



Leading Italian radio

MARKET OVERVIEW:

Rai (Radiotelevisione Italiana) is the Italian state owned public service broadcaster and the biggest television company in Italy.

Radio Rai is leader in audience, quality and loyalty of its audience. Or better: of its audiences! Because **Radio Rai** is listened by a lot of different people due to the varied content of its 3 radio channels and the variety of different programmes at different times of day. Reliable, youthful and energetic, today **Radio Rai** is more than ever a strategic media for advertising communication. Three words sum it: beneficial, affordable and flexible.

PROFILE:

Radio Rai attracts interested audiences:

	Day 6-24		Prime Time 6-9	
	Audience x 000	Share %	Audience x 000	Share %
Rai Radio 1	6.176	15,9	3.523	16,5
Rai Radio 2	3.757	9,6	1.951	9,1
Rai Radio 3	1.851	4,8	1.073	5,0

ADVERTISING RATES 2011:

Please contact us

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for all details

If you would like to receive copies, a media pack or coverage rankings, please contact

GCA International Media Sales 020 7730 6033

Email: gca@gca-international.co.uk