

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



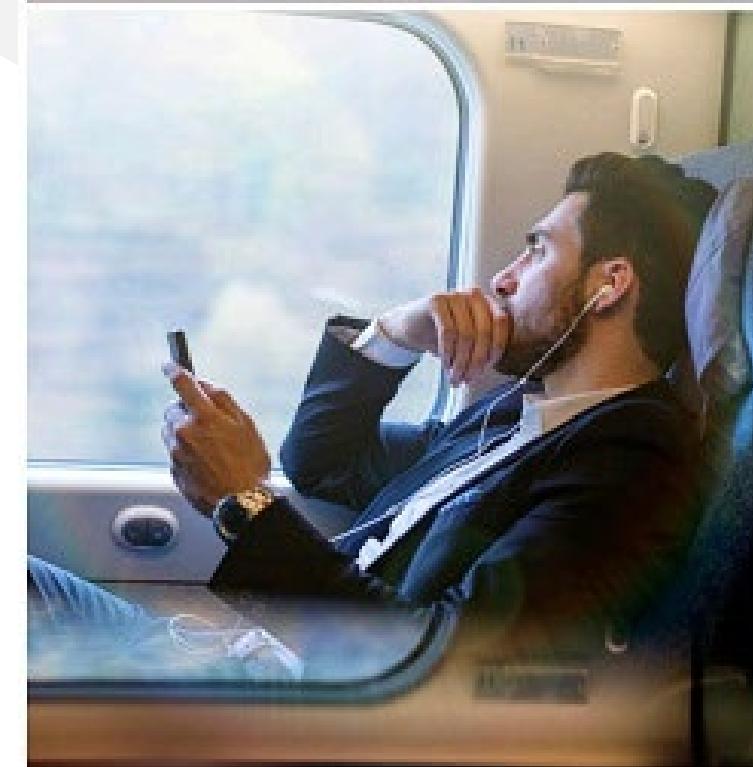
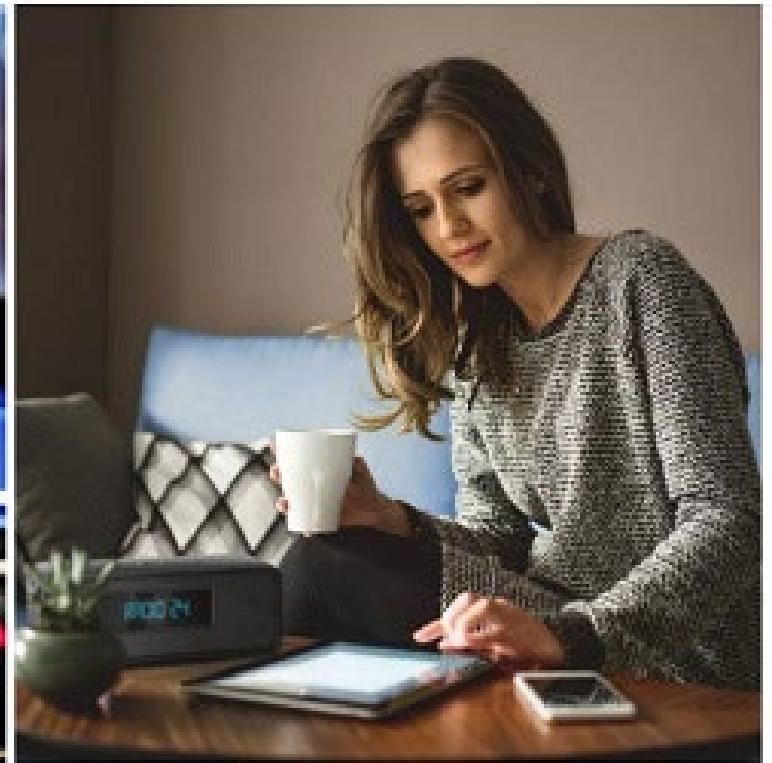
AGE

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%

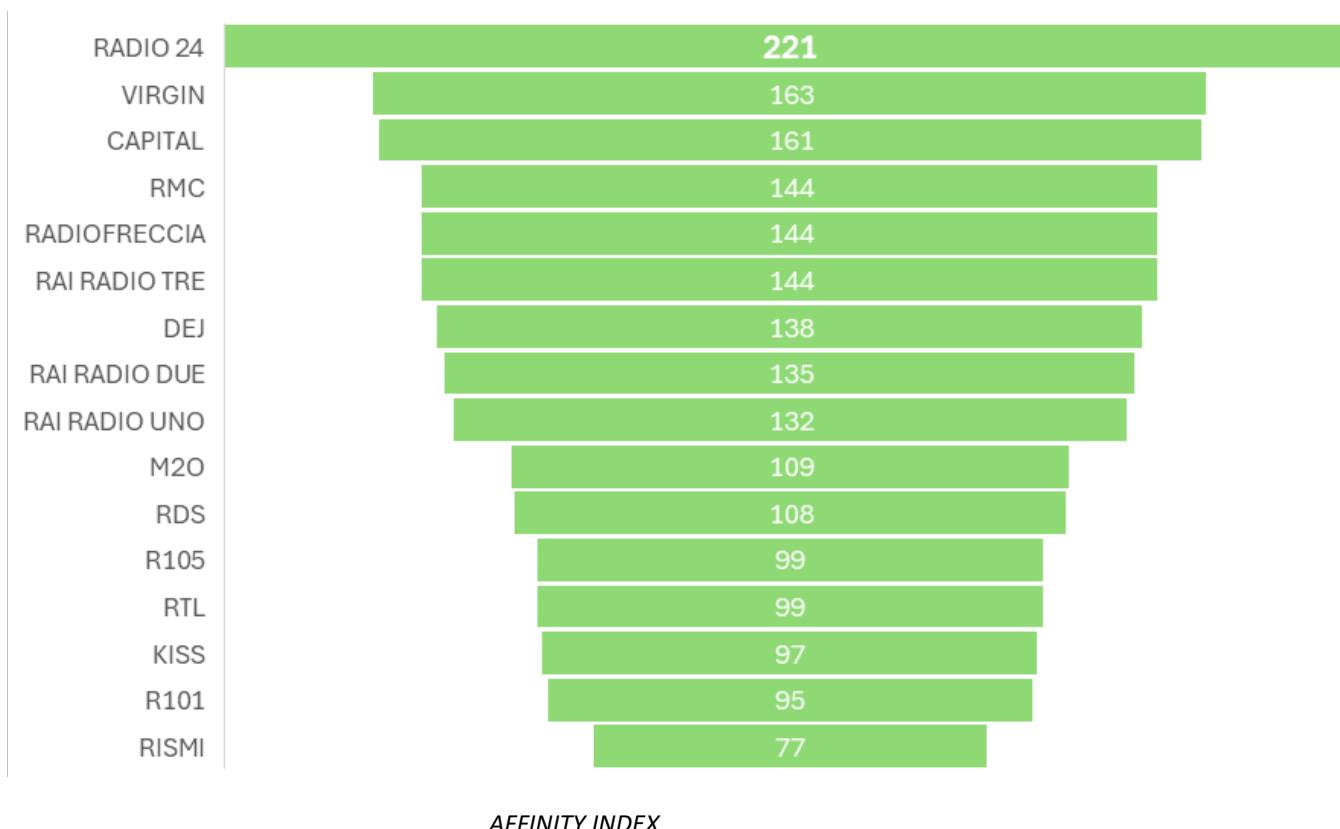
An Exclusive Target

JOB

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



AFFINITY INDEX vs BUSINESS TARGET*



*Business target: executive/ officer/ entrepreneur/ freelancer/ trader/ artisan.

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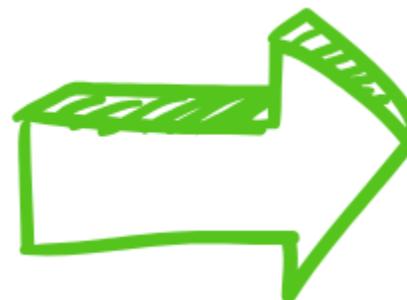
A Loyal Audience

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

UNO, NESSUNO, 100MILAN
Information and entertainment
A. Milan and L. Manera

TUTTI CONVOCATI
Chat and humour about sporting events
C. Genta and P. Pardo

NESSUN LUOGO È LONTANO
Recounting what is happening outside Italian borders
G. Musumeci

DUE DI DENARI
Money management
D. Rosciani and M. Meazza

FOCUS ECONOMIA
Economics and Finance
S. Barisoni

LA ZANZARA
Taboo-free news
G. Cruciani with D. Parenzo

BORSE IN DIRETTA
Eight daily events dedicated to the stock exchange

SOME PROGRAMMES SATURDAY - SUNDAY

LEONI PER AGNELLI
M. Agnelli

IN CAMPO CON PARDO
Pre-match chats and predictions
P. P. Pardo

IL CACCIATORE DI LIBRI
UN LIBRO TIRA L'ALTRO
A. Tedesco and S. Carrubba

VOCI D'IMPRESA
The weekend programme dedicated to businesses
A. Scaglioni and A. Marino

LA ROSA PURPUREA
Films and news
F. Dassisti

AMICI E NEMICI
Information of the week
M. Aprile and D. Bellasio

2024
Technology
E. Pagliarini

OBIETTIVO SALUTE
Health and well-being
N. Carbone

GRAN TOUR
The weekend programme dedicated to travel and the beauty of Italy
V. De Rosa with A. Schepisi and S. Lorenzi

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**



2.9 MIO VISITS
9.6 MIO PAGE VIEWS MONTHLY
 (Site and App, source: *Mapp monthly moving average jan – Jun 2025*)

137,000
AVERAGE ACTIVE USERS MONTHLY
 (App, source: *Firebase monthly moving average jan-jun 2025*)

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:

- NEW 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

MARCH

Software gestionali
Conductors
Enrico Pagliarini
24 March

APRIL

Incontri con il Risparmio
Conductors
Debora Rosciani and Mauro Meazza
2 April

MAY

Salute mentale
Conductor
Nicoletta Carbone
6 May

JUNE

Energy future
Conductor
Maurizio Melis
10 June

Valore casa, dall'investimento alla sostenibilità
Conductors
Debora Rosciani and Maurizio Melis
23 June

SEPTEMBER

Fabbrica 5.0, l'industria di domani
Conductors
Enrico Pagliarini and Pepe Moder
22 September

Longevity: vivere meglio vivere a lungo
Conductors
Debora Rosciani and Nicoletta Carbone
30 September

OCTOBER

La pensione in più
Conductors
Debora Rosciani and Mauro Meazza
8 October

L'evoluzione delle pompe di calore: energia che si rinnova
Conductors
Maurizio Melis
21 October

NOVEMBER

ETF in chiaro
Conductors
Debora Rosciani and Mauro Meazza
11 November

DECEMBER

Una bussola per investire
Conductors
Debora Rosciani and Mauro Meazza
3 December