

APP IL SOLE 24 ORE

Sole24Ore news wherever you are

March 2026



IL SOLE 24 ORE SYSTEM – THE NEWSPAPER EVERYWHERE

COVERAGE AND CROSS DEVICE

The **daily newspaper** available on newsstands, with its numerous in-depth features, is now available in a digital version with content and features also available through the app. This system is complemented by the **ilsole24ore.com** website, where you can browse and consult it using the web browser. Today, Il Sole 24 Ore is not just a place to read, but a **constant presence in the reader's day**.

Morning – **Paper and Tablet**: Deep reading and maximum attention.

Workday – **PC**: Targeted consultation and decision support.

Mobility – **Smartphone**: Continuous updating, frequent contact.

HIGHLIGHTS

- **657,000** average daily readers
- **116,195** Total circulation print + digital*
- **82,141** Digital Copies*

Il Sole 24 Ore is in the top five for total circulation and second for digital circulation in the daily press panorama.

- *net copies of Monday's sports newspapers*



An **ongoing relationship** between content and readers.

- Same layout between paper and app browser.
- Same language and authority.
- Consistent repetition strengthens the memory.

IL SOLE 24ORE APP

AN EVER MORE ENRICHED OFFER FOR USERS

The **Il Sole 24 Ore App** is among the most popular products within the group's digital publishing offering, thanks in part to its **unique features** and content formats geared toward the most engaging users. It also constitutes a key element of **Il Sole 24 Ore's digital innovation efforts**.

Where there's attention and an **orderly, authoritative editorial environment**, there's value for brands too; **messages are more effective.**

- > Awareness
- > Consideration
- > Value



It is aimed at **decision makers, professionals and managers.**

An **informed and selective audience** that is interested in financial topics.

An always innovative reading and browsing experience

FEATURES AND KPI

OVERVIEW

The first app on the Italian market with single access to all the site's content and PDF browsing of newspapers, supplements, and periodicals; it is developed for iOS and Android in tablet and smartphone versions.

APP SMARTPHONE + TABLET

TOTAL EXTIMATION **IMPRESSION**
FORMATS 330,000 > 410,000



BASE APP USERS:
OVER 800.000 TOTAL DOWNLOAD
From the beginning.

AVERAGE WEEKLY VISITS OF THE APP
196,000



NEWSPAPER IN APP

Available every day starting from midnight.

It can feature **multimedia enrichment**, for example an element (characterised by a red icon) that enriches the print creativity with a link to the client page.



HOMEPAGE WEB BROWSER OF THE NEWSPAPER.

For **coverage** towards the target audience in the same **planning week**.

EXTIMATION **IMPRESSION** 170,000 > 190,000

FUNCTIONS AND DESIGN

OTHER FEATURES OF THE APP

SPEED AND EFFICIENCY



- Read the digital copy and access the archive in an organized manner.
- One-tap access to the newspaper, website, 24+, and daily brief.
- Configure the "My Products" page.

INNOVATIVE EXPERIENCE



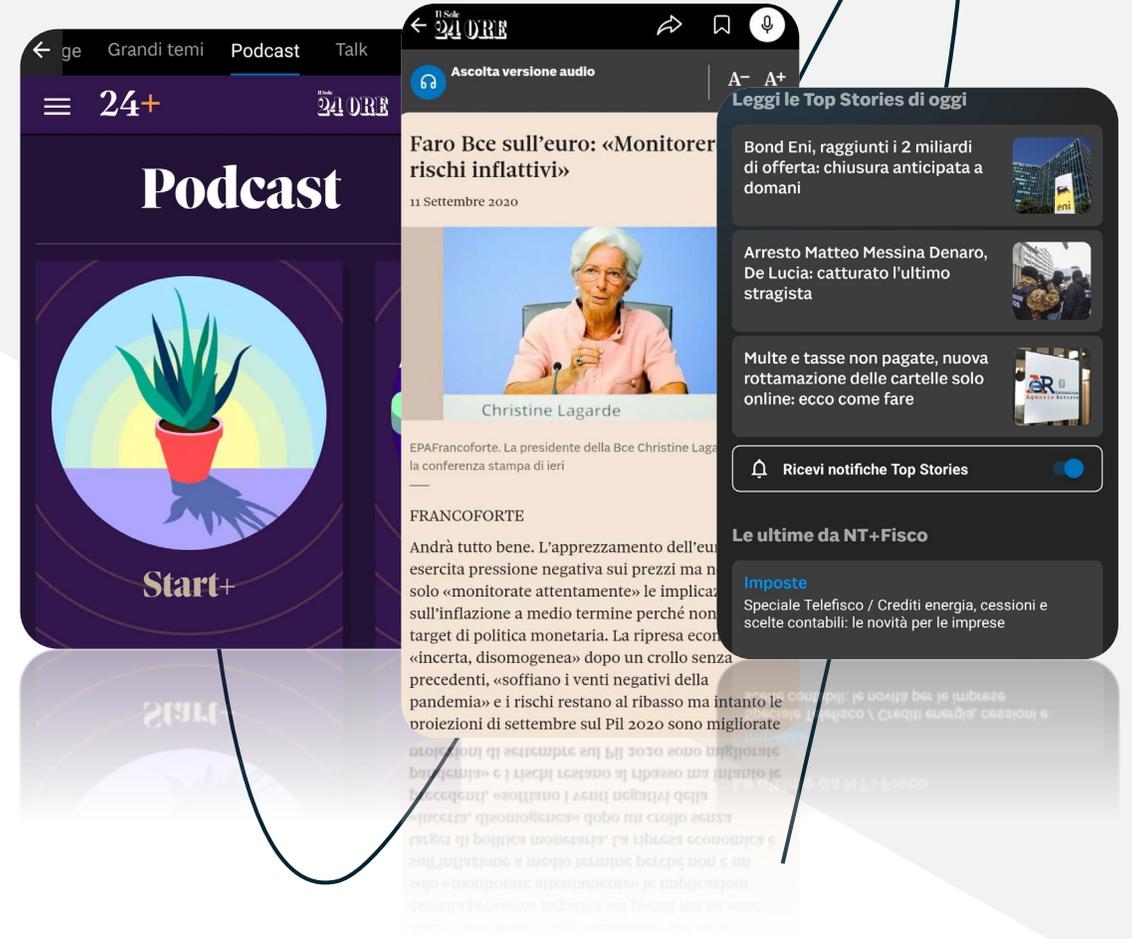
- Voice commands to open and use the app.
- Customize the home page when opening the app.
- Notifications tailored to meet user needs.

LABELS



- They reflect the group's editorial evolution over the last few years with a greater focus on high-value vertical products.

AUDIO VERSION OF THE ARTICLES
IMPACT GRAPHIC FORMAT
ORIGINAL CONTENTS
PODCAST AND VIDEO PRESENCE



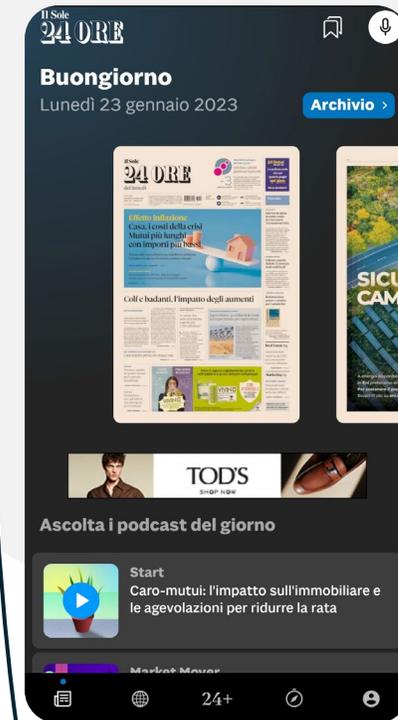
IL SOLE 24 ORE APP

FOCUS AREA «VETRINA» AND «DISCOVER»

The design of the **newspaper's showcase page** (access point to the day's copy and landing point when opening the app) aims to enrich the content available to users. In addition, the app showcase offers a wide range of editorial content, including **podcasts and the day's top news**, as well as increased visibility for content such as supplements, books, initiatives, and 24 Plus.

The **distinctively designed Discover area** allows users to access a selection of **news tailored to their interests** thanks to an internally designed **content recommendation algorithm**. The area also features vertical videos for dedicated app/smartphone viewing.

- Free and paid **personalized content**;
- **Vertical videos** borrowed from social media platforms;
- **Live**: all live videos with the option to receive a notification when the broadcast is about to start.
- **Brief**, the daily recap that complements and delves into the morning newspaper's headlines every evening. A sort of easy-to-read newsletter within the app.



APP

COMMERCIAL PROPOSAL 2026



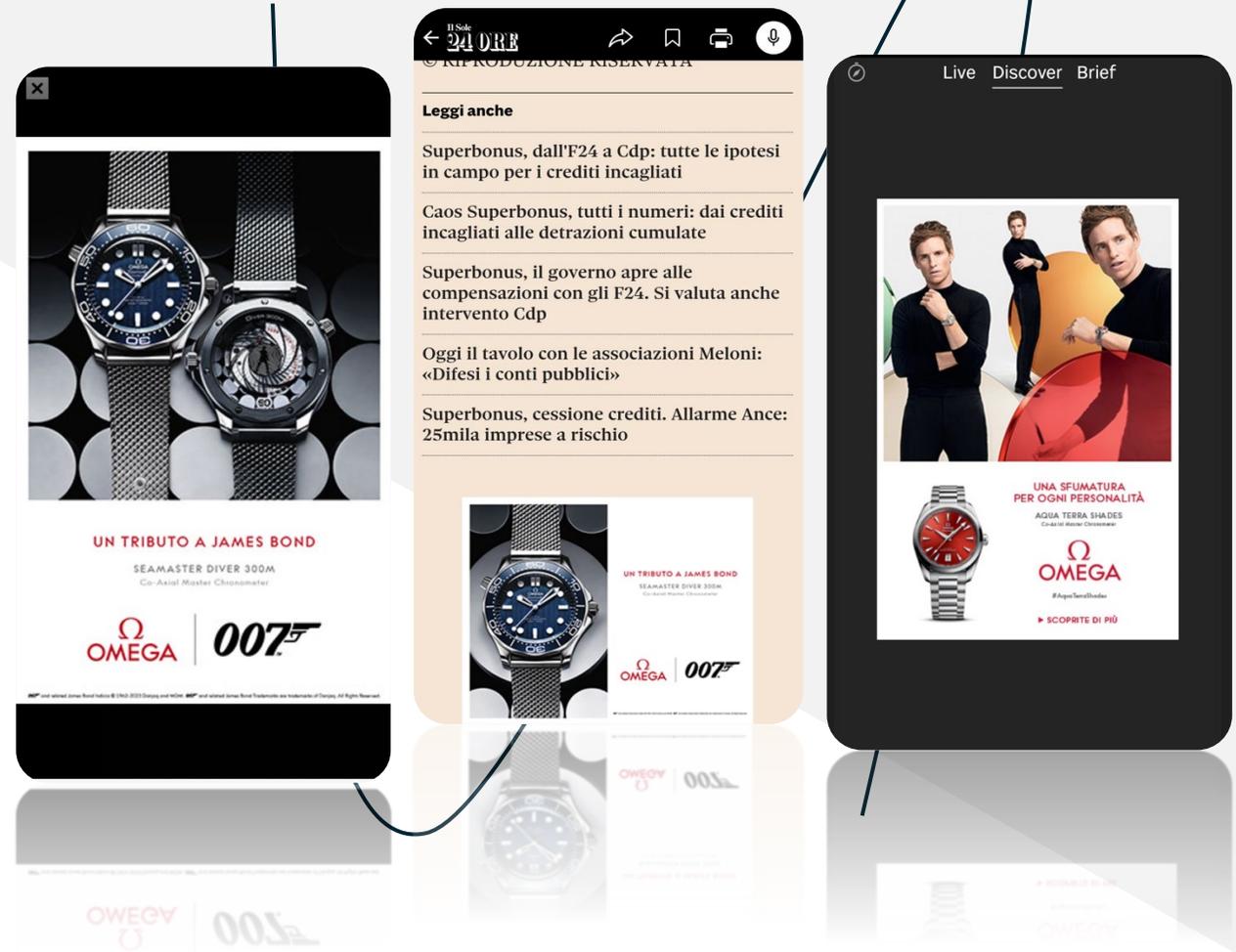
ADV FORMATS and PLANNING

Within the APP, the **advertising delivery logic** guarantees the best performance as well as cross-product sponsorship, safeguarding the browsing experience.

The **advertising formats** are delivered in **companion mode**, ensuring **100% exclusive pressure and coverage** within the various areas in which they are present.

- **SPLASH PAGE** timing every 4 min.
- **MPU 300X250** in a newspaper article «wided» in PDF
- **TICKER BANNER 320X50/768X74** (version smartphone/tablet) in show case area, in a newspaper article «wided» in PDF and on other areas in the App.
- **SPLASH «IN PAGE»** in **AREA DISCOVER** visualized every 6 contents in the feed area.

* In **SHOW CASE AREA** there are two Ticker Banner the first is in **sticky manner**.



>>> The advertising delivered in the browsing area of the App is that planned/delivered on the mobile site called up in the App, the formats of which are NOT included in the sponsorship package.

SKIN HP BROWSER WEB

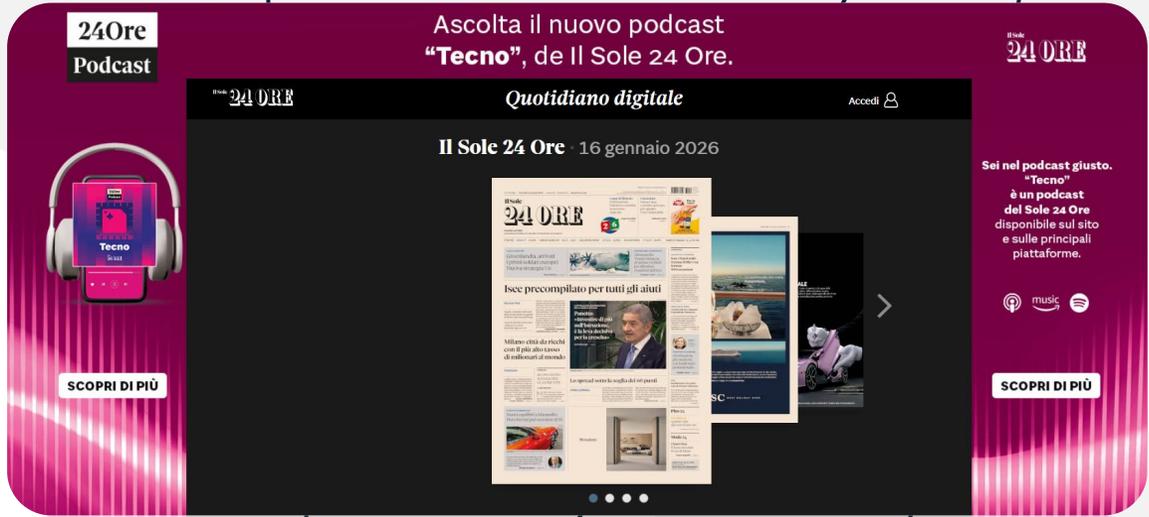
ILSOLE24ORE.COM

Together with the APP sponsorship, with a view to increasing coverage of the target audience in the same planning week, it is possible to plan an exclusive presence on the Sole24ore.com website through the Skin format on the newspaper's web browser login page.

<https://www.quotidiano.ilssole24ore.com/>

The Skin format in the Showcase Area, like the sponsorship formats in the App, is provided at **100% Sov exclusively** for the entire week.

>>> Thanks to their planning/sponsorships, sponsoring brands accompany the reader at all key moments of the day.



OFFER WEEKLY SPONSORSHIP

«**REACH + FREQUENCY**»
FOR «**PUNCHY**» CAMPAIGN

FORMATS APP

- **SPLASH PAGE**
- **MPU 300x250**
- **TICKER 320X50/768X74**

FORMAT SITE

- **SKIN IN HP BROWSER WEB SOLE24ORE.COM**

> **TECH SPECS MATERIALS:**

[Sole 24 Ore App - 24 Ore System](#)

[Skin - 24 Ore System](#)

EXTIMATION TOTAL **IMPRESSION**
FORMATS 500,000 > 600,000
EXTIMATION **CTR** FORMATS 0,5% > 1,0%

15,000 €



Exclusivity
During the week

Brand **Awareness**
Brand **Consideration**
Value positioning.



THANK YOU

Gruppo Il Sole 24 ORE is the first Italian publishing hub specializing in economics, finance and professional publications to own a complete multimedia information platform, equipped with all media: daily newspaper, periodicals, digital platforms, press agency, radio, events and now also TV. Founded around the newspaper, the Group is a European benchmark for the Italian productive sector. Its products and services are essential informative and updating tools for entrepreneurs, managers and professionals.

24 ORE System is the advertising agency of the Gruppo Il Sole 24 Ore and a selected group of third-party publishers, both in the Italian and international markets. The quality and prestige of the 24 ORE System media portfolio, together with its ability to provide exclusive support, projects and creativity, are the strengths of an innovative and constantly evolving communication offering, which operates through a multimedia platform to guarantee effective ways of engaging with and using content.