



OFFERTA COMMERCIALE NFL EUROPEAN GAMES

ADV 2026



PUBLITALIA '80
MFE ADVERTISING



MEDIAMOND
MFE ADVERTISING



EUROPEAN GAMES
NFL

L'NFL sbarca in Europa.

Il campionato, che culminerà a febbraio nel SUPER BOWL, disputa alcuni match nel Vecchio Continente.



PUBLITALIA '80
MFE ADVERTISING



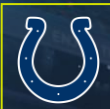
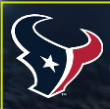
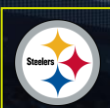
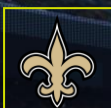
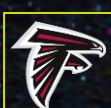
MEDIAMOND
MFE ADVERTISING

NFL – EUROPEAN GAMES 2026



CALENDARIO EUROPEAN GAMES SU CANALE 20 NFL



04/10			Colts - Commanders	h. 15.30
18/10			Texans - Jaguars	h. 15.30
25/10			Steelers - Saints	h. 14.30
08/11			Bengals - Falcons	h. 15.30





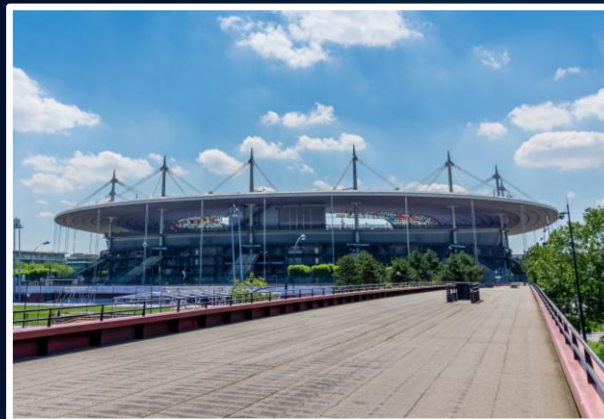
GLI STADI NFL



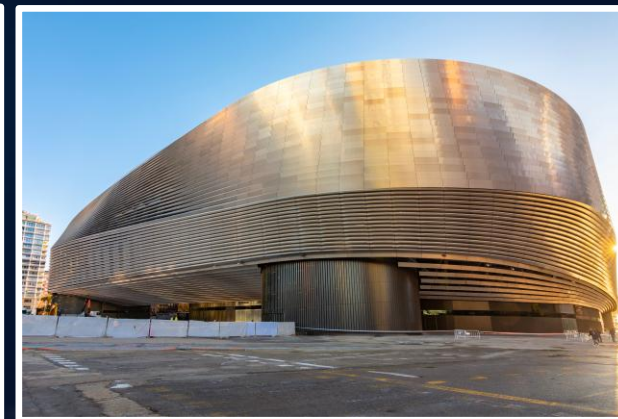
Tottenham Hotspur Stadium
Colts – Commanders



Wembley Stadium
Texans – Jaguars



Stade de France
Steelers – Saints



Santiago Bernabeu
Bengals – Falcons

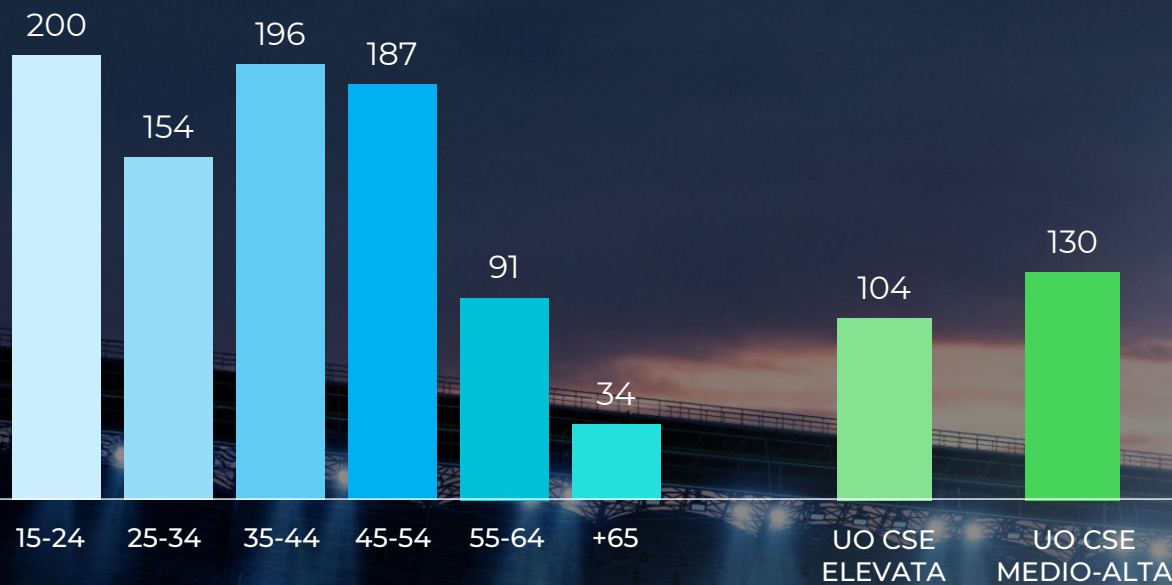
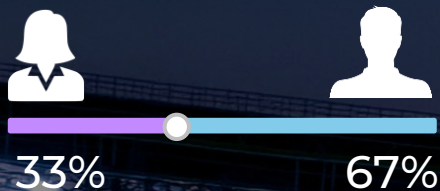




IL FOOTBALL AMERICANO

IL PROFILO DI ASCOLTO E LE CLASSI SOCIO-ECONOMICHE

AFFINITÀ UOMINI





EUROPEAN GAMES 2026

LA MAPPA DEI BREAK





OFFERTA COMMERCIALE ADV MODULO DOMINATION



N° SPOT
TOTALE
...MODULO

N° SPOT
SINGOLA
PARTITA

Football BILLBOARD APERTURA 15"

4

1

Football SPECIAL ONE POSITION 15" 1° HALF

16

4

Football SPECIAL ONE POSITION 15" 2° HALF

16

4

Football BILLBOARD CHIUSURA 15"

4

1

TOTALE

40

10

40
Spot 15"

LISTINO
75.000 €

Grps UO

10,3





OFFERTA COMMERCIALE ADV MODULO TOUCHDOWN



	N° SPOT TOTALE MODULO	N° SPOT SINGOLA PARTITA		
Football KICKOFF	4	1	32	LISTINO
Football 1° HALF	8	2	Spot 15"	59.000 €
Football HALFTIME 1	4	1	Grps UO	7,9
Football HALFTIME 2	4	1		
Football 2° HALF	8	2		
Football MATCH	4	1		
TOTALE	32	8		



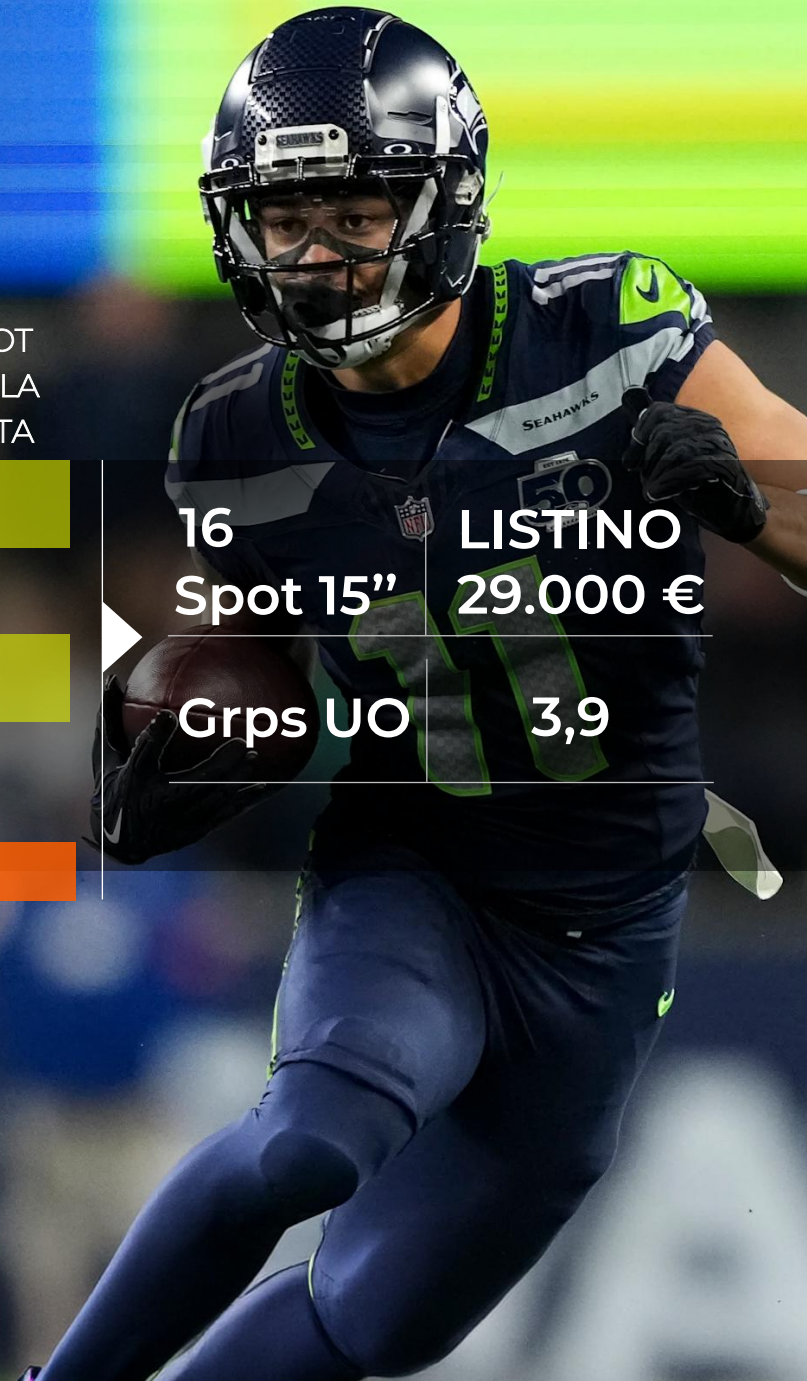
OFFERTA COMMERCIALE ADV MODULO YARD



	N° SPOT TOTALE MODULO	N° SPOT SINGOLA PARTITA
Football KICKOFF	4	1
Football 1° HALF	4	1
Football 2° HALF	4	1
Football MATCH	4	1
TOTALE	16	4

16
Spot 15"
Grps UO

LISTINO
29.000 €
3,9





OFFERTA COMMERCIALE ADV RUBRICHE SINGOLE - Listini 15"



	NORMALE	SPECIAL ONE POSITION
Football KICK OFF	1.680 €	
Football 1^ HALF	1.860 €	1.900 €
Football HALFTIME 1	1.820 €	
Football HALFTIME 2	1.820 €	
Football 2^ HALF	2.240 €	2.280 €
Football MATCH	1.800 €	





OFFERTA COMMERCIALE TOTAL VIDEO



PUBLITALIA '80
MFE ADVERTISING



MEDIAMOND
MFE ADVERTISING



OFFERTA COMMERCIALE ADV

MODULO TOTAL VIDEO



1 MODULO DISPONIBILE



Football KICKOFF 4

Football 1° HALF 4

Football 2° HALF 4

Football MATCH 4

TOTALE 16

4 SPOT 15" PER
CIASCUNA PARTITA



4 Match di NFL Live+VOD
(match intero)

+ Rotazione su contenuti
a target **UOMO/SPORT**

SU



4 OTTOBRE – 11 NOVEMBRE

NETTO

21.700 €

CONTATTI 3 SCHERMI

2,7 mio

80% dei contatti TVL
+ 20% di contatti DGT+CTV





GRAZIE

