



Dedicated to cult films

MARKET OVERVIEW:

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

Rai Movie is distinguished by a programme dedicated to cult films across a wide spectrum, ranging from comedy to classic Italian national and international, to film noir and action and the new Italian and European cinema.

In 2010, the audience of **Rai Movie** reached an average of 37.910 viewers per minute.

PROFILE:

Thematic cycles devoted to individual subjects and authors.

It is a great place for movies events in Italy and worldwide.

ADVERTISING RATES 2011:

Please contact us

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for all details

Main target	
Male	135
25-34 y.o.	105
35-44 y.o.	113
45-54 y.o.	111
55-64 y.o.	176
Upper Class	101
Middle Upper Class	103
Graduate	115
Senior High School	101

Source Auditel day 8am-2am

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