



# EXTRA COMMERCIAL OFFER

February 2024 update



# ECONOMY & FINANCE

## **PROGRAMS**

Borsa in diretta

Due di denari

Focus Economia

Voci di Impresa

# BORSA IN DIRETTA

## On air

From Monday to Friday 9 daily editions:  
10.30 am; 11.30 am; 12.30 pm; 01.30 pm;  
02.30 pm; 03.30 pm; 04.30 pm;  
07.30 pm; 08.30pm

The program updates - live and in real time - the performance of financial markets around the world. This is a unique proposal in Italy. Appointments in connection with Tokyo, with 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 professional journalists specialized in the sector and by the collaboration with the journalistic agency Radiocor, leader in Italy for economic and financial information.

## On air sponsorship



### SPONSORSHIP with spot 5"

MON-FRI: 1 BB 5" on opening of each appointment -  
10.30 am; 11.30 am; 12.30 pm; 01.30 pm; 02.30 pm; 03.30 pm;  
04.30 pm; 07.30 pm; 08.30pm  
FOR A TOTAL OF 45 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 14,800 net net**



### TOP BRAND POSITION with spot 10"

MON-FRI: 1 COM 10" on opening of each appointment -  
10.30 am; 11.30 am; 12.30 pm; 01.30 pm; 02.30 pm; 03.30 pm;  
04.30 pm; 07.30 pm; 08.30pm

FOR A TOTAL OF 45 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 22,200 net net**



### DOMINATION

#### SPONSORSHIP + SPOT 15"

FOR A TOTAL OF 45 BB 5" + 45 COM 15" PER WEEK



WEEKLY INVESTMENT

**€ 40,200 net net**



# DUE DI DENARI

## On air and podcast

From Monday to Friday from 11.00 am  
to 12.00 pm

Hosted by Debora Rosciani and Mauro  
Meazza

A changing law? A reverse of the stock exchange? An incomprehensible request from the taxman? These are the everyday questions that the "Due di denari" program answers with guests and experts. In a simple way, with the authority and the clear and direct language of Radio24.

The appointment is with Debora Rosciani and Mauro Meazza - the "Due di denari" - ready to grasp and describe the various aspects concerning the management of money and savings, relations with the tax authorities and bureaucracy, work, home, family.



## On air sponsorship



### SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 11.00 am; 1 SJ 5'' during the program; 1 BB 5'' on closing at 12.00 pm.

FOR A TOTAL OF 15 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 5,800 net net**



### TOP BRAND POSITION with spot 10''

MON-FRI: 1 COM 10'' on opening at 11.00 am; 1 COM 10'' during the program; 1 COM 10'' on closing at 12.00 pm.

FOR A TOTAL OF 15 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 8,700 net net**



### DOMINATION

#### SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 15 BB 5'' + 15 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 15,700 net net**

## Podcast sponsorship



*Podcast listening - weekly average \*: 14.300*

### SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths



WEEKLY INVESTMENT

**€ 6,000 net net**

## On air sponsorship

### + Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

\*Total downloads from radio24.it and app and from the main audio on demand platforms

# FOCUS ECONOMIA

## On air and podcast

From Monday to Friday from 5.00 pm  
to 6.30 pm

Hosted by Sebastiano Barisoni

The daily program focused on insights into current affairs, economy and finance issues. Created with the collaboration of the protagonists of the economic and financial day and the contribution of journalists and analysts from Il Sole 24 Ore. The aim of the program is to explain and analyze the most interesting topics of the day in a comprehensible way even for "non-experts". Fixed appointment for hot comments a few minutes after the close of the stock market.



## On air sponsorship



### SPONSORSHIP con spot 5"

MON-FRI: 1 BB 5" on opening at 5 pm; 2 SJ 5" during the program; 1 BB 5" on closing at 6.30 pm.  
FOR A TOTAL OF 20 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 9,000 net net**



### TOP BRAND POSITION con spot 10"

MON-FRI: 1 COM 10" on opening at 5 pm; 2 COM 10" during the program; 1 COM 10" on closing at 6.30 pm.  
FOR A TOTAL OF 20 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 13,500 net net**



### DOMINATION

#### SPONSORSHIP + SPOT 15"

FOR A TOTAL OF 20 BB 5" + 20 COM 15" PER WEEK



WEEKLY INVESTMENT

**€ 24,400 net net**

## Podcast sponsorship



*Podcast listening - weekly average \*: 71.100*

### SPONSORSHIP with spot 30"

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30"



WEEKLY INVESTMENT

**€ 15,000 net net**

\* the investment remains unchanged for all lengths

## On air sponsorship

## + Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

\*Total downloads from radio24.it and app and from the main audio on demand platforms

# VOCI D'IMPRESA

## On air

Saturday from 3.00 pm to 3.15 pm

Hosted by Anna Marino and  
Alessandra Scaglioni

They spend their lives building a dream, each one has its own story. Large and small entrepreneurs, companies from the north and south, new business and tradition, are illustrated in "Voci d'impresa, vite e storie dietro l'azienda" and in "Voci di piccola impresa, idee anticrisi". The program gives space to the story of an entrepreneur, his family and his company, to tell how the business idea was born and developed, what were the difficult and good moments, and how the life of the company is intertwined with the life of the people that build it.



## On air sponsorship



### SPONSORSHIP with spot 5"

SAT: 1 BB 5" on opening at 3.00 pm; 1 BB 5" on closing at 3.15 pm.

SUN-FRI: 3 PROMO co-branded/ daily rot. 6-24 -client's space 5".  
FOR A TOTAL OF 20 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4,000 net net**



### TOP BRAND POSITION with spot 10"

SAT: 1 COM 10" on opening 3.00 pm; 1 COM 10" on closing 3.15 pm.

SUN-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 20 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 6,000 net net**



### DOMINATION

#### SPONSORSHIP + SPOT 15"

FOR A TOTAL OF 20 BB 5" + 20 COM 15" PER WEEK



WEEKLY INVESTMENT

**€ 10,800 net net**



# NEWS & CURRENT EVENTS

## PROGRAMMS

24 Mattino

Uno, nessuno, 100Milan

Effetto giorno + Effetto notte

Nessun luogo è lontano

La zanzara

Si può fare

Amici e nemici

NEW

NEWS

# 24 MATTINO

## On air and podcast

From Monday to Friday from 6.30 am  
to 9.00 am

Hosted by Simone Spetia

Every day at 8.15 the opinion on the news with  
Paolo Mieli

24 Mattino, Hosted by Simone Spetia, is information, analysis and insights in the early morning, with the reading of newspapers, interviews with the main protagonists of politics, current affairs, economics.



## On air sponsorship



SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 6.30 am; 2 SJ 5'' during the program; 1 BB 5'' on closing at 9.00 am.

FOR A TOTAL OF 20 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 10,400 net net**



TOP BRAND POSITION with spot 10''

MON-FRI: 1 COM 10'' on opening at 6.30 am; 2 COM 10 during the program; 1 COM 10'' on closing at 9.00 am.

FOR A TOTAL OF 20 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 15,700 net net**



DOMINATION

SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 20 BB 5'' + 20 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 28,400 net net**

## Podcast sponsorship



Podcast listening - weekly average\*: 88.100

SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths



WEEKLY INVESTMENT

**€ 15,000 net net**

## On air sponsorship

## + Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

\*Total downloads from radio24.it and app and from the main audio on demand platforms



# UNO, NESSUNO, 100MILAN

## On air e podcast

From Monday to Friday from 9.00 am  
to 11.00 am

Hosted by Alessandro Milan and  
Leonardo Manera

A morning show on current events and issues, Hosted with a very personal gaze by Alessandro Milan. Also, this year Milan is accompanied by the ironic Leonardo Manera. To give substance to the themes there are the stories, of famous people and ordinary people that contribute with their experiences and their emotions to illustrate the various aspects of reality. There are guest and also the characters played by Leonardo Manera, who represents the exasperations of reality and are often truer than reality.



## On air sponsorship



SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 9.00 am; 2 SJ 5'' during the program  
1 BB 5'' on closing at 11.00 am.



WEEKLY INVESTMENT

**€ 7,000 net net**

FOR A TOTAL OF 20 BB 5'' PER WEEK



TOP BRAND POSITION with spot 10''

MON-FRI: 1 COM 10'' on opening at 9.00 am; 2 COM 10'' during the program; 1 COM 10'' on closing at 11.00 am.



WEEKLY INVESTMENT

**€ 10,500 net net**

FOR A TOTAL OF 20 COM 10'' PER WEEK



DOMINATION

SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 20 BB 5'' + 20 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 19,000 net net**

## Podcast sponsorship



*Podcast listening - weekly average\*: 29.200*

SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL e 1 POST on opening at and on closing of podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 6,000 net net**

*\* the investment remains unchanged for all lengths*

## On air sponsorship

## + Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

*\*Total downloads of the radio24.it website and app and the main audio on demand platforms*

# FOCUS ON NEWS

## On air and podcast

### EFFETTO GIORNO

From Monday to Friday 1.00 pm-2.00 pm,  
Hosted by Alessio Maurizi

"Effetto Giorno" aim is to help to look beyond the news, with analysis and comments to understand and deepen the news through live guests and interviews. For this, we will also take advantage of the web: a brief review of the titles of the online newspapers and the selection of a tweet every day to be commented.

### EFFETTO NOTTE

From Monday to Friday 9.00 pm-10.00 pm,  
Hosted by Roberta Giordano

It is the daily appointment in the evening, to have a clear and complete picture of the day that is closing.

## On air sponsorship



### SPONSORSHIP with spot 5"

MON-FRI - EFFETTO GIORNO/EFFETTO NOTTE: 1 BB 5" in opening at 1.00 pm and at 9.00 pm; 1 SJ 5" during the program; 1 BB 5" on closing at 2.00pm and at 10.00 pm.  
FOR A TOTAL OF 30 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 5,400 net net**



### TOP BRAND POSITION with spot 10"

MON-FRI - EFFETTO GIORNO/EFFETTO NOTTE: 1 COM 10" on opening at 1.00 pm and at 9.00 pm; 1 COM 10" during the program; 1 COM 10" on closing at 2.00 pm and at 10.00 pm.  
FOR A TOTAL OF 30 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 8,100 net net**



### DOMINATION

#### SPONSORSHIP + SPOT 15"

FOR A TOTAL OF 30 BB 5" + 30 COM 15" PER WEEK



WEEKLY INVESTMENT

**€ 14,600 net net**



# NESSUN LUOGO È LONTANO

## On air and podcast

From Monday to Friday from 4.00 pm to 5.00 pm  
and Saturday from 12.30 pm to 1.00pm  
Hosted by Giampaolo Musumeci

The great international news, the ones that tell and explain the facts, the characters, the choices, the balances of an increasingly interconnected world. Get ready to hear the great international current events, told with voices and sounds from the field, photographers and reporters from the front line, great international analysts.

The world is getting smaller and smaller and what happens outside our borders always concerns us. From Brexit to international terrorism, from African dynamics to the new Silk Road.



## On air sponsorship



### SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 4.00pm; 1 SJ during; 1 BB 5'' on closing at 5.00pm.

SAT: 1 BB 5'' on opening at 12.30 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 1.00 pm.

FOR A TOTAL OF 18 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 5,100 net net**



### TOP BRAND POSITION with spot 10''

MON-FRI: 1 COM 10'' on opening at 4.00 pm; 1 COM 10'' during; 1 COM 10'' on closing at 5.00 pm.

SAT: 1 COM 10'' on opening at 12.30 pm; 1 COM 10'' in the program; 1 COM 10'' on closing at 1.00 pm.

FOR A TOTAL OF 18 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 7,600 net net**



### DOMINATION

#### SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 18 BB 5'' + 18 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 13,800 net net**

## Podcast sponsorship



*Podcast listening - weekly average \*: 42.800*

### SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths



WEEKLY INVESTMENT

**€ 6,000 net net**

## On air sponsorship

## + Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

\*Total downloads from radio24.it and app and from the main audio on demand platforms

# LA ZANZARA

## On air and podcast

From Monday to Friday from 6.30 pm  
to 08.45 pm

Hosted by Giuseppe Cruciani  
and David Parenzo

"La zanzara" is current events without taboos, without censorship, without cuts to public opinion. At the end of the day, with live news headlines, investigations, voices captured on TV around the world and guests never heard, the program becomes the free zone for listeners - a space against banality - the arena where the first commandment is to speak clearly.



## On air sponsorship



SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 6.30 pm; 2 SJ 5'' during the program; 1 BB 5'' on closing at 8.45 pm.

FOR A TOTAL OF 20 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 9,200 net net**



TOP BRAND POSITION with spot 10''

MON-FRI: 1 COM 10'' on opening at 6.30 pm; 2 COM 10'' during the program; 1 COM 10'' on closing at 8.45 pm.

FOR A TOTAL OF 20 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 13,800 net net**



DOMINATION

SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 20 BB 5'' + 20 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 25,000 net net**

## Podcast sponsorship



*Podcast listening - weekly average \*: 1.108.700*

SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST on opening and on closing of the podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths



WEEKLY INVESTMENT

**€ 15,000 net net**

## On air sponsorship

## + Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

\*Total downloads from radio24.it and app and from the main audio on demand platforms

# SI PUÒ FARE

## On air and podcast

Saturday from 10.00 am to 11.30 am  
and Sunday from 9.00 am to 10.00 am

Hosted by Laura Bettini

The historic Radio 24 program continues to tell the stories of those who want to change things to live in a better world, more respectful of people and the planet.

The Saturday episodes are enriched, starting at 9.45, with "Stories from the social" narrated by Cristina Carpinelli who from week to week discovers the most active and proactive realities of the third sector.

Sunday is the day dedicated to monothematic insights on sustainable growth and the circular economy, to answer small and large questions about the ecological transition.



## On air sponsorship



### SPONSORSHIP with spot 5'' + promo

SAT AND SUN 1 BB 5'' on opening at 10.00/9.00 am; 1 SJ 5'' during; 1 BB 5'' on closing at 11.30/10.00 am.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.

FOR A TOTAL OF 21 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 4,700 net net**



### TOP BRAND POSITION with spot 10'' + promo

SAT-SUN: 1 COM 10'' on opening at 8.30/9.00 am; 1 COM 10'' during; 1 COM 10'' on closing at 11.30/10.00 am.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.

FOR A TOTAL OF 21 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 7,000 net net**



### DOMINATION

SPONSORSHIP + SPOT 15'' + promo

FOR A TOTAL OF 21 BB 5'' + 21 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 12,700 net net**

## Podcast sponsorship



*Podcast listening - weekly average \*: 1.900*

### SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 3,000 net net**

## On air sponsorship

## + Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

\*Totale download Sito e App radio24.it e principali piattaforme audio on demand

# AMICI E NEMICI

## L'informazione della settimana

### On air

Saturday from 8.30 am to 10.00 am and  
on re-run on Sunday at 8.00 pm  
Hosted by Lucia Annunziata and  
Daniele Bellasio

Every week on Saturday morning, the long impact of the news, with Lucia Annunziata and Daniele Bellasio. The story and analysis of the facts that have determined and will determine public speech. Facts that never before as in this time are intertwined between friendship and enmity, conflict and consensus. A frank discussion, without fear of opinions and judgments with some guests who will help to choose friends and enemies.



## On air sponsorship



### SPONSORSHIP with spot 5" + promo

SAT: 1 BB 5" on opening at 08.30 am; 1 SJ 5" during , 1 BB 5" on closing at 10.00 am.

SUN: 1 BB 5" on opening at 8.00 pm; 1 SJ 5" during ; 1 BB 5" on closing at 9.00 pm.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".

FOR A TOTAL OF 21 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 6,200 net net**



### TOP BRAND POSITION with spot 10" + promo

SAT: 1 BB 10" on opening at 08.30 am; 1 SJ 10" during , 1 BB 10" on closing at 10.00 am.

SUN: 1 BB 10" on opening at 8.00 pm; 1 SJ 10" during ; 1 BB 10" on closing at 9.00 pm.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 21 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 9,400 net net**



### DOMINATION

SPONSORSHIP + SPOT 15" + promo

FOR A TOTAL OF 21 BB 5" + 21 COM 15" PER WEEK



WEEKLY INVESTMENT

**€ 16,900 net net**



# SOCIETY & CONSUMPTIONS

## PROGRAMMS

**Immagini**

**Melog + La nave va**

**Obiettivo salute + Obiettivo salute in tavola**

**Nessuna è perfetta**

**Non mi capisci**

**Serpente Corallo**

**Society and consumptions week end:**

*Economia delle piccole cose +*

*Generazioni mobili + Essere e avere*

# IMMAGINI - Le storie della settimana

## On air

Sunday from 10.00 am to 10.45 am  
Hosted by Valentina Furlanetto  
*With the participation of Roberto Koch*

The images enter the radio medium and help to fix the news that have left a mark in our memory, those that help us understand reality.

Every week we will choose the shots and frames that have impressed us the most and that summarize better than many words the sense of what happens, images that have struck the public even if they were not among the main news of the mass media.



## On air sponsorship



**SPONSORSHIP with spot 5" + promo**

SUN: 1 BB 5" on opening at 10.00 am; 1 BB 5" on closing at 10.45 am.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".

FOR A TOTAL OF 20 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4,200 net net**



**TOP BRAND POSITION with spot 10" + promo**

SUN: 1 COM 10" on opening at 10.00 am; 1 COM 10" on closing at 10.45 am.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 20 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 6,400 net net**



**DOMINATION**

**SPONSORSHIP + SPOT 15" + promo**

FOR A TOTAL OF 21 BB 5" + 21 COM 15" PER WEEK



WEEKLY INVESTMENT

**€ 11,500 net net**



# GIANLUCA NICOLETTI

## On air and podcast



### MELOG

From Monday to Friday 12.10 pm - 13.00 pm

The focus of this new edition of Melog is "the doubt": if what we are living in is the era of post-truth, of shouted ideas, of "against" certainties, of alternative counter-truths, of unappealable verdicts, it is also the era of disappearance of "the doubt". Every day, Melog will try to undermine the most ironclad postulates of the social-media "flow" with its questions and provocations that we will be posed every time to the Italian listeners.

### LA NAVE VA

Saturday from 2.00 pm to 3.00 pm

Hosted by Gianluca Nicoletti and Fabrizio Intonti

On a ship headed towards a hypothetical dream destination, Gianluca Nicoletti goes from one lounge to another with his tablet always on and chats with other travellers, some real, others the fruit of his imagination.

## On air sponsorship



### SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 12.10 pm; 1 SJ 5'' during;  
1 BB 5'' on closing at 1.00 pm.

SAT: 1 BB 5'' on opening at 2.00 pm; 1 SJ 5''; 1 BB 5'' on  
closing at 3.00 pm.

FOR A TOTAL OF 18 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 5,100 net net**



### TOP BRAND POSITION with spot 10''

MON-FRI: 1 COM 10'' on opening at 12.10 pm; 1 COM 10''  
during; 1 COM 10'' on closing at 1.00 pm.

SAT: 1 COM 10'' at 2.00 pm; 1 COM 10'' during; 1 COM 10'' on  
closing at 3.00 pm.

FOR A TOTAL OF 18 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 7,600 net net**



### DOMINATION

#### SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 18 BB 5'' + 18 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 13,800 net net**

## MELOG podcast sponsorship



*Podcast listening - weekly average \*:41.700*

### SPONSORIZZAZIONE with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on  
closing of the podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths



WEEKLY INVESTMENT

**€ 6,000 net net**

## On air sponsorship + Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

\*Total downloads from radio24.it and app and from the main audio on demand platforms

# NICOLETTA CARBONE

On air and podcast



## OBIETTIVO SALUTE

From Monday to Friday 6.10 am-6.30am and clip at 12.00 pm, Saturday 12.00pm-12.30pm Nicoletta Carbone talks about health and collect all the useful information to adopt a healthy lifestyle to make us feel good. At noon space to the news coming from the world of national and international research commented with the direct players with an informative approach and strictly scientific at the same time.

## OBIETTIVO SALUTE IN TAVOLA

Sunday from 12.00 pm to 1.00pm

How to find the right way to nourish body and mind? This is the goal of the new appointment of Sunday led by Nicoletta Carbone. With the help of experts and on the basis of the most up-to-date scientific research we will discover everything we need to nourish our well-being because it is not only the type or quantity of food, we consume that affects our health, but also when, how and in what context we do it.

## On air sponsorship



SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 06.10 am and at 12.00 pm.  
SAT: 1 BB 5'' on opening at 12.00pm; 1 BB 5'' on closing at 12.30 pm.  
SUN: 1 BB 5'' on opening at 12.00pm; 1 SJ 5'' during; 1 BB 5'' on closing 1.00pm.

FOR A TOTAL OF 15 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 2,700 net net**



TOP BRAND POSITION with spot 10''

MON-FRI: 1 COM 10'' on opening at 06.10 am and at 12.00 pm.  
SAT: 1 COM 10'' on opening 12.00 pm; 1 COM 10'' on closing 12.30 pm.  
SUN: 1 COM 10'' on opening 12.00 pm; 1 COM 10'' during; 1 COM 10'' on closing 1.00 pm.

FOR A TOTAL OF 15 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 4,000 net net**



DOMINATION

SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 15 BB 5'' + 15 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 7,200 net net**

## Podcast sponsorship



*Podcast listening - weekly average \*: 15.700*

SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths



WEEKLY INVESTMENT

**€ 7,500 net net**

## On air sponsorship + Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

\*Total downloads from radio24.it and app and from the main audio on demand platforms

# NESSUNA È PERFETTA

On air

Sunday from 11.00 am to 11.30 am  
Hosted by Maria Latella

We always want to do everything, in the office, in the family and in our daily commitments, but aspiring to perfection is our worst flaw... here comes Maria Latella and the first Italian radio program dedicated to working women.

And also, to have a laugh and not always take us seriously. After all, it's Sunday morning!



## On air sponsorship



SPONSORSHIP with spot 5" + promo

SUN: 1 BB 5" on opening at 11.00am; 1 BB 5" on closing at 11.30am.  
MON-SAT: 3 PROMO co-branded/ giorno rot. 6-24 - client's space 5".



WEEKLY INVESTMENT

**€ 4,500 net net**

FOR A TOTAL OF 20 BB 5" PER WEEK



TOP BRAND POSITION con spot 10" + promo

SUN: 1 COM 10" on opening at 11.00 am ; 1 COM 10" on closing at 11.30 am.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".



WEEKLY INVESTMENT

**€ 6,800 net net**

FOR A TOTAL OF 20 COM 10" PER WEEK



DOMINATION

SPONSORSHIP + SPOT 15" + promo

FOR A TOTAL OF 20 BB 5" + 20 COM 15" PER WEEK



WEEKLY INVESTMENT

**€ 12,300 net net**

# NON MI CAPISCI – I padrieterni e i nuovi figli

On air

Saturday from 9.30 pm to 10.00 pm and  
Sunday from 1.00 pm to 2.00 pm  
Hosted by Federico Taddia and  
Matteo Bussola

Federico Taddia and Matteo Bussola change their point of view from the current program "I Padrieterni", to tell parents about the world of their children, indeed, directly by their voices and those of their characters of reference. Without judgment.

The guests are rappers, youtubers, gamers, environmental advocates and social experts who tell their point of view and showing that they have skills and ideas, even if they face the world and difficulties with a different look than their parents.



## On air sponsorship



### SPONSORSHIP with spot 5'' + promo

SAB: 1 BB 5'' on opening at 1.00 pm; 1 BB 5'' on closing at 2.00 pm.  
SUN: 1 BB 5'' on opening at 1.00 pm; 1 SJ 5'' during the program; 1 BB 5'' on closing at 2.00 pm.  
MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.



WEEKLY INVESTMENT

**€ 4,500 net net**

FOR A TOTAL OF 23 BB 5'' PER WEEK

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### TOP BRAND POSITION with spot 10'' + promo

SAT: 1 BB 10'' on opening at 1.00 pm; 1 BB 10'' on closing at 2.00 pm.  
SUN: 1 COM 10'' on opening at 13; 1 COM 10'' during; 1 COM 10'' on closing at 12.00.  
MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.



WEEKLY INVESTMENT

**€ 6,800 net net**

FOR A TOTAL OF 23 COM 10'' PER WEEK

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### DOMINATION

SPONSORSHIP + SPOT 15'' + promo

FOR A TOTAL OF 23 BB 5'' + 23 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 12,300 net net**

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# SERPENTE CORALLO

On air and podcast

Sunday from 10.45 am to 11.00 am  
Hosted by Marco lo Conte, Mauro Meazza,  
Stefano Elli

The Coral Snake is a very graceful but very poisonous animal. But it is also a Radio 24 program that tells in a semi-serious way about scams, scammers, or those Coral Snakes that undermine our savings and our peace of mind.

An appointment every Sunday on Radio24, always smiling and always to warn against pitfalls such as phishing, vishing, ransomware... Don't you understand? So, let's do this, we also give you a podcast: The "Serpente Corallo Social Club", with words, music, guests, experts and other ideas to do some more financial education, but a fun one.



## On air sponsorship



SPONSORSHIP with spot 5'' + promo

SUN: 1 BB 5'' on opening at 10.45 am; 1 BB 5'' on closing at 11.00 am.

FOR A TOTAL OF 2 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 500 net net**



TOP BRAND POSITION with spot 10'' + promo

SUN: 1 COM 10'' on opening at 10.45 am; 1 COM 10'' on closing at 11.00 am.

FOR A TOTAL OF 2 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 700 net net**



DOMINATION

SPONSORSHIP + SPOT 15'' + promo

FOR A TOTAL OF 2 BB 5'' + 2 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 1,300 net net**

## Podcast sponsorship



*Podcast listening - weekly average \*: 3.000*

SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcat, in the format until\* 30''

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 4,000 net net**

## On air sponsorship + Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

*\*Total downloads from radio24.it and app and from the main audio on demand platforms*

# SOCIETY & CONSUMPTIONS WEEK END

## On air

### ECONOMIA DELLE PICCOLE COSE

Saturday from 7.15 am to 7.30 am -

Hosted by Anna Migliorati

Practical instructions to manage the economy of everyday life.

### GENERAZIONI MOBILI

Saturday from 1.30 pm to 2.00 pm - Hosted by Sergio Nava

Practical instructions on how to pack and seize the best professional and study opportunities abroad.

### ESSERE E AVERE

Sunday from 10.00 pm to 10.30 pm - Hosted by Maria Luisa Pezzali

Tell me what you buy, and I'll tell you who you are. This is the claim of "Essere e Avere", the Radio 24 program about the consumption and new trends.

## On air sponsorship



### SPONSORSHIP with spot 5''

SAT - ECONOMIA/GENERAZIONI MOBILI: 2 BB 5'' on opening of program at 07.15 am, 1.30 pm; 2 BB 5'' on closing at 07.30 am, 2.00 pm.

SUN - ESSERE E AVERE: 1 BB 5'' on opening at 10.00 pm; 1 BB 5'' on closing at 10.30 pm.

FOR A TOTAL OF 10 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 1,700 net net**



### TOP BRAND POSITION con spot 10''

SAT - ECONOMIA/GENERAZIONI MOBILI: 2 COM 10'' on opening of program at 07.15 am, 1.30 pm; 2 COM 10'' on closing at 07.30 am, 2.00 pm.

SUN- ESSERE E AVERE: 1 COM 10'' on opening at 10.00 pm; 1 COM 10'' on closing at 10.30 pm.

FOR A TOTAL OF 10 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 2,600 net net**



### DOMINATION

SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 10 BB 5'' + 10 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 4,600 net net**



# MUSIC, CULTURE, ENTERTAINMENT

## **PROGRAMS**

**Leoni per Agnelli**

**Matteo caccia racconta**

**Cartellone**

**Radiotube**

**Culture week end:**

*Il cacciatore di libri + Un libro tira l'altro +*

*A conti fatti*

**La rosa purpurea**

**Ultra Pop**

**Off Topic**

**Musica Maestro**

# LEONI PER AGNELLI

## – l'attualità della musica

### On air and podcast

Saturday and Sunday from 7.00 pm  
to 8.00 pm

Hosted by Manuel Agnelli

Leoni per Agnelli: music as a key to reading reality, as a language that represents its time, as an expression of a society, of a view on the world.

One of the most well-known and competent figures in this sector accompanies us on a journey through the themes and characters of our time, guided by the sound of the songs that represent them.



## On air sponsorship



SPONSORSHIP with spot 5'' + promo

SAT: 1 BB 5'' on opening at 7.00 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 8.00 pm.

SUN: 1 BB 5'' on opening at 7.00 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 8.00 pm.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.

FOR A TOTAL OF 21 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 6,200 net net**



TOP BRAND POSITION with spot 10'' + promo

SAT: 1 COM 10'' on opening at 7.00 pm; 1 SJ 10'' during ; 1 COM 10'' on closing at 8.00 pm.

SUN: 1 COM 10'' on opening at 7.00 pm; 1 SJ 10'' during ; 1 COM 10'' on closing at 8.00 pm.

MON-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.

FOR A TOTAL OF 21 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 9,400 net net**



DOMINATION

SPONSORSHIP + SPOT 15'' + promo

FOR A TOTAL OF 21 BB 5'' + 21 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 1,300 net net**

## Podcast sponsorship



*Podcast listening - weekly average \*: 4.600*

SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 4,000 net net**

\* the investment remains unchanged for all lengths

## + On air sponsorship Podcast sponsorship

\*Total downloads from radio24.it and app and from the main audio on demand platforms



DISCOUNT **10%**  
ON ALL COMBINATIONS



# MATTEO CACCIA

## RACCONTA

### On air e podcast

From Monday to Friday from 3.00 pm  
to 4.00 pm,

Hosted by Matteo Caccia

A narrative format that uses storytelling to describe our daily lives. The life stories that the program collects are "Stories of everyday philosophy".

Narrating and listening to stories is the best way to get to know the world and people: in the stories of others there is always something interesting for us too: a lesson, a new way of seeing things, food for thought or perhaps the meaning to what we ourselves are experiencing.



## On air sponsorship



### SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 3.00 pm; 1 SJ 5'' during the program; 1 BB 5'' on closing at 4.00 pm.

FOR A TOTAL OF 15 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 6,000 net net**



### TOP BRAND POSITION with spot 10''

MON-FRI: 1 COM 10'' on opening at 3.00 pm; 1 COM 10'' during the program; 1 COM 10'' on closing at 4.00 pm.

FOR A TOTAL OF 15 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 8,900 net net**



### DOMINATION

#### SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 15 BB 5'' + 15 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 16,200 net net**

## Podcast sponsorship



*Podcast listening - weekly average \*:24.800*

### SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST on opening and on closing of podcast, in the format until\* 30''

\*the investment remains unchanged for all lengths



WEEKLY INVESTMENT

**€ 6,000 net net**

## + On air sponsorship Podcast sponsorship

\*Total downloads from radio24.it and app and from the main audio on demand platforms



DISCOUNT **10%**  
ON ALL COMBINATIONS



# CARTELLONE

On air

Saturday from 3.15 pm to 3.30 pm  
Hosted by Elisabetta Fiorito

A tour of the most evocative shows in Italy, a radio tour of national premieres, interviews with the stage performers.

All this is Cartellone, the weekly appointment with the theater to find the show that's right for you. The presentation is entrusted to Elisabetta Fiorito, political journalist of Radio 24, but also author of plays and awarded Fersen prize for dramaturgy.



## On air sponsorship



SPONSORSHIP with spot 5'' + promo

SAT: 1 BB 5'' on opening at 3.15 pm

SUN-FRI: : 2 PROMO co-branded/ daily rot. 6-24 - client's space 5''.

PER UN TOTALE DI 13 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 2,100 net net**



TOP BRAND POSITION with spot 10'' + promo

SAT: 1 COM 10'' on opening at 3.15 pm

SUN-FRI: 2 PROMO co-branded/ daily rot. 6-24 - client's space 10''.

FOR A TOTAL OF 13 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 3,200 net net**



DOMINATION

SPONSORSHIP + SPOT 15'' + promo

FOR A TOTAL OF 13 BB 5'' + 13 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 5,700 net net**

# RADIOTUBE

## On air

### RADIOTUBE SOCIAL VILLAGE

Saturday from 4.00 pm to 5.00 pm –  
Hosted by Marta Cagnola

On Saturday afternoon, Radio 24 becomes a "social village" to experience the current events of the shows together. Music, cinema, TV, TV series and trends.

### RADIOTUBE SOCIAL NETWORK

Saturday from 5.00 pm to 6.00 pm –  
Hosted by Marta Cagnola

Everything that happens on the web and on social networks. Between news that travels on the web and the web that makes news, we will understand how information changes and the way we communicate.



## On air sponsorship



### SPONSORSHIP with spot 5''

SAT - SOCIAL VILLAGE: 1 BB 5'' on opening at 4.00 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 5.00 pm.

SAT - SOCIAL NETWORK: 1 BB 5'' on opening at 5.00 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 6.00 pm.

FOR A TOTAL OF 6 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 1,800 net net**



### TOP BRAND POSITION with spot 10''

SAT - SOCIAL VILLAGE: 1 COM 10'' on opening 4.00 pm;  
1 COM 10'' during; 1 COM 10'' on closing at 5.00 pm.

SAT - SOCIAL NETWORK: 1 COM 10'' on opening at 5.00 pm;  
1 COM 10'' during; 1 COM 10'' on closing at 6.00 pm.

FOR A TOTAL OF 6 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 2,700 net net**



### DOMINATION

SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 6 BB 5'' + 6 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 4,900 net net**



# CULTURE WEEK-END

## On air and podcast

### IL CACCIATORE DI LIBRI

Saturday 6.30 am -7.00 am and  
3.30 pm-4.00 pm -

Hosted by Alessandra Tedesco

A correspondent in the bookstore to discover the editorial news and re-evaluate old novels published.



### A CONTI FATTI

Saturday from 11.45 pm to 12.00 am -

Hosted by Dino Pesole

The program is dedicated to the great themes of history, in particular to those of the 20th century, it is created in collaboration with the History Channel.



### UN LIBRO TIRA L'ALTRO

Sunday 6.10am-6.30am and  
10.30 pm- 11.00 pm -

Hosted by Salvatore Carrubba

Discovering the classics and new literary releases, selected for listeners by Carrubba.



## On air sponsorship



### SPONSORSHIP with spot 5''

SAT - CACCIATORE LIBRI: 1 BB 5'' on opening at 06.30am/ 3.30pm;  
1 BB 5'' on closing at 07.00am/ 4.00 pm.

SAT - A CONTI FATTI: 1 BB 5'' on opening at 11.45pm; 1 BB 5'' on  
closing at 12.00 am.

SUN - UN LIBRO TIRA L'ALTRO: 1 BB 5'' on opening at 06.10am/  
10.30 pm; 1 BB 5'' on closing at 06.30am/ 11.00pm.

FOR A TOTAL OF 10 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 1,300 net net**



### TOP BRAND POSITION with spot 10''

SAT- CACCIATORE LIBRI: 1 COM 10'' on opening at 06.30am/ 3.30  
pm; 1 COM 10'' in chiusura 07.00 am/ 4.00 pm.

SAT - A CONTI FATTI: 1 COM 10'' on opening at 11.45 pm; 1 COM  
10'' on closing at 12.00 am.

SUN - UN LIBRO TIRA L'ALTRO: 1 COM 10'' on opening at 06.10am/  
10.30 pm; 1 COM 10'' on closing at 06.30 am/ 11.00 pm.

FOR A TOTAL OF 10 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 1.900 net net**



### DOMINATION

#### SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 10 BB 5'' + 10 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 3,400 net net**

## IL CACCIATORE DI LIBRI Podcast sponsorship

*Podcast listening - weekly average \*:5.500*



### SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL e 1 POST ROLL on opening and on  
closing of podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths



WEEKLY INVESTMENT

**€ 3,000 net net**

## On air sponsorship

## + Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

\*Total downloads from radio24.it and app and from the main audio on demand platforms

# LA ROSA PURPUREA

## On air and podcast

Saturday from 6.00 pm to 7.00 pm

Hosted by Franco Dassisti

A weekly program dedicated to "cinema", to films, to the story of plots through the audio suggestions of dialogues and music. The most beautiful and deserving films, under the magnifying glass of critics and audiences. However, there will be a space dedicated to DVDs, the main means of (re) discovery of the masterpieces of the past.



## On air sponsorship



SPONSORSHIP with spot 5"

SAT: 1 BB 5" on opening at 6.00 pm; 1 SJ 5" during the program; 1 BB 5" on closing at 7.00 pm.

FOR A TOTAL OF 3 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 600 net net**



TOP BRAND POSITION with spot 10"

SAT: 1 COM 10" on opening at 6.00 pm; 1 COM 10" during the program; 1 COM 10" on closing at 7.00 pm.

FOR A TOTAL OF 3 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 900 net net**



DOMINATION

SPONSORSHIP + SPOT 15"

FOR A TOTAL OF 3 BB 5" + 3 COM 15" PER WEEK



WEEKLY INVESTMENT

**€ 1,600 net net**

## Podcast sponsorship

*Podcast listening - weekly average\*: 3.200*



SPONSORSHIP with spot 30"

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30"

*\* the investment remains unchanged for all lengths*



WEEKLY INVESTMENT

**€ 3,000 net net**

## On air sponsorship

**+ Podcast sponsorship**



DISCOUNT **10%**  
ON ALL COMBINATIONS

*\*Total downloads from radio24.it and app and from the main audio on demand platforms*

# OFF TOPIC

## On air

Saturday from 9.00 pm to 9.30 pm and  
re-run on Sunday 4.00 pm-4.30 pm  
Hosted by A. Longoni, A. Roccabella,  
B. Salmetti, R. Poli

How many times in a conversation, partly because we don't know what to say and partly to cut things short, do we use clichés? There isn't a single person in his life who hasn't used these linguistic shortcuts. This year the clichés program opens its doors to the public: the "extended editorial team" of OFF TOPIC on Telegram is born, a real meeting room between hosts and listeners where they can share ideas, ideas and opinions which will then be discussed in the program. Another new feature will be the live broadcasts on Twitch during the editing and live broadcast of the episodes.



## On air sponsorship



### SPONSORSHIP with spot 5" + promo

SAT: 1 BB 5" on opening at 9.00 pm; 1 BB 5" on closing at 9.30 pm.  
SUN: 1 BB 5" on opening at 4.00 pm; 1 BB 5" on closing at 4.30 pm.  
MON-SUN: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".

FOR A TOTAL OF 25 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4,600 net net**



### TOP BRAND POSITION with spot 10" + promo

SAT: 1 COM 10" on opening at 9.00 pm; 1 COM 10" on closing at 9.30 pm.  
SUN: 1 COM 10" on opening at 4.00 pm; 1 COM 10" on closing at 4.30 pm.  
MONS-SUN: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 25 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 6,900 net net**



### DOMINATION

SPONSORSHIP + SPOT 15" + promo

FOR A TOTAL OF 25 BB 5" + 25COM 15" PER WEEK



WEEKLY INVESTMENT

**€ 12,500 net net**



# MUSICA MAESTRO

On air

Sunday from 9.30 pm to 10.00 pm  
Hosted by Armando Torno

"Musica Maestro" is the Radio 24 program based on classical music: opera, symphonic, instrumental commented by the protagonists of the moment.

The program deals with music, investigating and bringing to light the relationships with culture, philosophy, science and society, paying particular attention to current events: every week the recommendation of a book or a record, a performer or a young musician, an anniversary or an important event.



## On air sponsorship



### SPONSORSHIP con spot 5''

DOM: 1 BB 5'' on opening at 9.30 pm; 1 BB 5'' on closing at 10.00 pm.

FOR A TOTAL OF 2 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 500 net net**



### TOP BRAND POSITION with spot 10''

DOM: 1 BB 10'' on opening at 9.30 pm; 1 BB 10'' on closing at 10.00 pm.

FOR A TOTAL OF 2 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 700 net net**



### DOMINATION

SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 2 BB 5'' + 2 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 1,300 net net**



# FUTURE & INNOVATION

## **PROGRAMS**

**Smart City**

**Technology:**

*2024 + Radionext*



# SMART CITY

## On air and podcast

From Monday to Thursday at 8.45 pm

With teaser at 10.55 am

Hosted by Maurizio Melis

Smart City is a program focused on projects, technological innovations, experiments that go in the direction of making our cities smarter and more accessible: energy saving, intelligent lighting systems, traffic management and sustainable urban mobility, management of water and waste.

## SMART CITY XL - PODCAST

A weekly interview to take stock of the most important lines of innovation with some of Italy's leading experts.



## On air sponsorship



SPONSORSHIP with spot 5'' + promo

MON-THU: 1 BB 5'' on closing at 10.55 am and at 8.50 pm

SAT-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.

FOR A TOTAL OF 29 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 7,500 net net**



TOP BRAND POSITION con spot 10'' + promo

MON-THU: 1 COM 10' on closing at 10.55 am and at 8.50 pm.

SAT-FRI: 3 PROMO co-branded/ daily rot. 6-24 client's space 10''.

FOR A TOTAL OF 29 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 11,300 net net**



DOMINATION

SPONSORSHIP+ SPOT 15'' + promo

FOR A TOTAL OF 29 BB 5'' + 29 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 20,400 net net**

## Podcast sponsorship + SMART CITY XL podcast sponsorship



*Podcast listening - weekly average \*: 16.900*

SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 6,000 net net**

\*the investment remains unchanged for all lengths

## + On air sponsorship Podcast sponsorship

\*Totale download Sito e App radio24.it e principali piattaforme audio on demand



DISCOUNT **10%**  
ON ALL COMBINATIONS



# TECHNOLOGY: PROGRAMS

## On air and podcast



### RADIONEXT

Friday from 8.45 pm to 9.00 pm-

Hosted by Pepe Moder

RadioNext is the weekly program of Radio 24 on digital transformation, a debate on digital issues seen through the eyes of the entrepreneur, the manager, the professional to understand the opportunities and impacts that the epochal change we are experiencing offers to our management class.

2024

Sunday from 2.00 pm to 3 pm -

Hosted by Enrico Pagliarini



Everything that happens on the web and on social media. Between news traveling on the web and the web making news, we will understand how information and our way of communicating changes.

## On air sponsorship



### SPONSORSHIP with spot 5''

FRI - RADIONEXT: 1 BB 5'' on opening at 8.45 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 9.00 pm

SUN- 2024: 1 BB 5'' on opening at 2.00 pm; 1 SJ 5'' during; 1 BB 5'' on closing at 3.00 pm.

FOR A TOTAL OF 6 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 1,800 net net**



### TOP BRAND POSITION con spot 10''

VEN- RADIONEXT: 1 COM 10'' on opening at 8.45 pm; 1 COM 10'' during; 1 COM 10'' on closing at 9.00 pm

DOM - 2024: 1 COM 10'' on opening at 2.00 pm; 1 COM 10'' during; 1 COM 10'' on closing at 3.00 pm

FOR A TOTAL OF 6 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 2,700 net net**



### DOMINATION

#### SPONSORSHIP + SPOT 15''

FOR A TOTAL OF 6 BB 5'' + 6 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 4,900 net net**

## 2024 Podcast sponsorship

*Podcast listening- weekly average\*: 16.900*



### SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL e 1 POST ROLL on opening at and on closing at of podcast, in the format until\* 30''

\* the investment remains unchanged for all lengths



WEEKLY INVESTMENT

**€ 6,000 net net**

## + On air sponsorship Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS



# HOBBY AND PASSIONS

## PROGRAMS

- **Tutti convocati + In campo con Pardo**
- **Olympia**
- **Smart car**
- **Strade e motori**
- **Grand Tour - Viaggi e percorsi nell'Italia delle Regioni**
- **Personal Best**

NEW

# TUTTI CONVOCATI + IN CAMPO CON PARDO

On air and podcast



## TUTTI CONVOCATI

From Monday to Friday 2.00 pm-3.00 pm  
and Sunday 5.00 pm-7.00 pm,  
Hosted by Carlo Genta, Pierluigi Pardo  
and Giovanni Capuano

An ironic and engaging interpretation of  
current sporting events, without fanaticism  
and without technicalities. Comments,  
interviews and above all the debate with the  
listeners, who are all invited.

## IN CAMPO CON PARDO

Saturday from 11.30 am to 12.00 pm

The new original format of Radio 24 with  
Pierluigi Pardo. Behind the scenes, previews,  
predictions, statements from the protagonists  
and all the latest news from the Serie A  
championship, with a window on the main  
sporting events.

## On air sponsorship



SPONSORSHIP with spot 5''

MON-FRI: 1 BB 5'' on opening at 2.00 pm; 1 SJ 5'' during; 1 BB  
5'' on closing at 3.00 pm.

SUN: 1 BB 5'' on opening at 5.00 pm; 2 SJ 5''; 1 BB 5'' on  
closing at 7.00 pm.

SAT - IN CAMPO CON PARDO: 1 BB 5'' on opening at  
11.30 am; 1 BB 5'' on closing at 12.00 pm.

FOR A TOTAL OF 21 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 6,600 net net**



TOP BRAND POSITION with spot 10''

MON-FRI: 1 COM 10'' on opening at 2.00 pm; 1 COM 10'' during;  
1 COM 10'' on closing at 3.00 pm.

DOM: 1 COM 10'' at 5.00 pm; 2 COM 10'' during the program;  
1 COM 10'' on closing at 7.00 pm.

SAB - IN CAMPO CON PARDO: 1 BB 10'' on opening at 11.30 am;  
1 BB 10'' on closing at 12.00 pm.

FOR A TOTAL OF 21 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 9,300 net net**



DOMINATION

SPONSORIZZAZIONE + SPOT 15''

FOR A TOTAL OF 21 BB 5'' + 21 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 19,900 net net**

## Podcast sponsorship

*Podcast listening - weekly average\*: 80.600*



SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on  
closing fo podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 12,000 net net**

\* the investment remains unchanged for all lengths

**+ On air sponsorship  
Podcast sponsorship**



DISCOUNT **10%**  
ON ALL COMBINATIONS

# OLYMPIA

## On air

On Sunday from 4.30 pm to 5.00 pm  
Hosted by Dario Ricci

Olympia, the city of Greece, cradle of the Olympic Games, is the city symbol of sport and the highest values it represents. Between actuality and memory, every Sunday Dario Ricci retraces the epic pages of the history of sport and the most dramatic and exciting moments of contemporary sport.



## On air sponsorship



### SPONSORSHIP with spot 5" + promo

SUN: 1 BB 5" on opening at 4.30 pm; 1 BB 5" on closing at 5.00 pm.  
MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".

FOR A TOTAL OF 20 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4,200 net net**



### TOP BRAND POSITION with spot 10" + promo

SUN: 1 COM 10" on opening at 4.30 pm; 1 COM 10" on closing at 5.00 pm.  
MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 20 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 6,400 net net**



### DOMINATION

SPONSORSHIP + SPOT 15" + promo

FOR A TOTAL OF 20 BB 5" + 20 COM 15" PER WEEK



WEEKLY INVESTMENT

**€ 11,500 net net**

# SMART CAR

## On air and podcast

From Monday to Thursday at 8.50 pm and  
Day topics anticipation at 3.55 pm  
Hosted by Massimo De Donato

How the world of cars is changing, which models we will see on the roads in the coming months, but above all how electric engines and new mobility-related services will change the habits of Italians.

All the insights in Smart Car, Radio24's daily column dedicated to the automotive world which still represents an important segment of our country's industry. Without neglecting the element that has always linked Italians to four wheels: passion.



## On air sponsorship



SPONSORSHIP with spot 5'' + promo

MON-THU: 1 BB 5'' on opening at 3.55 pm and at 8.50 pm.  
SAT-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.  
FOR A TOTAL OF 29 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 7,500 net net**



TOP BRAND POSITION with spot 10'' + promo

MON-THU: 1 COM 10'' on opening at 3.55 pm and at 8.50 pm.  
SAT-FRI: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.  
FOR A TOTAL OF 29 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 11,300 net net**



DOMINATION

SPONSORSHIP + SPOT 15'' + promo  
FOR A TOTAL OF 29 BB 5'' + 29 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 20,400 net net**

## Podcasts SMART CAR + STRADE E MOTORI sponsorship



*Podcast listening - weekly average \*:4.300*

SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 5,000 net net**

*\*the investment remains unchanged for all lengths*

## + On air sponsorship Podcast sponsorship

*\*Total downloads from radio24.it and app and from the main audio on demand platforms*



DISCOUNT **10%**  
ON ALL COMBINATIONS



# STRADE E MOTORI

## On air and podcast

Saturday from 10.00 pm to 10.30 pm

Hosted by Massimo De Donato

The appointment with Strade e motori, hosted by Massimo De Donato, returns with the new year in a new format, every Saturday at 10pm. More space for in-depth interviews and above all road tests.

We will learn about the evolution of electric and ecological cars, new hybrid cars, new models and everything concerning the impact of the car on the daily lives of all of us, from driving bans on public holidays, to new incentives for purchasing including the topic of the ecotax which from next March will penalize those who purchase polluting vehicles.



## On air sponsorship



SPONSORSHIP with spot 5'' + promo

SAT: 1 BB 5'' on opening at 10.00 pm; 1 BB 5'' on closing at 22.30 pm.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.  
FOR A TOTAL OF 20 BB 5'' PER WEEK



WEEKLY INVESTMENT

**€ 4,200 net net**



TOP BRAND POSITION with spot 10'' + promo

SAT: 1 COM 10'' on opening at 10.00 pm; 1 COM 10'' on closing at 10.30 pm.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.

FOR A TOTAL OF 20 COM 10'' PER WEEK



WEEKLY INVESTMENT

**€ 6,400 net net**



DOMINATION

SPONSORSHIP + SPOT 15'' + promo

FOR A TOTAL OF 20 BB 5'' + 20 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 11.500 net net**

## Podcast sponsorship SMART CAR + STRADE E MOTORI



*Podcast listening - weekly average \*:4.300*

SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 5,000 net net**

*\*the investment remains unchanged for all lengths*

## + On air sponsorship Podcast sponsorship

*\*Total downloads from radio24.it and app and from the main audio on demand platforms*



DISCOUNT **10%**  
ON ALL COMBINATIONS



# «GRAND TOUR» - Viaggi e percorsi nell'Italia delle Regioni

On air

Sunday from 3.00 pm to 4.00 pm

Hosted by Valeria De Rosa

*With the participation of Alessandra Schepisi  
and Silvio Lorenzi*

Radio 24's travel program. A guide to discover the wonders of our country, even the most hidden ones: villages, paths, panoramas, trekking routes, cycle itineraries. In each episode, suggestions on what to visit, but also practical advice on events related to the world of travel, cycling and running. A program that can be listened to as a podcast both in its complete version and in its individual parts: "Grand tour - A ruota libera" - with Alessandra Schepisi and "Grand tour - A passo libero" - with Silvio Lorenzi.



## On air sponsorship



SPONSORSHIP with spot 5" + promo

SUN: 1 BB 5" on opening at 3.00 pm; 1 SJ 5" during 1; BB 5" on closing at 4.00 pm.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5".

FOR A TOTAL OF 21 BB 5" PER WEEK



WEEKLY INVESTMENT

**€ 4,200 net net**



TOP BRAND POSITION with spot 10" + promo

SUN: 1 COM 10" on opening at 3.00 pm; 1 SJ 10" during 1 COM 10" on closing at 4.00 pm.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10".

FOR A TOTAL OF 21 COM 10" PER WEEK



WEEKLY INVESTMENT

**€ 6,400 net net**



DOMINATION

SPONSORSHIP + SPOT 15" + promo

FOR A TOTAL OF 20 BB 5" + 20 COM 15" PER WEEK



WEEKLY INVESTMENT

**€ 11,500 net net**



# PERSONAL BEST

## On air and podcast

Sunday from 06.30 am to 06.50 am  
Hosted by Silvio Lorenzi and  
Ivana di Martino

Silvio Lorenzi and Ivana Di Martino run among the questions, answers and curiosities from the world of running. Starting running, continuing to do it and improving, thanks to the advice of the experts and the protagonists of this sport: from the preparation of the first marathon to nutrition, from training to resilience, from the choice of shoes to recovery from injuries. It is all about the conquest of our Personal Best.

## On air sponsorship



SPONSORSHIP with spot 5'' + promo

SUN: 1 BB 5'' on opening at 06.30 am; 1 BB 5'' on closing at 06.50 am.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 5''.



WEEKLY INVESTMENT

**€ 3,800 net net**

FOR A TOTAL OF 20 BB 5'' PER WEEK



TOP BRAND POSITION con spot 10'' + promo

SUN: 1 COM 10'' on opening at 06.30 am; 1 COM 10'' on closing at 06.50 am.

MON-SAT: 3 PROMO co-branded/ daily rot. 6-24 - client's space 10''.



WEEKLY INVESTMENT

**€ 5,800 net net**

FOR A TOTAL OF 20 COM 10'' PER WEEK



DOMINATION

SPONSORSHIP + SPOT 15'' + promo

FOR A TOTAL OF 20 BB 5'' + 20 COM 15'' PER WEEK



WEEKLY INVESTMENT

**€ 10,400 net net**

## Podcast sponsorship



*Podcast listening - weekly average\* 2.500*

SPONSORSHIP with spot 30''

SAT-FRI: 1 PRE ROLL and 1 POST ROLL on opening and on closing of podcast, in the format until\* 30''



WEEKLY INVESTMENT

**€ 3,000 net net**

*\* the investment remains unchanged for all lengths*

## + On air sponsorship Podcast sponsorship



DISCOUNT **10%**  
ON ALL COMBINATIONS

*\*Total downloads from radio24.it and app and from the main audio on demand platforms*



# SERVICE APPOINTMENTS

## SPONSORSHIPS

- **TIME SIGNAL:**
  - *Time signal – total –*
  - *Even or odd hours*
- **WEATHER FORECAST**
- **TRAFFIC NEWS:**
  - *Total*
  - *Traffic News .15*
  - *Traffic News<sub>4Z</sub> .45*



# SERVICE APPOINTMENTS

## SPONSORSHIPS

### TIME SIGNAL:

- Time signal – total
- Even or odd hours

### TRAFFIC NEWS:

- Total
- Traffic News .15
- Traffic News .45

### WEATHER FORECAST



# TIME SIGNAL

Every day with punctuality the appointment with the time signal. From Monday to Friday every hour except 1.00pm, 8.00pm and 9.00pm, Saturday and Sunday every hour except 6.00am, 2.00pm and 3.00pm.

## SPONSORSHIP

### EVEN HOURS OR ODD HOURS:

**35 BB** opening Mon-Fri

**8 BB** opening Sat

**8 BB** opening Sun

**TOTAL: 51 BB 5" A WEEK**

### TOTAL

**70 BB** opening Mon-Fri

**16 BB** opening Sat

**16 BB** opening Sun

**TOTALE: 102 BB 5" A WEEK**



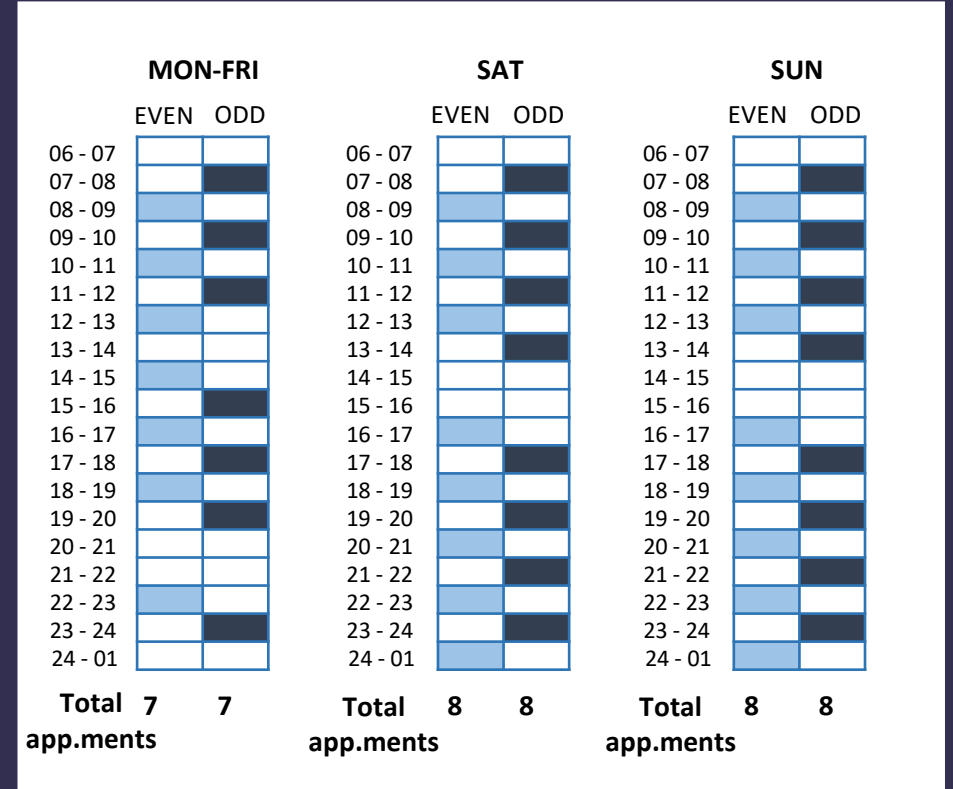
WEEKLY INVESTMENT

**€ 13,000 net net**



WEEKLY INVESTMENT

**€ 24,000 net net**



# WEATHER FORECAST

The main feature of Radio 24's weather forecast is the simple and straightforward style. In the morning, more space is left for forecasts for the day, with an indication of temperatures; during the day, quick updates are given on the weather situation; in the evening, again in-depth information on the forecast for the following day.

## SPONSORSHIP

**25 BB** opening Mon-Fri

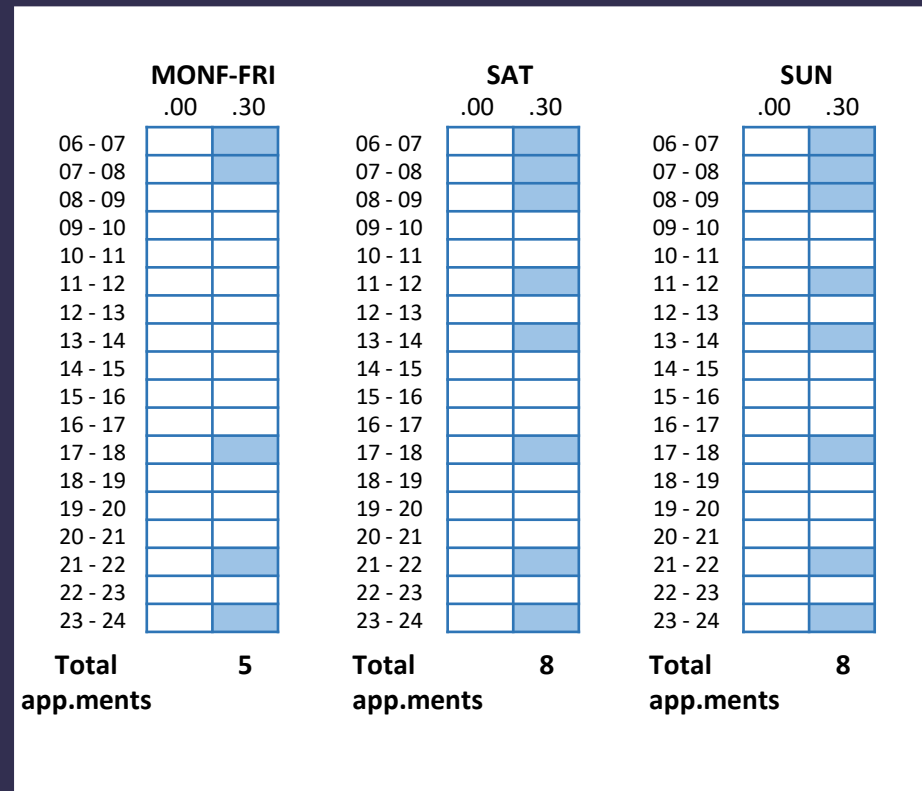
**8 BB** opening Sat

**8 BB** opening Sun

**TOTAL: 41 BB 5" A WEEK**



**WEEKLY INVESTMENT**  
**€ 10,500**



# TRAFFIC NEWS

The information relates to the main national communication networks and links with foreign countries: roads, highways, railways, airplanes and ferries. The contents are qualified and certified thanks to the innovative technology of the Radio Traffic platform, the center of excellence of the ACI Global group for the selection and management of real-time updates of road conditions throughout Italy, thanks to innovative systems in the collection of information.

## TOTAL SPONSORSHIP

**100 BB** opening Mon-Fri  
**28 BB** opening Sat  
**30 BB** opening Sun  
**TOTAL: 158 BB 5''**

## HOUR .15

**30 BB** opening Mon-Fri  
**12 BB** opening Sat  
**14 BB** opening Sun  
**TOTAL: 56 BB 5''**

## HOUR .45

**70 BB** opening Mon-Fri  
**16 BB** opening Sat  
**16 BB** opening Sun  
**TOTAL: 97 BB 5''**



WEEKLY  
 INVESTMENT  
**€ 35,400 net net**

WEEKLY  
 INVESTMENT  
**€ 14,100 net net**

WEEKLY  
 INVESTMENT  
**€ 23,100 net net**

