



NETWORK SYSTEM 24

January 2026

NETWORK SYSTEM 24

HIGH QUALITY SOLUTIONS

The Network System 24 was created in order to provide **high quality communication solutions** in terms of advertising space placement, coverage and target reached:

- **Radio news:** clusters at end/during radio news bulletins on the hour
 - GR News 8.00 a.m. – 12.00 p.m. and 3 p.m. – 7 p.m. Mon-Fri (6 clusters) and Sat-Sun (4 cluster)
- **LIMITED CROWDING:** short advertising clusters because during radio news
- **NARROW TIME SLOTS:** communications go on air between 8.00 and 19.00 guaranteeing **GREATER ATTENTION LEVELS** among listeners.

In addition:

- the **VERY LOW OVERLAP (5,9%)** between **Radio 24** and **Network** listeners

result in a significant **INCREASE IN THE COVERAGE** achieved with Radio 24.

35
BROADCASTERS
*covering all of
Italy*

1,487,000
LISTENED
YESTERDAY
FIGURE

111
AFFINITY WITH HIGH-
PROFILE TARGET
AUDIENCE

Source: Audiradio I sem 2025 ** Target audience: individuals over 35, men 70, women 30, Business + employees (6,498,000 individuals).

NETWORK SYSTEM 24

LIST OF BROADCASTERS

BROADCASTERS	AVERAGE DAILY LISTENERS	GEOGRAPHIC COVERAGE
RADIO GOLD	15.000	PIEMONTE
RADIO ENERGY	11.000	PIEMONTE
RADIO FREJUS	24.000	PIEMONTE
RADIO DORA	7.000	PIEMONTE
RADIO BRESCIASETTE	61.000	LOMBARDIA
RADIO MARCONI	42.000	LOMBARDIA
RADIO ALTA	24.000	LOMBARDIA
RADIO GELOSA	104.000	VENETO
VIBRA FM	85.000	VENETO
PUNTO RADIO 105 FM	33.000	EMILIA ROMAGNA
RADIO SOUND FERRARA	20.000	EMILIA ROMAGNA
RADIO CENTRALE	21.000	EMILIA ROMAGNA
CONTRORADIO	40.000	TOSCANA
RADIO FIRENZE	11.000	TOSCANA
RADIO ARANCIA	33.000	MARCHE
RADIO VERONICA	11.000	MARCHE
TELE RADIO STEREO	150.000	LAZIO
RADIO STUDIO 93 - SOLO BELLE CANZONI	51.000	LAZIO
CENTRO SUONO SPORT	46.000	LAZIO

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LIST OF BROADCASTERS

BROADCASTERS	AVERAGE DAILY LISTENERS	GEOGRAPHIC COVERAGE
RADIO CORE DE ROMA	11.000	LAZIO
STUDIO 5 - PIU' MUSICA, PIU' EMOZIONE	30.000	ABRUZZO
RADIO CLUB 91	88.000	CAMPANIA
RADIO NAPOLI CENTRALE	3.000	CAMPANIA
RPZ - RADIO PUNTO ZERO	75.000	CAMPANIA
RADIO ANTENNA UNO	22.000	BASILICATA
RADIO MASTER	15.000	PUGLIA
RADIO MI PIACI	24.000	PUGLIA
RADIO <u>POPìZZ</u>	38.000	PUGLIA
RADIO GAMMA	37.000	PUGLIA
RADIO VENERE SOLO MUSICA ITALIANA	31.000	PUGLIA
RADIO PETERPAN LA RADIO DEL SALENTO	17.000	PUGLIA
ANTENNA FEBEA	15.000	CALABRIA
FM ITALIA	41.000	SICILIA
RGS - RADIOGIORNALE DI SICILIA	166.000	SICILIA
RADIOLINA	136.000	SARDEGNA

NETWORK SYSTEM 24

PROFILE

GENDER 56% MEN 44% WOMEN

AGE RANGE 14-24: 17% 45-54: 19%
25-34 12% 55-64: 18%
35-44: 15% Over 64: 19%



GEOGRAPHICAL AREAS North: 29%
Central: 23%
South and islands: 48%



QUALIFICATION Degree: 18%
Middle school and high school diploma: 75%
Primary school /none: 7%



PURCHASE DECISION MAKER Yes: 68%



OCCUPATION Top Business*: c.i. 103 (*entrepren./ self-emp., dir./ man./ exec.)
Student: c.i.133
Worker: c.i. 126
Office worker/teacher: c.i. 117
Artisan/ tradesman/farmer/assistant/contractor: c.i. 91
Homemaker: c.i.64
Retired: c.i. 82
Unemployed: c.i. 84

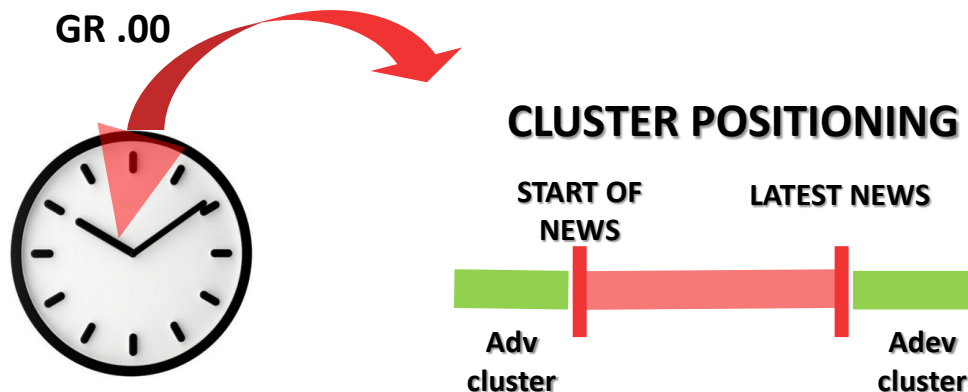


PRODUCT LIST

NETWORK SYSTEM 24

The Network System 24 circuit product list is based on **weekly modules** (Sunday to Saturday):

- ☐ **TOP NEWS** and **ROTATION 8** modules: ads on rotation basis from 8.00 to 19.00;
- ☐ **MORNING TIME** module: rotation of ads concentrated in the morning, from 8.00 to 13.00;
- ☐ **DRIVE TIME** module: ads aired at times of day when road traffic is most busy and radio listening figures peak.



TOP NEWS MODULE - NETWORK SYSTEM 24

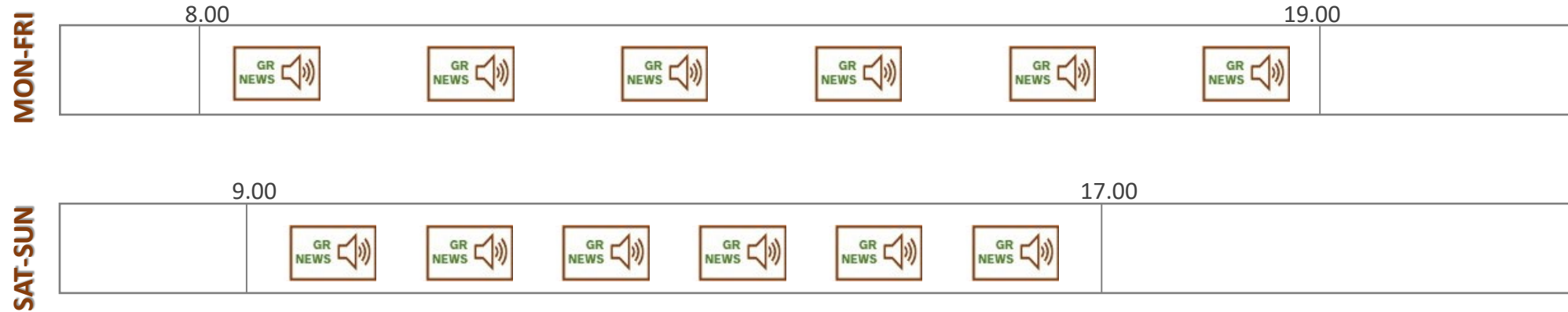
Scheduling from Sunday to Saturday:

42 ads per week on rotation basis from **8.00 to 19.00**,
in national clusters scheduled around hourly radio news bulletins.



Daily Schedule

Time Slots



WEEKLY INVESTMENT

30 SEC AD: €7,728 net net

Premium cluster adv placement during News: +20%

ROTATION 8 MODULE - NETWORK SYSTEM 24

Scheduling from Sunday to Saturday:

56 ads per week on rotation basis from **8.00 to 19.00**,
in national clusters scheduled around hourly radio news bulletins.



Daily Schedule

Time Slots

MON-FRI	8.00									19.00
		GR NEWS	GR NEWS	GR NEWS	GR NEWS	GR NEWS	GR NEWS	GR NEWS	GR NEWS	
SAT-SUN	9.00								17.00	
		GR NEWS	GR NEWS	GR NEWS	GR NEWS	GR NEWS	GR NEWS	GR NEWS		

WEEKLY INVESTMENT

30 SEC AD: €10,304 net

Premium cluster adv placement during News: +20%

MORNING TIME MODULE - NETWORK SYSTEM 24

Scheduling from Sunday to Saturday:

35 ads per week on rotation basis from 8.00 a.m. to 1.00 p.m.,
in national clusters scheduled around hourly radio news bulletins (.00).



Daily Schedule

Time Slots



WEEKLY INVESTMENT

30 SEC AD: €6,843 net net

Premium cluster adv placement during News: +20%

DRIVE TIME MODULE - NETWORK SYSTEM 24

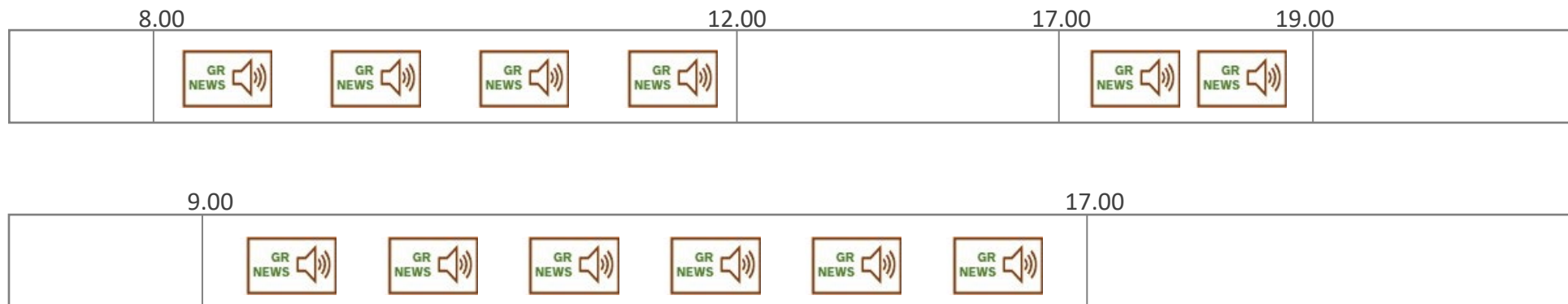
Scheduling from Sunday to Saturday:

42 ads per week on rotation basis in **drive time**,
in national clusters scheduled around hourly radio news bulletins (.00).



Daily Schedule

Time Slots



WEEKLY INVESTMENT

30 SEC AD: €9,177 net net

Premium cluster adv placement during News: +20%

PER-SECOND SCALE

NETWORK SYSTEM 24

The prices indicated in the product list refer to products consisting of 30-second communications.

For products of a different number of seconds, the following conditions apply:

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

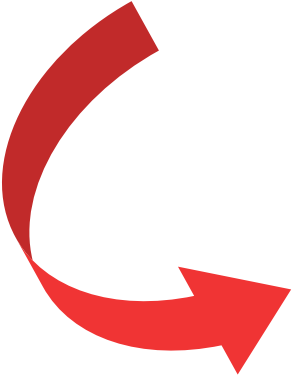
ON TOP OPPORTUNITIES

NETWORK SYSTEM 24

It will be possible to evaluate **on-top communication opportunities** designed to meet specific communication needs:

ON DEMAND LOCAL PLANNING

SPECIAL INITIATIVES



It will be possible to add local stations to the plan in addition to those already in the network. It will be possible to add the following to the plan:

- ✓ **single stations**
- ✓ **multiple stations** from the same region or from different regions
- ✓ **single regions**
- ✓ **multiple regions**

