



24h/24h news

MARKET OVERVIEW:

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

Rai News is an information channel that is always in tune with the modern language and style, offering the audience the potential to experience events in real time.

In 2010, the audience of **Rai News** reached an average of 25.503 viewers per minute.

PROFILE:

News, in depth-sections; surveys designed by the most influential names in the national and international newspapers, but also information service.

ADVERTISING RATES 2011:

Please contact us

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for all details

Main target	
Housewives	110
Male	130
55-64 y.o.	143
Over 65 y.o.	122
Upper Class	205
Middle Upper Class	121
Graduate	286
Senior High School	133
BRAND	152

Source Auditel day 8am-2am

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

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