

Publicitas International AG  
Magazines  
List of represented titles

**Italy**

**2010**



**Monthly**  
Copies:  
82'756

**Class** - A dynamic magazine, international, even though it caters to the Italian man. It's dedicated to people looking for personal wellness. Every month Class offers it's readers suggestions on many personal and professional issues regarding life. Class's contributors are experts in their field and discuss topics from culture, to art, to medicine, sport, literature, economy and science. Thanks to it's original structure Class is a special tool that gives it's readers all the information necessary to develop their lifestyle and improve it's quality.



**Monthly**  
Copies:  
165'197

**Gentleman** is sold with MF (third Friday of the month) and to subscribers of Italia Oggi. It's a relaxing and authoritative men magazine which targets a highly qualified and selected readership. Gentleman is the prerogative of a successful, elegant, seductive and well-educated man, who knows how to balance career and private life. Gentleman is both ironic and cutting, it seeks the beauty in life, it follows the ITALIAN LIFE STYLE: the unique gift for appreciating and finding elegance and beauty wherever they are.



**Monthly**  
Copies:  
165'197

From the experience and the strength of Gentleman and with the support of two very prestigious economic-financial newspapers, MF/Milano Finanza and ItaliaOggi, Class Editori launched in September 2009 a brand new monthly magazine for the discerning women, **Ladies & Gentleman**.



**Tue - Sat**  
Copies:  
111 '909

**MF/Milano Finanza** is a one of a kind national newspaper: it is inspired by the long standing Anglo-Saxon tradition of financial and economic information, especially as far as the concreteness of information and the independence of judgments are concerned. It's a complete and dynamic newspaper, thanks to the figures and statistics it regularly provides and the always up-to-date news, features and analysis.



**5 x per year**  
Copies:  
20'000

Since 1987, **LOMBARD** is the only Italian magazine for decision makers that speaks the international language of finance. It targets bankers, assets managers, analysts and corporation top managers i.e.: the real shakers of finance, the decision makers of strategies and acquisitions of the main companies and reference financial markets. It is the ideal media to communicate with institutions, for its audience, its readership's spending power, and with the added value of the merchandising opportunities.



**Monthly**  
Copies:  
111'909

**Patrimoni** is the first monthly magazine for the creation, management and growth of personal wealth. It is also the first magazine which accompanies the family in the global vision of personal wealth. Patrimoni is written for all those who take decisions regarding personal finance, as well as experts in wealth management who must find out what their clients need and advise them accordingly. It provides analysis of financial products, banks and insurers, as well as suggestions on how to invest and diversify capital.



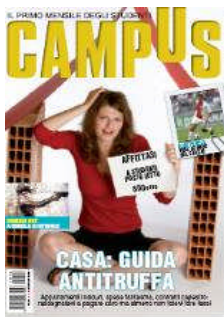
**Mon - Sat**  
Copies:  
88'278

**Italia Oggi**, traditionally one of the most important tool of the law and economics community, now turns his resources to politics, and underlines this. In the first pages of the newspaper, everything that happens in the government institutions is told as it is, without fears or cover ups. All the background information, all the debates and fights are covered, making this newspaper a main referent of the political world.



**Monthly**  
Copies:  
45'000

The pleasure of living and travelling in the countryside. Each month, **Case&Country** focuses on life in the countryside, its habits and customs, as a way to live life to the full, because living in the countryside is first and foremost a very personal choice. Case&Country also runs features on the property market, restoration and renovation.



**10 x per year**  
Copies:  
124'034

The leading magazine for students is **Campus**. In newstands with 10 issues per year. Features up-to-date information on Universities and academia while considering the dreams and aspirations of young people.

# Contact

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