



NETWORK SYSTEM 24

February 2026



Data Source: Audiradio 2025

Network System 24

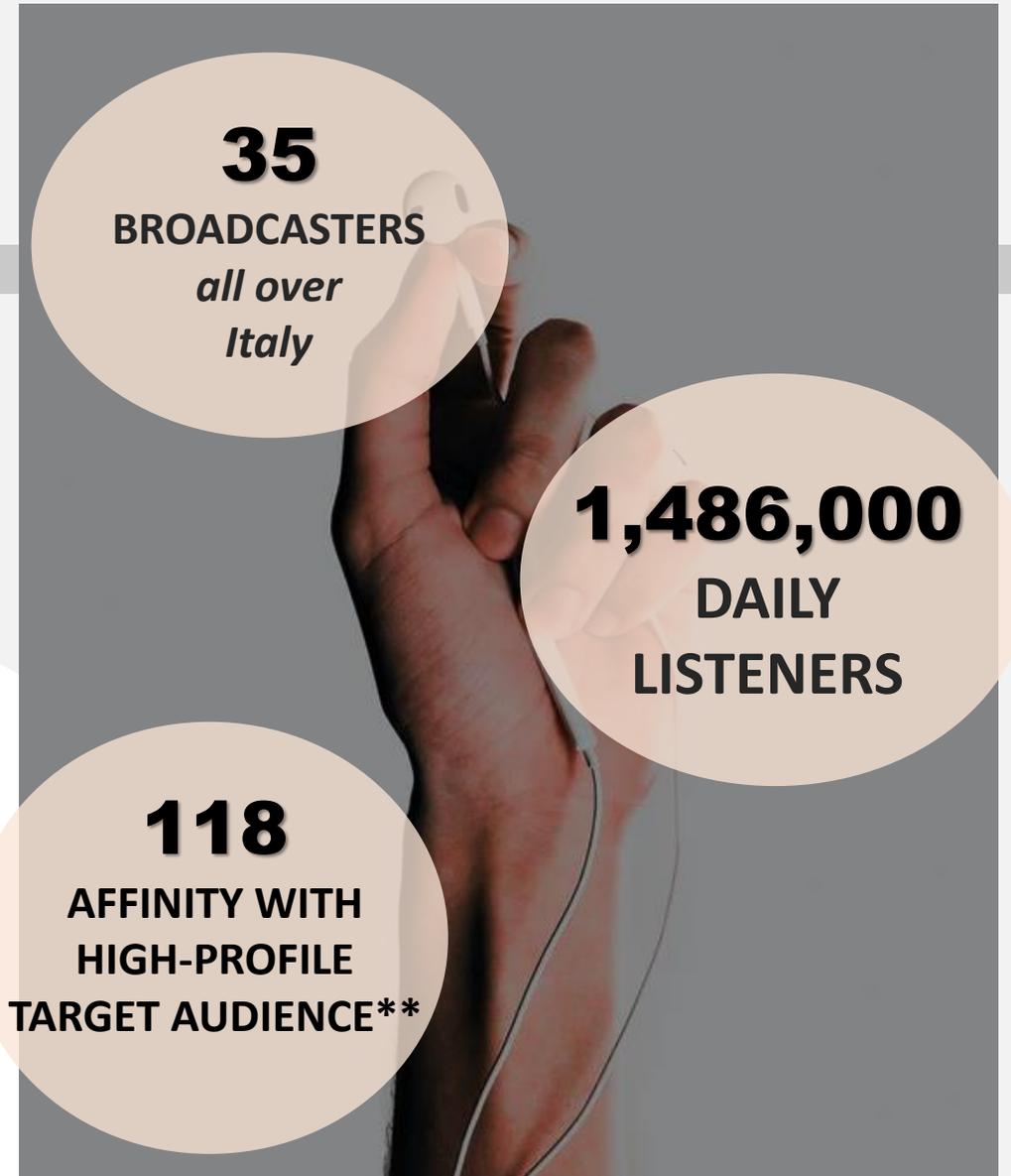
High-Quality Solutions

Network System 24 is aimed to provide **high quality communication solutions** in terms of advertising space placement, coverage and target reached.

- **RADIO NEWS:** clusters at end/during radio news appointments
GR News 8.00 am – 12.00 pm and 3 pm – 7 pm Mon-Fri (6 clusters) and Sat-Sun (4 clusters)
- **LIMITED CROWDING:** short advertising clusters
- **NARROW TIME SLOTS:** communications go on air between 8.00 and 19.00

All these elements guarantee **GREATER ATTENTION LEVELS** among listeners.

In addition, a **VERY LOW OVERLAP (5,9%)** between **Radio 24** and **Network** listeners result in a significant **INCREASE IN COVERAGE** achieved with Radio 24.



Network System 24

List of Broadcasters | 1

RADIO STATIONS	AVERAGE DAILY LISTENERS	REGIONS COVERED
RADIO GOLD	21,000	PIEMONTE
RADIO FREJUS	28,000	PIEMONTE
RADIO DORA	11,000	PIEMONTE
RADIO BRESCIASETTE	45,000	LOMBARDIA
RADIO MARCONI	46,000	LOMBARDIA
RADIO ALTA	30,000	LOMBARDIA
RADIO GELOSA	98,000	VENETO
VIBRA FM	87,000	VENETO
RADIO VICENZA	11,000	VENETO
PUNTO RADIO 105 FM	28,000	EMILIA ROMAGNA
RADIO SOUND FERRARA	19,000	EMILIA ROMAGNA
RADIO CENTRALE	21,000	EMILIA ROMAGNA
CONTRORADIO	42,000	TOSCANA
RADIO FIRENZE	14,000	TOSCANA
RADIO ARANCIA	35,000	MARCHE
RADIO VERONICA	10,000	MARCHE
TELE RADIO STEREO	135,000	LAZIO
RADIO STUDIO 93 - SOLO BELLE CANZONI	52,000	LAZIO
CENTRO SUONO SPORT	44,000	LAZIO

Network System 24

List of Broadcasters | 2

RADIO STATIONS	AVERAGE DAILY LISTENERS	REGIONS COVERED
RADIO CORE DE ROMA	12,000	LAZIO
STUDIO 5 - PIU' MUSICA, PIU' EMOZIONE	31,000	ABRUZZO
RADIO CLUB 91	79,000	CAMPANIA
RADIO NAPOLI CENTRALE	9,000	CAMPANIA
RPZ - RADIO PUNTO ZERO	73,000	CAMPANIA
RADIO ANTENNA UNO	25,000	BASILICATA
RADIO MASTER	19,000	PUGLIA
RADIO MI PIACI	22,000	PUGLIA
RADIO POPÌZZ	39,000	PUGLIA
RADIO GAMMA	58,000	PUGLIA
RADIO VENERE SOLO MUSICA ITALIANA	35,000	PUGLIA
RADIO PETERPAN LA RADIO DEL SALENTO	14,000	PUGLIA
ANTENNA FEBEA	18,000	CALABRIA
FM ITALIA	39,000	SICILIA
RGS - RADIOGIORNALE DI SICILIA	163,000	SICILIA
RADIOLINA	132,000	SARDEGNA

Network System 24

Listeners Profile

GENDER 58% MEN 42% WOMEN



AGE 14-24: 16% 45-54: 20%
25-34 13% 55-64: 20%
35-44: 14% Over 64: 17%

GEOGRAPHICAL AREAS North: 29%
Central: 22%
South and islands: 49%



EDUCATION Degree: 17%
Middle school and high school diploma: 76%
Primary school /none: 7%



PURCHASE DECISION MAKERS Yes: 68%



JOB Top Business*: c.i. 103 (*entrepren./ self-emp., dir./ man./ exec.)
Worker: c.i. 127
Student: c.i.123
Office worker/teacher: c.i. 121
Artisan/ tradesman/farmer/assistant/contractor: c.i. 97
Homemaker: c.i.70
Retired: c.i. 77
Unemployed: c.i. 87

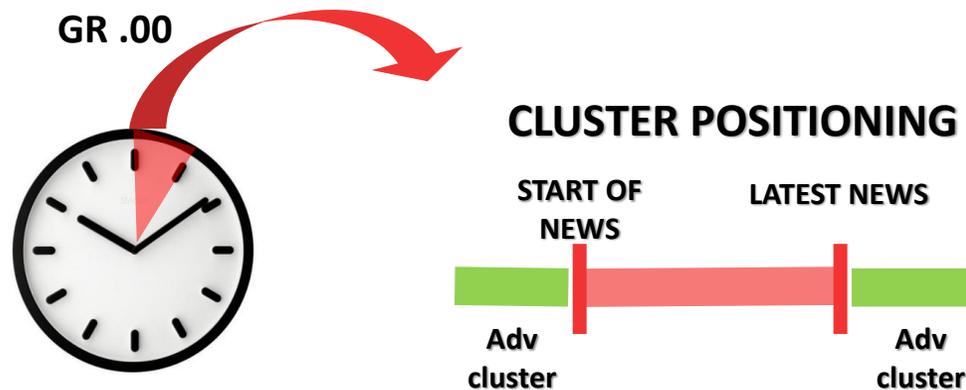


Commercial Offer

Network System 24

Network System 24 Commercial Offer is based on **weekly modules** (Sunday to Saturday):

- ❑ **TOP NEWS** and **ROTATION 8** modules: ads on rotation basis from 8.00 am to 7.00 pm;
- ❑ **MORNING TIME** module: rotation of ads concentrated in the morning, from 8.00 am to 1.00 pm;
- ❑ **DRIVE TIME** module: spots on air during drive-time slots, the peak listening moments for radio during the day.



Top News Module

Network System 24 – Commercial Offer

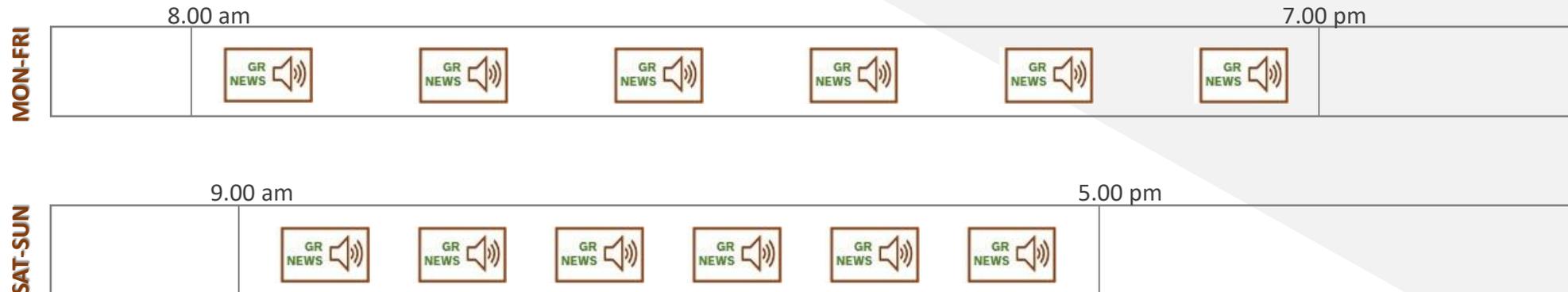


Scheduling from Sunday to Saturday:

42 spots on rotation from **8.00 am** to **7.00 pm**,
in national clusters scheduled around radio news appointments (minute .00).

Daily Schedule

Time Slots



WEEKLY INVESTMENT

30'' SPOTS: € 7,728 net net

First in clusters: +20%

Rotation 8 Module

Network System 24 – Commercial Offer



Scheduling from Sunday to Saturday:

56 spots on rotation from **8.00 am** to **7.00 pm**,
in national clusters scheduled around radio news appointments (minute .00).

Daily Schedule

Time Slots



WEEKLY INVESTMENT

30'' SPOTS: € 10,304 net net

First in clusters: +20%

Morning Time Module

Network System 24 – Commercial Offer



Scheduling from Sunday to Saturday:

35 spots on rotation from **8.00 am** to **1.00 pm**,
in national clusters scheduled around radio news appointments (minute .00).

Daily Schedule

Time Slots



WEEKLY INVESTMENT

30'' SPOTS: € 6,843 net net

First in clusters: +20%

Drive Time Module

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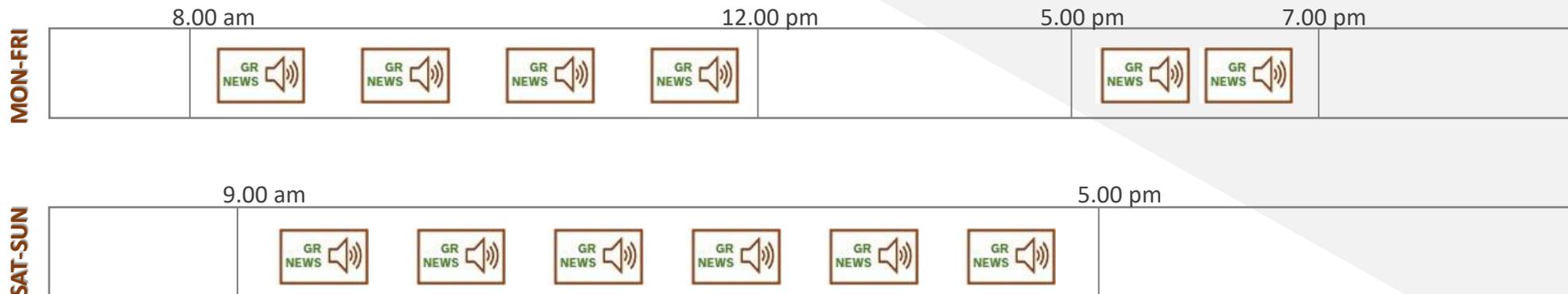
Scheduling from Sunday to Saturday:

42 spots in drive time slots,

in national clusters scheduled around radio news appointments (minute .00).

Daily Schedule

Time Slots



WEEKLY INVESTMENT

30'' SPOTS: € 9,177 net net

First in clusters: +20%

Advertising Rates According to Spot Lengths

Network System 24

Prices indicated in the commercial offer refer to 30'' spots.

Following conditions are applied to different-length products:

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

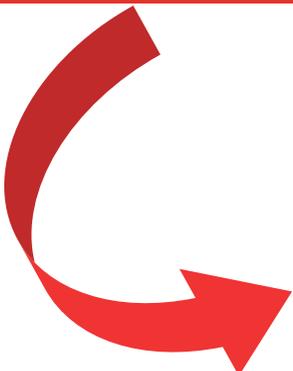
On Top Opportunities

Network System 24

On-top communication opportunities designed to meet specific communication needs:

ON-DEMAND REGIONAL PLANNING

SPECIAL PROJECTS



It is possible to add radio stations to those already included in the Network:

- **Single stations**
- **Multiple stations** from the same region or from different regions
- **Single regions**
- **Multiple regions**

