

HEARST *magazines* | Italia

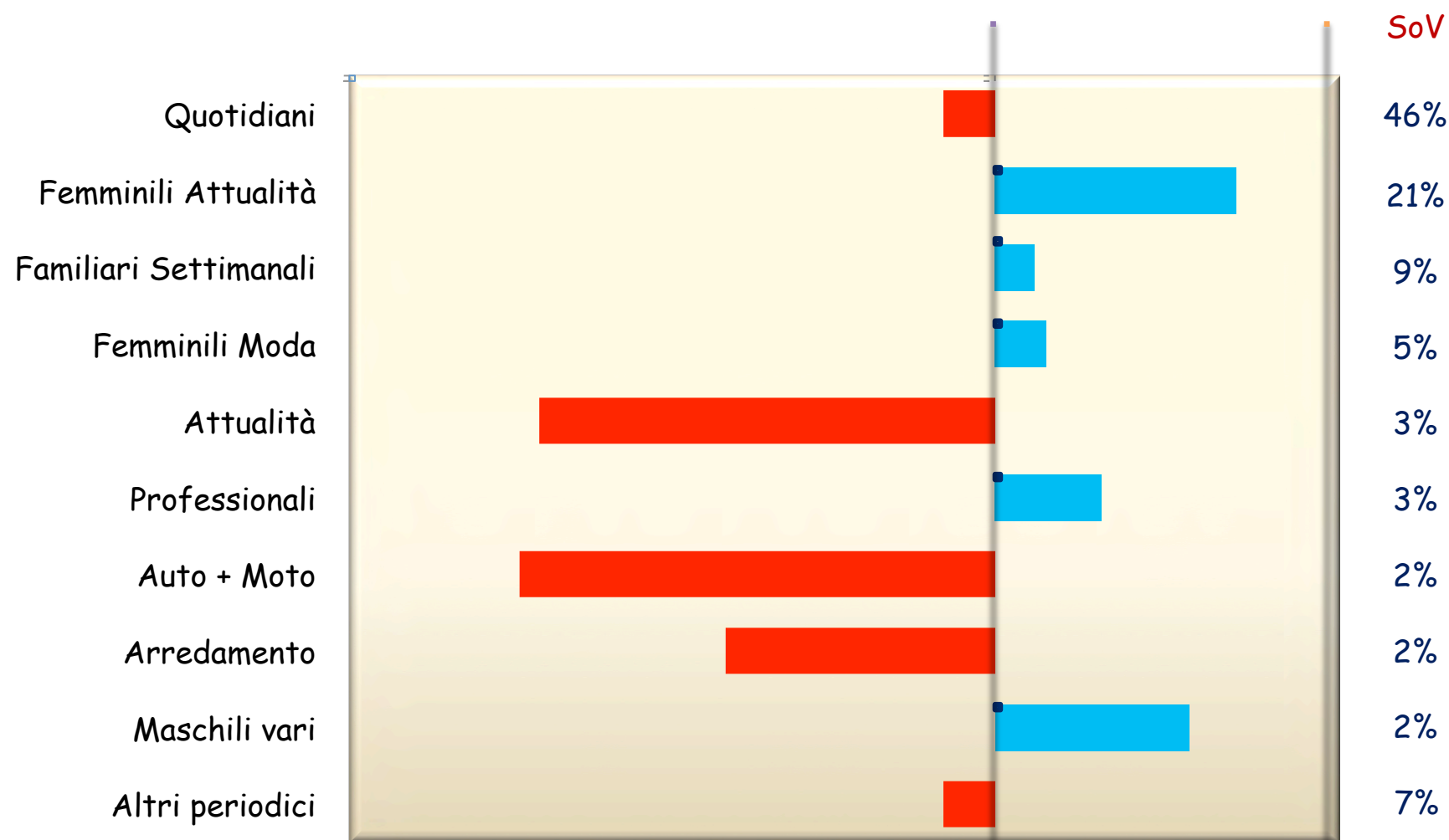
MARCO CANCELLIERE - Presidente FCP-Assoperiodici
Direttore Generale Advertising Hearst Magazines Italia



**Analisi andamento
Advertising STAMPA
2014 vs 2013**

Mercato STAMPA = -8,7%

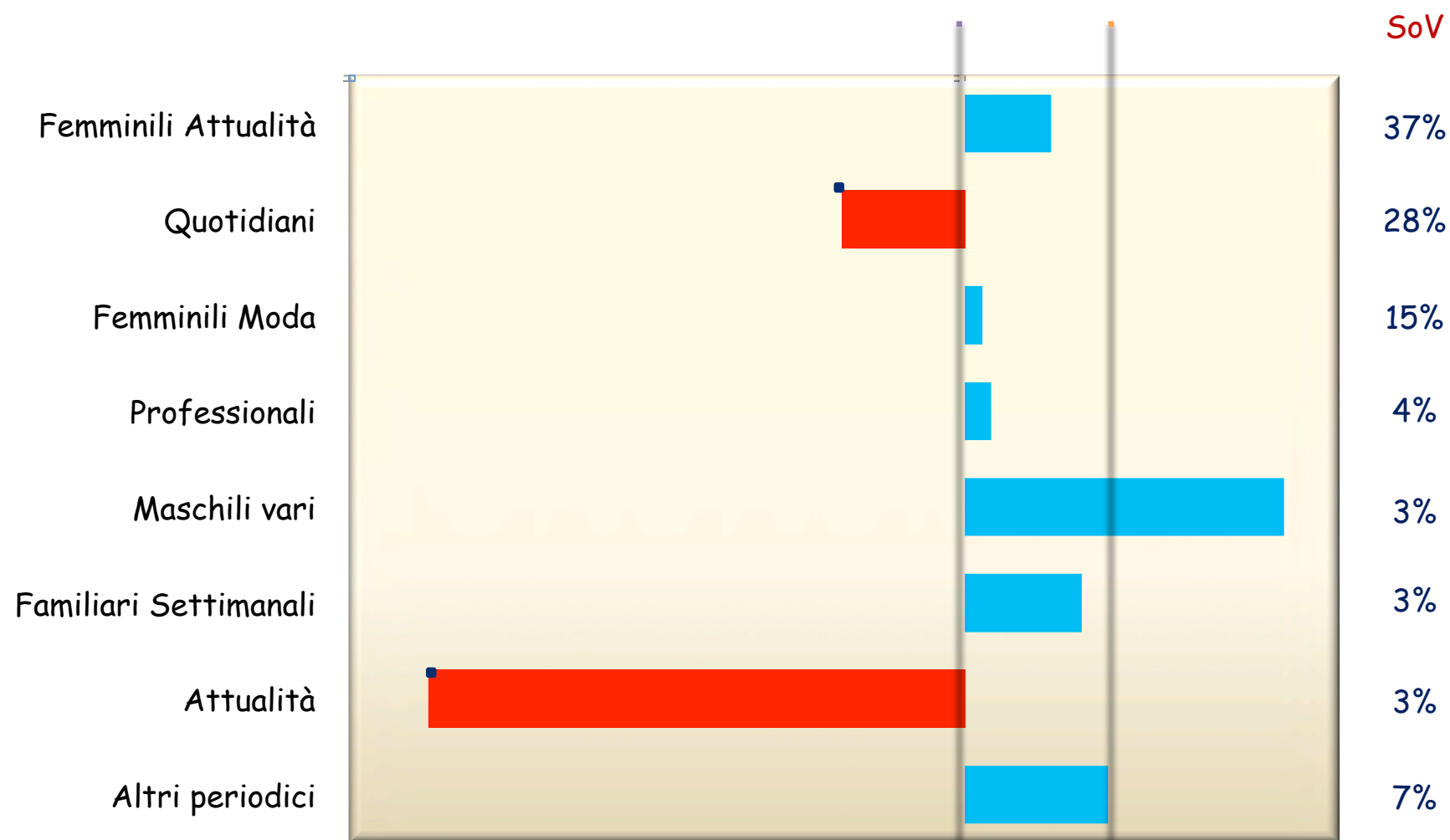
2014 = valore 841 mio



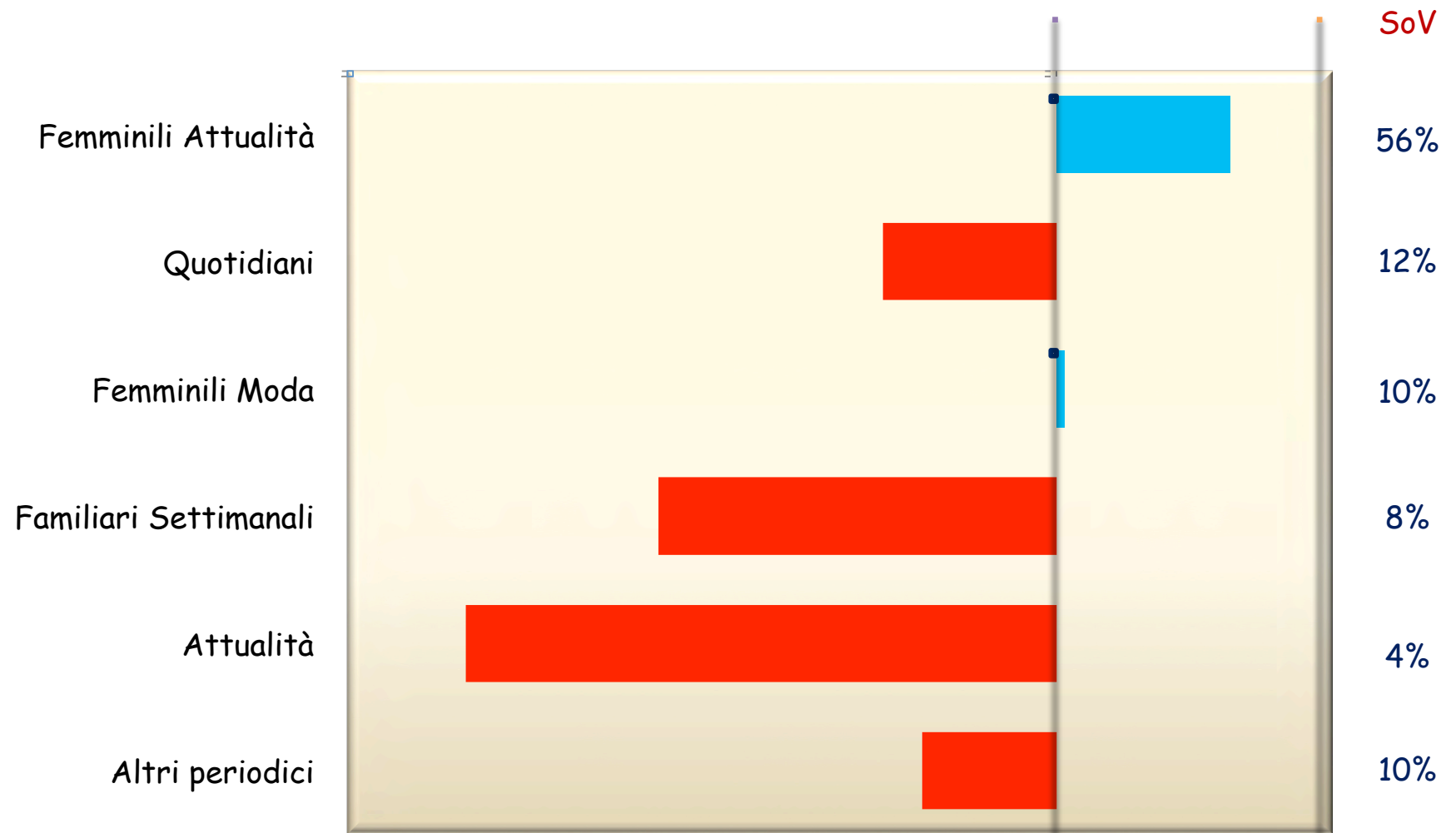
Analisi andamento
Advertising STAMPA
2014 vs 2013

FOCUS SUI
PRINCIPALI SETTORI

Settore ABBIGLIAMENTO = -7,0%
2014 = valore 177 mio - market share 12%

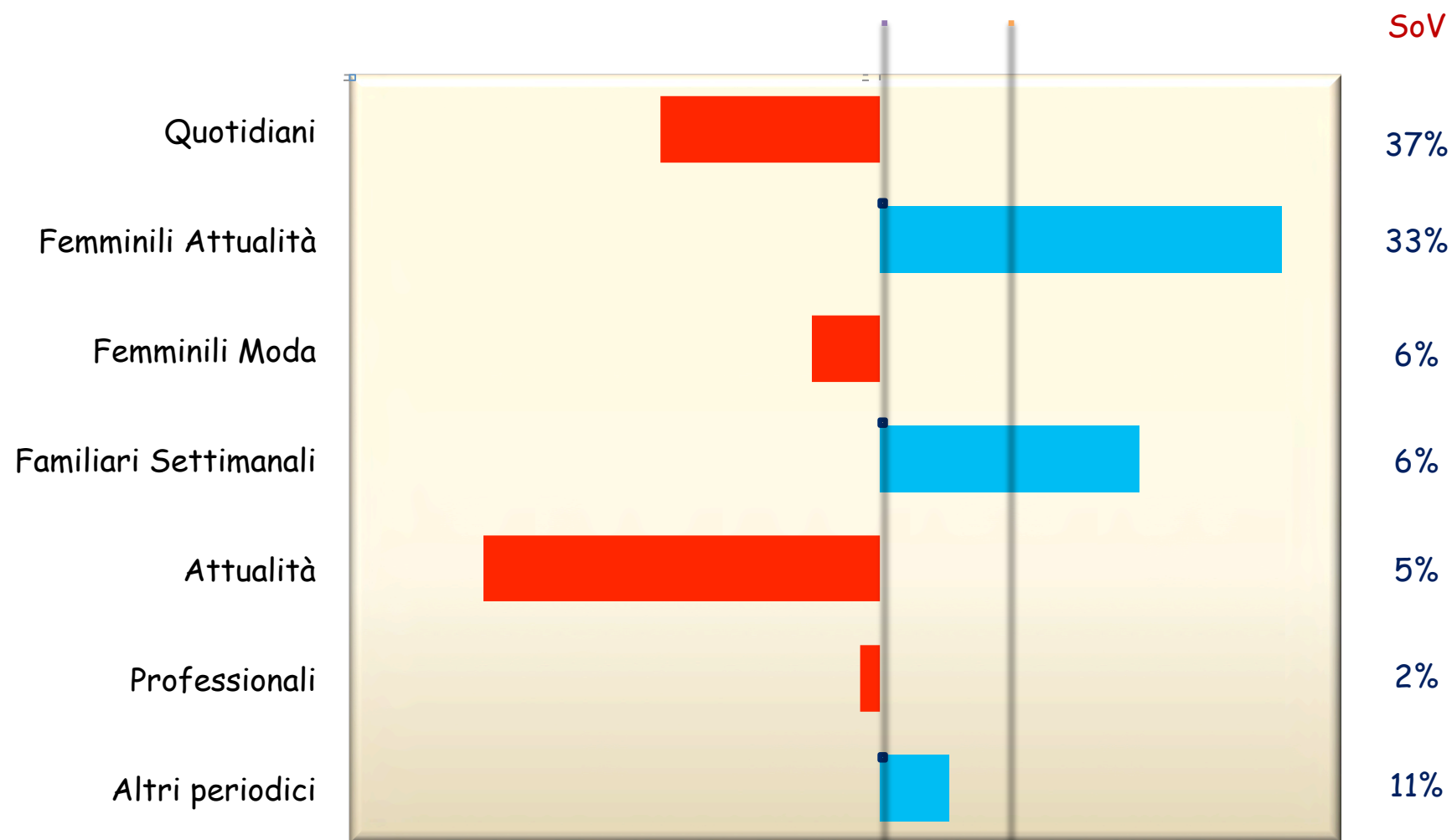


Settore CURA PERSONA = -7,0%
2014 = valore 69 mio - market share 8%

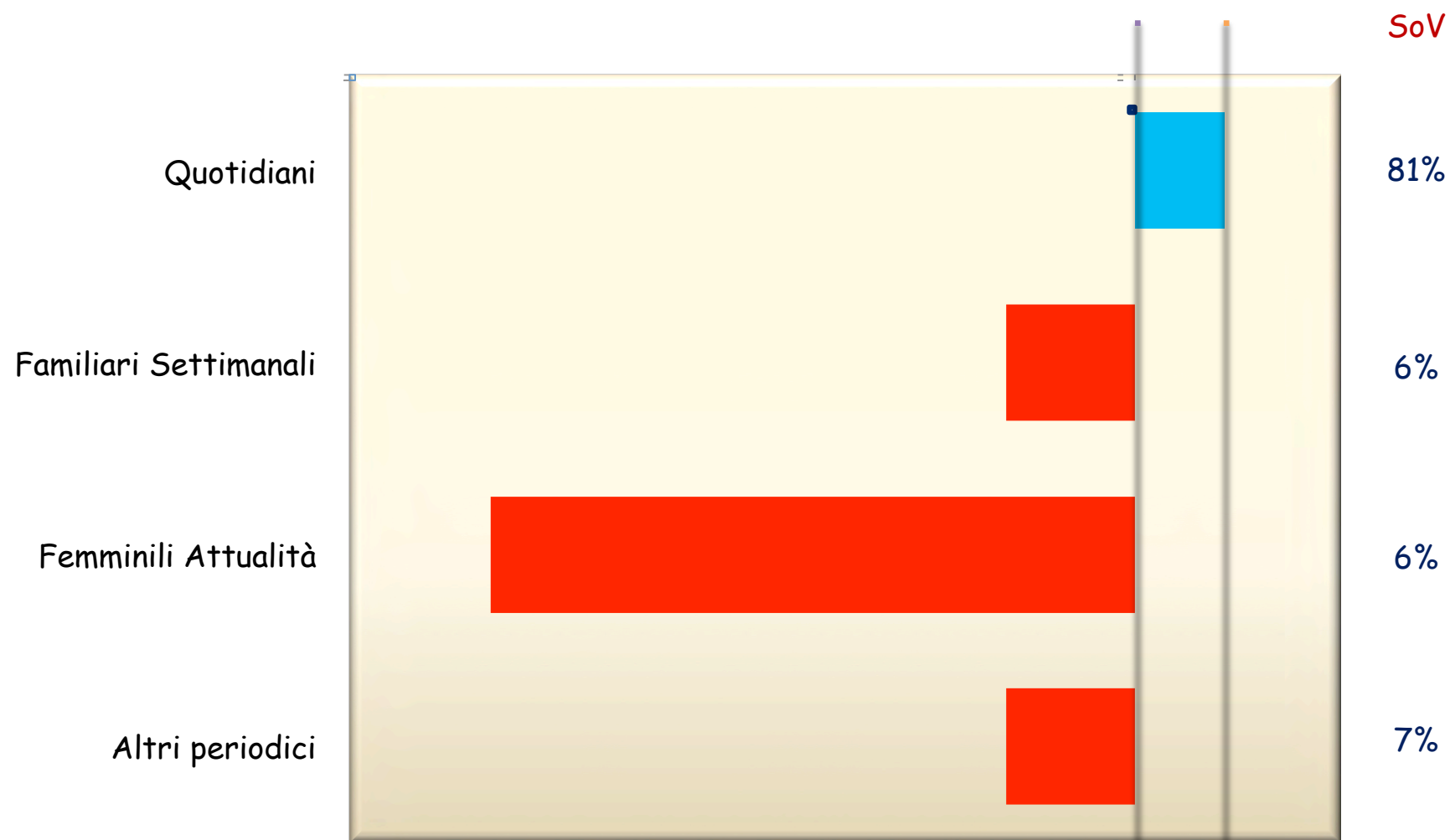


Settore OGGETTI PERSONALI = -7,9%

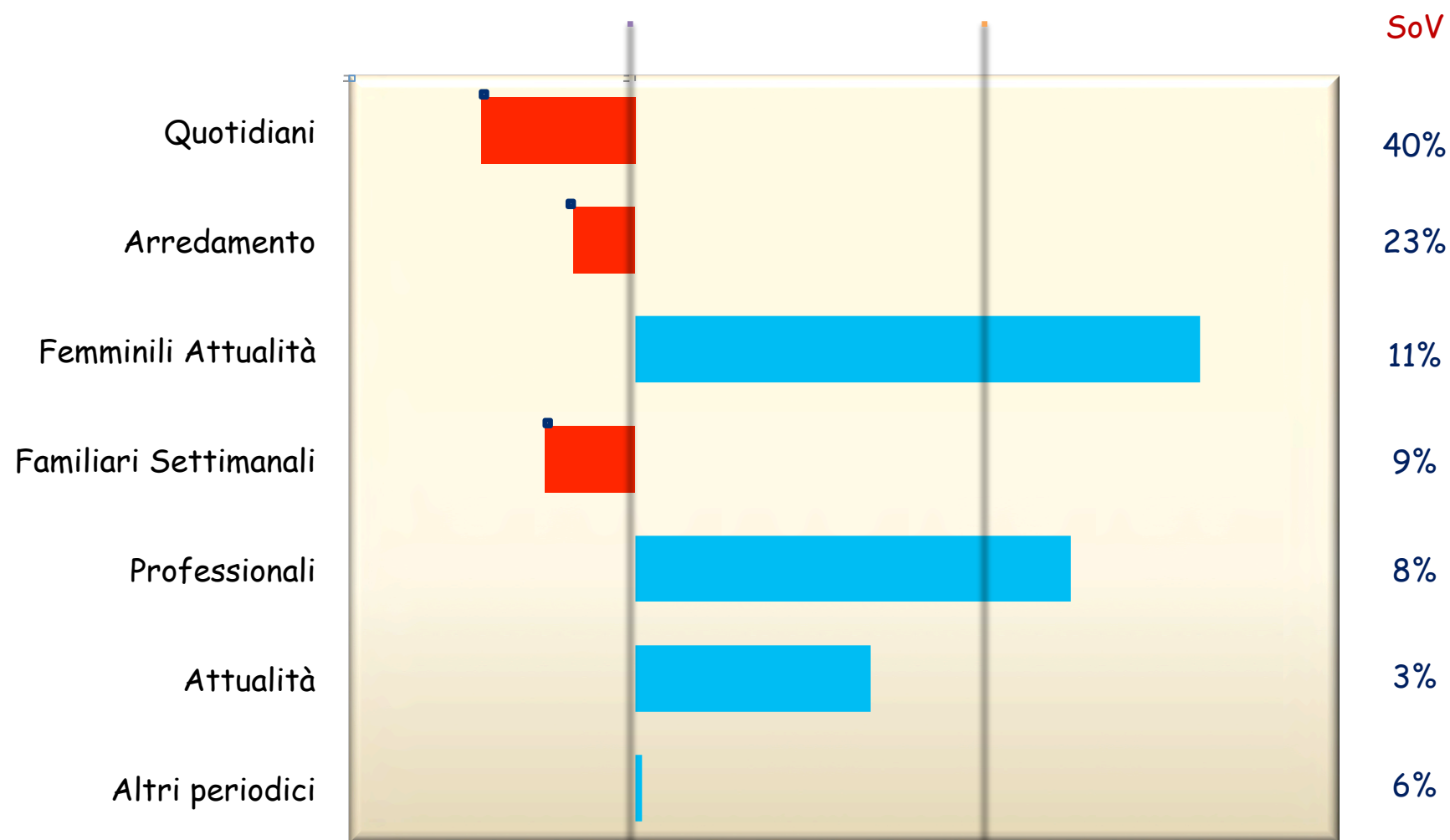
2014 = valore 59 mio - market share 7%



Settore DISTRIBUZIONE = -3,3%
2014 = valore 55 mio - market share 6.5%

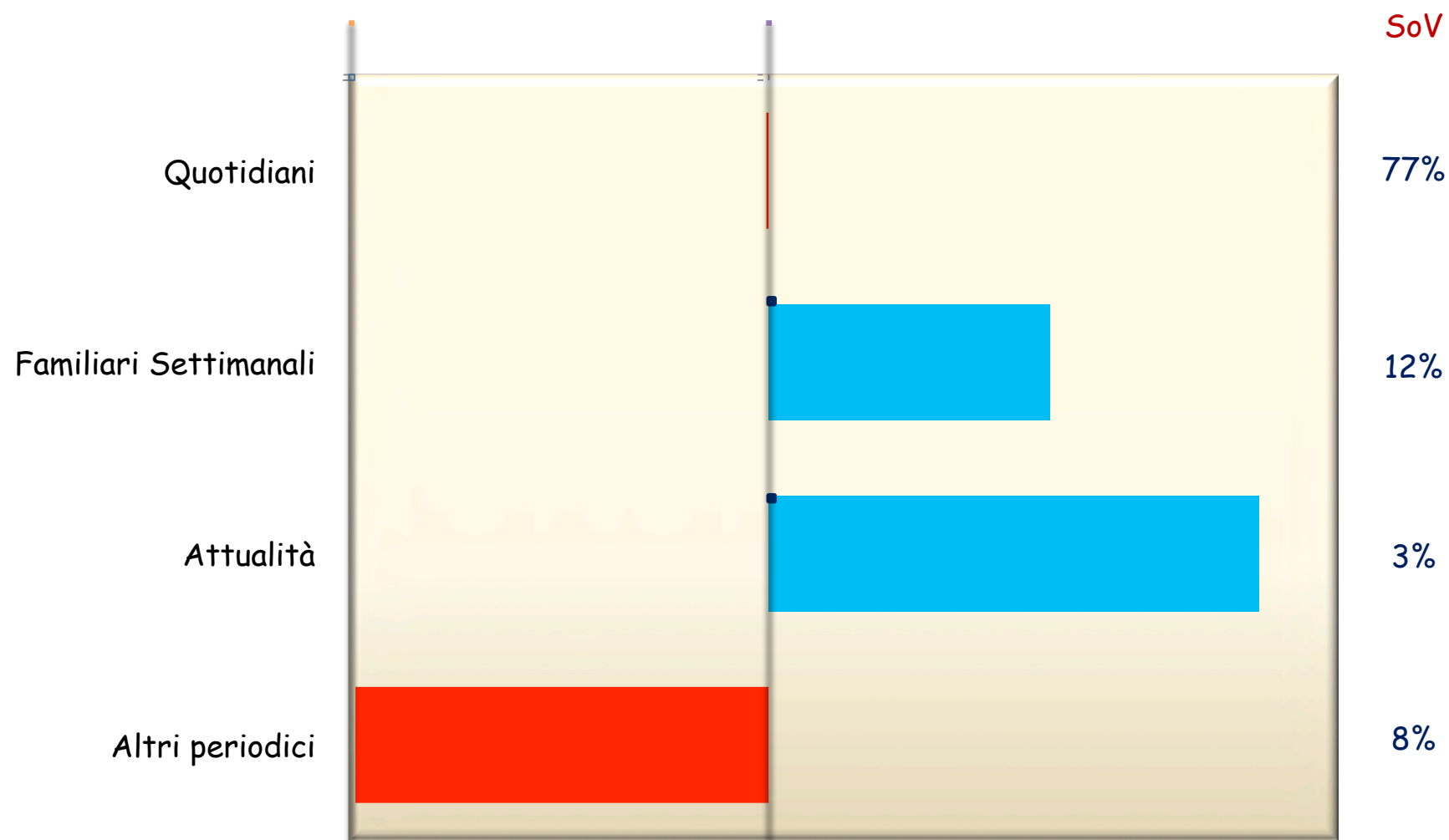


Settore ABITAZIONE = -17,7%
2014 = valore 53 mio - market share 6%

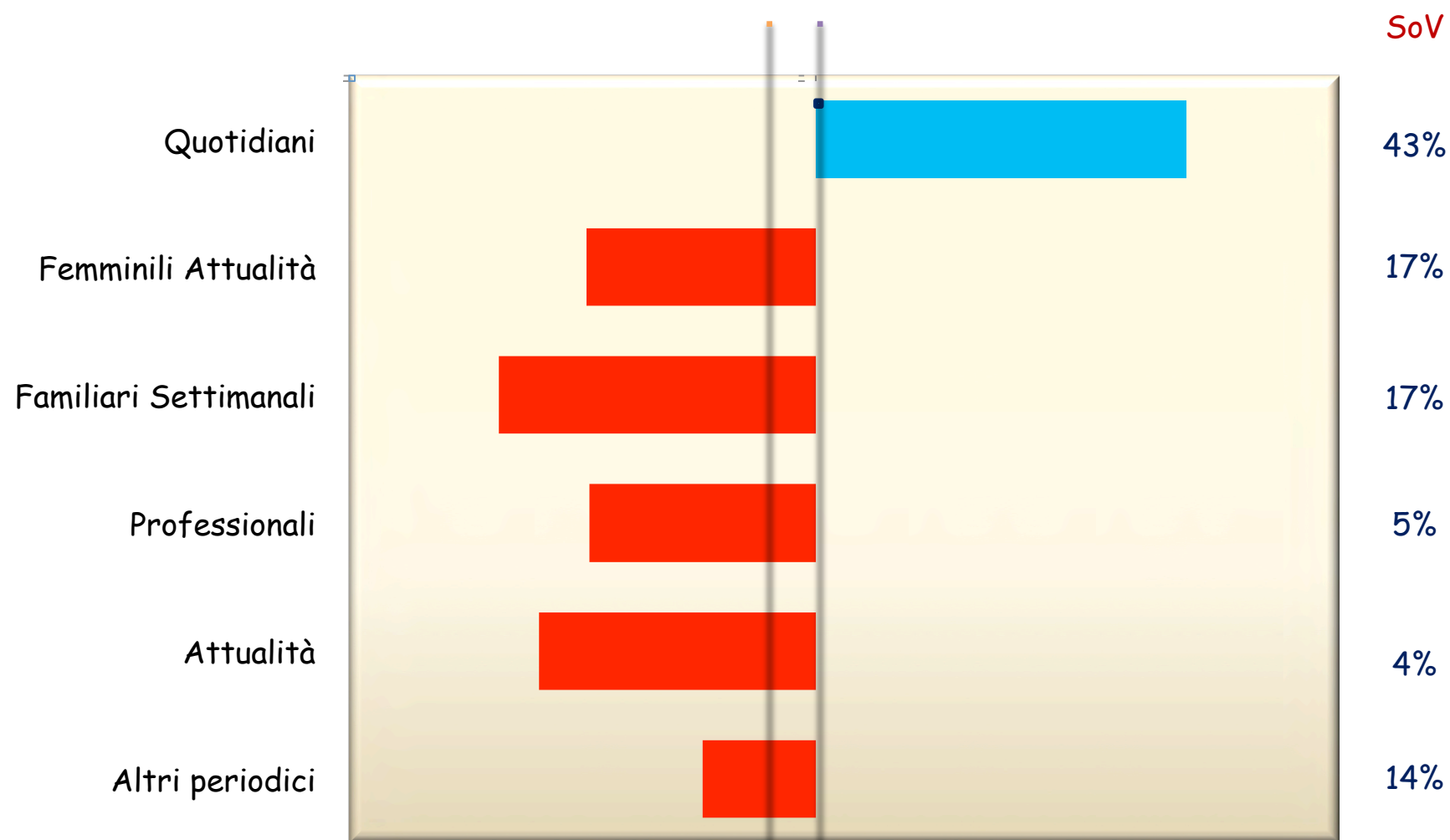


Settore FINANZA/ASSICURAZIONI = +19,1%

2014 = valore 48 mio - market share 6%

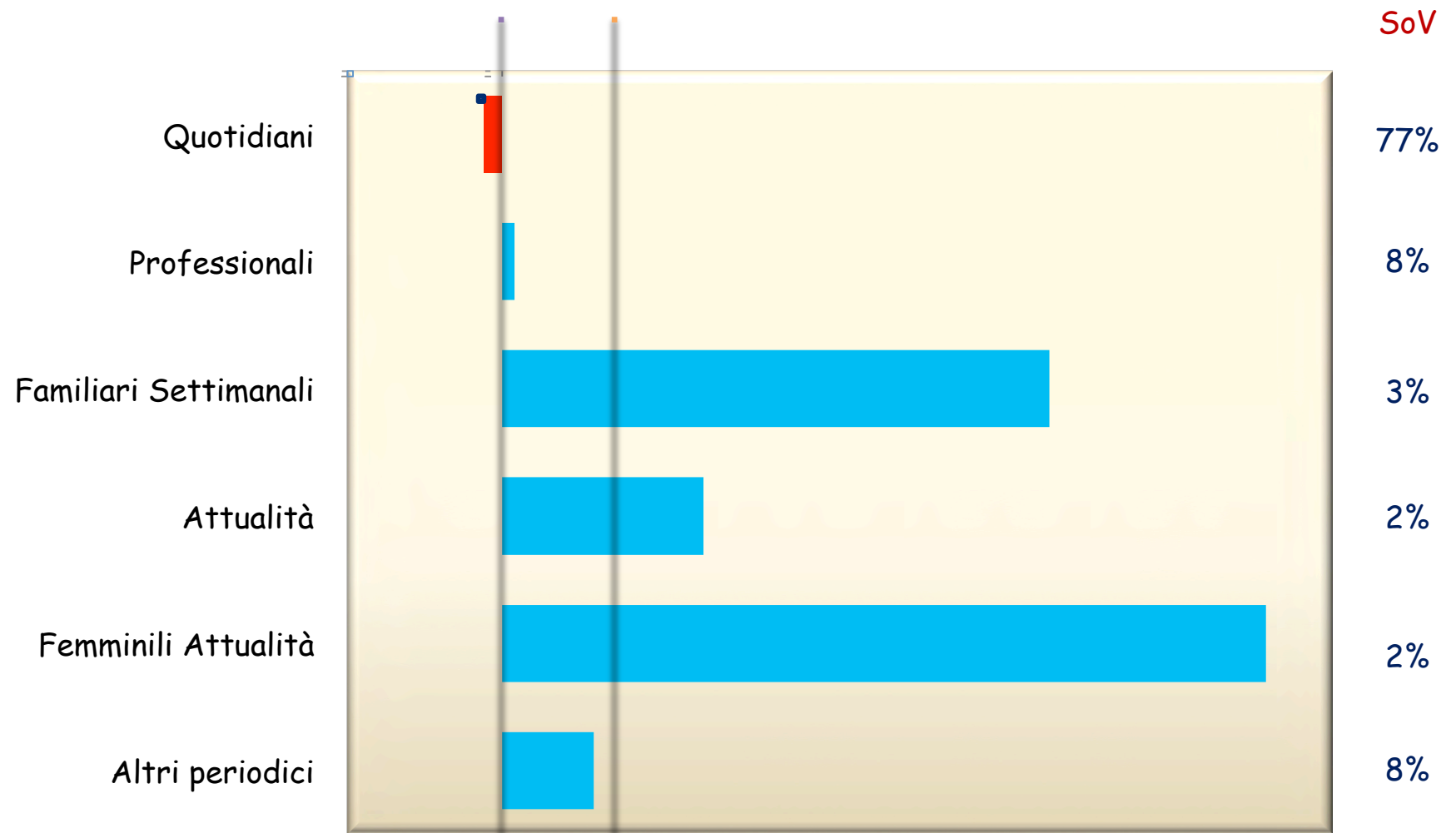


Settore ALIMENTARI = +1,5%
2014 = valore 46 mio - market share 5%



Settore SERVIZI PROFESSIONALI = -9,0%

2014 = valore 39 mio - market share 4.6%



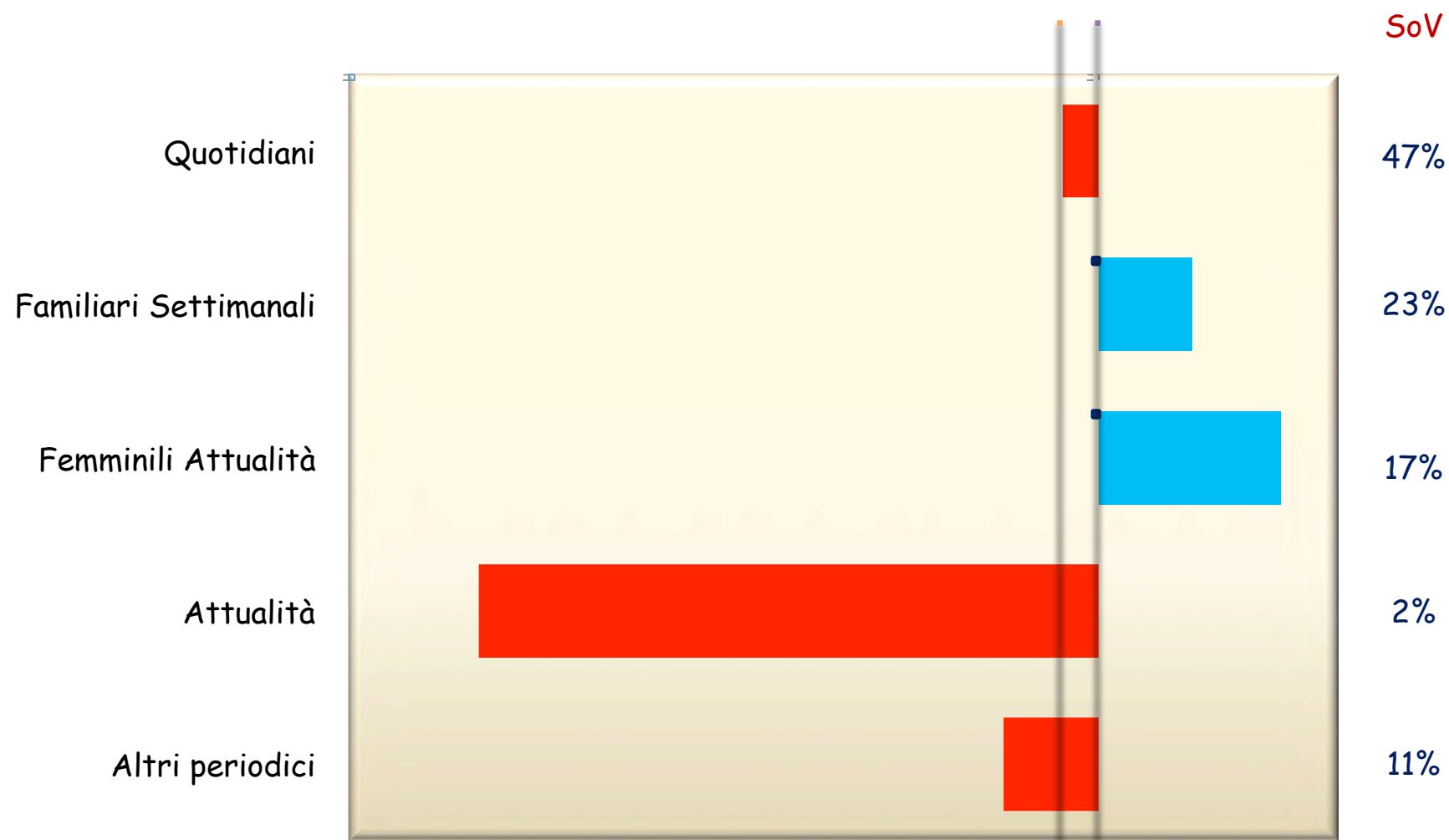
Settore MEDIA/EDITORIA = -10,7%

2014 = valore 36 mio - market share 4.3%

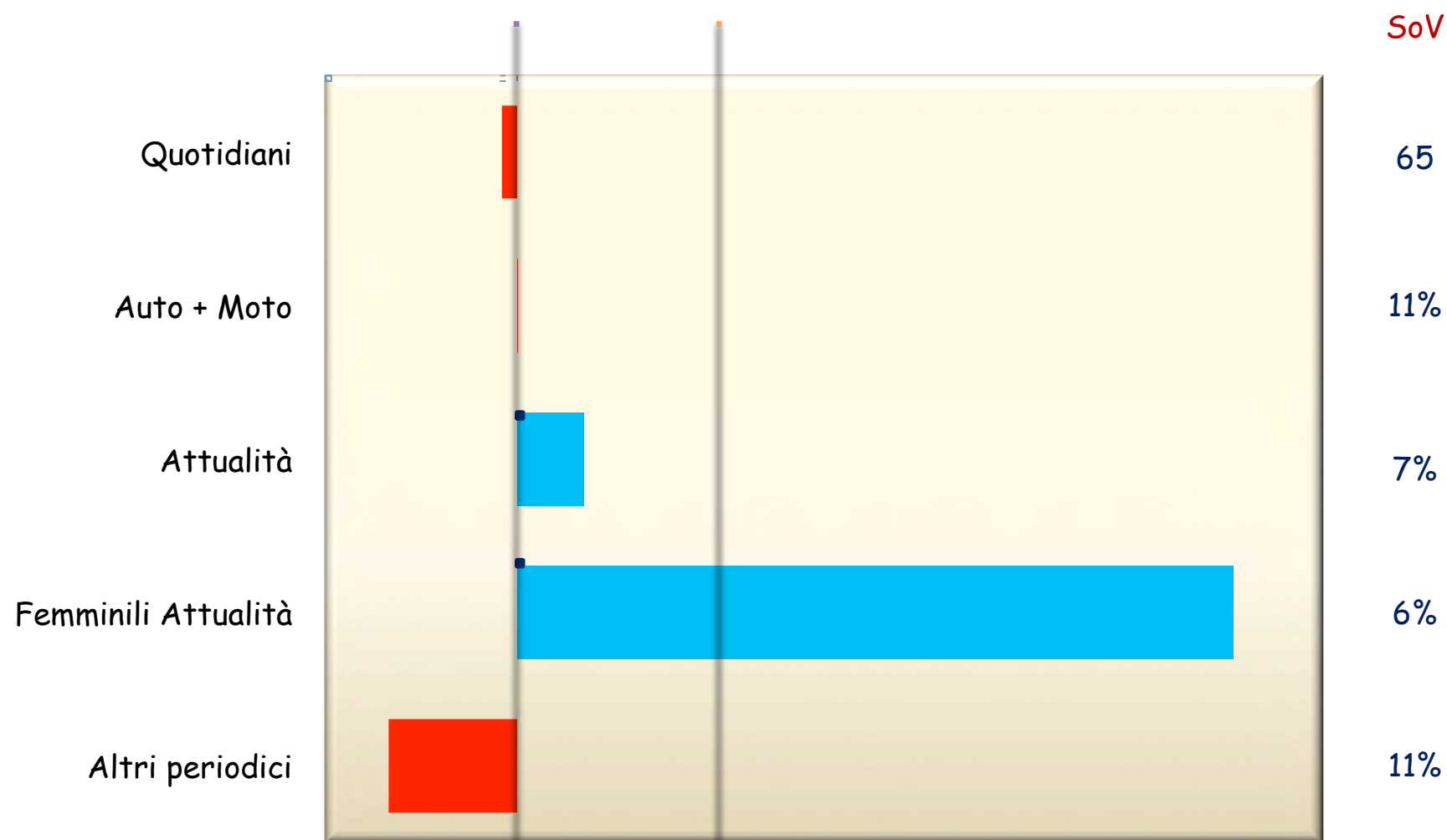


Settore FARMACEUTICI/SANITARI = +1,7%

2014 = valore 35 mio - market share 4%



Settore AUTOMOBILI = -20,8%
2014 = valore 35 mio - market share 4%



Settore TURISMO/VIAGGI = -29,8%

2014 = valore 28 mio - market share 3.3%

