

FACTS & FIGURES

) NP (
News Power



)NP(Print run & diffusion

Total print run NP = 1.201.947 copies

Total measurable diffusion NP = 1.085.025



1.057.449



103.110

)NP(Reach: paper + digital versions



Daily readers NP paper = 4.394.865

45 %

Weekly readers NP paper = 6.089.102

63 %

Total readers NP paper = 6.774.195

70 %

Reach: total brand



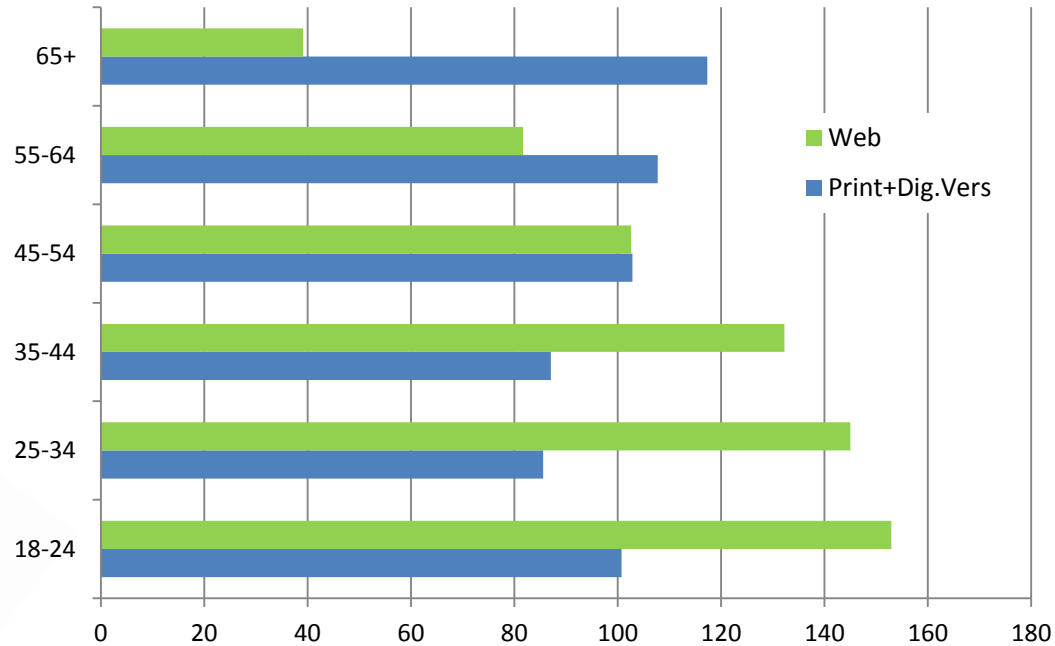
Daily readers NP total brand = 5.435.605 56 %

Weekly readers NP total brand = 7.154.542 74 %

Total readers NP total brand = 7.883.301 81 %



Selectivity NP on age



Source: CIM PRINT, September 2017

Selectivity NP on Social Groups

