



**Class Editori: advertising up 4% during the first seven months of the year**  
**Advertising in print media increased by 0.7% and in other media by 7.2%.**

Milan, 18 September 2018 – Advertising sales relating to Class Editori’s media grew by 4% in the first seven months of the year, on a like for like basis with the corresponding period in 2017. According to Nielsen data, in the period between January to July the market trend equalled +0.2%, excluding Search and Social Media values.

With regard to print media (newspapers and magazines), growth amounted to +0.7% compared with a -7.2% decrease registered by the market. More specifically, newspapers of the publishing house broke even compared with a 6% decrease in the market while magazines saw a growth of +13%, also on a like for like basis, compared to a market decline of -8.8%.

Advertising on other Class Editori media was up 7.2%, with the overall result for all media handled by the publishing house amounting to +4%.