



Local supplement for Naples and Campania of Corriere della Sera

Corriere del Mezzogiorno was founded in Naples in June 1997 as a local edition of Corriere della Sera and it is the result of an agreement between RCS and a group of local entrepreneurs.

Its aim is to give voices to the most modern and innovative parts of Naples. It is distributed from Tuesday to Sunday in the whole of Campania. On Monday there is the Corriere del Mezzogiorno Economia edition.

Corriere del Mezzogiorno is the result of the desire of Corriere della Sera to strengthen its presence in areas that are, in a geographical sense, far away from its traditional area of influence. These areas are significant because of their socio-economical context and for their prospects for growth.

The results of **Corriere del Mezzogiorno** are extremely positive. There has been an increase of 50% in local circulation, with great appreciation from the readers. All this is confirmed by an ever increasing demand for advertising space.

FIRST APPEARED: 1997

EDITOR-IN-CHIEF: Antonio Polito

FREQUENCY: daily

CIRCULATION:

ADS 2016 10,668 copies

READERSHIP: Audipress 2017.2

191,000 readers (adults)