

## Fonte Ads

## Confronto tra maggio 2013 e aprile 2013 dei dati "diffusione media" e "totale vendita"

TESTATA	MAGGIO	APRILE	Diff.	%	MAGGIO	APRILE	Diff.	%
	Diffusione media	Diffusione media						
	2	2			4	4		
	(5+8+9+11+12+13+14+15+17)	(5+8+9+11+12+13+14+15+17)			(5+8)	(5+8)		
ADIGE (L)	22,802	22,720	82	0.4	14,826	15,095	-269	-1.8
ALTOADIGE/TRENTINO	20,398	20,615	-217	-1.1	15,800	16,057	-257	-1.6
ARENA (L)	40,460	40,441	19	0.0	34,931	34,332	599	1.7
AVVENIRE	118,960	116,069	2891	2.5	20,034	19,267	767	4.0
CENTRO (IL)	18,399	18,449	-50	-0.3	17,298	17,335	-37	-0.2
CORRIERE ADRIATICO	14,889	14,987	-98	-0.7	13,927	14,012	-85	-0.6
CORRIERE DELLA SERA	406,706	408,253	-1547	-0.4	374,554	375,586	-1032	-0.3
CORRIERE DELLE ALPI	5,644	5,666	-22	-0.4	5,407	5,426	-19	-0.4
CORRIERE MERCANTILE	6,899	6,754	145	2.1	6,475	6,391	84	1.3
CORRIERE SPORT - STADIO	130,207	120,224	9983	8.3	127,797	117,875	9922	8.4
CORRIERE SPORT-STADIO LUN.	174,963	155,317	19646	12.6	172,396	152,769	19627	12.8
CORRIERE Umbria/VT/RI/Sabina/AR/SI/Maren	13,337	13,371	-34	-0.3	13,007	13,000	7	0.1
DOLOMITEN	48,429	47,566	863	1.8	9,085	9,099	-14	-0.2
ECO DI BERGAMO (L)	43,446	44,285	-839	-1.9	31,173	31,871	-698	-2.2
FATTO QUOTIDIANO (IL)	53,387	55,817	-2430	-4.4	51,715	54,035	-2320	-4.3
GAZZETTA DEL LUNEDI' (LA)	8,537	8,850	-313	-3.5	8,153	8,478	-325	-3.8
GAZZETTA DEL MEZZOGIORNO (LA)	32,235	32,442	-207	-0.6	30,564	30,701	-137	-0.4
GAZZETTA DEL SUD	35,836	35,955	-119	-0.3	34,205	34,333	-128	-0.4
GAZZETTA DI MANTOVA	25,390	25,500	-110	-0.4	21,149	21,244	-95	-0.4
GAZZETTA DI MODENA NUOVA	9,139	8,844	295	3.3	8,853	8,544	309	3.6
GAZZETTA DI PARMA	34,880	35,616	-736	-2.1	23,918	24,764	-846	-3.4
GAZZETTA DI REGGIO	10,708	10,737	-29	-0.3	10,234	10,266	-32	-0.3
GAZZETTA SPORT (LA)	230,099	221,170	8929	4.0	208,684	199,442	9242	4.6
GAZZETTA SPORT-LUNEDI' (LA)	275,284	260,028	15256	5.9	252,912	237,840	15072	6.3
GAZZETTINO (IL)	68,645	69,513	-868	-1.2	64,987	65,734	-747	-1.1
GIORNALE (IL)	117,968	121,048	-3080	-2.5	114,716	117,754	-3038	-2.6
GIORNALE DELL'UMBRIA (IL)	4,082	4,014	68	1.7	3,883	3,816	67	1.8
GIORNALE DI BRESCIA	37,075	37,757	-682	-1.8	27,827	28,446	-619	-2.2
GIORNALE DI SICILIA	44,307	46,558	-2251	-4.8	42,011	44,333	-2322	-5.2
GIORNALE DI VICENZA (IL)	35,985	35,989	-4	0.0	30,840	30,850	-10	0.0
ITALIA OGGI	66,045	69,114	-3069	-4.4	38,042	38,630	-588	-1.5
LIBERO	90,895	91,800	-905	-1.0	88,449	89,371	-922	-1.0
LIBERTA'	25,878	25,310	568	2.2	22,773	22,222	551	2.5
MANIFESTO (IL)	13,556	13,959	-403	-2.9	12,032	12,260	-228	-1.9
MATTINO (IL)	55,641	56,510	-869	-1.5	53,825	54,700	-875	-1.6
MATTINO DI PADOVA (IL)	23,686	23,765	-79	-0.3	22,242	22,341	-99	-0.4
MESSAGGERO (IL)	144,982	144,610	372	0.3	141,431	141,156	275	0.2
MESSAGGERO VENETO	45,987	46,482	-495	-1.1	43,084	43,791	-707	-1.6
NUOVA DI VENEZIA E ME. (LA)	15,387	15,082	305	2.0	14,733	14,455	278	1.9
NUOVA FERRARA (LA)	8,262	8,112	150	1.8	8,005	7,841	164	2.1
NUOVA SARDEGNA (LA)	43,911	45,372	-1461	-3.2	43,144	44,608	-1464	-3.3
NUOVO QUOTIDIANO DI PUGLIA	14,388	13,956	432	3.1	13,837	13,408	429	3.2
PICCOLO (IL)	32,032	31,513	519	1.6	28,346	28,024	322	1.1
PROVINCIA (CO-LC-SO-VA) (LA)	33,305	34,544	-1239	-3.6	26,659	27,729	-1070	-3.9
PROVINCIA DI CREMONA (LA)	19,064	19,522	-458	-2.3	16,527	16,986	-459	-2.7
PROVINCIA PAVESE (LA)	16,614	16,781	-167	-1.0	15,715	15,882	-167	-1.1
QN-II Giorno	53,714	52,626	1088	2.1	51,756	50,639	1117	2.2
QN-II Resto del Carlino	128,398	128,199	199	0.2	124,347	124,174	173	0.1
QN-La Nazione	103,166	103,474	-308	-0.3	100,066	100,429	-363	-0.4
QUOTIDIANO (IL) (della Calabria)	8,228	8,525	-297	-3.5	8,000	8,301	-301	-3.6
QUOTIDIANO DI SICILIA	12,365	12,370	-5	0.0	2,355	2,360	-5	-0.2
QUOTIDIANO DI SICILIA (EDIZ. DEL SABATC	30,347	30,354	-7	0.0	2,347	2,354	-7	-0.3
REPUBBLICA (LA)	350,438	358,129	-7691	-2.1	319,334	326,458	-7124	-2.2
SECOLO XIX (IL)	61,519	60,829	690	1.1	59,035	58,317	718	1.2
SICILIA (LA)	29,725	29,693	32	0.1	25,896	26,133	-237	-0.9
SOLE 24 ORE (IL)	224,221	224,036	185	0.1	152,044	149,099	2945	2.0
STAMPA (LA)	225,697	228,186	-2489	-1.1	192,990	195,612	-2622	-1.3
TEMPO (IL)	41,711	41,320	391	0.9	40,629	40,321	308	0.8
TIRRENO (IL)	58,893	58,945	-52	-0.1	57,295	57,368	-73	-0.1
TRIBUNA DI TREVISO (LA)	14,080	14,242	-162	-1.1	13,194	13,363	-169	-1.3
TUTTOSPORT	73,980	66,971	7009	10.5	72,595	65,584	7011	10.7
TUTTOSPORT LUNEDI'	102,567	83,537	19030	22.8	101,063	81,918	19145	23.4
UNIONE SARDA (L')	50,657	51,587	-930	-1.8	49,343	50,271	-928	-1.8
UNITA' (L')	25,351	29,775	-4424	-14.9	22,743	27,164	-4421	-16.3