

PUBLICATION PROFILE

First published in 1973 by an independent group of journalists and other partners to analyze the power of communication in our society and to promote the capacity of journalism to serve as watchdog over those whose power and position most affect citizens, **Prima** has become the leading Italian publication devoted to informing about the communication industry. **Prima** explains how the information and entertainment businesses work and evolve, providing breaking news, in-depth analysis, profiles, interviews as well as figures on circulation, readership, audiences, etc. **Prima** introduces leading personalities and their stories and provides information on the political, economical and financial implications of communication and its power in our society. That is why Italian decision-makers and protagonists of the communication industry trust **Prima** as the most authoritative source of information for following and understanding what is happening in their business.

Prima is the link between those who work for the media industry, those who own media assets and those who decide how to use media to communicate.

Its content appears in a printed monthly magazine, distributed in newsstands throughout Italy, and on many electronic platforms (smartphones and tablets) including primaonline.it and e-mail newsletter called Prima Muy confidential.

Twice a year, in June and December, **Prima** offers its readers **Uomini Comunicazione**, a directory (400 pages) of around 15,000 PR, Corporate Affairs and Marketing professionals of Italian companies of all sectors of industry, services and institutions.

Once a year, **Prima** also publishes **Il Grande Libro della Stampa**, the most up-to-date media book on Italian press, reporting the history of more than four hundred newspapers and magazines, including facts and figures on their corporate structure, share capital, shareholders, circulation and readership.

A HIGHLY TARGETED READERSHIP

Prima's readers are top-level professionals in every sector of the media industry and communication business and anyone interested in how communication and technology affect our lives and society:

- Advertising managers, media planners;
- Media investors;
- Marketing managers;
- Public relations managers, press officers;
- Publishers, editorial directors, editors, marketing managers of publishing houses;
- Journalists
- Television executives, producers, programmers;
- Academics and advanced students across the social sciences interested in the political and social role of modern ICTs.



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