



**CIRCOLARE INFORMATIVA 12/07**

Milano, 30 maggio 2007

**OGGETTO: RCS – IL MONDO – Dossier “Leasing & Factoring” del 22 giugno 2007.**  
Raccolta pubblicitaria – Scadenza 7 giugno 2007

Il Segretario Generale  
Prof. A. Carretta

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Claudia NEGRI

Si trasmettono, di seguito, le informazioni relative al Dossier "Leasing & Factoring" realizzato dal settimanale Il Mondo sul numero in uscita il prossimo 22 giugno.

Si allega la scaletta editoriale dell'iniziativa (all. 1) e i formati pubblicitari (all. 2) disponibili per un'eventuale partecipazione e, di seguito, si segnalano i prezzi riservati agli Associati:

- Pagina Focus --> euro 5.000 (all. 3)
- Pagina Intera 4 col. --> euro 4.500
- 1/2 Pagina 4 col. --> euro 2.500
- Doppia Pagina Intera 4 col. --> euro 8.000

I prezzi sopraindicati sono da ritenersi al lordo dei diritti d'agenzia.

Gli Associati che fossero interessati alla pianificazione media possono fare riferimento direttamente al responsabile della raccolta pubblicitaria per lo speciale:

Fabrizio Gioja  
Settore *Iniziative Speciali*  
Rcs Pubblicità  
diretto 02 5095.6959  
cellulare al 347 9700149



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## IL MONDO N°26 - DOSSIER LEASING & FACTORING

USCITA: 22 GIUGNO

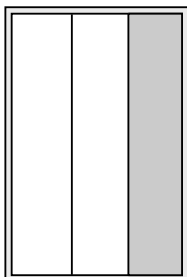
DEADLINE PRENOTAZIONI: 7 GIUGNO

I CONTENUTI:

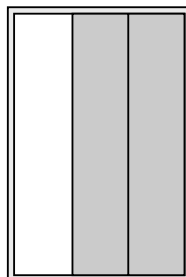
- 1) Intervista a docente della Bocconi sul leasing e il factoring nella struttura di capitale e nell' operatività dell' impresa
- 2) Leasing come finanziamento agli investimenti.
- 3) Leasing per finanziare i clienti.
- 4) Leasing per l'estero.
- 5) Immobiliare: dopo la tempesta.
- 6) Factoring per anticipare il circolante.
- 7) Factoring come outsourcing amministrativo.



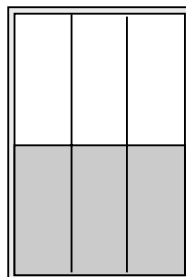
Il Mondo

► **Formati standard**

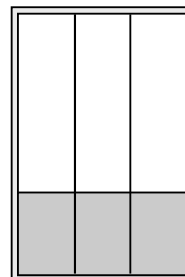
- P016**  
 - 1 Colonna  
 - Gabbia  
 mm. 55 x 221  
 - Al vivo  
 mm. 66 x 265



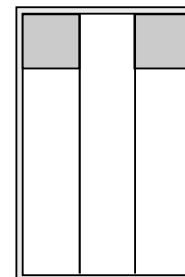
- MO26**  
 - 2 Colonne  
 - Gabbia  
 mm. 115 x 221  
 - Al vivo  
 mm. 131 x 265



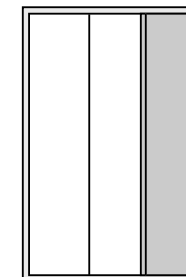
- P050**  
 - 1/2 Pagina  
 orizzontale  
 - Gabbia  
 mm. 176 x 113  
 - Al vivo  
 mm. 205 x 132



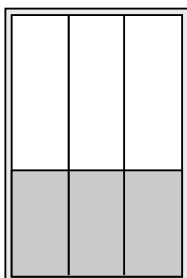
- MO75**  
 - Piede  
 - Gabbia  
 mm. 176 x 55  
 - Al vivo  
 mm. 205 x 75



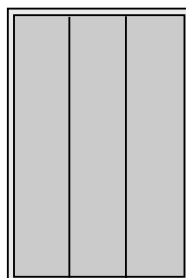
- MO81**  
 - Manchettes  
 - mm. 35 x 35  
 (nelle rubriche)



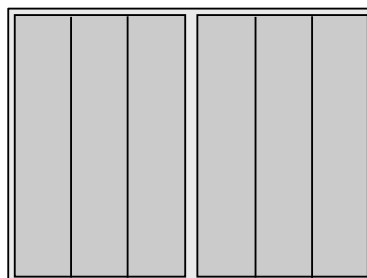
- P014**  
 - Bandina  
 - Gabbia  
 mm. 55 x 221



- MO71**  
 - Piedone  
 - Gabbia  
 mm. 176 x 85  
 - Al vivo  
 mm. 205 x 95

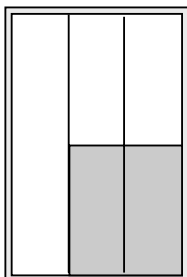


- P060**  
 - Pagina  
 - Gabbia  
 mm. 176 x 221  
 - Al vivo  
 mm. 205 x 265

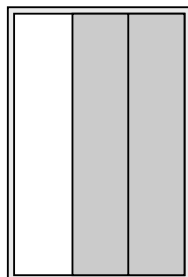


- P066**  
 - Doppia pagina  
 - Al vivo  
 mm. 410 x 265

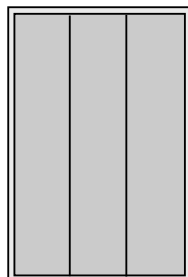
► **Formati RPQ**



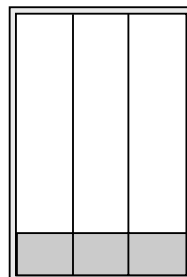
**- M050**  
- 2 Mezze Colonne  
- Gabbia  
mm. 115 x 108



**- M052**  
- 2 Colonne RPQ  
- Gabbia  
mm. 115 x 221

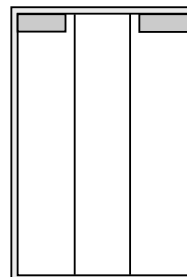


**- M060**  
- Pagina RPQ  
- Gabbia  
mm. 176 x 221

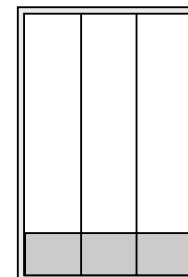


**- M072**  
- Piede RPQ  
- Gabbia  
mm. 176 x 87

► **Formati Sezione Mercati**

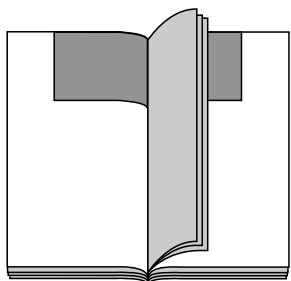


**- M077**  
- Manchette mercati  
- mm. 45 x 36

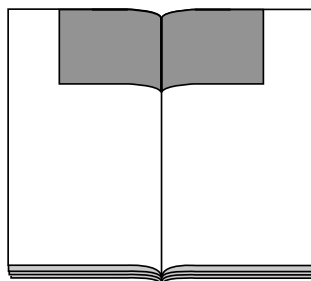


**- M076**  
- Piede mercati  
- Gabbia  
mm. 182 x 65

► **Inserti**

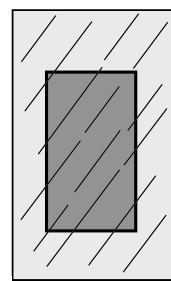


**A cavallo segnatura**  
Solo tiratura nazionale



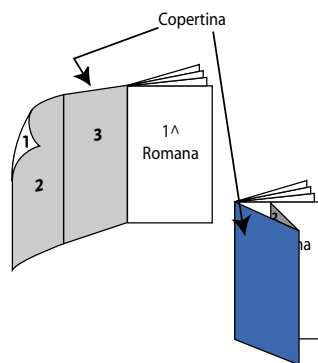
**Centro rivista**  
Solo tiratura nazionale

► **Cellophanatura**



**Cellophanatura  
IV di copertina**  
Solo su specifica autorizzazione  
del Direttore e in casi eccezionali

### ► Copertine particolari

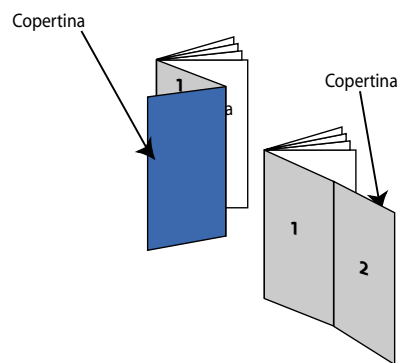


#### **Anta su seconda di copertina**

Sviluppo 3 pagine

pag. 2 e 3 = doppia (194+199) = 393x265  
(Posiz. SAP = BC2R - codice SAP = P076)

(\*) pag. 1 = singola 194x265  
(Posiz. SAP = BC2R - codice SAP = P070)



#### **Doppia retro su prima di copertina**

\*\*Sviluppo 2 pagine

pag. 1 e 2 = doppia (199+197) = 396x265  
(Posiz. SAP = BAT1 - codice SAP = P086)

II di copertina = 199x265  
(Posiz. SAP = COP2 - codice SAP = P080)

II di cop. + la Romana = (199+205) = 404x265  
(Posiz. SAP = CO2R - codice SAP = P096)

- Tutti i materiali sono da richiedere con la trasmissione via INPAGINA

\* nel caso in cui un Cliente dovesse fare la doppia, utilizzando la pag. 3 e la 1ª Romana è possibile utilizzare il cod. **P096 (con posizione BC2R)** visto che le misure sono identiche.

\*\*Il Cliente che occupa la **Ila di copertina** oppure la **Ila di copertina + la Romana**, ove è presente un battente **Doppia retro su prima di copertina**, deve avere le misure qui sopra riportate

- Per informazioni di ordine commerciale rivolgersi alla forza vendita.
- Per contatti con Esecutivo Periodici telefonare al n. 02 5095 6182

# FOCUS BARILLA

AS SOMEONE WHO COULD NEVER QUITE DECIDE WHAT THEY WANTED TO

## As someone who could neverfd dsf sdf dffsdfsdf

As someone who could never quite decide what they wanted to be when they grew up, I have managed to indulge a number of my interests over the years and even, on occasion, turn them into paid work. However, as someone incapable of following a trail, I still tend to proceed by impulse and can't really follow a single idea for long. But even with all the apparent variety of working as a writer, consultant, media producer, musician and all-around fool, what keeps the deception paid work. However, as someone incapable of following a trail, I still tend to proceed



*As someone who could never quite decide what they wanted to be when they grew up, I have*

NUOVO BUSINESS PER IL COLOSSO DEL BROKERAGGIO

## As someone who could nevene who could never quite decide

As someone who could never quite decide what they wanted to be when they grew up, I have managed to indulge a number of my interests over the years and even, on occasion, turn them into paid work. However, as someone incapable of following a trail, I still tend to proceed by impulse and can't really follow a single idea for long. But even with all the apparent variety of working as a writer, consultant, media producer, musician and all-around fool, what keeps the deception going is the fact that most people still mistake strokes of luck for skill, and mistakes for strategy. On the surface, one might be tempted to say that Bill Gates has finally discovered that being a legend doesn't necessarily keep fools at a distance. Personally, I would still argue that there's a difference between being gifted and simply being successful or famous. As someone who could never quite decide what they wanted to be when they grew up

V.V.V.



*As someone who could never quite decide what they wanted to be when*



fools at a distance. Personally, I would still argue that there's a difference between being gifted and simply being successful or famous.

As someone who could never quite decide what they wanted to be when they grew up, I hitherto into paid work. However, as someone incapable of following a trail, I still tend to proceed by impulse and can't really follow a single idea for long. But even with all the apparent variety of working as a writer, consultant, media producer, musician and all-around fool, what keeps the deception paid work. However, as someone incapable of following a trail, I still tend to proceed by impulse and can't really follow a single idea for long. But even with all the apparent variety of working as a writer, consultant, media producer, musician and all-around fool, what keeps the deception going is the fact that most people still mistake strokes of luck for skill, and mistakes for strategy. On the surface, one might be tempted to say that Bill Gates has finally discovered that being a legend doesn't necessarily keep fools at a distance. Personally, I would still argue that there's a difference between being gifted and simply being successful or famous.

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