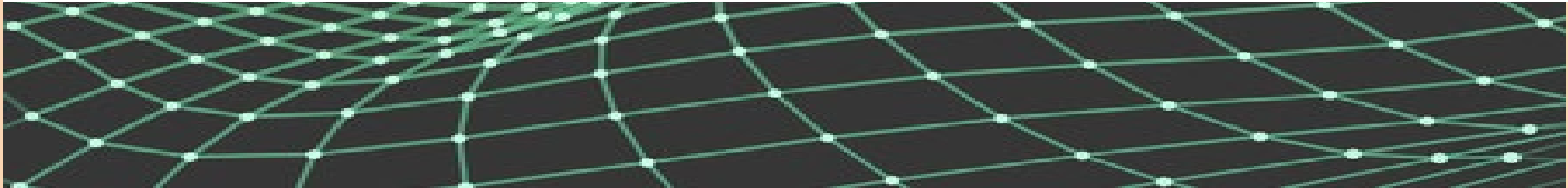


# Radio24

**24 ORE**  
System

Data Source: Audiradio 2025 1° SEM



# Radio 24

La passione si sente

Radio 24 is the only “news & talk” broadcaster on the Italian radio scene, characterized by a **multi-thematic programming schedule** of in-depth analysis and debate covering the areas of interest of different target audiences.

Radio 24 audience is made up of the **most active and educated component of the population**, able to first catch the value of new trends in fashions and lifestyle. The very high concentration of a profiled **target with a great spending capacity**, becomes an effective tool of communication towards those consumers who pay much attention to purchases in every sector.



# Listeners Profile



**AGE**  
14-24 years: 9%  
25-34 years: 9%  
35-54 years: 33%  
55-64 years: 21%  
Over 64 years: 28%

**GENDER**  
76% men  
24% Women

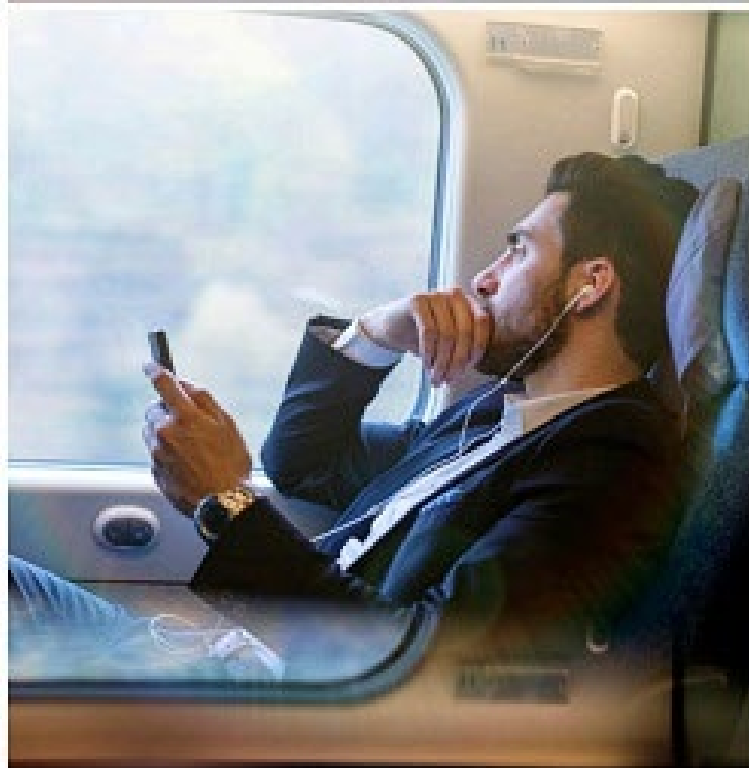


**RADIO 24 DAILY LISTENERS:**  
2,628,000 PEOPLE



**EDUCATION**  
Degree /high school: 65%  
Middle school: 30%  
Primary school/ none: 5%

**GEOGRAPHICAL AREA**  
North West: 33%  
North East: 24%  
Centre: 24%  
South and isles: 19%



# An Exclusive Target

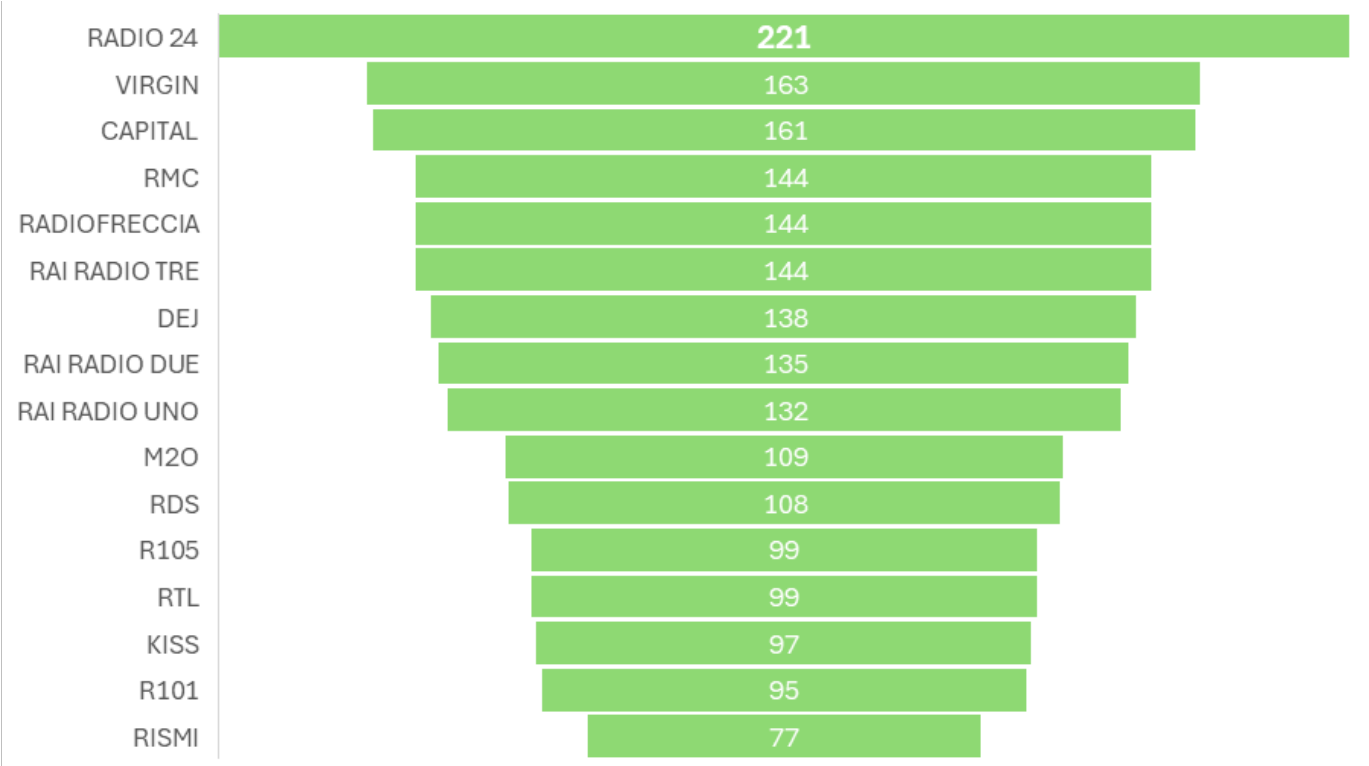
JOB

251	EXECUTIVE/ SENIOR OFFICER/ OFFICER
194	ENTREPRENEURS/ FREELANCER
135	TRADER/ ARTISAN
131	EMPLOYEE
114	RETIREE
88	WORKER
68	STUDENT
54	UNEMPLOYED
28	HOUSEWIFE

Radio24

THE HIGHEST AFFINITY TO THE BUSINESS TARGET AMONG THE ITALIAN NATIONAL RADIOS

AFFINITY INDEX vs BUSINESS TARGET\*



\*Business target: executive/ officer/ entrepreneur/freelancer/ trader/ artisan. Source: Audiradio 2025 1° SEM

# A Loyal Audience

Radio 24 stands out for its **HIGHLY LOYAL AUDIENCE**, which finds in the broadcaster a **MULTI-THEMATIC PROGRAMMING SCHEDULE** able to interpret its tastes and needs. Planning a radio station with high listening duration and loyalty means having **GREATER EXPOSURE TO ADVERTISING** and, consequently...

... REACHING THE SAME PEOPLE WITH A HIGH FREQUENCY AND IN A SHORT PERIOD OF TIME.

Weekly Listeners → 5.501.000

Daily Listeners → 2.628.000



48%

days of listening  
per week



LISTENING  
DURATION:  
106 MINUTES

# A Multi-thematic Programming

## SOME PROGRAMMES MONDAY - FRIDAY

- **24 MATTINO**  
News, current affairs and politics  
*S. Spetia with P. Mieli*
- **DUE DI DENARI**  
Money management  
*D. Rosciani and M. Meazza*
- **UNO, NESSUNO, 100MILAN**  
Information and entertainment  
*A. Milan and L. Manera*
- **FOCUS ECONOMIA**  
Economics and Finance  
*S. Barisoni*
- **TUTTI CONVOCATI**  
Chat and humour about sporting events  
*C. Genta and P. Pardo*
- **LA ZANZARA**  
Taboo-free news  
*G. Cruciani with D. Parenzo*
- **NESSUN LUOGO È LONTANO**  
Recounting what is happening outside Italian borders  
*G. Musumeci*
- **BORSE IN DIRETTA**  
Eight daily events dedicated to the stock exchange

## SOME PROGRAMMES SATURDAY - SUNDAY

- **LEONI PER AGNELLI**  
*M. Agnelli*
- **AMICI E NEMICI**  
Information of the week  
*M. Aprile and D. Bellasio*
- **IN CAMPO CON PARDO**  
Pre-match chats and predictions  
*P. P. Pardo*
- **2024**  
Technology  
*E. Pagliarini*
- **IL CACCIATORE DI LIBRI**  
UN LIBRO TIRA L'ALTRO  
*A. Tedesco and S. Carrubba*
- **OBIETTIVO SALUTE**  
Health and well-being  
*N. Carbone*
- **VOCI D'IMPRESA**  
The weekend programme dedicated to businesses  
*A. Scaglioni and A. Marino*
- **GRAN TOUR**  
The weekend programme dedicated to travel and the beauty of Italy  
*V. De Rosa with A. Schepisi and S. Lorenzi*
- **LA ROSA PURPUREA**  
Films and news  
*F. Dassisti*
- **RADIOTUBE**  
News about the shows  
*M. Cagnola*

# Radio 24 4.0 Platform

Radio 24 - **4.0 Platform**, Radio 24's digital destination, offers a **new listening experience that can be enjoyed from any device, in any place, and at any time.**

The platform brings online all the station's information in a setting that **plays in advance, follows and relaunches the radio programme schedule, enriching it with:**

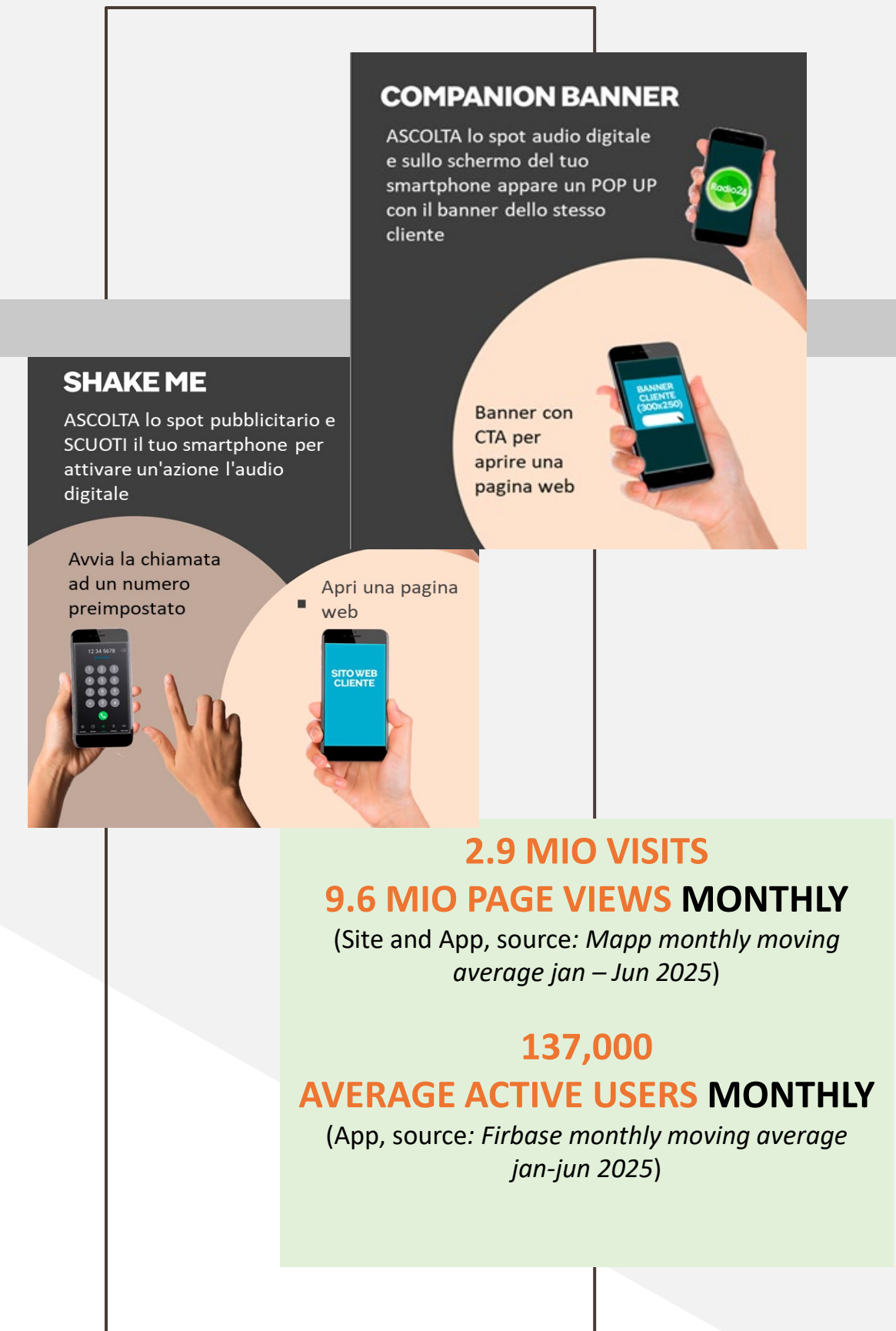
**620 new podcast episodes**  
(Programmes + Original)  
monthly published

**540 hours live streaming**  
each month from radio  
studios  
and external events

**Over 150 titles**  
including on-demand  
programmes, miniseries  
and original podcasts

The new platform offers advertisers extensive **communication opportunities:**

- **exclusive pre- and post-roll audio sponsorships** of podcasts in Radio 24's most popular programmes
- **pre-, mid- and post-roll audio in general rotation** on the impressive inventory of **19 million monthly audio impressions**
- an expanded offering of **banners and video displays** throughout the website
- **innovative interactive audio formats available in the app**, which extend user engagement beyond the duration of the audio ad: **SHAKE ME** and **COMPANION BANNER**



# Communication Opportunities



## COMMERCIAL OFFER

- Promo 24 and spots in single position
- Editorial modules
- Standard modules



## EXTRA-COMMERCIAL OFFER

- Programmes sponsorship - on air and podcast
- Top Brand Position



## RADIO 24 - 4.0 PLATFORM



## AD HOC PROJECTS



## 24 ORE PODCAST



## EVENTS

- Outdoor events/ fairs
- B2B trade fairs
- Digital Round Tables



## RADIO 24 FORMATS

- Radio 24 for Business
- 5 Things to Know
- Wikicast 24
- Questions and Answers / Wiki24
- A Solution for You
- Save the date

# Radio 24 Formats

Radio 24's authority and strong editorial heritage make it the ideal platform for brands seeking to build credibility and position themselves as trusted leaders in their industry.

Its formats are designed around **high-impact, long-duration segments**, supported by comprehensive on-air and digital promotion, and tailored to address a wide range of communication objectives.

Radio 24's solutions stand out for their **flexibility and strategic value**, delivering **high-quality content** that enhances brand visibility and relevance.

## RADIO 24 FORMATS:



- ☐ Radio 24 for Business
- ☐ 5 Things to Know
- ☐ Wikicast 24
- ☐ Questions & Answers
- ☐ Wiki24
- ☐ A Solution for You
- ☐ Save the date



# Presence at Live Events

## LIVE PROGRAMMES WITH AUDIENCE PARTICIPATION:

- at trade fairs or events
- at Sponsor locations
- at the affiliate offices of Il Sole 24Ore

Ensure a high level of participation of loyal listeners.

## TRADE FAIR PRESENCE:

Ad hoc 'mobile' radio studio set up inside the fair or on the Sponsor's stand

Ensure high visibility of the event themes



# Digital Round Tables

- **Highly recognisable programmes and presenters**  
Not only a 'voice' for listeners but often also a recognised 'face'
- **Radio presenting style**  
A presenting mode that puts the listener and guests "at ease", creating a relationship of confidence
- **Strong user interaction**  
Option to intervene during the event with questions and requests for further information on the topics discussed
- **Reaching the final target (BTC)**  
A large number of participants attentive to the content and interested in the specific topics at the event

In addition to Radio24.it, the live broadcast of the Digital Round Table can be followed on air by listeners on Radio 24 + 1.



# Digital Round Table – 2026 Schedule

