



COMMERCIAL OFFER

- March 2024 update

Data: RadioTer 2023 YEAR



COMMERCIAL OFFER

RADIO 24

The commercial offer of Radio 24 is developed on **weekly modules** (Sunday to Saturday) designed to meet different communication needs:

- **Editorial modules:** commercials placed in conjunction with two highly prestigious appointments, Radio News and Real-time stock market;
- **Standard modules:** spots in clusters placed in different time slots according to the target to be reached;
- **Impact modules:** broadcast outside the advertising clusters for greater impact. Two formats: *single positions* of 30" and *promo 24* of 45".



STOCK MARKET MODULE – 10 SPOT

RADIO 24



Every day, Radio 24 **updates in real time on the performance of financial markets around the world. A unique editorial proposal in Italy linked to a very strong impact brand.** Appointments in connection with Tokyo, the Italian stock exchange and the other European stock exchanges and two connections from the New York stock exchange. The absolute reliability of the service is ensured by the work of journalists specialized in the sector.

Scheduling from Sunday to Saturday:

70 spots a week on Radio 24 close to «Borse in diretta» and, during the weekend, close to programs of interest for the male target.

Daily planning scheme



Schedule of commercials close to the appointments dedicated to the Stock Exchange



WEEKLY INVESTMENT

30" SPOT: € 31,100 net net

FIRST / LAST OF CLUSTER: € 37,300 net net

STOCK MARKET MODULE – 6 SPOT

RADIO 24



Every day, Radio 24 **updates in real time on the performance of financial markets around the world. An absolutely unique editorial proposal in Italy linked to a very strong impact brand.** Appointments in connection with Tokyo, the Italian stock exchange and the other European stock exchanges and two connections from the New York stock exchange. The absolute reliability of the service is ensured by the work of journalists specialized in the sector.

Scheduling from Sunday to Saturday:

42 spots a week on Radio 24 close to «Borse in diretta» and, during the week end, close to programs of interest for the male target.

Daily planning scheme



Schedule of commercials close to the appointments dedicated to the Stock Exchange



WEEKLY INVESTMENT

30" SPOT: € 22,900 net net

FIRST / LAST OF CLUSTER: € 27,500 net net

NEW!



RADIO NEWS 24 MODULE

RADIO 24

Information is the core of Radio 24: a **qualified journalistic structure** of over **40 professionals** - together with all the correspondents of Il Sole 24 Ore in the world – offers to the listeners more **than 20 Radio News a day**, characterized by authority and promptness.

Scheduling from Sunday to Saturday:

42 spots per week on Radio 24 in rotation in the clusters that precede or follow the Radio News of the hour '00 point.

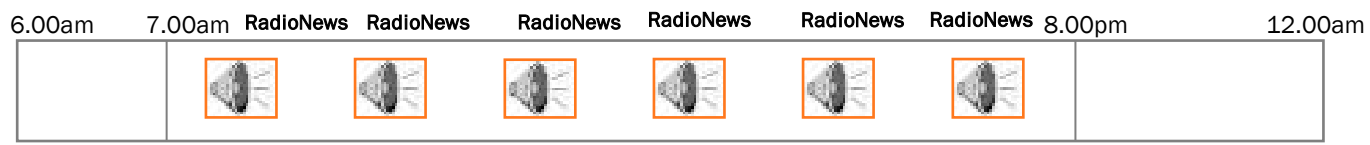


WEEKLY INVESTMENT

30" SPOT: € 24,800 net net

FIRST / LAST OF CLUSTER: € 29,800 net net

Daily planning scheme



Planning of spots in the clusters that precede or follow the **Radio News of the hour '00 point**



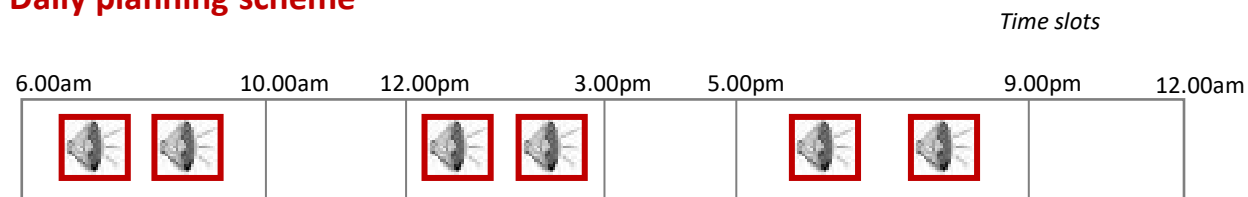
DRIVE BUSINESS MODULE

RADIO 24

Scheduling from Sunday to Saturday:

42 spots per week in the drive time slots.

Daily planning scheme



Business* (6,400,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. | CxGrp |
|------------------|-------|---------|-------|-------|-------|
| 2,941,000 | 45.95 | 973,000 | 15.2% | 3.0 | € 572 |

+7%
vs Year 2022

Over 35 years (39,538,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. |
|------------------|------|-----------|------|-------|
| 9,370,000 | 23.7 | 3,260,000 | 8.2% | 2.9 |

+13%
vs Year 2022

WEEKLY INVESTMENT

30" SPOT: € 26,300 net net

FIRST / LAST OF CLUSTER: € 31,600 net net

* Entrepr/ professional/ manager/ executive, trader/ craftman/ farmer with company.

Source: RadioTer 2023 year.



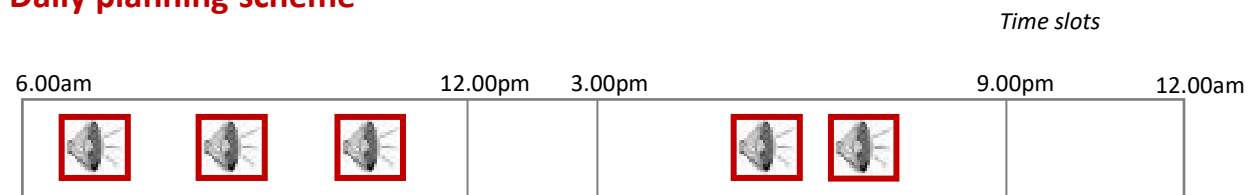
TRADE MODULE

RADIO 24

Scheduling from Sunday to Saturday:

35 spots per week.

Daily planning scheme



Dealers/ artisans/ farmers with company (4,246,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. | CxGrp |
|----------------|------|---------|------|-------|-------|
| 905,000 | 29.6 | 292,000 | 9.5% | 3.1 | € 770 |

+7%
vs Year 2022

Over 35 years (39,538,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. |
|------------------|-------|-----------|------|-------|
| 8,546,000 | 21.61 | 3,189,000 | 8.1% | 2.7 |

+14%
vs Year 2022

WEEKLY INVESTMENT

30" SPOT: € 22.800 net net

FIRST / LAST OF CLUSTER: € 27,300 net net

ROTATION 6 MODULE

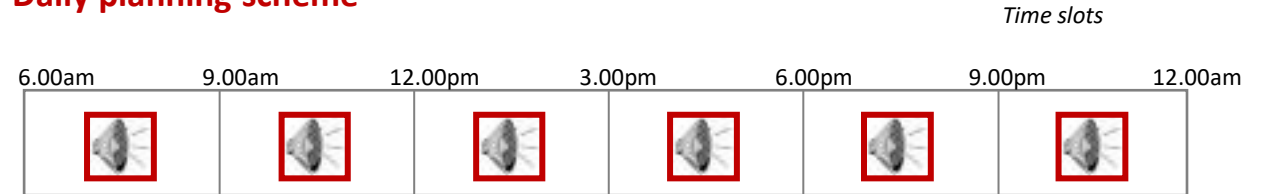
RADIO 24



Scheduling from Sunday to Saturday:

42 spots per week at rotation from 6.00am to 12am.

Daily planning scheme



Ind. 25-64 years (31,700,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. | CxGrp |
|------------------|-------|-----------|------|-------|-------|
| 5,888,000 | 18.58 | 2,411,000 | 7.6% | 2.4 | € 958 |

+5%
vs Year 2022

Ind. over 14 years (52,115,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. |
|------------------|------|-----------|------|-------|
| 9,226,000 | 17.7 | 3,817,000 | 7.3% | 2.4 |

+13%
vs Year 2022

WEEKLY INVESTMENT

30" SPOT: € 17,800 net net

FIRST / LAST OF CLUSTER: € 21,400 net net

ROTATION 8 MODULE

RADIO 24

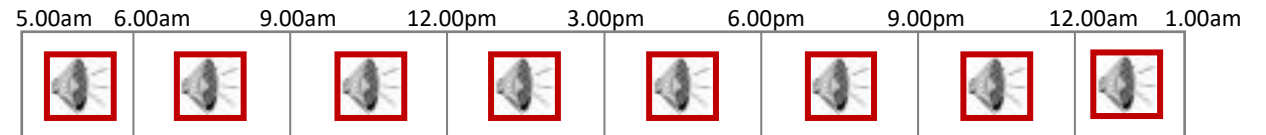


Scheduling from Sunday to Saturday:

56 spots per week at rotation from 5.00am to 1am.

Daily planning scheme

Time slots



Ind. 25-64 years (31,700,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. | CxGrp |
|------------------|-------|-----------|------|-------|-------|
| 6,407,000 | 20.21 | 2,473,000 | 7.8% | 2.6 | € 935 |

+7%
vs Year 2022

Ind. over 14 years (52,115,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. |
|-------------------|-------|-----------|------|-------|
| 10,256,000 | 19.68 | 3,947,000 | 7.6% | 2.6 |

+15%
vs Year 2022

WEEKLY INVESTMENT

30" SPOT: € 18,900 net net

FIRST / LAST OF CLUSTER: € 22,700 net net

ROTATION 9 MODULE

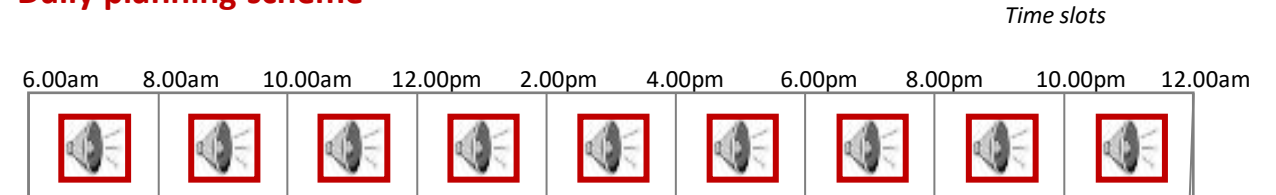
RADIO 24



Scheduling from Sunday to Saturday:

63 spots per week at rotation from 6.00am to 12.00am.

Daily planning scheme



Ind. 25-64 years (31,700,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. | CxGrp |
|------------------|-------|-----------|------|-------|-------|
| 8,833,000 | 27.86 | 2,675,000 | 8.4% | 3.3 | € 961 |

+5%
vs Year 2022

Ind. over 14 years (52,115,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. |
|-------------------|-------|-----------|------|-------|
| 13,839,000 | 26.55 | 4,265,000 | 8.2% | 3.2 |

+13%
vs Year 2022

WEEKLY INVESTMENT

30" SPOT: € 26,800 net net

FIRST / LAST OF CLUSTER: € 32,100 net net



TOP ROTATION MODULE

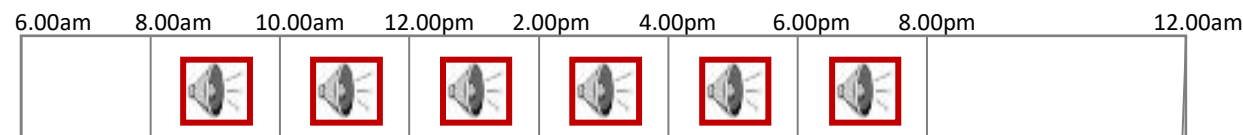
RADIO 24

Scheduling from Sunday to Saturday:

42 spots per week at rotation from 8.00am to 8.00pm.

Daily planning scheme

Time slots



Ind. 25-64 years (31,700,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. | CxGrp |
|------------------|-------|-----------|------|-------|---------|
| 6,793,000 | 21.43 | 2,485,000 | 7,8% | 2.7 | € 1,050 |

+5%
vs Year 2022

Ind. over 14 years (52,115,000 ind.)

| Gross c. | Grp | Cop. | Pen. | Freq. |
|-------------------|-------|-----------|------|-------|
| 10,567,000 | 20.28 | 3,907,000 | 7.5% | 2.7 |

+12%
vs Year 2022

WEEKLY INVESTMENT

30" SPOT: € 22,500 net net

FIRST / LAST OF CLUSTER: € 27,000 net net

MORNING MODULE – PURCHASE PLANNERS

RADIO 24

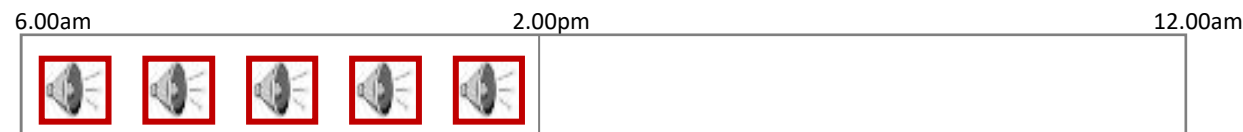


Scheduling from Sunday to Saturday:

35 spots per week at rotation from 6.00am to 02.00pm.

Daily planning scheme

Time slots



Purchase planners (35,961,000 ind)

| Gross c. | Grp | Cop. | Pen. | Freq. | CxGrp |
|------------------|-------|-----------|------|-------|---------|
| 5,880,000 | 16.35 | 2,380,000 | 6.6% | 2.5 | € 1,070 |

+15%
vs Year 2022

Responsabili acquisti evoluti* (4,246,000 ind)

| Gross c. | Grp | Cop. | Pen. | Freq. |
|------------------|------|---------|-------|-------|
| 1,363,000 | 32.1 | 546,000 | 12.8% | 2.5 |

+9%
vs Year 2022

WEEKLY INVESTMENT

30" SPOT: € 17,500 net net

FIRST / LAST OF CLUSTER: € 21,000 net net

*Purchase planners: profession entrepreneurs/ freelancer/ manager/ executive/ traders/ artisans/ farmers with company.

IMPACT MODULE: PROMO 24

RADIO 24

The **Promo 24** are promotional messages created by the radio with the collaboration of the customer and recorded with the official voices of the radio. They are in a **single position**, therefore OUTSIDE THE ADVERTISING CLUSTERS and **last 45"**.

ADVANTAGES:

- **Big impact**
- **Communication in full STYLE of the Radio**
- **Positioning outside the cluster**
- **Product made directly by the Radio and therefore more authoritative**
- **The production of the message is included in the price**



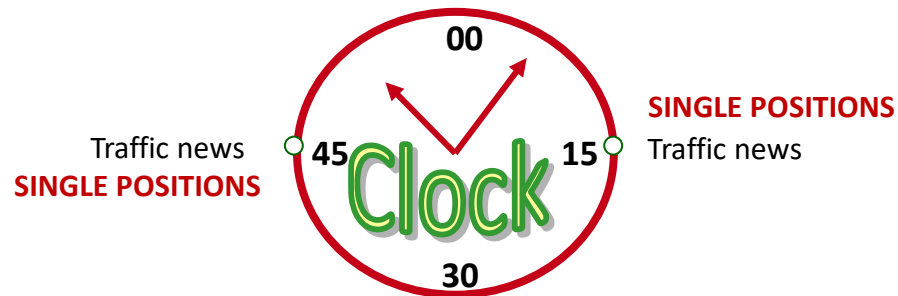
IMPACT MODULE: SINGLE POSITIONS

RADIO 24

These are commercials lasting 30" provided by the client; they are detached from advertising clusters and placed in a single position.

ADVANTAGES:

- Positioning outside the cluster
- Big impact
- Strong distinctiveness
- Exclusive and prestigious position



DRIVE IMPACT MODULE

RADIO 24



Scheduling from Sunday to Saturday:

42 Promo 24 or single positions per week.

Daily planning scheme

Time slots

| 6.00am | 10.00am | 12.00pm | 3.00pm | 5.00pm | 9.00pm |
|--------|---------|---------|--------|--------|--------|
| | | | | | |

WEEKLY INVESTMENT

PROMO 24: € 35,500 net net

SINGLE POSITION: € 32,800 net net



ROTATION 6 IMPACT MODULE

RADIO 24



Scheduling from Sunday to Saturday:

42 Promo 24 or single positions per week.

Daily planning scheme

Time slots



WEEKLY INVESTMENT

PROMO 24: € 27,400 net net

SINGLE POSITION: € 22,100 net net



MORNING 24 IMPACT MODULE

RADIO 24

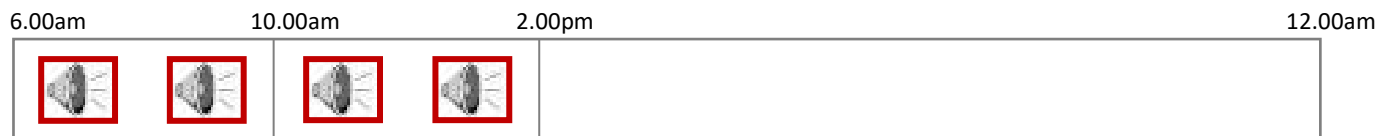


Scheduling from Sunday to Saturday:

28 Promo 24 or single positions per week.

Daily planning scheme

Time slots



▶ WEEKLY INVESTMENT

PROMO 24: € 21,800 net net

SINGLE POSITION: € 16,600 net net



TIME SLOTS OFFER

RADIO 24

The **time slot** is designed to provide the customer with maximum planning autonomy.

It includes one spot per day for 7 days - from Sunday to Saturday.

| MORNING | | AFTERNOON | | NIGHT | |
|-------------------|-------------------|-----------------|-------------------|------------------|-------------------|
| Time slots | 7 days investment | Time slots | 7 days investment | Time slots | 7 days investment |
| 9.00am – 10.00am | € 5,700 net net | 1.00pm – 2.00pm | € 3,500 net net | 6.00pm – 7.00pm | € 11,300 net net |
| 10.00am – 11.00am | € 5,300 net net | 2.00pm – 3.00pm | € 4,700 net net | 7.00pm – 8.00pm | € 12,000 net net |
| 11.00am – 12.00pm | € 4,600 net net | 3.00pm – 4.00pm | € 3,600 net net | 8.00pm – 9.00pm | € 6,100 net net |
| 12.00pm – 1.00pm | € 3,100 net net | 4.00pm – 5.00pm | € 4,800 net net | 9.00pm – 12.00am | € 1,300 net net |
| | | 5.00pm – 6.00pm | € 8,800 net net | | |

It is possible to buy the first or last position in the cluster by increasing the list price by 20%

ADVERTISING RATES ACCORDING TO SPOT LENGTHS

The prices indicated in the commercial offer, except where otherwise specified (PROMO 24 format 45"), refer to products consisting of 30". **The following conditions apply to products with a different length:**

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

It is possible to buy the first or last position in the cluster by increasing the price by 20%.

MATERIAL DEADLINE:

- The materials must arrive in **mp3 format no later than the Wednesday preceding the broadcast**; they will be uploaded only and exclusively on the Group portal at the following address: <https://portalemateriali.system24.gruppo24ore.com>.
- For the realization of **PROMO 24** (Radio 24) it is necessary to provide a **brief to the artistic direction of Radio 24 at least two weeks before the broadcast.**

GLOSSARY

TARGET

The set of people you want to reach with advertising.

NET COVERAGE

Number of target individuals hit at least once by the advertisement.

EFFECTIVE COVERAGE

Number of target individuals hit by the advertisement at least N times.

PENETRATION

% of the target hit at least once by the advertisement.

EFFECTIVE PENETRATION

% of the target hit by the advertisement at least N times.

FREQUENCY

Number of times an individual is hit by the advertisement.

EFFECTIVE FREQUENCY

Minimum number of times an individual must be hit by the advertisement to generate an effect and make communication effective.

AVERAGE FREQUENCY

Average number of exposure to the advertising message per individual reached.

GRP

Gross and raw measure of the effectiveness of an advertising campaign: it can be calculated as Penetration per Frequency, but also as Gross Contacts on Target per 100.

AFFINITY INDEX

It measures the concentration of GRPs of a plan on the reference target compared to the concentration of GRPs of the same plan on the total population. It is calculated with the formula:

$(\text{GRP on target} / \text{GRP on total ind.} + 14 \text{ y}) \times 100$