

# Mediamond Internet



Mediamond is Italy's leading editorial content **digital sales house** thanks to the joint strength of **Mediaset** - the first Italian media group, and **Mondadori** - the leading magazines publishing house.



54

BRANDS

84,5 %

MONTHLY REACH

37,7 mio

MONTHLY UNIQUE USERS

9,2 mio

DAILY UNIQUE USERS

|                           |  |
|---------------------------|--|
| ENTERTAINMENT             |  |
| NEWS & INFORMATION        |  |
| WOMEN'S LIFE-STYLE & MOMS |  |
| COOKING & FOOD            |  |
| LIVING                    |  |
| HEALTH & WELLNESS         |  |
| KIDS & YOUNG              |  |



The **broadcaster VoD service** has 3 **different content layers**: AVoD, Freemium and Premium. Available for all screens (desktop PCs, mobile, CTV, etc ...).



Part of **Mediaset multi- platform all news system**, TGCOM24 has the **strongest brand identity** among Italian news websites.



**Mediaset sports website**, linked to well known TV shows. Its editorial team includes some of Italy's **most popular journalists**.

# Mediamond

Press



Mediamond portfolio also comprises of 18 printed **magazines** published by **Mondadori** - the Italian first periodical publisher.



**MONDADORI**

**12,3**  
mio

READERS

**73%**

OF ITALIAN  
READERS

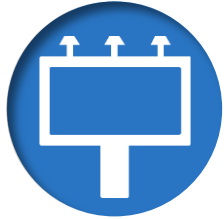
**84%**

OF FEMALE  
ITALIAN  
READERS

|                       |  |   |   |   |
|-----------------------|--|---|---|---|
| WOMEN'S               |   | GRAZIA  |    |   |
| MEN'S                 | ICON   | Focus   |    |  |
| LIVING                | CASAFACILE   | INTERNI   | CASABELLA   |   |
| TV GUIDES<br>& FAMILY |  | telepiu'  |   |   |
| FOOD                  | Giallo Zafferano   |   |   |   |
| CHILDREN'S            | Focus Junior   |  |  | Focus Scuola  |

# Mediamond

## Digital OOH in Milan



TOTAL DIGITAL  
BILLBOARDS

28

TOTAL  
SCREENS

33

ESTIMATED  
DAILY CONTACTS

> 5  
mio

The first **digital out-of-home magazine** including **editorial content** and information, distributed across a **network of digital OOH screens** in **Milan's key locations**.

Fresh content every week from **Mondadori's lifestyle editorial brands**, such as "Grazia", "Icon", "Interni", "Giallo Zafferano" with a focus on **Fashion, Interior Design and Cookery**.

A **dynamic, urban, forward-looking advertising medium**. 3 minute loops: 30'' editorial content + 150'' ad with both video and display formats.

Underground line M4 coming soon.



# Mediamond

Radio & Digital Audio

Italy's reach-leading radio system - including 7 national and local brands, and **MAX - Mediamond Audio Exchange**.



1,4  
mio

LISTENERS IN  
THE AVERAGE  
QUARTER HOUR

12,1  
mio

NET DAILY  
LISTENERS

13,8  
mio

MONTHLY  
UNIQUE  
USERS

200+  
mio

MONTHLY  
AUDIO  
IMPRESSIONS

## NATIONAL



## LOCAL



- Complementary radio stations: low overlap (20%)
- Absolute leadership in the main target audiences
- High coverage and affinity among all key demos

**MAX**  
MEDIAMOND AUDIO EXCHANGE

RADIO 105 NETWORK, VIRGIN RADIO, R101 RADIO, RADIO MONTE CARLO, RADIO SUBASIO, RADIO NORBA, KUNO, United Music

**PARTNERS:**  
adwave, targetspot

NETWORK PODCAST

- Over 200 digital web radio stations and podcasts
- Further ad inventory from Ad Wave & Targetspot
- Brand-safe environment and audience profiling
- Audio spots can be planned programmatically