



CAIROCOMMUNICATION

Press Release

In 3Q13, advertising sales on La7 and La7d grow by more than 3%

Milan, 2 October 2013: Cairo Communication announces that in 3Q13, based on the order book at 30 September 2013, sales from advertising aired and to be aired on La7 and La7d channels in 3Q13, totaling Euro 26.6 million, grow by approximately 3.5% versus 3Q12 (Euro 25.7 million), continuing the trend that had started in June, and reporting an upswing versus the performance of the first five months of the year.

Cairo Communication Group is a leading Italian weekly magazine publishing and advertising sales Group, recognised as one of the first to have developed a multimedia sales approach, beginning with print media and expanding later into free, digital and pay TV and the Internet.

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The press release is also available on the company's website www.cairocommunication.it
in *COMUNICAZIONI E DOCUMENTI / COMUNICATI STAMPA*