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

2,234,000 average daily listeners

The audience of Radio 24 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.

Source: RadioTer 2023 year
LISTENERS’ PROFILE

AVERAGE DAILY LISTENERS RADIO 24:
2,234,000 listeners
220,000 AQH listeners

GENDER
78% men
22% women

AGE
14-24 Y: 9%
25-34 Y: 8%
35-54 Y: 35%
55-64 Y: 21%
Over 64 Y: 27%

EDUCATION
Degree/High School: 66%
Middle school: 28%
Junior school/none: 6%

GEOGRAPHICAL AREAS
North West: 33%
North East: 27%
Centre: 21%
South and islands: 19%

DAILY LISTENERS COMPOSITION %

Source: RadioTer 2023 year
The highest affinity to the business target among the Italian national radios:

Source: RadioTer 2023 year
Radio 24 stands out for its highly loyal audience, which finds in the broadcaster a means capable of interpreting their tastes and needs thanks to its multi-thematic programming.

Planning a Radio with a high listening fidelity means:

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

**AVARAGE LISTENING TIME:** 101 minutes

**LISTENERS’ LOYALTY**

Average weekly listeners 4,824,000

Average daily listeners 2,234,000

46% = more than 3 days per week

Source: RadioTer 2022 year
A MULTITEMATIC PROGRAMMING

MONDAY - FRIDAY

24 MATTINO
Current affairs, news and politics
Presented by Simone Spetia

UNO, NESSUNO, 100MILAN
News and entertainment
Presented by A. Milan and L. Manera

TUTTI CONVOCATI
News about sport events
Presented by C. Genta e P. Pardo

NESSUN LUOGO È LONTANO
Stories and analysis about what happens outside Italy
Presented by Giampaolo Musumeci

DUE DI DENARI
Money management
Presented by Debora Rosciani and Mauro Meazza

FOCUS ECONOMIA
Economy and finance
Presented by Sebastiano Barisoni

LA ZANZARA
Current affairs with no taboos
Presented by Giuseppe Cruciani

BORSE IN DIRETTA
8 daily appointments dedicated to Stock Exchange
A MULTITEMATIC PROGRAMMING

SATURDAY-SUNDAY

NEW

LEONI PER AGNELLI
Musical talk show
Presented by Manuel Agnelli

NEW

IN CAMPO CON PARDO
Talks and predictions pre match
Presented by P. Pardo

IL CACCIATORE DI LIBRI
UN LIBRO TIRA L’ALTRO
Presented by: Alessandra Tedesco
Salvatore Carrubba

ULTRAPPOP
Talk show musicale
Presented by Francesco Adinolfi

LA ROSA PURPUREA
Movies and news
Presented by Franco Dassisti

AMICI E NEMICI
Reports of the week
Presented by Lucia Annunziata and Davide Bellasio

2024
Technology
Presented by Enrico Pagliarini

OBIETTIVO SALUTE
Health and wellness
Presented by Nicoletta Carbone

VOCI D’IMPRESA
The programme dedicated to companies
Presented by Alessandra Scaglioni and Anna Marino

GRAN TOUR
Travels and wonders of Italy
Presented by V. De Rosa con A. Schepisi and S. Lorenzi
COMMUNICATION OPPORTUNITIES

COMMERCIAL OFFER
Promo 24 and single positions
Editorial Modules
Standard Modules

EXTRA COMMERCIAL OFFER
Programmes sponsorship
Top Brand Position
Domination

RADIO 24 FORMATS
Questions & Answers
Wiki24
A solution for you
5 things to know
Save the date
Radio Lab
Travel through the wonders of Italy
Successful stories
Thematic specials

AUDIO CONTENT STRATEGY

EVENTS
Exhibitions
Digital Round Tables

ONLINE DISPLAY OFFER
Radio24.it

AD HOC PROJECTS REALIZATION