



OFFERTA COMMERCIALE ADV 2026

 **MEDIASET
PUBLITALIA '80**





SUPER BOWL 2026

FINALE NFC/AFC e SUPER BOWL



FINALE NFC/AFC
25 GENNAIO 2026



SUPER BOWL
8 FEBBRAIO 2026



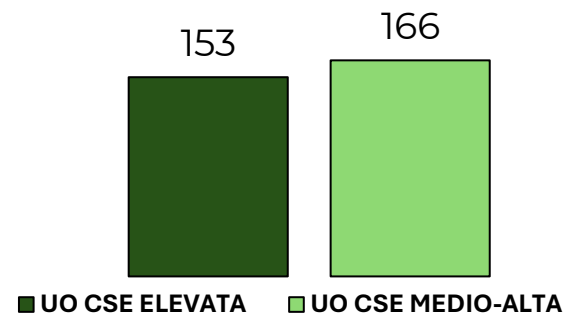
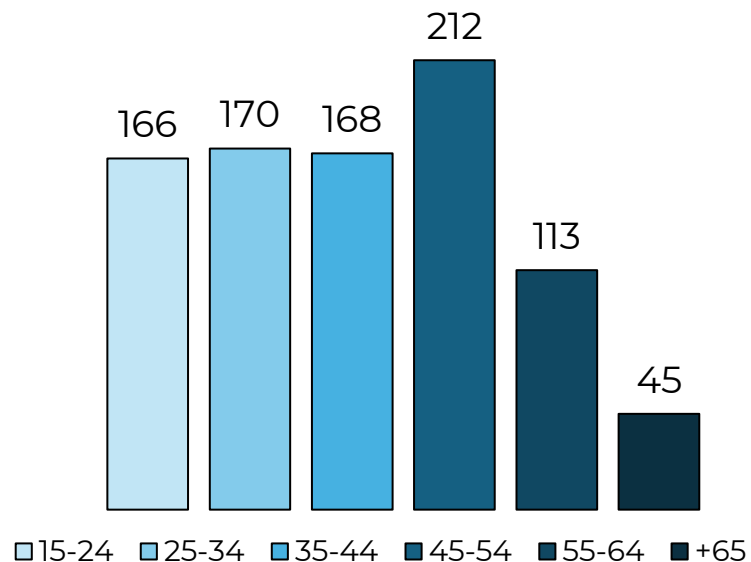
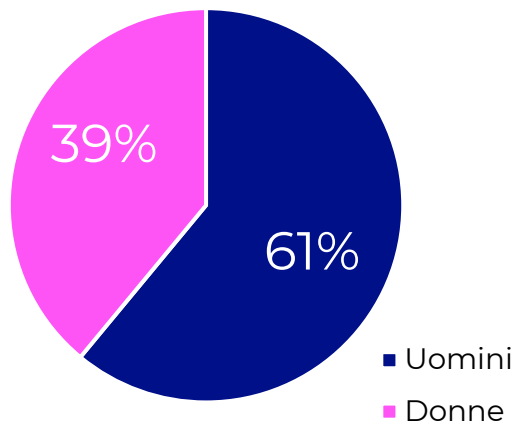


SUPER BOWL 2025

IL PROFILO DI ASCOLTO E LE CLASSI SOCIO-ECONOMICHE



AFFINITÀ UOMINI





SUPER BOWL 2025

SHARE ITALIA 1 AL TOP NELLA FASCIA ORARIA 24.15 - 04.39



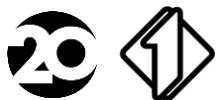
1	ITALIA 1	17,3%
2	20	10,7%
3	CANALE 5	6,7%
4	DMAX	4,9%
5	RAI 3	4,7%
6	RAI MOVIE	4,6%
7	NOVE	4,4%
8	BOING	4,3%
9	TWENTYSEVEN	4,0%
10	ITALIA 2	3,1%

Share Uomini 15-34 anni
Fonte Auditel



SUPER BOWL 2026

LA MAPPA DEI BREAK



1^ QUARTER

2^ QUARTER

HALF TIME SHOW

3^ QUARTER

4^ QUARTER

Kick-Off

Minibreak 60" - 1^ Half

Minibreak 60" - 1^ Half

Minibreak 60" - 1^ Half

Minibreak 60" - 1^ Half

Half Time - 1

Half Time - 2

Minibreak 60" - 2^ Half

Minibreak 60" - 2^ Half

Minibreak 60" - 2^ Half

Minibreak 60" - 2^ Half



OFFERTA COMMERCIALE ADV LISTINO MODULO 15"




FINALE NFC/AFC
25 GENNAIO 2026


SUPER BOWL
8 FEBBRAIO 2026

	N. SPOT
	 
Football KICK OFF	1 + 1
Football 1^ HALF	1 + 1
Football HALFTIME 1	1 + 1
Football HALFTIME 2	1 + 1
Football 2^ HALF	1 + 1
TOTALE	10

LISTINO **35.800 €**

LISTINO PSU* **37.400 €**

Grps Uomini **4,6**

Grps Adulti 15/64 **4,4**

*Psu non previste per i minibreak di 1^ e 2^ Half



OFFERTA COMMERCIALE ADV LISTINO MODULO 15"



FINALE NFC/AFC
25 GENNAIO 2026

N. SPOT

Football KICK OFF 1

Football 1^ HALF 1

Football HALFTIME 1 1

Football HALFTIME 2 1

Football 2^ HALF 1

TOTALE 5

LISTINO **5.000 €**

LISTINO PSU* **5.200 €**

Grps Uomini **1,0**

Grps Adulti 15/64 **0,8**

*Psu non previste per i minibreak di 1^ e 2^ Half



OFFERTA COMMERCIALE ADV LISTINO MODULO 15"



SUPER BOWL
8 FEBBRAIO 2026

N. SPOT

Football KICK OFF 1

Football 1^ HALF 1

Football HALFTIME 1 1

Football HALFTIME 2 1

Football 2^ HALF 1

TOTALE 5

LISTINO **31.500 €**

LISTINO PSU* **33.000 €**

Grps Uomini **3,6**

Grps Adulti 15/64 **3,7**

*Psu non previste per i minibreak di 1^ e 2^ Half



OFFERTA COMMERCIALE ADV RUBRICHE SINGOLE - Listini 15"



NORMALE

PSU

Football KICK OFF	11.000 €	11.800 €
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Football 1^ HALF	9.600 €	
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Football HALFTIME 1	5.000 €	5.400 €
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Football HALFTIME 2	4.000 €	4.300 €
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Football 2^ HALF	2.900 €	
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NORMALE

PSU

Football KICK OFF	1.900 €	2.000 €
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Football 1^ HALF	1.700 €	
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Football HALFTIME 1	650 €	700 €
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Football HALFTIME 2	550 €	600 €
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Football 2^ HALF	400 €	
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OFFERTA COMMERCIALE
unconventional



SUPER BOWL 2026

LA MAPPA DEI BREAK



1^ QUARTER

2^ QUARTER

HALF TIME SHOW

3^ QUARTER

4^ QUARTER

BILLBOARD APERTURA 15"

Kick-Off

SPECIAL ONE POSITION

Minibreak 60" - 1^ Half

SPECIAL ONE POSITION

Minibreak 60" - 1^ Half

SPECIAL ONE POSITION

Minibreak 60" - 1^ Half

SPECIAL ONE POSITION

Minibreak 60" - 1^ Half

Half Time - 1

Half Time - 2

SPECIAL ONE POSITION

Minibreak 60" - 1^ Half

SPECIAL ONE POSITION

Minibreak 60" - 1^ Half

SPECIAL ONE POSITION

Minibreak 60" - 1^ Half

SPECIAL ONE POSITION

Minibreak 60" - 1^ Half

BILLBOARD CHIUSURA 15"



OFFERTA COMMERCIALE ADV LISTINO MODULO 15"



FINALE NFC/AFC
25 GENNAIO 2026



SUPER BOWL
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N. SPOT

Billboard apertura 15" 1  + 1 

Special One Position 15" 1° half 2  + 2 

Special One Position 15" 2° half 2  + 2 

Billboard chiusura 15" 1  + 1 

TOTALE 12

Spot 15" **12**

LISTINO **48.000 €**



GRAZIE

MEDIASET
PUBLITALIA '80

