 net net**

**1st/ 2nd/ LAST IN CLUSTER: € 29,800 net net**

### Daily Planning Scheme



Commercial clusters are scheduled close to Radio News appointments at .00 minute

# Rotation 6 Smart Module

## Radio 24

### Weekly Schedule from Sunday to Saturday:

**42 spots per week** on Radio 24 in rotation  
from 05.00 am to 01.00 am.

### Daily Planning Scheme



### People 25-64 years (31,556,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.	CxGrp
<b>6,181,000</b>	19.59	2,663,000	8.4%	2.3	€ 852

### Business\* (6,597,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.
<b>2,244,000</b>	34.01	917,000	13.9%	2.4

### Top Business over 35 years\* (2,921,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.
<b>1,250,000</b>	42.79	532,000	18.2%	2.4

## WEEKLY INVESTMENT

**30" SPOTS: € 16,700 net net**

**1st/ 2nd/ LAST IN CLUSTER: € 20,000 net net**

\*Business: entrepreneurs, self-employed professionals, executives, managers, retailers and artisans with their own business.  
\*\* Top Business over 35 y: people over 35 years who work as entrepreneurs, self-employed professionals, executives, managers.

# Rotation 6 Module Combo + Podcast General Rotation



## RADIO 24 ON AIR

**Weekly Schedule from Sunday to Saturday:**

**42 spots per week** in rotation from 06.00 am to 12.00 am.

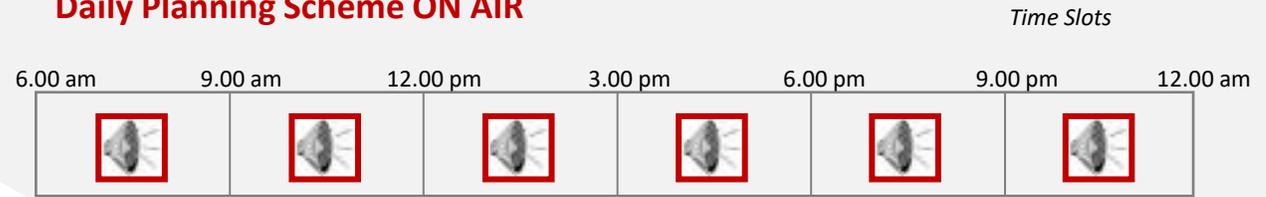


## RADIO 24 PODCAST

**Weekly Schedule from Sunday to Saturday:**

**200,000 imps per week** in digital rotation.

### Daily Planning Scheme ON AIR



### People 25-64 years (31,556,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.	CxGrp
<b>6,493,000</b>	20.57	2,706,000	8.6%	2.4	€ 865

### Business\* (6,597,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.
<b>2,360,000</b>	35.77	929,000	14.1%	2.5

### Top Business over 35 years\* (2,921,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.
<b>1,322,000</b>	45.27	541,000	18.5%	2.4

## WEEKLY INVESTMENT

**30" SPOTS: € 20,800 net net**

**1st/ 2nd/ LAST IN CLUSTER on air : € 24,360 net net**

\*Business: entrepreneurs, self-employed professionals, executives, managers, retailers and artisans with their own business.  
 \*\* Top Business over 35 y: people over 35 years who work as entrepreneurs, self-employed professionals, executives, managers.  
 Source: Audiradio 2025 year.



# Rotation Top Module: 7am – 10pm

**Radio 24**

**Weekly Schedule from Sunday to Saturday:**

**42 spots per week** on Radio 24 in rotation  
from 07.00 am to 10.00 pm.

**Daily Planning Scheme**



**People 25-64 years** (31,556,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.	CxGrp
<b>6,829,000</b>	21.64	2,727,000	8.6%	2.5	€ 938

**Business\*** (6,597,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.
<b>2,497,000</b>	37.86	935,000	14.2%	2.7

**Top Business over 35 years\*** (2,921,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.
<b>1,395,000</b>	47.77	545,000	18.7%	2.6

**WEEKLY INVESTMENT**

**30" SPOTS: € 20,300 net net**

**1st/ 2nd/ LAST IN CLUSTER: € 24,300 net net**

\*Business: entrepreneurs, self-employed professionals, executives, managers, retailers and artisans with their own business.  
\*\* Top Business over 35 y: people over 35 years who work as entrepreneurs, self-employed professionals, executives, managers.

Source: Audiradio 2025 year.

# Rotation 9 Smart Module

## Radio 24

### Weekly Schedule from Sunday to Saturday:

**63 spots per week** on Radio 24 in rotation  
from 05.00 am to 01.00 am.

### Daily Planning Scheme



### People 25-64 years (31,556,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.	CxGrp
<b>9,396,000</b>	29.78	2,991,000	9.5%	3.1	€ 846

### Business\* (6,597,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.
<b>3,413,000</b>	51.74	1,014,000	15.4%	3.4

### Top Business over 35 years\* (2,921,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.
<b>1,904,000</b>	65.18	591,000	20.2%	3.2

## WEEKLY INVESTMENT

**30" SPOTS: € 25,200 net net**

**1st/ 2nd/ LAST IN CLUSTER: € 30,200 net net**

\*Business: entrepreneurs, self-employed professionals, executives, managers, retailers and artisans with their own business.  
\*\* Top Business over 35 y: people over 35 years who work as entrepreneurs, self-employed professionals, executives, managers.

Source: Audiradio 2025 year.

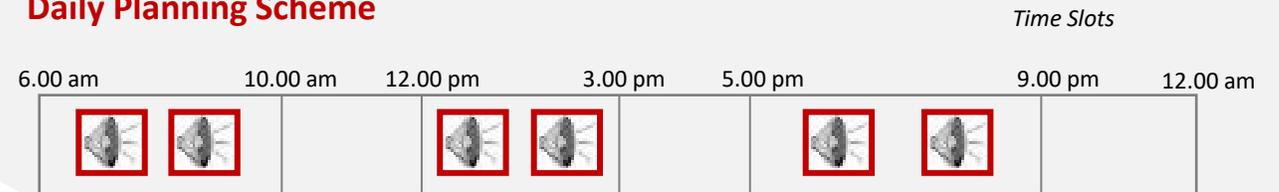
# Drive Business Module

Radio 24

Weekly Schedule from Sunday to Saturday:

42 spots per week on Radio 24 in drive time slots.

Daily Planning Scheme



People 25-64 years (31,556,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.	CxGrp
<b>2.881.000</b>	43,68	972.000	14,7%	3,0	€ 602

Business\* (6,597,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.
<b>8.030.000</b>	25,45	2.851.000	9,0%	2,8

Top Business over 35 years\* (2,921,000 people)

Gross contacts	Grp	Reach	Reach %	Freq.
<b>1.631.000</b>	55,82	567.000	19,4%	2,9

## WEEKLY INVESTMENT

30" SPOTS: € 26,300 net net

1st/ 2nd/ LAST IN CLUSTER: € 31,600 net net

\*Business: entrepreneurs, self-employed professionals, executives, managers, retailers and artisans with their own business.

\*\* Top Business over 35 y: people over 35 years who work as entrepreneurs, self-employed professionals, executives, managers.

Source: Audiradio 2025 year.

# Morning Module – Purchase Decision-Makers

**Radio 24**

**Weekly Schedule from Sunday to Saturday:**

**35 spots per week** on Radio 24 in rotation  
from 06.00 am to 02.00 pm.

**Daily Planning Scheme**



**Purchase Decision-Makers (36,661,000 people)**

<i>Gross contacts</i>	<i>Grp</i>	<i>Reach</i>	<i>Reach %</i>	<i>Freq.</i>	<i>CxGrp</i>
<b>6,565,000</b>	17.91	2,758,000	7.5%	2.4	€ 977

**High-spending Purchase Decision-Makers\* (4,537,000 people)**

<i>Gross contacts</i>	<i>Grp</i>	<i>Reach</i>	<i>Reach %</i>	<i>Freq.</i>
<b>1,355,000</b>	29.87	560,000	12.3%	2.4

**WEEKLY INVESTMENT**

**30" SPOTS: € 17,500 net net**

**1st/ 2nd/ LAST IN CLUSTER: € 21,000 net net**

\*Purchase decision-makers who work as entrepreneurs, self-employed professionals, executives, managers, retailers and artisans with their own business.

Source: Audiradio 2025 year.

# Impact Modules: Promo 24

## Radio 24

**Promo 24** are promotional messages created by Radio 24 in collaboration with the client and **recorded by radio's official voices.**

They air as a **single placement** at .45 past the hour (after Traffic News appointments), outside commercial clusters, and **last 45 seconds.**

### KEY BENEFITS

- High-impact format
- Communication in **Radio 24's authentic style and tone**
- Premium placement outside advertising clusters
- Content produced directly by Radio 24, ensuring greater credibility
- Production costs included in the price



# Impact Modules: Spots in Single Position

## Radio 24

These are **commercials lasting 30"** provided by the client.

They air as a **single placement** at .45 past the hour (before Traffic News appointments), outside commercial clusters.

### KEY BENEFITS

- Placement in single position, outside clusters
- Big impact
- Strong distinctiveness
- Exclusive and prestigious position



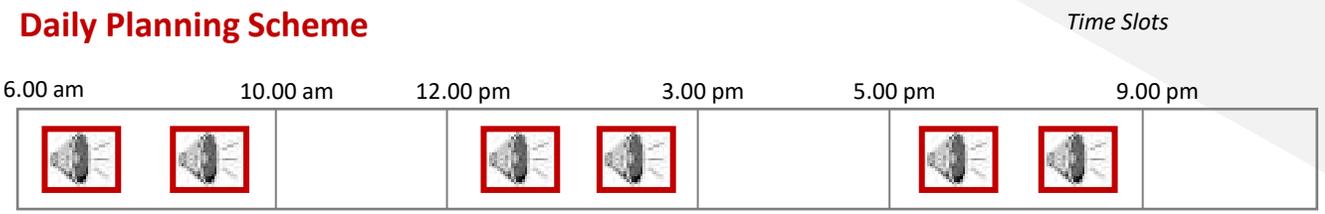
# Drive Impact Module

Radio 24

Weekly Schedule from Sunday to Saturday:

42 promo 24 or spots in single position on Radio 24 in drive time slots.

Daily Planning Scheme



**WEEKLY INVESTMENT**

**PROMO 24: € 35,500 net net**

**SPOTS IN SINGLE POSITIONS: € 32,800 net net**



# Rotation 6 Impact Module

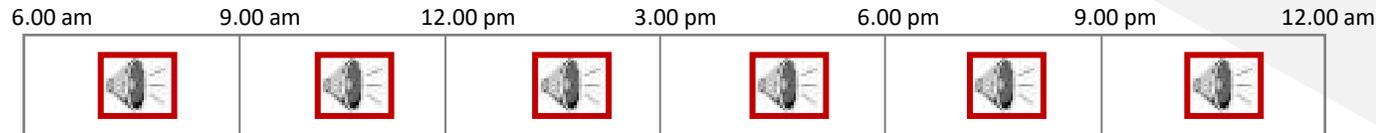
**Radio 24**

**Weekly Schedule from Sunday to Saturday:**

**42 promo 24 or spots in single position** on Radio 24 in rotation from 06.00 am to 12.00 am.

**Daily Planning Scheme**

*Time Slots*



**WEEKLY INVESTMENT**

**PROMO 24: € 27,400 net net**

**SPOTS IN SINGLE POSITIONS: € 22,100 net net**



# Morning 24 Impact Module

**Radio 24**

**Weekly Schedule from Sunday to Saturday:**

**28 promo 24 or spots in single position** on Radio 24 in rotation from 06.00 am to 02.00 pm.

**WEEKLY INVESTMENT**

**PROMO 24: € 21,800 net net**

**SPOTS IN SINGLE POSITIONS: € 16,600 net net**

**Daily Planning Scheme**

*Time Slots*



# Time-Slot Offer

## Radio 24

The **time-slot offer** is designed to provide the customer with maximum planning autonomy.

It includes one spot per day for 7 days - from Sunday to Saturday.

MORNING		AFTERNOON		NIGHT	
Time Slots	Weekly Investment	Time Slots	Weekly Investment	Time Slots	Weekly Investment
9.00am – 10.00am	€ 5,700 net net	1.00pm – 2.00pm	€ 3,500 net net	6.00pm – 7.00pm	€ 11,300 net net
10.00am – 11.00am	€ 5,300 net net	2.00pm – 3.00pm	€ 4,700 net net	7.00pm – 8.00pm	€ 12,000 net net
11.00am – 12.00pm	€ 4,600 net net	3.00pm – 4.00pm	€ 3,600 net net	8.00pm – 9.00pm	€ 6,100 net net
12.00pm – 1.00pm	€ 3,100 net net	4.00pm – 5.00pm	€ 4,800 net net	9.00pm – 12.00am	€ 1,300 net net
		5.00pm – 6.00pm	€ 8,800 net net		

The **1st / 2nd / last position in cluster** can be purchased with a **20% surcharge** on the rate card price.

# Advertising Rates According To Spot Lengths

## Radio 24

Prices indicated in the commercial offer, except where otherwise specified (PROMO 24 format 45''), refer to products consisting of 30''.

The following conditions are applied **to products with different length**:

5''	10''	15''	20''	40''	45''	50''	60''
			<b>30'' = 100%</b>				
- 40%	- 30%	- 20%	- 10%	+ 40%	+ 65%	+ 90%	+ 150%

The **1st / 2nd / last position in cluster** can be purchased with a **20% surcharge** on the rate card price.

# Materials - Technical Requirements/ Timeline

## Radio 24

### TECHNICAL REQUIREMENTS :

Materials must be submitted in MP3 format with a minimum of 256Kbit/s, 48,000 Hz. Encoding type: CBR (Constant Bit Rate).

No seconds of silence at the beginning and end are allowed.

.wav, .wma, .m4p, and .m4a files are not accepted.

No technical interventions or modifications will be accepted on materials already submitted or in the process of being programmed.

For the creation of PROMO 24, it is necessary to provide a brief to **the artistic direction of Radio 24 at least two weeks before the broadcast.**

### TIMELINE:

Materials **must be submitted at least 5 working days before the broadcast**, with the indication of the correct product category for the advertised product, in order to safeguard the qualitative aspects of the agreement. All materials, except for those produced directly by Radio 24, must be uploaded exclusively to the Group's portal at the following address: <https://portalemateriali.system24.gruppo24ore.com>.

Note: In case of on-air and podcast scheduling, material must be uploaded to both dedicated sections.

# Glossary

<b>TARGET</b>	Set of people to be reached with advertising.
<b>NET COVERAGE</b>	N ° of target individuals hit at least once by the advertisement.
<b>EFFECTIVE COVERAGE</b>	N ° of target individuals hit by the advertisement at least N times.
<b>PENETRATION</b>	% of the target hit at least once by the advertisement.
<b>EFFECTIVE PENETRATION</b>	% of the target hit by the advertisement at least N times.
<b>FREQUENCY</b>	Number of times an individual is hit by the advertisement.
<b>EFFECTIVE FREQUENCY</b>	Minimum number of times an individual must be hit by the advertisement to generate an effect and make communication effective.
<b>AVERAGE FREQUENCY</b>	Average number of exposure to the advertising message per individual reached.
<b>GRP</b>	Gross and raw measure of the effectiveness of an advertising campaign: it can be calculated as Penetration per Frequency, but also as Gross Contacts on Target per 100.
<b>AFFINITY INDEX</b>	It measures the concentration of GRPs of a plan on the reference target compared to the concentration of GRPs of the same plan on the total population. It is calculated with the formula:  (GRP on target / GRP on total ind. + 14 y) x 100