

PRESS RELEASE

Caltagirone Editore will exclusively manage RCS MediaGroup local advertising budget for online and printed newspaper editions in Rome, Lazio, Veneto, Friuli, Campania and Calabria

Rome, February 16th 2015 – From March the 1st 2015, RCS Mediagroup local advertising budgets for Rome, Lazio, Veneto, Friuli, Campania and Calabria on both press and web newspaper versions shall be managed on an exclusive basis by PIEMME, the advertising agency of Caltagirone Editore Group.

The agreement allows PIEMME to reinforce its local leadership by adding to the advertising offer on Group newspapers (Il Messaggero, Il Mattino, Il Gazzettino, Il Nuovo Quotidiano di Puglia, Il Corriere Adriatico e Leggo) both printed and online versions of Il Corriere della Sera and La Gazzetta dello Sport.

RCS Group newspapers in the perimeter of the agreement, represent an audience of around 963.000 readers (Audipress 2014/2) and 126.879 copies sold (ADS 2012).

“Today's agreement – commented Mr. Franco Cisco, CEO of PIEMME – confirms that, in an industry undergoing a consolidation phase, Caltagirone Editore Group Advertising Agency is able to offer a highly competitive commercial platform both from a National and a Local standpoint, developing effective communication projects both on printed press and on the web”

“ The agreement signed with PIEMME - commented Renato Zanaboni – Director General of RCS Communications Solutions of RCS Media Group - allows our advertising agency to continue the consolidation of national printed and web advertising both for RCS newspapers and for other primary publishing companies and to confirm its leadership whilst optimizing our commercial structure and keeping our direct presence in Milan and Bari”

Media Relations
Tel +39 06 45412365
Fax +39 06 45412300
ufficiostampa@caltagironegroup.it

Investor Relations
Tel. +39 06 32493227
Fax +39 06 32493277
invrel@caltagironegroup.it