



Cultural entertainment

MARKET OVERVIEW:

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

Rai 5 is the channel designed to attract a modern and active audience which is curious and looking for information.

In 2010, the audience of **Rai 5** reached an average of 24.381 viewers per minute

PROFILE:

Art, fashion, music (pop and classical), dance, travel, literature, made in Italy: each thematic dinner will be introduced by a testimonial that will show "5 reasons" not to miss the appointment.

Language is catchy, cool, ironic, funny, accessible and authoritative.

ADVERTISING RATES 2011:

Please contact us

TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

Please contact us for details

Main target	
Male	122
Housewives	110
25-34 y.o.	106
35-44 y.o.	114
45-54 y.o.	127
Upper Class	199
Middle Upper Class	124
Graduate	247
Senior High school	139

Source Auditel day 8am-2am

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

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