



# COMMERCIAL OFFER

*Data Source: RadioTer 2023*



# 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: single positions of 30" and, for Radio 24, 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 **TER listening data for 2023**.

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 SPOT

RADIO 24



Every day, Radio 24 updates in real time on the performance 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 the sector.

## Scheduling from Sunday to Saturday:

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

## ► WEEKLY INVESTMENT

**30" SPOT: € 31,100 net net**

**1° / 2nd/ LAST OF CLUSTER: € 37,300 net net**

## Daily planning scheme



Schedule of commercials close to the appointments dedicated to the Stock Exchange

# STOCK MARKET MODULE – 6 SPOT

RADIO 24



Every day, Radio 24 updates in real time on the performance 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 the sector.

## Scheduling from Sunday to Saturday:

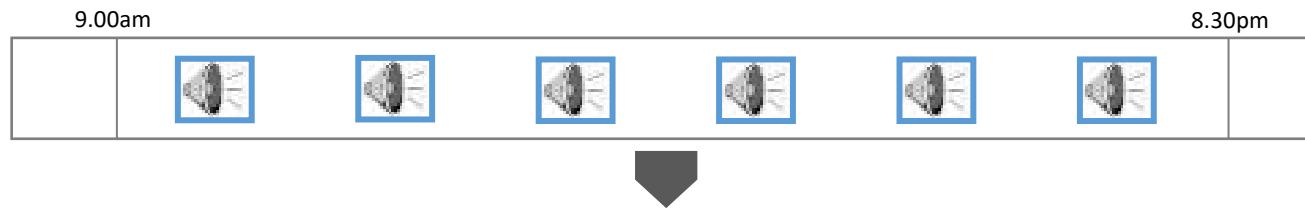
42 spots a week on Radio 24 close to «Borse in diretta» and, during the week end, close to programs of interest for the male target.

## ► WEEKLY INVESTMENT

**30" SPOT: € 22,900 net net**

**1° / 2nd/ LAST OF CLUSTER: € 27,500 net net**

## Daily planning scheme



Schedule of commercials close to the appointments dedicated to the Stock Exchange

# 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 timeliness.

### Scheduling from Sunday to Saturday:

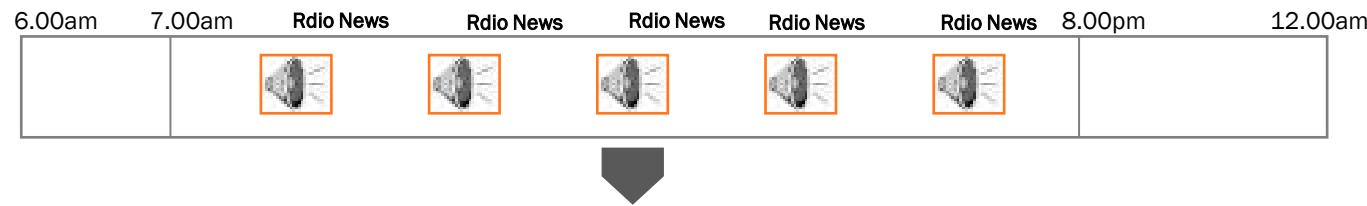
42 spots per week on Radio 24 in rotation in the clusters that precede or follow the Radio News of the hour '00 point.

### ► WEEKLY INVESTMENT

**30" SPOT: € 24,800 net net**

**1° / 2nd/ LAST OF CLUSTER: € 29,800 net net**

### Daily planning scheme



Planning of spots in the clusters that precede or follow the **Radio News of the hour '00 point**

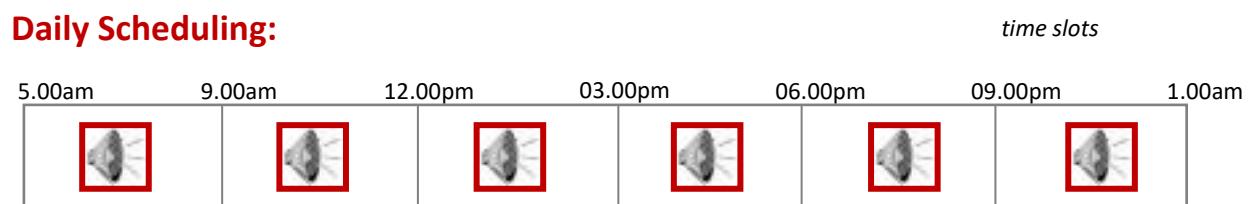
# MODULE 6-SPOT ROTATION SMART

RADIO 24

## Scheduling from Sunday to Saturday:

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

## Daily Scheduling:



Ind 25-64 yrs (31.638.000 ind)

<i>Gross c</i>	<i>Grp</i>	<i>Cop.</i>	<i>Pen.</i>	<i>Freq.</i>	<i>CxGrp</i>
<b>5.463.000</b>	17,27	2.431.000	7,7%	2,2	€ 966

Over 14 yrs (52.231.000 ind)

<i>Gross c</i>	<i>Grp</i>	<i>Cop.</i>	<i>Pen.</i>	<i>Freq.</i>
<b>8.202.000</b>	15,7	3.734.000	7,1%	2,2

## WEEKLY INVESTMENT

SPOT 30": € 16.700 net net

1°/ 2nd/ LAST OF CLUSTER : € 20.000 net net

# MODULE 6-SPOT ROTATION COMBO + PODCAST GENERAL ROTATION



## RADIO 24 ON AIR

Scheduling from Sunday to Saturday :

42 spot per week in rotation from 05.00am to 12.00am.

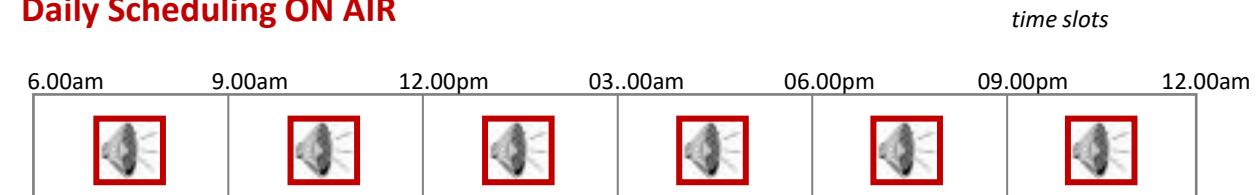


## RADIO 24 PODCAST

Scheduling from Sunday to Saturday :

200.0000 imps per week in digital rotation

## Daily Scheduling ON AIR



time slots

Ind 25-64 yrs (31.638.000 ind)

C. gross	Grp	Cop.	Pen.	Freq.	CxGrp
<b>5.888.000</b>	18,58	2.411.000	7,6%	2,4	€ 958

Over 14 yrs (52.231.000 ind)

C. gross	Grp	Cop.	Pen.	Freq.
<b>9.226.000</b>	17,7	3.817.000	7,3%	2,4

Communication results of the on-air plan

## WEEKLY INVESTMENT

SPOT 30": € 20.800 net net

1°/ 2nd/ LAST OF CLUSTER on air : € 24.360 net net

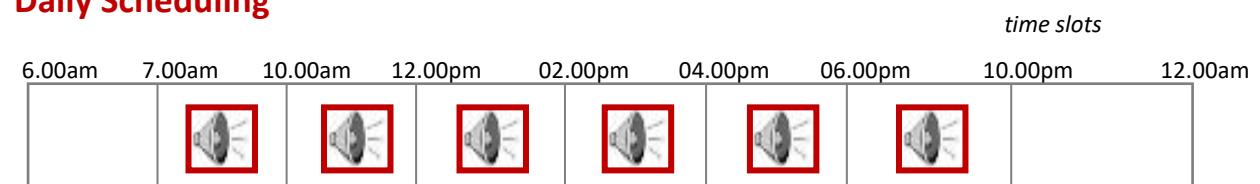
# MODULE 6-SPOT ROTATION TOP: 7am-10pm

RADIO 24

## Scheduling from Sunday to Saturday :

42 spot per week in rotation from 07.00am to 10.00pm.

## Daily Scheduling



Ind 25-64 yrs (31.6380.000 ind)

<i>C. gross</i>	<i>Grp</i>	<i>Cop.</i>	<i>Pen.</i>	<i>Freq.</i>	<i>CxGrp</i>
<b>6.031.000</b>	19,06	2.483.000	7,8%	2,4	€ 1.065

Over 14 yrs (52.231.000 ind)

<i>C. gross</i>	<i>Grp</i>	<i>Cop.</i>	<i>Pen.</i>	<i>Freq.</i>
<b>9.069.000</b>	17,36	3.812.000	7,3%	2,4

## WEEKLY INVESTMENT

SPOT 30": € 20.300 net net

1°/ 2nd/ LAST OF CLUSTER : € 24.300 net net

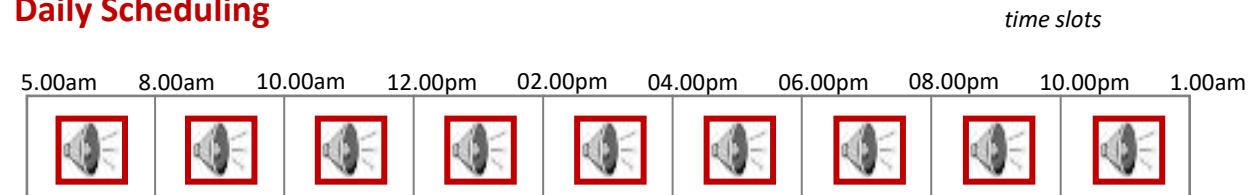
# MODULE 9-SPOT ROTATION SMART

RADIO 24

**Scheduling from Sunday to Saturday :**

63 spot per week in rotation from 05.00am to 01.00am.

**Daily Scheduling**



Ind 25-64 yrs (31.638.000 ind)

<i>C. gross</i>	<i>Grp</i>	<i>Cop.</i>	<i>Pen.</i>	<i>Freq.</i>	<i>CxGrp</i>
<b>8.318.000</b>	26,29	2.763.000	8,7	3,0	€ 958

Over 14 yrs (52.231.000 ind)

<i>C. gross</i>	<i>Grp</i>	<i>Cop.</i>	<i>Pen.</i>	<i>Freq.</i>
<b>9.226.000</b>	17,7	3.817.000	7,3%	2,4

## WEEKLY INVESTMENT

SPOT 30": € 25.200 net net

1°/ 2nd/ LAST OF CLUSTER : € 30.200 net net

# DRIVE BUSINESS MODULE

RADIO 24



## Scheduling from Sunday to Saturday:

**42 spots** a week in the drive time slots.

## Daily Scheduling

Time slots								
6.00am	10.00am	12.00pm	3.00pm	5.00pm	9.00pm	12.00am		
								

## Business\* (6.400.000 ind.)

Gross c.	Grp	Cop.	Pen.	Freq.	CxGrp
<b>2.941.000</b>	45,95	973.000	15,2%	3,0	€ 572

## Over 35 yrs (39.538.000 ind.)

Gross c.	Grp	Cop.	Pen.	Freq.
<b>9.370.000</b>	23,7	3.260.000	8,2%	2,9



## WEEKLY INVESTMENT

**30" SPOT: € 26.300 net net**

**1°/ 2nd / LAST OF CLUSTER: € 31.600 net net**

\* Entrepr/ freeancer/ manager/ executive/ trader/ craftman/ farmer with company.

Source: RadioTer 2023.

# MORNING MODULE - PURCHASING MANAGERS

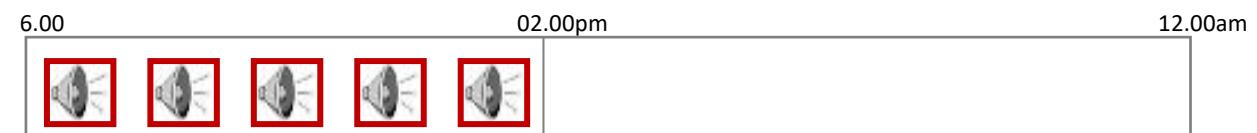
RADIO 24



## Scheduling from Sunday to Saturday:

35 spots per week in rotation from 06.00am to 02.00pm

## Daily Scheduling



## Purchasing Managers (35.961.000 ind.)

<i>Gross c.</i>	<i>Grp</i>	<i>Cop.</i>	<i>Pen.</i>	<i>Freq.</i>	<i>CxGrp</i>
<b>5.880.000</b>	16,35	2.380.000	6,6%	2,5	€ 1.070

## Advanced Purchasing Managers\*(15,818,000 ind.)

<i>Gross c.</i>	<i>Grp</i>	<i>Cop.</i>	<i>Pen.</i>	<i>Freq.</i>
<b>1.363.000</b>	32,1	546.000	12,8%	2,5



## WEEKLY INVESTMENT

30" SPOT: € 17.500 net net

1°/ 2nd / LAST OF CLUSTER: € 21.000 net net

\* Entrepr/ freelancer/ manager/ executive/ trader/ craftman/ farmer with company.

Source: RadioTer 2023.

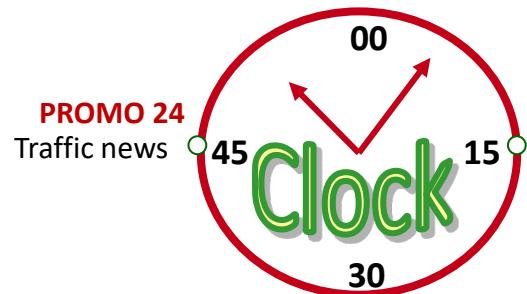
# IMPACT MODULE: PROMO 24

## RADIO 24

The **promo 24** are promotional messages created by the radio with the collaboration of the customer and recorded with the official voices of the radio. They are in a **single position**, at every point time .45 therefore **OUTSIDE THE ADVERTISING CLUSTERS** and **last 45"**.

### ADVANTAGES:

- **Big impact Communication in full STYLE of the Radio**
- **Positioning outside the cluster**
- **Product made directly by the Radio and therefore more authoritative**
- **The production of the message is included in the price**



# IMPACT MODULE: SINGLE POSITIONS

## RADIO 24

These are commercials lasting 30" provided by the client; they are detached from advertising clusters and placed in a single position at every time point .45.

### ADVANTAGES:

- **Positioning outside the cluster**
- **Big impact**
- **Strong distinctiveness**
- **Exclusive and prestigious position**



# DRIVE IMPACT MODULE

RADIO 24



**Scheduling from Sunday to Saturday:**

**42 promo 24 or single positions spot per week.**

**Daily planning scheme**

Time slots							
6.00am	10.00am	12.00pm	3.00pm	5.00pm	9.00pm		
 		 		 			

## ► **WEEKLY INVESTMENT**

**PROMO 24: € 35,500 net net**

**SINGLE POSITION SPOT: € 32,800 net net**



# 6-SPOT ROTATION IMPACT MODULE

RADIO 24



**Scheduling from Sunday to Saturday:**

**42 promo 24 or single positions spot per week.**

**Daily planning scheme**

Time slots							
6.00am	9.00am	12.00pm	3.00pm	6.00pm	9.00pm	12.00am	
							

**WEEKLY INVESTMENT**

**PROMO 24: € 27,400 net net**

**SINGLE POSITION SPOT: € 22,100 net net**



# MORNING 24 IMPACT MODULE

RADIO 24



**Scheduling from Sunday to Saturday:**

**28 promo 24 or single positions spot per week.**

**Daily planning scheme**

				<i>Time slots</i>
6.00am	10.00am	2.00pm		12.00am
				

**WEEKLY INVESTMENT**

**PROMO 24: € 21,800 net net**

**SINGLE POSITION SPOT: € 16,600 net net**



# TIME SLOTS OFFER

## RADIO 24

The **time slot** 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	7 days investment	Time slots	7 days investment	Time slots	7 days investment
9.00am – 10.00am	<b>€ 5,700 net net</b>	1.00pm – 2.00pm	<b>€ 3,500 net net</b>	6.00pm – 7.00pm	<b>€ 11,300 net net</b>
10.00am – 11.00am	<b>€ 5,300 net net</b>	2.00pm – 3.00pm	<b>€ 4,700 net net</b>	7.00pm – 8.00pm	<b>€ 12,000 net net</b>
11.00am – 12.00pm	<b>€ 4,600 net net</b>	3.00pm – 4.00pm	<b>€ 3,600 net net</b>	8.00pm – 9.00pm	<b>€ 6,100 net net</b>
12.00pm – 1.00pm	<b>€ 3,100 net net</b>	4.00pm – 5.00pm	<b>€ 4,800 net net</b>	9.00pm – 12.00am	<b>€ 1,300 net net</b>
		5.00pm – 6.00pm	<b>€ 8,800 net net</b>		

It is possible to buy the first or last position in the cluster by increasing the list price by 20%

# ADVERTISING RATES ACCORDING TO SPOT LENGTHS

The prices indicated in the commercial offer, except where otherwise specified (PROMO 24 format 45"), refer to products consisting of 30". **The following conditions apply to products with a different lenght:**

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

It is possible to buy the first or last position in the cluster by increasing the price by 20%.

# MATERIALS - TECHNICAL REQUIREMENTS AND TIMELINE

## RADIO 24

### TECHNICAL REQUIREMENTS :

The materials must be submitted in MP3 format with a minimum of 256Kbit/s, 48,000 Hz. Encoding type: CBR (Constant Bit Rate). The file must be free of seconds of silence at the beginning and end. .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:

The materials **must be submitted at least 5 business 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, the material must be uploaded to both dedicated sections

# GLOSSARY

**TARGET**

The set of people you want to reach with advertising.

**NET COVERAGE**

N ° of target individuals hit at least once by the advertisement.

**EFFECTIVE COVERAGE**

N ° of target individuals hit by the advertisement at least N times.

**PENETRATION**

% of the target hit at least once by the advertisement.

**EFFECTIVE PENETRATION**

% of the target hit by the advertisement at least N times.

**FREQUENCY**

Number of times an individual is hit by the advertisement.

**EFFECTIVE FREQUENCY**

Minimum number of times an individual must be hit by the advertisement to generate an effect and make communication effective.

**AVERAGE FREQUENCY**

Average number of exposure to the advertising message per individual reached.

**GRP**

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.

**AFFINITY INDEX**

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:

$$(\text{GRP on target} / \text{GRP on total ind.} + 14 y) \times 100$$