



Press Release

Comments on the Audipress data – Spring 2004

RCS MediaGroup: satisfaction with Audipress data

RCS MediaGroup greets the Audipress data with deep satisfaction: they highlight once again that *Corriere della Sera* and *La Gazzetta dello Sport* are absolute leaders in their fields respectively, with an extraordinary total amount of 6,319,000 copies read every day.

La Gazzetta dello Sport boasts 3,392,000 readers daily and confirms its position as by far the most widely read Italian daily newspaper. Indeed it is further increasing its share reaching 60.3% (+ 1%).

Corriere della Sera is the most widely read and sold national information daily as well, with a share totalling 41.9% (+ 4%) corresponding to 2,927,000 readers.

Likewise, the Group's magazines confirm their leadership in the respective reference segments. **Io Donna** is the most appreciated women magazine, with a weekly average of 1,484,000 readers and a share totalling 18.7%. Again **Amica** leads the sector of women magazines with 1,170,000 copies read, thus confirming its leadership in the segment of fashion women magazines with a share equalling 22.5%.

The market of men magazines is quite crowded but **Max** confirms its leading position with 990,000 copies read, equal to 20.9%.

In the segment of family magazines, the weekly **Oggi** confirms its share at 17.7 % with 3,345,000 readers. **Novella 2000**, with over one million copies read and a share of 32.1%, leads the segment of gossip magazines.

BravaCasa, with 840,000 copies read, is the only monthly magazine in its segment gaining and not losing readers: plus 28,000, increasing from 12.8% al 13.9%.

Due to a change in the flag, the data for *Corriere della Sera Magazine* are not available, but the magazine is highly successful among the readers.

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