



FIRST APPEARED: 2008

EDITOR-IN-CHIEF: Paolo Ermini

FREQUENCY: daily

CIRCULATION:

ADS 2016 13,016 copies

READERSHIP: Audipress 2007.2  
91,000 readers (adults)

The local editions of il Corriere della Sera have now been joined by a new local supplement, the **Corriere Fiorentino**.

This daily was launched on 28 February 2008 by RCS with the backing of several local businessmen.

The launch of Il **Corriere Fiorentino** underlined the desire to strengthen il Corriere della Sera in one of the most important Italian cities in terms of culture and economics.

Il **Corriere Fiorentino** will be a forum for impartial debate open to different cultures and opinions.

The daily will provide in-depth coverage of the city's biggest passions; indeed, the Monday edition will be devoted to sport and local team Fiorentina in particular.

### Main features:

- Found at the centre of the national issue
- 16 - 24 pages
- At newsstands everyday
- Monday edition devoted to sport Full colour
- Aimed at a qualified readership