



Memory, news and Entertainment

MARKET OVERVIEW:

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

Rai Storia is the channel which covers history, Italian arts and culture.

In 2010, the audience of **Rai Storia** reached an average of 16.786 viewers per minute.

PROFILE:

The programming schedule of **Rai Storia** consists of documentaries, reports, interviews and magazines taken from Rai archives (Rai Teche) and from Rai Educational productions.

Main target	
Housewives	152
Male	106
35-44 y.o.	123
45-54 y.o.	139
55-64 y.o.	126
Upper Class	216
Graduate	201
Senior High School	162

ADVERTISING RATES 2011:

Please contact us

TECHNICAL SPECIFICATIONS:

Please contact us for all details

CREATIVE DEADLINE:

Please contact us for details

Source Auditel day 8am-2am

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