RADIO 24

Radio24

24ORE SYSTEM

RADIO 24

LA PASSIONE SI SENTE

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 listeneres

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

AVERAGE DAILY LIESTENERS
RADIO 24:
2,261,000

LA PASSIONE SI ENTE.

www.radio24.it · Infoline 800.24.00.24
SCOPRI LE FREQUENZE SU radio24.it/frequenze

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%
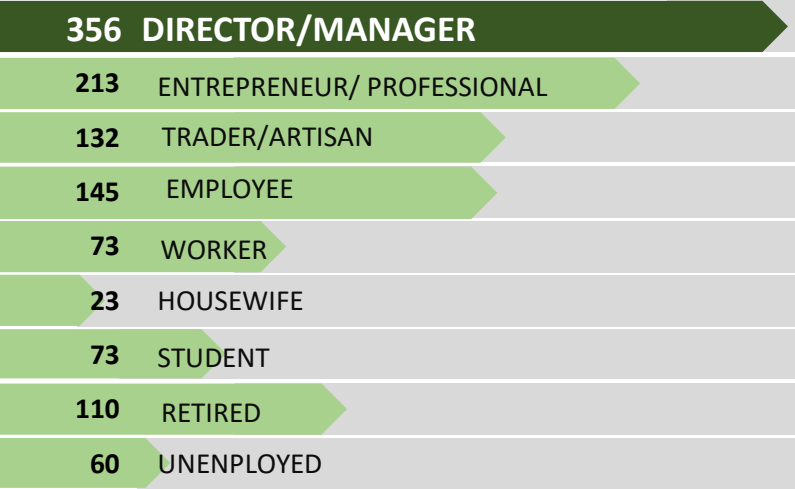North East: 27%
Centre: 21%
South and islands: 19%

DAILY LISTENERS COMPOSITION %
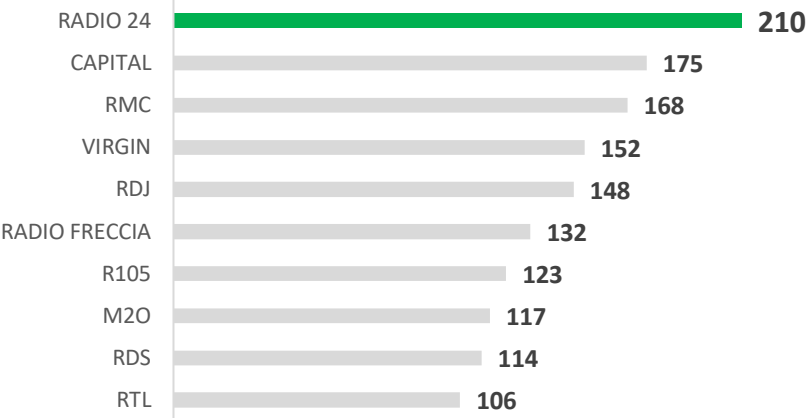
Source: RadioTer 2023 year

AN EXCLUSIVE TARGET

OCCUPATION

356	**DIRECTOR/MANAGER**
213	ENTREPRENEUR/ PROFESSIONAL
132	TRADER/ARTISAN
145	EMPLOYEE
73	WORKER
23	HOUSEWIFE
73	STUDENT
110	RETIRED
60	UNENPLOYED

AFFINITY INDEX

The **highest affinity to the business target** among the Italian national radios:

RADIO 24	**210**
CAPITAL	**175**
RMC	**168**
VIRGIN	**152**
RDJ	**148**
RADIO FRECCIA	**132**
R105	**123**
M2O	**117**
RDS	**114**
RTL	**106**

Source: RadioTer 2023 year

A LOYAL AUDIENCE

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

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

RADIO 24. TANTE VOCI DIVERSE
PER UNA RADIO FUORI DAL CORO.

Radio24

A MULTITEMATIC PROGRAMMING

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

▶ **ULTRAPOP**
Talk show musicale
Presented by Francesco Adinolfi

▶ LA ROSA PURPUREA
Movies and news
Presented by Franco Dassisti

NEW

▶ **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
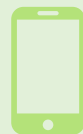Presented by V. De Rosa con A. Schepisi and
S. Lorenzi

Radio24

COMMUNICATION OPPORTUNITIES

COMMERCIAL OFFER
Promo 24 and single positions
Editorial Modules
Standard Modules

AUDIO CONTENT STRATEGY

EXTRA COMMERCIAL OFFER
Programmes sponsorship
Top Brand Position
Domination

EVENTS
Exhibitions
Digital Round Tables

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
Succesfull stories
Thematic specials

ONLINE DISLPLAY OFFER
Radio24.it

AD HOC PROJECTS REALIZATION