



Over 26,000 paying subscribers to new Corriere della Sera digital offering

Editor in Chief Luciano Fontana: "The readers have signed our contract of confidence"

Milan, 22 February 2016 - Corriere della Sera today announced subscriber data related to its new pay digital offering, launched on 27 January.

Just 26 days from launch, Corriere della Sera's paying digital subscribers already exceed 26,000 (26,634 on 21 February 2016), showing readers' appreciation for the newspaper's innovation and the uniqueness and the value of quality journalism.

"Many readers have already signed the confidence pact we proposed to them," commented Luciano Fontana, Editor in Chief of Corriere della Sera. "They understand that being a subscriber means being part of a community that shares high-value news and information, available at all times and on every platform, without sacrificing any of Corriere della Sera's quality. Reader comments from these past few weeks, which we have received directly or through the web, show eagerness to try out this new formula."

Being part of this community also provides access to premium content, such as the historical archive of the newspaper, and to new services that Corriere della Sera is developing together with its readers, including real-time release of a PDF version of Corriere just after production of the newspaper closes, bringing it straight from the Editor's desk to the subscriber's device.

Furthermore, on the occasion of the 140th anniversary of Corriere della Sera, subscribers will have access to thematic 'tours' developed by the editors to browse the newspaper's archive to relive key historic moments through the Corriere's pages.

The 'metered paywall' model adopted by Corriere della Sera is based on the same formula that many other quality newspapers in the world have already selected and tested. Readers have free access on PCs, tablets and smartphones, with up to 20 articles per month on corriere.it. Only after this threshold has been reached will readers be asked to purchase a subscription. The basic offer - €9.99 per month, and just €0.99 euro for the first month - gives access to all site content, from desktop and mobile devices, and to the entire historical archive of the newspaper from 1876. For those who choose not to subscribe, the main homepage and those of the specific sections as well as videos and breaking news, will always remain accessible and free of charge.

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Francesca Marzotto - francesca.marzotto@rcs.it - 02 62824111 - 335 5997198

Beatrice Minzioni - beatrice.minzioni@rcs.it - 02 62824810 - 366 9206986

Marianna Cardelli - marianna.cardelli@rcs.it - 02 25846838 - 344 2939755