



NETWORK SYSTEM 24

January 2026

NETWORK SYSTEM 24

HIGH QUALITY SOLUTIONS

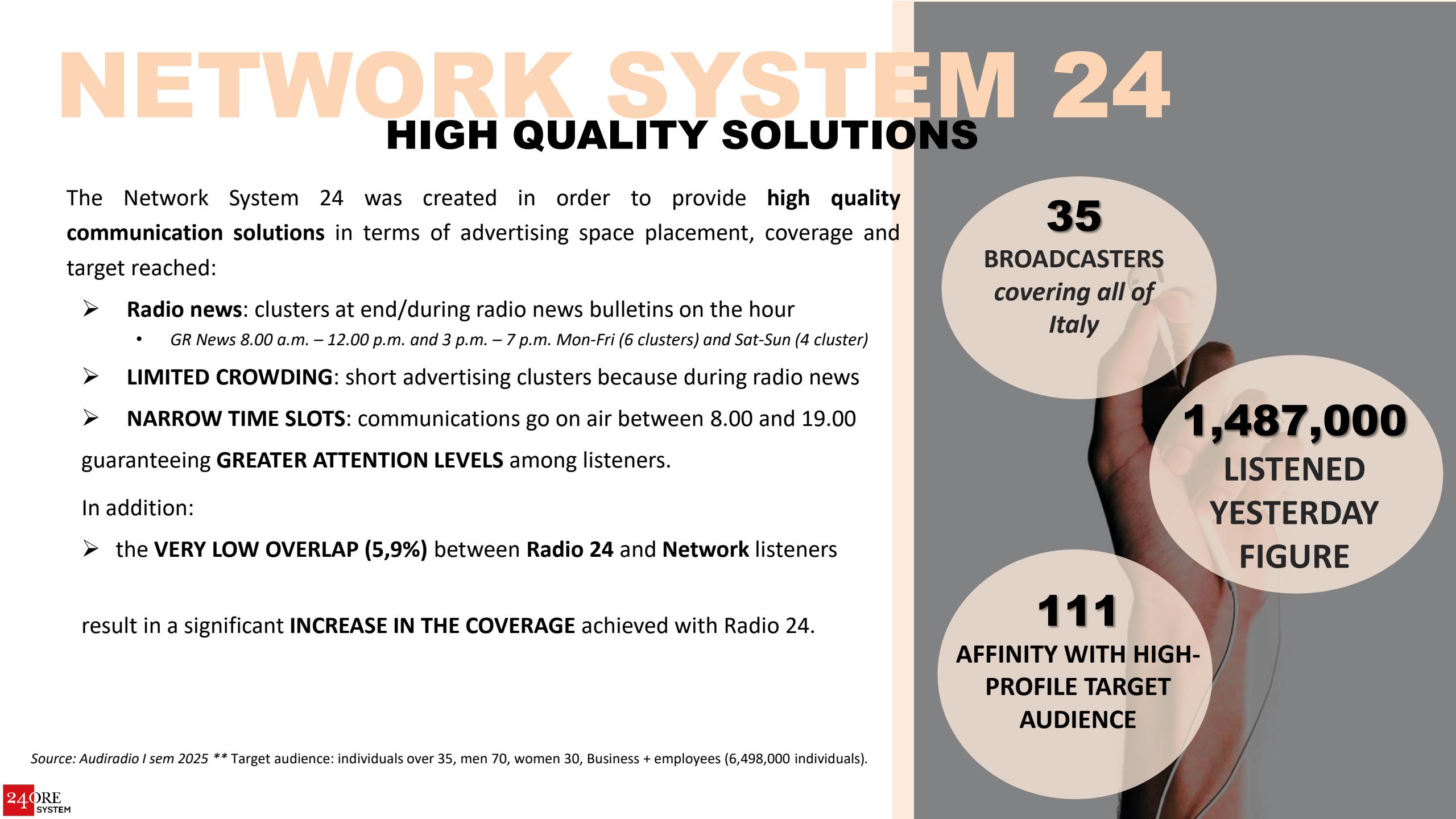
The Network System 24 was created in order to provide **high quality communication solutions** in terms of advertising space placement, coverage and target reached:

- **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 BRESCIASSETTE | 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 |

Source: Audiradio 2025 / Sem

NETWORK SYSTEM 24

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 POPIZZ | 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

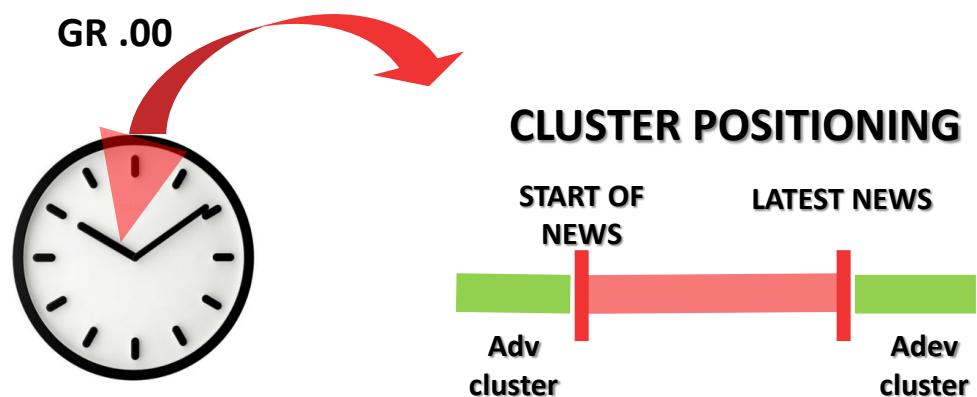


PRODUCT LIST

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:

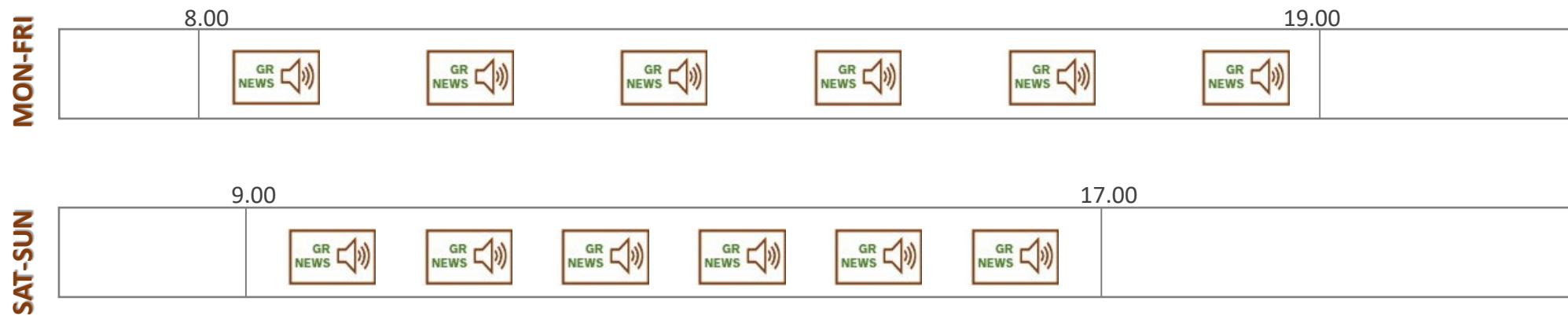
42 ads per week on rotation basis from 8.00 to 19.00,

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

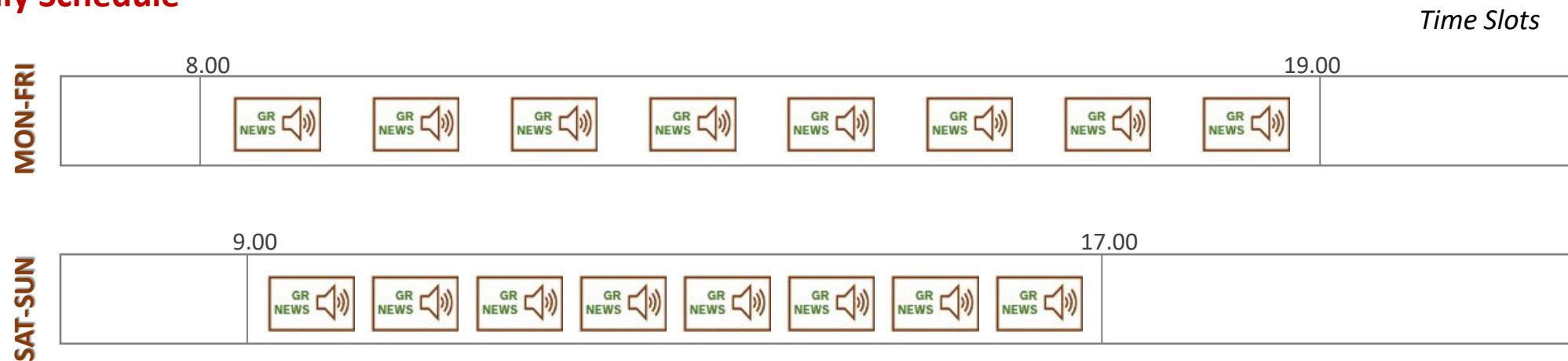
Scheduling from Sunday to Saturday:

56 ads per week on rotation basis from 8.00 to 19.00,

in national clusters scheduled around hourly radio news bulletins.



Daily Schedule



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

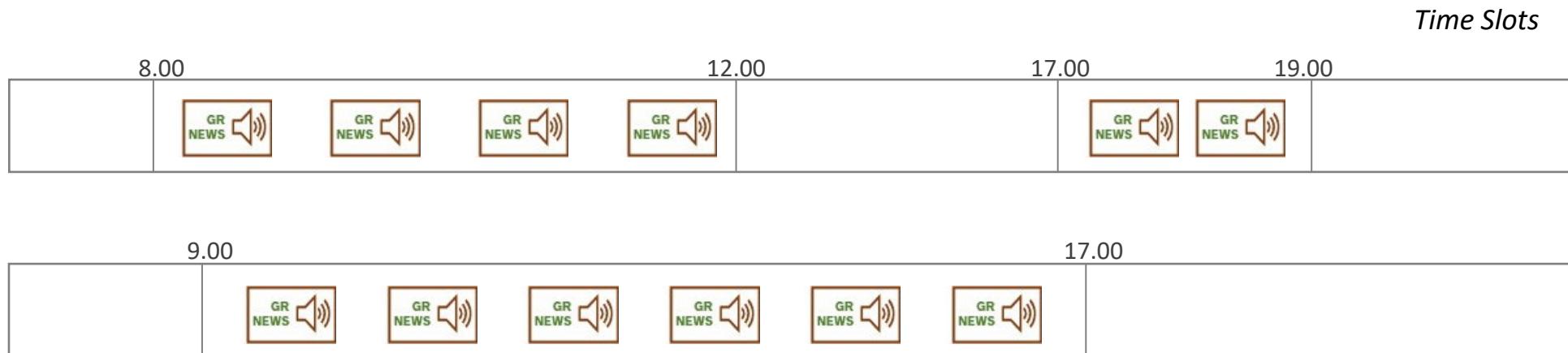
Scheduling from Sunday to Saturday:

42 ads per week on rotation basis in drive time,

in national clusters scheduled around hourly radio news bulletins (.00).



Daily Schedule



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% |

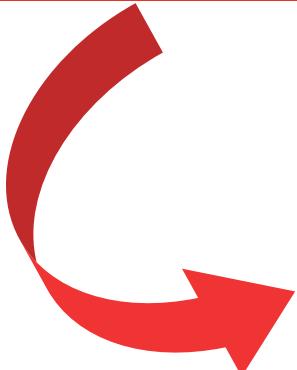
ON TOP OPPORTUNITIES

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**

