



# EXTRA COMMERCIAL OFFER

January 2025 update



- last update 12 marzo 2025



# 2025 SCHEDULE UPDATES

## EDITORIAL

- NEW PROGRAM OF PAOLO RUFFINI **RADIO UP & DOWN** SATURDAY AT 08.00PM
- NEW PROGRAM WITH MARTA CAGNOLA **TIK TOKERS** SUNDAY AT 08.00PM
- INSERT PROGRAM **MADRE TERRA** WITH ROSANNA MAGNANO SUNDAY AT 10.45 AM ( PREVIOUSLY ONLY PODCAST)
- OFFICIAL ENTRY OF **MARIANNA APRILE** IN AMICI E NEMICI WITH DANIELE BELLASIO ( ON AIR SUNDAY FROM 08.30AM TO 10.00AM)
- **NON MI CAPISCI** WITH FEDERICO TADDIA and MATTEO BUSSOLA SHIFTED FROM SUNDAY AT 01.00PM TO SATURDAY AT 02.30PM
- NEW PROGRAM **SHIFT, IL FUTURO DELLA MOBILITÀ** SUNDAY AT 1.30PM

## ADV

- **NEW OFFER TBP MANDATORY COMBO WITH PODCAST PROGRAM**

**NEW**

**Radio24**

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SI  
ENTE.**

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# EXTRA COMMERCIAL OFFER

## RADIO 24

The Extra Commercial of Radio 24 covers the sponsorship of all on-air and podcast programs of the broadcaster. It therefore offers the opportunity to sponsor with various formats all components of Radio 24's rich schedule: individual editorial programs, thematic packages, and service programs, and it follows the live programming

- **Sponsorship Monday-Friday:** all on-air programs aired during the week
- **Sponsorship Saturday-Sunday:** all on-air programs aired during the week
- **Sponsorship Monday-Sunday:** service updates, traffic, weather, and time signal
- **Sponsorship Saturday-Friday:** podcast programs



# FORMATS

The Extra Commercial offer of Radio 24 and program coverage includes three different formats:

**1) SPONSORSHIP** with 5'' listening invitations – Billboard (BB) at the beginning, middle, and end of the program with the following claims

- at the beginning : BB 5'' + “introduces...”;
- during : “you are listening a program presented by” + BB 5'';
- On closing : BB 5'' + “presented by...”

**2) TOP BRAND POSITION with 10'' scheduled spots + PODCAST SPONSORSHIP**

- The spot will be in the last position of the cluster preceding the start of the program;
- During the broadcast, the spot will be at the end of the cluster;
- The spot will be in the first position of the cluster immediately following the end of the program

**3) SPONSORSHIP PODCAST PROGRAM with spot of 30'' max**

- 1 PRE ROLL e 1 POST ROLL at the beginning and at the end of the podcast
- The investment remains unchanged for all durations

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*N.B. Rules for format production*

BB Format 5'': copy max 85 characters spaces included

SPOT Format 10'': copy max 150 characters, spaces included



# ECONOMY & FINANCE

## **PROGRAMS**

Borsa in diretta

Due di denari

Focus Economia

Voci di Impresa

# BORSA IN DIRETTA

## On air

From Monday to Friday 9 daily editions:  
10.30 am; 11.30 am; 12.30 pm; 01.30 pm;  
02.30 pm; 03.30 pm; 04.30 pm;  
07.30 pm; 08.30pm

The program updates - live and in real time - the performance of financial markets around the world. This is a unique proposal in Italy. 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 professional journalists specialized in the sector and by the collaboration with the journalistic agency Radiocor, leader in Italy for economic and financial information.

## On air sponsorship



### SPONSORSHIP with spot 5"

MON-FRI: 1 BB 5" on opening of each appointment -  
10.30 am; 11.30 am; 12.30 pm; 01.30 pm; 02.30 pm; 03.30 pm;  
04.30 pm; 07.30 pm; 08.30pm  
FOR A TOTAL OF 45 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 14,800 net net**



### TOP BRAND POSITION with spot 10"

MON-FRI: 1 COM 10" on opening of each appointment -  
10.30 am; 11.30 am; 12.30 pm; 01.30 pm; 02.30 pm; 03.30 pm;  
04.30 pm; 07.30 pm; 08.30pm  
FOR A TOTAL OF 45 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 22,200 net net**



# DUE DI DENARI

## On air and podcast

From Monday to Friday  
from 11.00 am to 12.00 pm

Hosted by Debora Rosciani and Mauro Meazza

A changing law? A reverse of the stock exchange? An incomprehensible request from the taxman? These are the everyday questions that the "Due di denari" program answers with guests and experts. In a simple way, with the authority and the clear and direct language of Radio24.

The appointment is with Debora Rosciani and Mauro Meazza - the "Due di denari" - ready to grasp and describe the various aspects concerning the management of money and savings, relations with the tax authorities and bureaucracy, work, home, family.



## On air sponsorship



SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 11.00 am; 1 SJ 5'' during the program; 1 BB 5'' on closing at 12.00 pm.

FOR A TOTAL OF 15 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 5,800 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10''

MON-FRI: 1 COM 10'' on opening at 11.00 am; 1 COM 10'' during the program; 1 COM 10'' on closing at 12.00 pm.

FOR A TOTAL OF 15 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 10.300 net net**



PODCAST SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship

Podcast listening - weekly average \*: 14.300



SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 6.000 net net**

# FOCUS ECONOMIA

## On air and podcast

From Monday to Friday  
from 5.00 pm to 6.30 pm  
Hosted by Sebastiano Barisoni

The daily program focused on insights into current affairs, economy and finance issues. Created with the collaboration of the protagonists of the economic and financial day and the contribution of journalists and analysts from Il Sole 24 Ore. The aim of the program is to explain and analyze the most interesting topics of the day in a comprehensible way even for "non-experts". Fixed appointment for hot comments a few minutes after the close of the stock market.



## On air sponsorship



SPONSORSHIP con spot 5"

MON-FRI: 1 BB 5" on opening at 5 pm; 2 SJ 5" during the program; 1 BB 5" on closing at 6.30 pm.

FOR A TOTAL OF 20 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 9,000 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10"

MON-FRI: 1 COM 10" on opening at 5 pm; 2 COM 10" during the program; 1 COM 10" on closing at 6.30 pm.

FOR A TOTAL OF 20 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 20,000 net net**



PODCAST SPONSORSHIP with spot 30" max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30"

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship

*Podcast listening - weekly average \*: 71.100*



SPONSORSHIP with spot 30" max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30"

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 15,000 net net**



# VOCI D'IMPRESA

## On air

Saturday from 3.00 pm to 3.15 pm

Hosted by Anna Marino and  
Alessandra Scaglioni

They spend their lives building a dream, each one has its own story. Large and small entrepreneurs, companies from the north and south, new business and tradition, are illustrated in "Voci d'impresa, vite e storie dietro l'azienda" and in "Voci di piccola impresa, idee anticrisi". The program gives space to the story of an entrepreneur, his family and his company, to tell how the business idea was born and developed, what were the difficult and good moments, and how the life of the company is intertwined with the life of the people that build it.



## On air sponsorship



### SPONSORSHIP with spot 5"

SAT: 1 BB 5" on opening at 3.00 pm; 1 BB 5" on closing at 3.15 pm.

SUN-FRI: 3 PROMO co-branded/ daily rot. 6-24 -client's space 5".  
FOR A TOTAL OF 20 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4,000 net net**



### TOP BRAND POSITION with spot 10"

SAT: 1 COM 10" on opening 3.00 pm; 1 COM 10" on closing 3.15 pm.

SUN-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".  
FOR A TOTAL OF 20 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 6,000 net net**



# NEWS & CURRENT EVENTS

## **PROGRAMS**

**24 Mattino**

**Uno, nessuno, 100Milan**

**Effetto giorno + Effetto notte**

**Nessun luogo è lontano**

**La zanzara**

**Si può fare**

**Amici e nemici**

NEWS

# 24 MATTINO

## On air and podcast

From Monday to Friday  
from 6.30 am to 9.00 am

Hosted by Simone Spetia  
Every day at 8.15 the opinion on the news  
with Paolo Mieli

24 Mattino, Hosted by Simone Spetia, is information, analysis and insights in the early morning, with the reading of newspapers, interviews with the main protagonists of politics, current affairs, economics.

The program includes 3 podcasts:

1. 24 Mattino
2. 24 Mattino Press review
3. 24 Mattino Interviews



## On air sponsorship



SPONSORSHIP with spot 5"

MON-FRI: 1 BB 5" on opening at 6.30 am; 2 SJ 5" during the program; 1 BB 5" on closing at 9.00 am.

FOR A TOTAL OF 20 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 10,400 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10"

MON-FRI: 1 COM 10" on opening at 6.30 am; 2 COM 10 during the program; 1 COM 10" on closing at 9.00 am.

FOR A TOTAL OF 20 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 21,500 net net**



PODCAST SPONSORSHIP with spot 30" max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30"

The program includes 3 podcasts: 24 Mattino, 24 Mattino Press Review and 24 Mattino Interviews

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship



*Podcast listening - weekly average\*: 88.100*

SPONSORSHIP with spot 30" max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30"

The program includes 3 podcasts: 24 Mattino, 24 Mattino Press Review and 24 Mattino Interviews

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 15,000 net net**

# UNO, NESSUNO, 100MILAN

## On air and podcast

From Monday to Friday  
from 9.00 am to 11.00 am

Hosted by Alessandro Milan and  
Leonardo Manera

A morning show on current events and issues, Hosted with a very personal gaze by Alessandro Milan. Also, this year Milan is accompanied by the ironic Leonardo Manera. To give substance to the themes there are the stories, of famous people and ordinary people that contribute with their experiences and their emotions to illustrate the various aspects of reality. There are guest and also the characters played by Leonardo Manera, who represents the exasperations of reality and are often truer than reality.



## On air sponsorship



SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 9.00 am; 2 SJ 5'' during the program  
1 BB 5'' on closing at 11.00 am.

FOR A TOTAL OF 20 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 7,000 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10''

MON-FRI: 1 COM 10'' on opening at 9.00 am; 2 COM 10'' during the program; 1 COM 10'' on closing at 11.00 am.

FOR A TOTAL OF 20 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 11,500 net net**



PODCAST SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL e 1 POST on opening at and on closing of podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths

## Podcast sponsorship



*Podcast listening - weekly average\*: 29.200*

SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL e 1 POST on opening at and on closing of podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths



WEEKLY INVESTMENT

**€ 6,000 net net**

# FOCUS ON NEWS

## On air

### EFFETTO GIORNO

From Monday to Friday 1.00 pm-2.00 pm,  
Hosted by Alessio Maurizi

"Effetto Giorno" aim is to help to look beyond the news, with analysis and comments to understand and deepen the news through live guests and interviews. For this, we will also take advantage of the web: a brief review of the titles of the online newspapers and the selection of a tweet every day to be commented.

### EFFETTO NOTTE

From Monday to Friday 9.00 pm-10.00 pm,  
Hosted by Roberta Giordano

It is the daily appointment in the evening, to have a clear and complete picture of the day that is closing.

## On air sponsorship



### SPONSORSHIP with spot 5''

MON-FRI - EFFETTO GIORNO/EFFETTO NOTTE: 1 BB 5'' in opening at 1.00 pm and at 9.00 pm; 1 SJ 5'' during the program; 1 BB 5'' on closing at 2.00pm and at 10.00 pm.  
FOR A TOTAL OF 30 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 5,400 net net**



### TOP BRAND POSITION with spot 10''

MON-FRI - EFFETTO GIORNO/EFFETTO NOTTE: 1 COM 10'' on opening at 1.00 pm and at 9.00 pm; 1 COM 10'' during the program; 1 COM 10'' on closing at 2.00 pm and at 10.00 pm.  
FOR A TOTAL OF 30 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 8,100 net net**



# NESSUN LUOGO È LONTANO

## On air and podcast

From Monday to Friday  
from 4.00 pm to 5.00 pm  
and Saturday from 12.30 pm to 1.00pm  
Hosted by Giampaolo Musumeci

The great international news, the ones that tell and explain the facts, the characters, the choices, the balances of an increasingly interconnected world. Get ready to hear the great international current events, told with voices and sounds from the field, photographers and reporters from the front line, great international analysts.

The world is getting smaller and smaller and what happens outside our borders always concerns us. From Brexit to international terrorism, from African dynamics to the new Silk Road.



## On air sponsorship



**SPONSORSHIP with spot 5''**  
MON-FRI: 1 BB 5'' on opening at 4.00pm; 1 SJ during; 1 BB 5'' on closing at 5.00pm.  
SAT: 1 BB 5'' on opening at 12.30 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 1.00 pm.  
FOR A TOTAL OF 18 BB 5'' PER WEEK

▶ WEEKLY INVESTMENT  
**€ 5,100 net net**

## Combo On air + podcast



**TOP BRAND POSITION ON AIR with spot 10''**  
MON-FRI: 1 COM 10'' on opening at 4.00 pm; 1 COM 10'' during; 1 COM 10'' on closing at 5.00 pm.  
SAT: 1 COM 10'' on opening at 12.30 pm; 1 COM 10'' in the program; 1 COM 10'' on closing at 1.00 pm.  
FOR A TOTAL OF 18 COM 10'' PER WEEK

▶ WEEKLY INVESTMENT  
**€ 9,500 net net**



**PODCAST SPONSORSHIP with spot 30'' max**  
SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''  
*\* the investment remains unchanged for all lengths*

## Podcast sponsorship



*Podcast listening - weekly average \*: 42.800*  
**SPONSORSHIP with spot 30'' max**  
SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''  
*\* the investment remains unchanged for all lengths*

▶ WEEKLY INVESTMENT  
**€ 6,000 net net**



# LA ZANZARA

## On air and podcast

From Monday to Friday  
from 6.30 pm to 08.45 pm  
Hosted by Giuseppe Cruciani  
and David Parenzo

"La zanzara" is current events without taboos, without censorship, without cuts to public opinion. At the end of the day, with live news headlines, investigations, voices captured on TV around the world and guests never heard, the program becomes the free zone for listeners - a space against banality - the arena where the first commandment is to speak clearly.



## On air sponsorship



SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 6.30 pm; 2 SJ 5'' during the program; 1 BB 5'' on closing at 8.45 pm.

FOR A TOTAL OF 20 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 9,200 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10''

MON-FRI: 1 COM 10'' on opening at 6.30 pm; 2 COM 10'' during the program; 1 COM 10'' on closing at 8.45 pm.

FOR A TOTAL OF 20 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 20,200 net net**



PODCAST SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST on opening and on closing of the podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship



*Podcast listening - weekly average \*: 1.108.700*

SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST on opening and on closing of the podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 15,000 net net**

# SI PUÒ FARE

## On air and podcast

Saturday from 10.00 am to 11.30 am  
and Sunday from 9.00 am to 10.00 am

Hosted by Laura Bettini

The historic Radio 24 program continues to tell the stories of those who want to change things to live in a better world, more respectful of people and the planet.

The Saturday episodes are enriched, starting at 9.45, with "Stories from the social" narrated by Cristina Carpinelli who from week to week discovers the most active and proactive realities of the third sector.

Sunday is the day dedicated to monothematic insights on sustainable growth and the circular economy, to answer small and large questions about the ecological transition.



## On air sponsorship



SPONSORSHIP with spot 5" + promo

SAT AND SUN 1 BB 5" on opening at 10.00/9.00 am; 1 SJ 5" during; 1 BB 5" on closing at 11.30/10.00 am.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".

FOR A TOTAL OF 21 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4,700 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10" + promo

SAT-SUN: 1 COM 10" on opening at 8.30/9.00 am; 1 COM 10" during; 1 COM 10" on closing at 11.30/10.00 am.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 21 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 7,000 net net**



PODCAST SPONSORSHIP with spot 30" max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30"

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship



*Podcast listening - weekly average \*: 1.900*

SPONSORSHIP with spot 30" max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30"

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 3,000 net net**



# AMICI E NEMICI

## L'informazione della settimana

### On air

Saturday from 8.30 am to 10.00 am and  
Hosted by Daniele Bellasio  
with Marianna Aprile

Every week on Saturday morning, the long impact of the news, hosted by Daniele Bellasio with Marianna Aprile. The story and analysis of the facts that have determined and will determine public speech. Facts that never before as in this time are intertwined between friendship and enmity, conflict and consensus. A frank discussion, without fear of opinions and judgments with some guests who will help to choose friends and enemies.



## On air sponsorship



SPONSORHIP with spot 5'' + promo

SAT: 1 BB 5'' on opening at 08.30 am; 1 SJ 5'' during , 1 BB 5'' on closing at 10.00 am.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.  
FOR A TOTAL OF 18 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 6,200 net net**



TOP BRAND POSITION with spot 10'' + promo

SAT: 1 BB 10'' on opening at 08.30 am; 1 SJ 10'' during , 1 BB 10'' on closing at 10.00 am.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.  
FOR A TOTAL OF 18 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 9,400 net net**

# SOCIETY & CONSUMPTIONS

## PROGRAMMS

Immagini

Melog

Obiettivo salute + Obiettivo salute in tavola

Nessuna è perfetta

Non mi capisci

Radio Up&Down

Madre terra

Tik Tokers

**Society and consumptions week end:**

*Economia delle piccole cose +*

*Generazioni mobili + Essere e avere*



# IMMAGINI - Le storie della settimana

## On air

Sunday from 10.00 am to 10.45 am  
Hosted by Valentina Furlanetto  
*With the participation of Roberto Koch*

The images enter the radio medium and help to fix the news that have left a mark in our memory, those that help us understand reality.

Every week we will choose the shots and frames that have impressed us the most and that summarize better than many words the sense of what happens, images that have struck the public even if they were not among the main news of the mass media.



## On air sponsorship



SPONSORSHIP with spot 5" + promo

SUN: 1 BB 5" on opening at 10.00 am; 1 BB 5" on closing at 10.45 am.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".

FOR A TOTAL OF 20 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4,200 net net**



TOP BRAND POSITION with spot 10" + promo

SUN: 1 COM 10" on opening at 10.00 am; 1 COM 10" on closing at 10.45 am.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 20 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 6,400 net net**

# GIANLUCA NICOLETTI

## On air and podcast

MELOG

From Monday to Friday 12.10 pm - 13.00 pm

The focus of this new edition of Melog is "the doubt": if what we are living in is the era of post-truth, of shouted ideas, of "against" certainties, of alternative counter-truths, of unappealable verdicts, it is also the era of disappearance of "the doubt". Every day, Melog will try to undermine the most ironclad postulates of the social-media "flow" with its questions and provocations that we will be posed every time to the Italian listeners.



## On air sponsorship



5''

SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 12.10 pm; 1 BB 5'' during;  
1 BB 5'' on closing at 1.00 pm.

FOR A TOTAL OF 15 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 5,100 net net**

## Combo On air + podcast



10''

TOP BRAND POSITION ON AIR with spot 10''

MON-FRI: 1 COM 10'' on opening at 12.10 pm; 1 COM 10''  
during; 1 COM 10'' on closing at 1.00 pm.

FOR A TOTAL OF 18 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 9,500 net net**



30''

PODCAST SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on  
closing of the podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship



30''

SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on  
closing of the podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 6,000 net net**

# NICOLETTA CARBONE

On air and podcast



## OBIETTIVO SALUTE

From Monday to Friday 6.10 am-6.30am and clip at 12.00 pm, Saturday 12.00pm-12.30pm Nicoletta Carbone talks about health and collect all the useful information to adopt a healthy lifestyle to make us feel good. At noon space to the news coming from the world of national and international research commented with the direct players with an informative approach and strictly scientific at the same time.

## OBIETTIVO SALUTE IN TAVOLA

Sunday from 12.00 pm to 1.00pm

How to find the right way to nourish body and mind? This is the goal of the new appointment of Sunday led by Nicoletta Carbone. With the help of experts and on the basis of the most up-to-date scientific research we will discover everything we need to nourish our well-being because it is not only the type or quantity of food, we consume that affects our health, but also when, how and in what context we do it.

## On air sponsorship



SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 06.10 am and at 12.00 pm.  
SAT: 1 BB 5'' on opening at 12.00pm; 1 BB 5'' on closing at 12.30 pm.  
SUN: 1 BB 5'' on opening at 12.00pm; 1 SJ 5'' during; 1 BB 5'' on closing 1.00pm.

FOR A TOTAL OF 15 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 2,700 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10''

MON-FRI: 1 COM 10'' on opening at 06.10 am and at 12.00 pm.  
SAT: 1 COM 10'' on opening 12.00 pm; 1 COM 10'' on closing 12.30 pm.  
SUN: 1 COM 10'' on opening 12.00 pm; 1 COM 10'' during; 1 COM 10'' on closing 1.00 pm.

FOR A TOTAL OF 15 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 8,100 net net**



PODCAST SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship



*Podcast listening - weekly average \*: 15.700*

SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 7,500 net net**

# NESSUNA È PERFETTA

On air

Sunday from 11.00 am to 11.30 am  
Hosted by Maria Latella

We always want to do everything, in the office, in the family and in our daily commitments, but aspiring to perfection is our worst flaw... here comes Maria Latella and the first Italian radio program dedicated to working women.

And also, to have a laugh and not always take us seriously. After all, it's Sunday morning!



## On air sponsorship



SPONSORSHIP with spot 5" + promo

SUN: 1 BB 5" on opening at 11.00am; 1 BB 5" on closing at 11.30am.  
MON-SAT: 3 PROMO co-branded/ giorno rot. 6-24 - client's space 5".



WEEKLY INVESTMENT

**€ 4,500 net net**

FOR A TOTAL OF 20 BB 5" PER WEEK



TOP BRAND POSITION with spot 10" + promo

SUN: 1 COM 10" on opening at 11.00 am ; 1 COM 10" on closing at 11.30 am.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".



WEEKLY INVESTMENT

**€ 6,800 net net**

FOR A TOTAL OF 20 COM 10" PER WEEK

# NON MI CAPISCI – I padrieterni e i nuovi figli

On air

Saturday from 02.30 pm to 03.30 pm  
Hosted by Federico Taddia and  
Matteo Bussola

Federico Taddia and Matteo Bussola change their point of view from the current program "I Padrieterni", to tell parents about the world of their children, indeed, directly by their voices and those of their characters of reference. Without judgment.

The guests are rappers, youtubers, gamers, environmental advocates and social experts who tell their point of view and showing that they have skills and ideas, even if they face the world and difficulties with a different look than their parents.



## On air sponsorship



SPONSORSHIP with spot 5'' + promo

SAB: 1 BB 5'' on opening at 02.30 pm; 1 BB 5'' during ,1 BB 5'' on closing at 03.30 pm.

SUN-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.

FOR A TOTAL OF 21 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 4,500 net net**



TOP BRAND POSITION with spot 10'' + promo

SAT: 1 BB 10'' on opening at 02.30 pm; 1 BB 10'' during, 1 BB 10'' on closing at 03.30 pm.

SUN-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.

FOR A TOTAL OF 21 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 6,800 net net**

# RADIO UP&DOWN

## On air

Saturday from 08.00pm to 09.00pm

Hosted by Paolo Ruffini

with Federico Parlanti and the participation  
of Lamberto Giannini

A format born from a theatrical project, a pair of hosts who define themselves as "unlikely" and who explore the universe of misunderstanding, where every mistake becomes an opportunity to laugh, reflect, and break conventional patterns. Federico, in fact, is the first Italian radio host with Down syndrome, and with pride and humor, he embraces his extra chromosome. Between colorful off-key notes and philosophical digressions, the hosts explore a wide range of topics, from current events to music, from recent history to cinema. Because Radio Up&Down is an invitation to get carried away into a world where every idea can be commented on, explored, or turned upside down. Because, after all, it's not the mistake that matters, but how you transform it.



## On air Sponsorship



5''

SPONSORSHIP with spot 5'' + promo

SAT: 1 BB 5'' on opening at 08.00 pm; 1 BB 5'' during;  
1 BB 5'' on closing at 09.00pm.

SUN-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.

FOR A TOTAL OF 21 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 4.500 net net**



10''

TOP BRAND POSITION with spot 10'' + promo

SAT: 1 BB 10'' on opening at 08.00 pm; 1 BB 10'' during;  
1 BB 10'' on closing at 09.00pm.

SUN-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.

FOR A TOTAL OF 21 BB 10'' PER WEEK



WEEKLY INVESTMENT

**€ 6.800 net net**



NEW

# MADRE TERRA

## On air

Sunday from 10.45am to 11.00am  
Hosted by Rosanna Magnano

Agriculture, the productive heart of Italy's agri-food sector, is transitioning toward the future. Climate challenges, profitability, social sustainability, environmental impact, animal welfare, and generational turnover are the main playing fields. The goal is to win all the challenges without betraying the quality and excellence of our beloved food and without losing sight of the fundamentals of food safety. A journey that can only reach its destination with the help of innovation and research. Between hoes and drones, Madre Terra will follow this journey every Sunday morning by listening to farmers, scientists, and experts. Because agriculture...is for everyone



## On air Sponsorship



**SPONSORSHIP with spot 5" + promo**  
SUN: 1 BB 5" on opening at 10.45am  
MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".  
FOR A TOTAL OF 19 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4.000 net net**



**TOP BRAND POSITION with spot 10" + promo**  
SUN: 1 COM 10" in apertura alle 20.00;  
MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".  
FOR A TOTAL OF 19 BB 10" PER WEEK



WEEKLY INVESTMENT

**€ 6.000 net net**

# TIK TOKERS

On air

Sunday from 08.00pm to 09.00pm

Hosted by Marta Cagnola

Every week on Radio24, a successful creator. Makeup, fitness, travel, sports, comedy, in-depth analysis: these are just some of the fields in which the new stars of the internet and social media are making their mark. With millions of followers and "likes," they are role models not only for young people, but for an increasingly broad audience that "scrolls" through their "content." But how did they build their record-breaking profiles? How did they find their "voice"? And how do they manage to communicate effectively with short, fast-paced videos?

The new program comes from the initiative celebrating 25 years of Radio 24, "La trasmissione che non c'è," which involved listeners in proposing a new authorial idea



## On air Sponsorship

NEW



SPONSORSHIP with spot 5" + promo

SUN: 1 BB 5" on opening at 08.00pm; 1 BB 5" during;  
1 BB 5" on closing at 09.00pm.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".

FOR A TOTAL OF 21 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4.500 net net**



TOP BRAND POSITION con spot 10" + promo

SUN: 1 BB 10" on opening at 08.00pm; 1 BB 10" during;  
1 BB 10" on closing at 09.00pm.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 21 BB 10" PER WEEK



WEEKLY INVESTMENT

**€ 6.800 net net**

# SOCIETY & CONSUMPTIONS WEEK END

## On air

### ECONOMIA DELLE PICCOLE COSE

Saturday from 7.15 am to 7.30 am -

Hosted by Anna Migliorati

Practical instructions to manage the economy of everyday life.

### GENERAZIONI MOBILI

Saturday from 2.00 pm to 2.15 pm - Hosted by Sergio Nava

Practical instructions on how to pack and seize the best professional and study opportunities abroad.

### ESSERE E AVERE

Sunday from 10.00 pm to 10.30 pm - Hosted by Maria Luisa Pezzali

Tell me what you buy, and I'll tell you who you are. This is the claim of "Essere e Avere", the Radio 24 program about the consumption and new trends.

## On air sponsorship



### SPONSORSHIP with spot 5''

SAT - ECONOMIA/GENERAZIONI MOBILI: 2 BB 5'' on opening of program at 07.15 am, 1.30 pm; 2 BB 5'' on closing at 07.30 am, 2.00 pm.

SUN - ESSERE E AVERE: 1 BB 5'' on opening at 10.00 pm; 1 BB 5'' on closing at 10.30 pm.

FOR A TOTAL OF 10 BB 5'' PER WEEK

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WEEKLY INVESTMENT

**€ 1,700 net net**



### TOP BRAND POSITION con spot 10''

SAT - ECONOMIA/GENERAZIONI MOBILI: 2 COM 10'' on opening of program at 07.15 am, 2.00 pm; 2 COM 10'' on closing at 07.30 am, 2.15 pm.

SUN- ESSERE E AVERE: 1 COM 10'' on opening at 10.00 pm; 1 COM 10'' on closing at 10.30 pm.

FOR A TOTAL OF 10 COM 10'' PER WEEK

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WEEKLY INVESTMENT

**€ 2,600 net net**



# MUSIC, CULTURE, ENTERTAINMENT

## **PROGRAMS**

**Leoni per Agnelli**

**Matteo caccia racconta**

**Cartellone**

**Radiotube**

**Culture week end:**

*Il cacciatore di libri + Un libro tira l'altro +*

*A conti fatti*

**La rosa purpurea**

**Ultra Pop**

**Off Topic**

**Musica Maestro**

# LEONI PER AGNELLI

## – l'attualità della musica

### On air and podcast

Saturday and Sunday from 7.00 pm  
to 8.00 pm

Hosted by Manuel Agnelli

Leoni per Agnelli: music as a key to reading reality, as a language that represents its time, as an expression of a society, of a view on the world.

One of the most well-known and competent figures in this sector accompanies us on a journey through the themes and characters of our time, guided by the sound of the songs that represent them.



## On air sponsorship



SPONSORSHIP with spot 5'' + promo

SAT: 1 BB 5'' on opening at 7.00 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 8.00 pm.

SUN: 1 BB 5'' on opening at 7.00 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 8.00 pm.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.

FOR A TOTAL OF 21 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 6,200 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10'' + promo

SAT: 1 COM 10'' on opening at 7.00 pm; 1 SJ 10'' during ; 1 COM 10'' on closing at 8.00 pm.

SUN: 1 COM 10'' on opening at 7.00 pm; 1 SJ 10'' during ; 1 COM 10'' on closing at 8.00 pm.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.

FOR A TOTAL OF 21 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 9,400 net net**



PODCAST SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship



*Podcast listening - weekly average \*: 4.600*

SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 4,000 net net**

# MATTEO CACCIA

## RACCONTA

### On air e podcast

From Monday to Friday from 3.00 pm  
to 4.00 pm,

Hosted by Matteo Caccia

A narrative format that uses storytelling to describe our daily lives. The life stories that the program collects are "Stories of everyday philosophy".

Narrating and listening to stories is the best way to get to know the world and people: in the stories of others there is always something interesting for us too: a lesson, a new way of seeing things, food for thought or perhaps the meaning to what we ourselves are experiencing.



## On air sponsorship



SPONSORSHIP with spot 5"

MON-FRI: 1 BB 5" on opening at 3.00 pm; 1 SJ 5" during the program; 1 BB 5" on closing at 4.00 pm.

FOR A TOTAL OF 15 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 6,000 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10"

MON-FRI: 1 COM 10" on opening at 3.00 pm; 1 COM 10" during the program; 1 COM 10" on closing at 4.00 pm.

FOR A TOTAL OF 15 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 10,400 net net**



PODCAST SPONSORSHIP with spot 30" max

SAT-FRI: 1 PRE ROLL and 1 POST on opening and on closing of podcast, in the format until\* 30"

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship



*Podcast listening - weekly average \*:24.800*

SPONSORSHIP with spot 30" max

SAT-FRI: 1 PRE ROLL and 1 POST on opening and on closing of podcast, in the format until\* 30"

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 6,000 net net**

# CARTELLONE

On air

Saturday from 2.15 pm to 2.30 pm  
Hosted by Elisabetta Fiorito

A tour of the most evocative shows in Italy, a radio tour of national premieres, interviews with the stage performers.

All this is Cartellone, the weekly appointment with the theater to find the show that's right for you. The presentation is entrusted to Elisabetta Fiorito, political journalist of Radio 24, but also author of plays and awarded Fersen prize for dramaturgy.



## On air sponsorship



SPONSORSHIP with spot 5" + promo

SAT: 1 BB 5" on opening at 2.15 pm

SUN-FRI: : 2 PROMO co-branded/ daily rot. 6-24 - client's space 5".

PER UN TOTALE DI 13 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 2,100 net net**



TOP BRAND POSITION with spot 10" + promo

SAT: 1 COM 10" on opening at 2.15 pm

SUN-FRI: 2 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 13 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 3,200 net net**



# RADIOTUBE

## On air

### RADIOTUBE SOCIAL VILLAGE

Saturday from 4.00 pm to 5.00 pm –  
Hosted by Marta Cagnola

On Saturday afternoon, Radio 24 becomes a "social village" to experience the current events of the shows together. Music, cinema, TV, TV series and trends.

### RADIOTUBE SOCIAL NETWORK

Saturday from 5.00 pm to 6.00 pm –  
Hosted by Marta Cagnola

Everything that happens on the web and on social networks. Between news that travels on the web and the web that makes news, we will understand how information changes and the way we communicate.



## On air sponsorship



### SPONSORSHIP with spot 5''

SAT - SOCIAL VILLAGE : 1 BB 5'' on opening at 4.00 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 5.00 pm.

SAT - SOCIAL NETWORK : 1 BB 5'' on opening at 5.00 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 6.00 pm.

FOR A TOTAL OF 6 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 1,800 net net**



### TOP BRAND POSITION with spot 10''

SAT - SOCIAL VILLAGE : 1 COM 10'' on opening 4.00 pm;  
1 COM 10'' during; 1 COM 10'' on closing at 5.00 pm.

SAT - SOCIAL NETWORK : 1 COM 10'' on opening at 5.00 pm;  
1 COM 10'' during; 1 COM 10'' on closing at 6.00 pm.

FOR A TOTAL OF 6 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 2,700 net net**





# CULTURE WEEK-END

## On air

### IL CACCIATORE DI LIBRI

Saturday 6.30 am -7.00 am and  
3.30 pm-4.00 pm -

Hosted by Alessandra Tedesco

A correspondent in the bookstore to discover the editorial news and re-evaluate old novels published.



### A CONTI FATTI

Saturday from 11.45 pm to 12.00 am -  
Hosted by Dino Pesole

The program is dedicated to the great themes of history, in particular to those of the 20th century, it is created in collaboration with the History Channel.



### UN LIBRO TIRA L'ALTRO

Sunday 6.10am-6.30am and  
10.30 pm- 11.00 pm -

Hosted by Salvatore Carrubba

Discovering the classics and new literary releases, selected for listeners by Carrubba.



## On air sponsorship



### SPONSORSHIP with spot 5''

SAT - CACCIATORE LIBRI: 1 BB 5'' on opening at 06.30am/ 3.30pm;  
1 BB 5'' on closing at 07.00am/ 4.00 pm.

SAT - A CONTI FATTI: 1 BB 5'' on opening at 11.45pm; 1 BB 5'' on  
closing at 12.00 am.

SUN - UN LIBRO TIRA L'ALTRO: 1 BB 5'' on opening at 06.10am/  
10.30 pm; 1 BB 5'' on closing at 06.30am/ 11.00pm.

FOR A TOTAL OF 10 BB 5'' PER WEEK

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WEEKLY INVESTMENT

**€ 1,300 net net**



### TOP BRAND POSITION with spot 10''

SAT- CACCIATORE LIBRI: 1 COM 10'' on opening at 06.30am/ 3.30  
pm; 1 COM 10'' in chiusura 07.00 am/ 4.00 pm.

SAT - A CONTI FATTI: 1 COM 10'' on opening at 11.45 pm; 1 COM  
10'' on closing at 12.00 am.

SUN - UN LIBRO TIRA L'ALTRO: 1 COM 10'' on opening at 06.10am/  
10.30 pm; 1 COM 10'' on closing at 06.30 am/ 11.00 pm.

FOR A TOTAL OF 10 COM 10'' PER WEEK

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WEEKLY INVESTMENT

**€ 1.900 net net**

# LA ROSA PURPUREA

## On air and podcast

Saturday from 6.00 pm to 7.00 pm

Hosted by Franco Dassisti

A weekly program dedicated to "cinema", to films, to the story of plots through the audio suggestions of dialogues and music. The most beautiful and deserving films, under the magnifying glass of critics and audiences. However, there will be a space dedicated to DVDs, the main means of (re) discovery of the masterpieces of the past.



## On air sponsorship



SPONSORSHIP with spot 5''

SAT: 1 BB 5'' on opening at 6.00 pm; 1 SJ 5'' during the program; 1 BB 5'' on closing at 7.00 pm.

FOR A TOTAL OF 3 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 600 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10''

SAT: 1 COM 10'' on opening at 6.00 pm; 1 COM 10'' during the program; 1 COM 10'' on closing at 7.00 pm.

FOR A TOTAL OF 3 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 3,200 net net**



PODCAST SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship

*Podcast listening - weekly average \*: 3.200*



SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 3,000 net net**

# ULTRA POP

On air

saturday from 09.30pm to 10.30pm

Hosted by Francesco Adinolfi

Ultrapop is a program of music and unusual narratives that - also driven by current events - tell the lesser-known aspects of the world of pop. It is a programme that mixes the unexpected with the predictable, highlighting - also with references to cinema, art and literature - edgings and curiosities that contribute to the spirit of a musician, an artist, an era. Amidst details, foibles, back-stories and unpredictable departures. All punctuated by the pressing rhythm of songs that pay homage to the great artists of pop and rock.

## Sponsorizzazione On air



### SPONSORSHIP with spot 5'' + promo

SAT: 1 BB 5'' on opening at 9.30pm; 1 BB 5'' during and 1 BB on closing at 10.30pm.

SUN-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.

FOR A TOTAL OF 18 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 4.500 net net**



### TOP BRAND POSITION with spot 10'' + promo

SAT: 1 COM 10'' on opening at 9.30pm; 1 COM 10'' during and 1 COM on closing at 10.30pm.

SUN-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.

FOR A TOTAL OF 18 BB 10'' PER WEEK



WEEKLY INVESTMENT

**€ 6.800 net net**



# OFF TOPIC

## On air

Saturday from 9.00 pm to 9.30 pm and  
re-run on Sunday 4.00 pm-4.30 pm  
Hosted by A. Longoni, A. Roccabella,  
B. Salmetti, R. Poli

How many times in a conversation, partly because we don't know what to say and partly to cut things short, do we use clichés? There isn't a single person in his life who hasn't used these linguistic shortcuts. This year the clichés program opens its doors to the public: the "extended editorial team" of OFF TOPIC on Telegram is born, a real meeting room between hosts and listeners where they can share ideas, ideas and opinions which will then be discussed in the program. Another new feature will be the live broadcasts on Twitch during the editing and live broadcast of the episodes.



## On air sponsorship



### SPONSORSHIP with spot 5" + promo

SAT: 1 BB 5" on opening at 9.00 pm; 1 BB 5" on closing at 9.30 pm.  
SUN: 1 BB 5" on opening at 4.00 pm; 1 BB 5" on closing at 4.30 pm.  
MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".

FOR A TOTAL OF 22 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4,000 net net**



### TOP BRAND POSITION with spot 10" + promo

SAT: 1 COM 10" on opening at 9.00 pm; 1 COM 10" on closing at 9.30 pm.  
SUN: 1 COM 10" on opening at 4.00 pm; 1 COM 10" on closing at 4.30 pm.  
MONS-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 22 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 6,100 net net**



# MUSICA MAESTRO

On air

Sunday from 9.30 pm to 10.00 pm  
Hosted by Armando Torno

"Musica Maestro" is the Radio 24 program based on classical music: opera, symphonic, instrumental commented by the protagonists of the moment.

The program deals with music, investigating and bringing to light the relationships with culture, philosophy, science and society, paying particular attention to current events: every week the recommendation of a book or a record, a performer or a young musician, an anniversary or an important event.



## On air sponsorship



SPONSORSHIP con spot 5''

DOM: 1 BB 5'' on opening at 9.30 pm; 1 BB 5'' on closing at 10.00 pm.

FOR A TOTAL OF 2 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 500 net net**



TOP BRAND POSITION with spot 10''

DOM: 1 BB 10'' on opening at 9.30 pm; 1 BB 10'' on closing at 10.00 pm.

FOR A TOTAL OF 2 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 700 net net**





# FUTURE & INNOVATION

## **PROGRAMS**

Smart City

Radio Next

2024

# SMART CITY

## On air and podcast

From Monday to Thursday at 8.45 pm  
With teaser at 10.55 am  
Hosted by Maurizio Melis

Smart City is a program focused on projects, technological innovations, experiments that go in the direction of making our cities smarter and more accessible: energy saving, intelligent lighting systems, traffic management and sustainable urban mobility, management of water and waste.



## On air sponsorship



SPONSORSHIP with spot 5'' + promo

MON-THU: 1 BB 5'' on closing at 10.55 am and at 8.50 pm

FRI-THU: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.

*Promos start on Friday before the sponsored programme*

FOR A TOTAL OF 29 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 7,500 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR con spot 10'' + promo

MON-THU: 1 COM 10' on closing at 10.55 am and at 8.50 pm.

FRI-THU : 3 PROMO co-branded/ daily rot. 6-24 client's space 10''.

*Promos start on Friday before the sponsored programme*

FOR A TOTAL OF 29 COM 10'' PER WEEK



PODCAST SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 12,200 net net**

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship



*Podcast listening - weekly average \*: 16.900*

SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 6,000 net net**

*\* the investment remains unchanged for all lengths*

# RADIONEXT

On air

Friday from 8.45 pm to 9.00 pm-  
Hosted by Pepe Moder

RadioNext is the weekly program of Radio 24 on digital transformation, a debate on digital issues seen through the eyes of the entrepreneur, the manager, the professional to understand the opportunities and impacts that the epochal change we are experiencing offers to our management class.



## On air sponsorship



### SPONSORSHIP with spot 5"

FRI : 1 BB 5" on closing at 09.00pm

SAT-THU: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".



WEEKLY INVESTMENT

**€ 4,000 net net**

FOR A TOTAL OF 19 BB 5" PER WEEK

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### TOP BRAND POSITION with spot 10"

FRI : 1 COM 10" on closing at 09.00pm

SAT-THU: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".



WEEKLY INVESTMENT

**€ 6,000 net net**

FOR A TOTAL OF 19 BB 5" PER WEEK

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# 2024

## On air and podcast

Sunday from 2.00 pm to 3 pm

Hosted by Enrico Pagliarini

Technology is everywhere: in our office and in the kitchen, in the car and at school. It changes the way we travel and work, listen to music, and make phone calls. We use it to play, to have fun, and to learn. It is technology that determines the key variables on which life depends: energy supplies, healthcare, and food cultivation. The speed at which it develops is exponential, both unsettling and fascinating. 2024 expands, broadening its horizons and yours, to talk about the present and look to the future. There are three main areas of focus: new consumer hi-tech products, the world of video games, and the technological innovations that are changing the world.



## On air sponsorship



SPONSORSHIP with spot 5''

SUN: 1 BB 5'' on opening at 2.00pm and 1 BB 5'' on closing at 3.00pm

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.

FOR A TOTAL OF 20 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 4,500 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10''

SUN: 1 COM 10'' on opening at 2.00pm and 1 COM 10'' on closing at 3.00pm

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.

FOR A TOTAL OF 20 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 9,000 net net**



SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL e 1 POST ROLL on opening at and on closing at of podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship

*Podcast listening- weekly average\*: 16.900*



SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL e 1 POST ROLL on opening at and on closing at of podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 6,000 net net**



# HOBBY AND PASSIONS

## PROGRAMS

- **Tutti convocati + In campo con Pardo**
- **Olympia**
- **Shift**
- **Smart car**
- **Grand Tour - Viaggi e percorsi nell'Italia delle Regioni**
- **Personal Best**

# TUTTI CONVOCATI + IN CAMPO CON PARDO

On air and podcast



## TUTTI CONVOCATI

From Monday to Friday 2.00 pm-3.00 pm

and Sunday 5.00 pm-7.00 pm,

Hosted by Carlo Genta, Pierluigi Pardo

and Giovanni Capuano

An ironic and engaging interpretation of current sporting events, without fanaticism and without technicalities. Comments, interviews and above all the debate with the listeners, who are all invited.

## IN CAMPO CON PARDO

Saturday from 11.30 am to 12.00 pm

The new original format of Radio 24 with Pierluigi Pardo. Behind the scenes, previews, predictions, statements from the protagonists and all the latest news from the Serie A championship, with a window on the main sporting events.

## On air sponsorship



SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 2.00 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 3.00 pm.

SUN: 1 BB 5'' on opening at 5.00 pm; 2 SJ 5''; 1 BB 5'' on closing at 7.00 pm.

SAT - IN CAMPO CON PARDO: 1 BB 5'' on opening at 11.30 am; 1 BB 5'' on closing at 12.00 pm.

FOR A TOTAL OF 21 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 6,600 net net**

## Combo On air + podcast



TOP BRAND POSITION ON AIR with spot 10''

MON-FRI: 1 COM 10'' on opening at 2.00 pm; 1 COM 10'' during; 1 COM 10'' on closing at 3.00 pm.

DOM: 1 COM 10'' at 5.00 pm; 2 COM 10'' during the program; 1 COM 10'' on closing at 7.00 pm.

SAB - IN CAMPO CON PARDO: 1 BB 10'' on opening at 11.30 am; 1 BB 10'' on closing at 12.00 pm.

FOR A TOTAL OF 21 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 14,900 net net**



30''

PODCAST SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing fo podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths

## Podcast sponsorship

*Podcast listening - weekly average \*:80.600*



30''

SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing fo podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths



WEEKLY INVESTMENT

**€ 12,000 net net**

# OLYMPIA

## On air

On Sunday from 4.30 pm to 5.00 pm  
Hosted by Dario Ricci

Olympia, the city of Greece, cradle of the Olympic Games, is the city symbol of sport and the highest values it represents. Between actuality and memory, every Sunday Dario Ricci retraces the epic pages of the history of sport and the most dramatic and exciting moments of contemporary sport.



## On air sponsorship



SPONSORSHIP with spot 5" + promo

SUN: 1 BB 5" on opening at 4.30 pm; 1 BB 5" on closing at 5.00 pm.  
MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".

FOR A TOTAL OF 20 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4,200 net net**



TOP BRAND POSITION with spot 10" + promo

SUN: 1 COM 10" on opening at 4.30 pm; 1 COM 10" on closing at 5.00 pm.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 20 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 6,400 net net**

# Shift, il futuro della mobilità **On air e podcast**

Sunday from 01.30 pm to 02.00 pm

Hosted by Massimo De Donato

The new program that guides the listener through the news, challenges and opportunities of modern transportation. From the car to the train, from the sea to the plane, without forgetting buses and urban mobility, a journey through the changes that are transforming the way we move. A journey through the present and future of mobility. Innovations, regulations, incentives, emerging technologies and strategies for more efficient and sustainable transportation.



## On air sponsorship



**SPONSORSHIP with spot 5'' + promo**

SUN: 1 BB 5'' on opening at 01.30 pm; 1 BB 5'' on closing at 02.00 pm.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.  
FOR A TOTAL OF 20 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 4,200 net net**

## Combo On air + podcast



**TOP BRAND POSITION with spot 10'' + promo**

SUN: 1 COM 10'' on opening at 01.30 pm; 1 COM 10'' on closing at 02.00 pm.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.  
FOR A TOTAL OF 20 COM 10'' PER WEEK



**PODCAST SPONSORSHIP with spot 30'' max**

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 8,000 net net**

*\* the investment remains unchanged for all lengths*

## Podcast sponsorship



*Podcast listening - weekly average \*:4.300*

**SPONSORSHIP with spot 30'' max**

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 5,000 net net**

*\* the investment remains unchanged for all lengths*

# SMART CAR

## On air e podcast

From Monday to Thursday 8,50 pm

Teaser at 3.55

and friday Podcast XL

Hosted by Massimo De Donato

Daily podcast with all the insights dedicated to the automotive world, which still represents an important segment of our country's industry. Without overlooking the element that has always connected Italians to the four wheels: passion.

New this season, an original podcast in XL version published every Friday.



## Sponsorizzazione On air



SPONSORSHIP with spot 5'' + promo

MON-THUR: 1 BB 5'' on opening at 13.55 pm and 8.50 pm

FRI-WEN: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.

*Promo start the Friday before the sponsored episodes*

FOR A TOTAL OF 26 BB 5'' WEEKLY



INVESTIMENTO SETTIMANALE

**€ 7.500 net net**

## Combo On air + podcast



TOP BRAND POSITION con spot 10'' + promo

MON-THUR: 1 COM 10'' on opening at 13.55 pm and 8.50 pm

FRI-WEN: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5

*I promo partono il ven antecedente alle puntate sponsorizzate*

PER UN TOTALE DI 26 COM 10'' ALLA SETTIMANA



INVESTIMENTO SETTIMANALE

**€ 9.700 net net**



PODCAST SPONSORSHIP with spot 30'' max

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on

closing of podcast, in the format until\* 30''

*\* l'investimento rimane invariato per tutti i secondaggi*

## Podcast sponsorship



*Ascolti podcast - media settimanale\*:4.300*

SPONSORIZZAZIONE con spot 30''

SAB-VEN: 1 PRE ROLL e 1 POST ROLL in apertura e in

chiusura di podcast, nel formato sino\* a 30''

*\* l'investimento rimane invariato per tutti i secondaggi*



INVESTIMENTO SETTIMANALE

**€ 5.000 net net**

\*Totale download Sito e App radio24.it e principali piattaforme audio on demand

# «GRAND TOUR» - Viaggi e percorsi nell'Italia delle Regioni

On air

Sunday from 3.00 pm to 4.00 pm

Hosted by Valeria De Rosa

*With the participation of Alessandra Schepisi  
and Silvio Lorenzi*

Radio 24's travel program. A guide to discover the wonders of our country, even the most hidden ones: villages, paths, panoramas, trekking routes, cycle itineraries. In each episode, suggestions on what to visit, but also practical advice on events related to the world of travel, cycling and running. A program that can be listened to as a podcast both in its complete version and in its individual parts: "Grand tour - A ruota libera" - with Alessandra Schepisi and "Grand tour - A passo libero" - with Silvio Lorenzi.

## On air sponsorship



SPONSORSHIP with spot 5" + promo

SUN: 1 BB 5" on opening at 3.00 pm; 1 SJ 5" during 1; BB 5" on closing at 4.00 pm.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".

FOR A TOTAL OF 21 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4,200 net net**



TOP BRAND POSITION with spot 10" + promo

SUN: 1 COM 10" on opening at 3.00 pm; 1 SJ 10" during 1 COM 10" on closing at 4.00 pm.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 21 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 6,400 net net**



# PERSONAL BEST

## On air and podcast

Sunday from 06.30 am to 06.50 am  
Hosted by Silvio Lorenzi and  
Ivana di Martino

Silvio Lorenzi and Ivana Di Martino run among the questions, answers and curiosities from the world of running. Starting running, continuing to do it and improving, thanks to the advice of the experts and the protagonists of this sport: from the preparation of the first marathon to nutrition, from training to resilience, from the choice of shoes to recovery from injuries. It is all about the conquest of our Personal Best.



## On air sponsorship



**SPONSORSHIP with spot 5'' + promo**  
SUN: 1 BB 5'' on opening at 06.30 am; 1 BB 5'' on closing at 06.50 am.  
MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.



WEEKLY INVESTMENT

**€ 3,800 net net**

FOR A TOTAL OF 20 BB 5'' PER WEEK

## Combo On air + podcast



**TOP BRAND POSITION ON AIR** con spot 10'' + promo  
SUN: 1 COM 10'' on opening at 06.30 am; 1 COM 10'' on closing at 06.50 am.  
MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.



WEEKLY INVESTMENT

**€ 6,200 net net**

FOR A TOTAL OF 20 COM 10'' PER WEEK



**PODCAST SPONSORSHIP with spot 30'' max**  
SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths

## Podcast sponsorship



*Podcast listening - weekly average\*:2.500*  
**SPONSORSHIP with spot 30'' max**  
SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 3,000 net net**

\* the investment remains unchanged for all lengths





# SERVICE APPOINTMENTS

## SPONSORSHIPS

1.

### TIME SIGNAL:

- Total
- Even or odd hours

2.

### WEATHER FORECAST

3.

### TRAFFIC NEWS :

- Total
- Even or odd hours



# TIME SIGNAL

Every day with punctuality the appointment with the time signal. From Monday to Friday every hour except 1.00pm, 8.00pm and 9.00pm, Saturday and Sunday every hour except 6.00am, 2.00pm and 3.00pm.

## SPONSORSHIP

### EVEN HOURS OR ODD HOURS:

**35 BB** opening Mon-Fri

**8 BB** opening Sat

**8 BB** opening Sun

**TOTAL: 51 BB 5" A WEEK**

### TOTAL

**70 BB** opening Mon-Fri

**16 BB** opening Sat

**16 BB** opening Sun

**TOTALE: 102 BB 5" A WEEK**



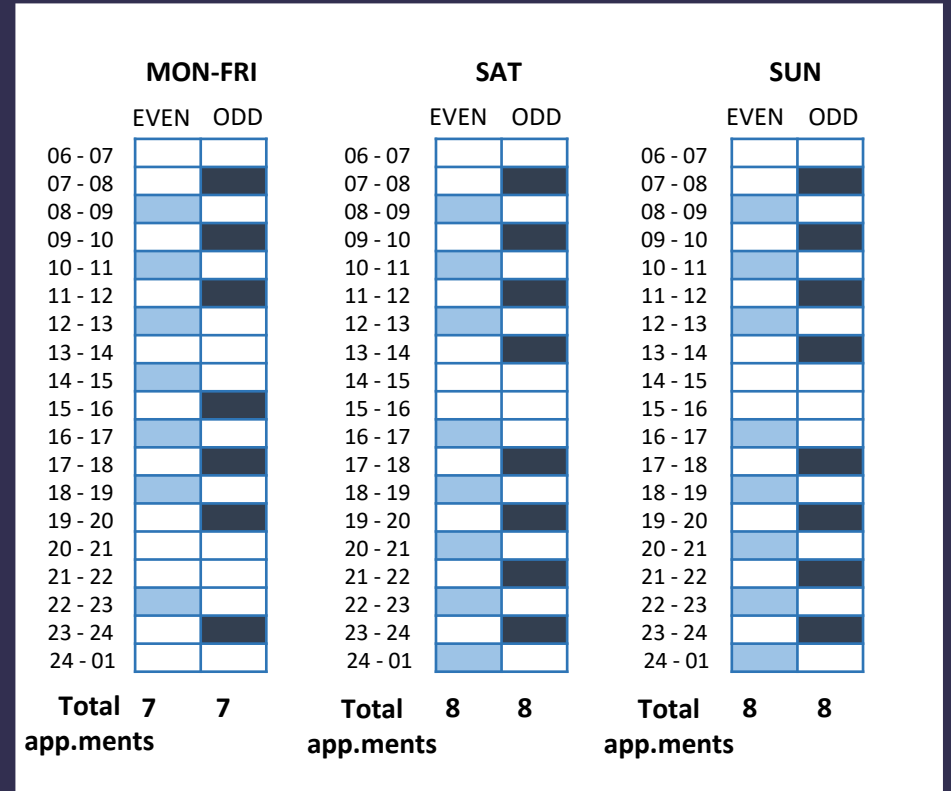
WEEKLY INVESTMENT

**€ 14,600 net net**



WEEKLY INVESTMENT

**€ 26,900 net net**



# WEATHER FORECAST

The main feature of Radio 24's weather forecast is the simple and straightforward style. In the morning, more space is left for forecasts for the day, with an indication of temperatures; during the day, quick updates are given on the weather situation; in the evening, again in-depth information on the forecast for the following day.

## SPONSORSHIP

**25 BB** opening Mon-Fri

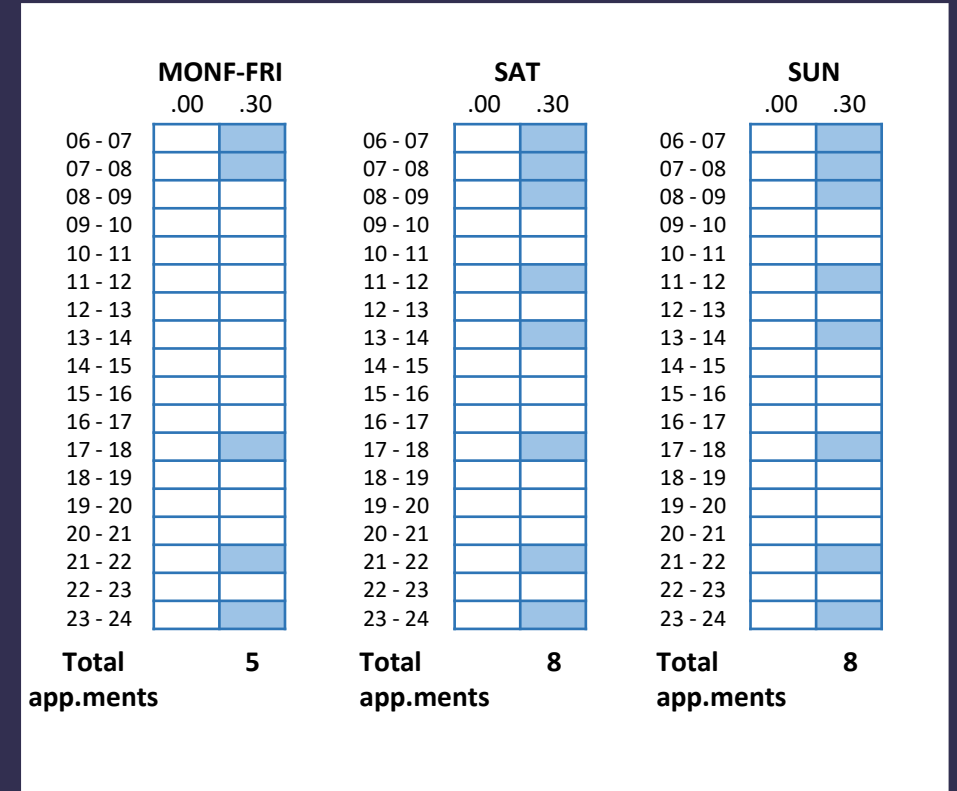
**8 BB** opening Sat

**8 BB** opening Sun

**TOTAL: 41 BB 5" A WEEK**



**WEEKLY INVESTMENT**  
**€ 11,800**



# TRAFFIC NEWS

The information relates to the main national communication networks and links with foreign countries: roads, highways, railways, airplanes and ferries. The contents are qualified and certified thanks to the innovative technology of the Radio Traffic platform, the center of excellence of the ACI Global group for the selection and management of real-time updates of road conditions throughout Italy, thanks to innovative systems in the collection of information.

## SPONSORSHIP



### EVEN HOURS

opening mon-sun

**TOTALE: 56 BB 5" PER WEEK**



## WEEKLY INVESTMENT

**€ 14.000 net net**



### ODD HOURS

opening mon-sun

**TOTALE: 51 BB 5" PER WEEK**



**€ 12.700 net net**



### TOTALE

opening mon-sun

**TOTALE: 107 BB 5" PER WEEK**



**€ 25.000 net net**

