

**PRESS RELEASE****MONDADORI PUBBLICITÀ TO SELL NATIONAL ADVERTISING FOR  
RADIONORBA**

*The Mondadori Group's advertising company expands in the radio sector, with an overall daily average of 9.3 million listeners*

Segrate, 3 October 2013 - From this month national advertising sales for the radio station Radionorba will be exclusively conducted by Mondadori Pubblicità.

With this new acquisition the Mondadori Group's advertising company continues the process of expansion in the radio market that began last April with the inclusion in the portfolio of Radio Italia solomusicaitaliana, followed in September by Radio Subasio.

This new addition will further strengthen Mondadori Pubblicità's position in the sector with an offer of an overall daily average of 9.3 million listeners and 24.6 million over 7 days, net of duplications, and an extraordinary level of complementarity between the listeners of the different stations.

"Radionorba strengthens our radio offer and consolidates our leadership position in the market," declared **Angelo Sajeve**, chairman and chief executive of **Mondadori Pubblicità**. "Just as Radio Subasio enabled us to increase our presence in central Italy, Radionorba offers an opportunity to reinforce our penetration in the south. This operation proves that our activities as a radio advertising sales company is clearly aimed at offering clients a consistent package to meet their needs, in fact we offer an authentic communication system that guarantees effective and efficient coverage for planning for all targets," Sajeve concluded.

"Radionorba is one of the leading radio stations in the south of Italy and is continually growing, both in terms of audience and certified listeners, with a daily average of 705,000 listeners in the first half of 2013 (+24% compared with 2012)," declared **Marco Montrone**, chairman of **Radionorba**. "Our success is above all the result of the station's ability to reflect the needs of the area and the credibility recognised by the audience, thanks also to 38 daily news bulletins. We are delighted with this new collaboration with Mondadori Pubblicità and we are sure that it will produce excellent results."

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Mondadori Press Office  
+39.02.7542.3159 – [pressoffice@mondadori.it](mailto:pressoffice@mondadori.it)