

Press release

**SYSTEM ADVERTISING to manage  
advertising sales in Italy of leading Swiss publisher NZZ**

*The offer includes NZZ, NZZ am Sonntag, Z, Stil,  
Folio, Residence, Frame, Campus and NZZ.ch*

Milan, 21 November 2014 – *System Advertising*, the advertising agency of the 24 ORE Group, expands its portfolio of foreign concessions acquiring the advertising sales on the Italian market for Swiss publisher **Neue Zürcher Zeitung**.

**NZZ is the most prestigious and authoritative publisher in Switzerland**, operating across the country on various platforms:

- **NZZ (*Neue Zürcher Zeitung*)**, the **most renowned Swiss daily in German language**, out from Monday to Saturday, with 124,043 circulating copies and over 274,000 readers boasting medium-high spending power
- **NZZ am Sonntag**, **the Sunday edition of the daily**, with 135,805 circulating copies and 428,000 readers, offering analysis on news, sport, culture and knowledge. Out on Sundays together with the weekly **Stil**
- **Z**, **the lifestyle magazine bundled with NZZ on Saturdays and NZZ am Sonntag** with 8 editions/year, over 300,000 circulating copies and 579,000 readers boasting high spending power and fond of top-of-the-range products
- **NZZ.ch**, **the news portal of the daily**, offering news via the web and through App, iPad and mobile devices

The collaboration with NZZ is part of the internationalization strategy of the 24 ORE Group. With **yet another premium editorial offering**, it enhances a portfolio of titles made available to the Italian companies that **aim to expand on international markets**.

This prestigious international publisher joins the media of the 24 ORE Group and the other foreign concessions forming System Advertising's portfolio (**Financial Times Group, Frankfurter Allgemeine Zeitung, Les Echos, Le Point, De Standaard, Le Soir, FD Mediagroep and BBC Group**).

*For further information:*

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