

## Press Release

# SYSTEM 24 to manage advertising sales in Italy for Dutch publisher FD MEDIAGROEP

Milan, 15 May 2013 – Starting May 2013, System24, the advertising agency of the 24 ORE Group, will manage advertising sales in Italy for Dutch publisher **FD MEDIAGROEP**.

The Dutch group is recognized for its high quality content and authoritative media:

- **Het Financieele Dagblad**: Holland's premier **daily paper** on business, financial and political news (Circulation: 66,794 copies - source: HOI, Readership: 184,000 - source: NOM Print Monitor). The daily also has an e-paper and a mobile app.
- **FD.nl the multimedia platform** providing news as it happens, market reports, analysis and insights from the staff, complemented with video and graphical content (Unique visitors: 700,509 - Page Impressions: 16,356,466 – source: Omniture).
- **FD Persoonlijk**: the **magazine** supplement of FD Weekend that focuses on lifestyle, culture, people, a good fit for luxury brands (Circulation: 66,794 copies – source: HOI, Readership: 184,000 - source: NOM Print Monitor).
- **Tempus Magazine**: the six-monthly business **supplement** of Het Financieele Dagblad dedicated to watches, jewellery and business (Circulation: 66,794 copies - source: HOI, Readership: 184,000 - source: NOM Print Monitor).
- **BNR NieuwsRadio**: the news **radio network** leader in its segment and market (560,000 average weekly audience – source: NLO – Dutch national radio listeners analysis).

A prestigious international publisher joins the media of the 24 ORE Group and the other foreign concessions forming System24's portfolio (**Financial Times Group, Frankfurter Allgemeine Zeitung** and **Le Point**).

The collaboration with FD, which will develop also through publishing partnerships, aims to provide support to the expansion of Italian companies on international markets.



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