



## The new MilanoFinanza.it is online

**New graphic design and new look and feel, as well as increased interaction and community, are what distinguish the *MF/Milano Finanza* web site, offering readers up-to-the-minute trading prices and financial information, plus the insights and technical tools needed to orient themselves in the market in a knowledgeable manner.**

Milan. April 21, 2008

The new *MF/Milano Finanza* is online ([www.milanofinanza.it](http://www.milanofinanza.it)), offering visitors a new look and feel and a graphic design in line with those of the world's leading news and information web sites: clean and linear, simplifying and speeding up searches and access to the vast amount of information that the *MF/Milano Finanza* web site offers its readers every day.

Right from our home page it is immediately obvious that [www.milanofinanza.it](http://www.milanofinanza.it) is a true and proper financial and economic information portal, with its own up-to-the-minute production overseen by the magazine's editorial team, as well as all the multimedia contributions from Class Editori: the latest takes from the *MFDowJonesNews* news agency, more than 400 news items a day, the Video Center, with a selection of reports produced daily from the Class CNBC, Class News and Class Life television channels, the news reports and great music from Radio Classica Milano Finanza.

The site now has a new section dedicated to traders, full of analyses and news flashes focusing on the best buying and selling opportunities of the day's trading, offering all the tools and instruments of technical analysts needed to make knowledgeable investment decisions, and there is also a new blog section, overseen by our research office. Interaction and community, in fact, are the two key words to the new MilanoFinanza.it web site, allowing readers to carry on an active dialogue with the editors and technical analysis staff, as well as with the moderators of the four blogs: **Alle grida**, dedicated to the market, and **ON\OFF**, focusing on technology; **Il Trader**, devoted to professionals operating on the market, and **Rischio e Rendimento**, covering investment products and offering readers the chance to vote and comment on the news.

On the whole, the information of the new MilanoFinanza.it web site is organised into seven main sections: News, Today's Newspaper, Markets, Instruments & Analysis, Multimedia, My MF, and My Community. Readers can access these directly from our home page, offering the 35,000 unique visitors (certified by Audioweb) who come to the web site every day the ability to directly access their main area of interest. The **News** section provides information on a full 360 degree perspective, and the Stock Market in real time is free for registered users. The development of this web channel marks an opening up and great trust that allows visitors to obtain information on the leading financial products listed on



the world's most important indexes. Not only stocks, therefore, but also ETF, futures and bonds, to name just a few. And not only the Milan markets, but also those of Paris and London, Amsterdam and Frankfurt, Brussels, Spain, Zurich and New York. From the stock market in real time, to derivatives, indexes, currencies, funds and fund management, interest rates and yields. This is what the **Market** section has to offer, though with indispensable insight from the **Instruments & Analysis** section. In the former, visitors to MilanoFinanza.it find all the information they may be most interested in, then by accessing the latter they can make a vast and diverse set of comparisons between financial instruments, with a depth and thoroughness typical of professional instruments, but which here are accessible and intuitive and simple. All of which facilitates the informed, knowledgeable, personalised choices and decisions of our readers. From comparisons on stocks, government securities, funds and ETFs, to finding the best home mortgage deals and choosing the credit card best suited to your needs. Because MilanoFinanza.it has been designed to meet the most demanding information and service needs of all our readers, who indeed are offered the chance to personalise most of the published information they are most interested in (simply by accessing their **My MF** area).

Every day, our web site subscribers have access to the electronic versions of *MF/Milano Finanza*, *MF Fashion e ItaliaOggi*, as well as the afternoon's live papers, *MF News* and *Class News*, which complete the wealth of up-to-the-minute information produced exclusively for our web site.

In its new layout, MilanoFinanza.it allows companies interested in Web media to plan advertising campaigns that are even more effective, as they are able to count upon the opportunity to create so-called Domination Days, during which, for one whole day, the advertising spaces on our home page are the domain of a single company.

The first two advertising investors to believe in the new formula offered by MilanoFinanza.it are two world leaders in the I.T. sector: HP and IBM. Before everyone else they saw and understood the advantages of being on our web site, whose new layout enables them to carry out advertising campaigns that are even more powerful and effective than ever.