



FIRST APPEARED: 1896

EDITOR-IN-CHIEF: Andrea Monti

FREQUENCY: daily

AVERAGE ANNUAL

CIRCULATION:

179,089 copies Ads 2017

READERSHIP: 3,323,000 readers

(adults) Audipress 2019.1

La Gazzetta dello Sport is a daily newspaper with primacy in many sectors: it is the most popular newspaper in Italy, without a shadow of doubt it is the most read one, with a historical record of readers among all Italian newspapers. It is the most read newspaper by young people and that is why it is considered a kind of 'reading initiation' which creates reading habits of young Italians. In 2007 it has become the first source of information, thanks to the introduction of news coming from out of the world of sports which complete sports information with a wide choice of comments on the most important facts of the day and with light weight gossip.

For 120 years la Gazzetta dello Sport has been fascinating its readers with a column dedicated to matches. Moreover, it anticipates events, transfers and transactions on football market, inquires on phenomena related to sports, on codes of ethics, includes editorial competitions of the most prestigious journalists and spread positive values of Fair Play, offering to its readers a relaxing every day break. All these characteristics make of Gazzetta dello Sport the most influential source of information in the world of sports.

In March 2008 a new tabloid size of newspaper was launched. The 'Berliner' size is easier to handle. It is enriched with a new very colorful graphic design. The new tabloid is a fruit of 2 years long process of renewal of the newspapers, during which the editorial writing space (palimpsest), the language and the graphics were modified, without losing the historical spirit of the newspaper and first of all, gaining readers appreciation.

As far as advertising is concerned, thanks to the printing in full color, more colors are at disposal and there are more creative possibilities for more than 24 advertising formats. Some of these formats are unique on Italian editorial market. What is more, the development of local editions opens new channels of communication giving the possibility to companies to collocate locally their advertising campaigns.