



Oggi magazine is still the weekly newsmagazine most read by Italian families.

Oggi continues to reach over 2 million readers every week: readers who prize the magazine's unmistakable style and who have come to place their trust in its reporting standards.

Over the years the magazine has built up a strong position in the family segment. But Oggi's leadership isn't just in terms of numbers, readers and copies sold, although these are obviously important for advertising. Oggi has earned its position with the quality and exclusivity of its up-to-the-minute reporting – an essential feature of a newsmagazine – with articles and photo-features that carry a major impact.

Oggi's reference target is in the "medium" and "medium-high" socio-economic classes, the bands of highest interest to makers of consumer goods.

The magazine's strong suit continues to be the many high-profile figures who every week enrich Oggi's pages with articles on politics, culture, society and free time.

Several regular columns discuss topical problems of daily life and give authoritative and credible advice to readers.

And as if all this isn't enough, year-round the magazine launches prestigious newsstand initiatives, ranging from free gifts to multi-Middle Class publications.

FIRST APPEARED: 1945

EDITOR-IN-CHIEF:

Umberto Brindani

FREQUENCY: weekly

AVERAGE ANNUAL CIRCULATION:

279,235 copies Ads 2017

READERSHIP:

1,825,000 readers (adults)

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