IL SOLE 24 ORE

24 ORE SYSTEM

GRUPPO 24 ORE

Gruppo 24 ORE is the **leading Italian publishing group specialized in economics**, finance and professional publications.
Born around the newspaper, the Group is today a **point of reference at European level** for the Italian productive sector.
Its products and services are fundamental tools for information and updating for entrepreneurs, managers and professionals.

24 ORE System is the **advertising agency of Gruppo 24 ORE** and a selected group of third-party publishers, both in the Italian and International markets. The **quality and the authoritativeness of 24 ORE System media portfolio**, together with the ability to offer exclusive supports, projects and creativity are the strengths of an innovative and constantly evolving communication offer.

24 ORE SYSTEM

THE DAILYNEWSPAPER

Il Sole 24 Ore

Since 1865, Il Sole 24 Ore is the daily newspaper of the Italian economy.

It has always been a tool for a complete and in-depth analysis of the facts and issues of politics, economics, legislation and the Italian and international financial markets, a point of reference for professionals, savers and families. **With the multiple and interconnected challenges** that the global economy, society, technology, and even more in this decisive moment not only for the country but for the whole world, **we must be able to anticipate the facts**. **We will do it every day, choosing innovation as the engine of change.**

Il Sole 24 Ore was recognized as the **1st newspaper for reliability in the Digital News Report 2024 survey** (67% «brand trust rating») carried out by the Reuters Institute of Journalism, for the 7th consecutive year. **The leadership of Sole 24 Ore** as a financial newspaper and **as a serious, reliable information source** capable of transmitting trust is also **confirmed by Eumetra's 23-24 Wellness and Sustainability research (I.C. 114).**

24 ORE SYSTEM

IL SOLE 24 ORE

Readers and circulation

657,000 DAILY READERS

STRONG LOYALTY TO THE BRAND

% subscribers versus total circulation

80%	47%	53%
ILSOLE24ORE	Corriere	Repubblica

118,301

TOTAL CIRCULATION

paper + digital

IL SOLE 24 ORE HAS THE 2nd BIGGEST DIGITAL CIRCULATION AMONG ITALY'S DAILY NEWSPAPERS*

DIGITAL COPIES

81,454

(*) net of Monday copies of the sports newspapers

Sources: Audicom Sistema Audipress 2025.2 Paper and/or replica (absolute values) ADS May 2025.

IL SOLE 24 ORE

A qualified target…

Il Sole 24 Ore readers are **top executives** and **decision makers in companies,** also at international level, and **in families**, for the most important purchases and for investment choices.

Il Sole 24 Ore readers become reliable **influencers** on the purchasing choices of friends and acquaintances in numerous product sectors.

HIGH CONCENTRATION OF BUSINESS TARGET READERS

(ENTREPRENEURS / EXECUTIVES / SELF-EMPLOYED)

31%	379	231	227
	ILSOLE24ORE	CORRIERE	REPUBBLICA

GENDER

30%	70%

GRADUATES

41%

AGE

8%	32%	22%	26%	11%
14-24	25-44	45-54	55-64	>64

GEOGRAPHIC AREA

57%	21%	22%
NORTH	CENTRAL	SOUTH ISLANDS

Sources: Audicom Sistema Audipress 2025.2. Paper and/or replica (% comp and conc. index).

IL SOLE 24 ORE

...an exclusive target

Il Sole 24 Ore stands out for its **highly exclusive** readership:

HIGH CONCENTRATION OF EXCLUSIVE READERS VS. COMPETITORS

(VS. CORRIERE AND REPUBBLICA)

72%

EXCLUSIVE ADULT READERS

472,000

EXCLUSIVE READERS PER TARGET (%)

71%

74%

HIGH PROFILE OF EXCLUSIVE READERS (%)

UPPER/UPPER-MIDDLE CLASS	27%	28%	26%
ENTREPRENEURS/EXECUTIVES/SELF-EMPLOYED	29%	23%	33%
INCOME > €3,250	43%	39%	44%

ADULTS

Source: Audicom Sistema Audipress 2025.2. Paper and/or replica (absolute values, %)

THE SYSTEM

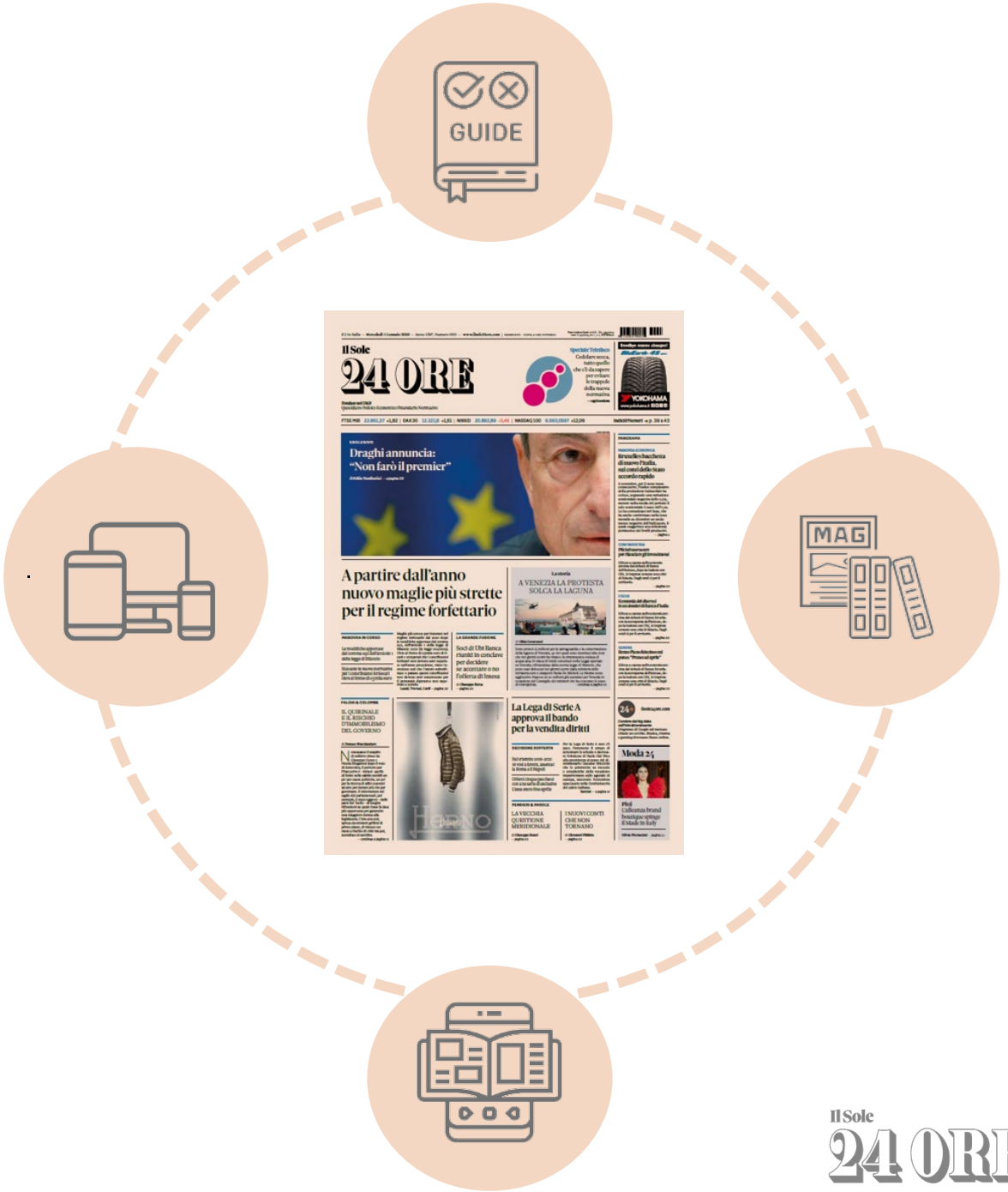
The newspaper, **everywhere.**

At the heart of the Il Sole 24 Ore system and all its features:

- It all starts with the **newspaper at newsagents, and its numerous different associated products:**
  *from the regulatory **inserts***
  *to the **operating guides**,*
  *from the **magazines***
  *to the **books.***

- **The newspaper is enriched with the digital version** with content and functions on the **App**;

The system is completed by the **ilsole24ore.com website** and its **premium 24+ section**, and the **social media channels** with all of the **multimedia video and audio formats**.



Il Sole 24 ORE

CONTENTS

The first page is the monitor of the day, it immediately orientates the reader.

The first part of the newspaper continues with the in-depth analysis of Primo Piano, Economics and International Politics

Following the pages of comments, the choices and factual decisions, far from the tone of the news.

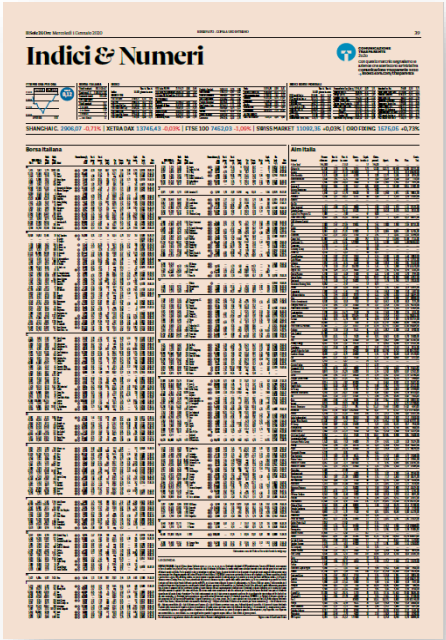
24 ORE SYSTEM

CONTENTS

Imprese & Territori enters the heart of the real economy with particular regard to its protagonists.

Finanza & Mercati, the markets through news and insights ranging from Italy to international finance, etc.

Norme & Tributi, all updates and forecasts regarding taxation, job, justice, public administration and economic law.



Indici & Numeri, closes the daily reference points for companies and savings

24ORE SYSTEM

IMPRESE & TERRITORI

Imprese e Territori is the section of Il Sole 24 ORE dedicated to the real economy and to all its sectors of activity, with particular regard to its protagonists:

– Business stories

– Transformations of the productive sectors

– Innovation

– Work

– Training

The story of the numbers and of the conjunctures through which the new economic trends of the country can be read and interpreted.

24 ORE SYSTEM

FINANZA & MERCATI

Finanza e Mercati offers a selection of the main events of the day and the most significant trends in the markets, from global macroeconomic trends to ***Italian small caps.***

News, in-depth analysis, analysis, interviews, surveys that offer an overview of everything that is relevant to a public of readers ranging from professionals to savers.

Along with an eye on Italy, there is a fixed space for *International finance, regulatory issues, the bond market and commodity markets.*

A series of thematic pages (from start-ups to finance for companies) makes it possible to further explore some particularly significant strands for readers of Il Sole 24 ORE.

24 ORE SYSTEM

NORME E TRIBUTI

Norme e Tributi focuses on the evolution of Italian and European laws. In terms of tax, work, justice, public administration and economic law. Without forgetting the condominium, the house, the school and the incentives.

All looking at the new laws but also the administrative circulars and judgments of Italian and European judges.

The main target of the section are professionals, but not only: the in-depth analysis of Norme e Tributi **also looks at entrepreneurs, lawyers working for businesses**, public administration officials and all those who have to deal with normative interpretation for work.

Norme & Tributi

Riorganizzazioni aziendali al test del conto economico

L'intelligenza artificiale spiana la strada all'organizzazione a rete

Astebook

Il sistema che CAMBIA il sistema

www.astebook.it

24ORE SYSTEM

WEEKLY OFFER

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Weekly, monthly INSETS	• L'esperto risponde	• Rapporti tematici e territoriali	• Focus N&T	• Guide	• HTSI • Rapporti locali • Enigmistica	• Plus24	• Domenica
VERTICAL PAGES	• PROFESSIONI 24 • REAL ESTATE 24 - • SCUOLA 24 • MARKETING 24	• SALUTE 24	• LAVORO 24	• NOVA 24	• MODA 24	• FOOD 24 • MOTORI 24	• VIAGGI 24 • TECH 24 • NOVA FRONTIERE 24 • SPORT 24 • ARREDO DESIGN24

24ORE SYSTEM

IN-DEPTH

Every day **Il Sole 24 Ore** offers an in-depth section dedicated to the most relevant topics for economic and productive activities

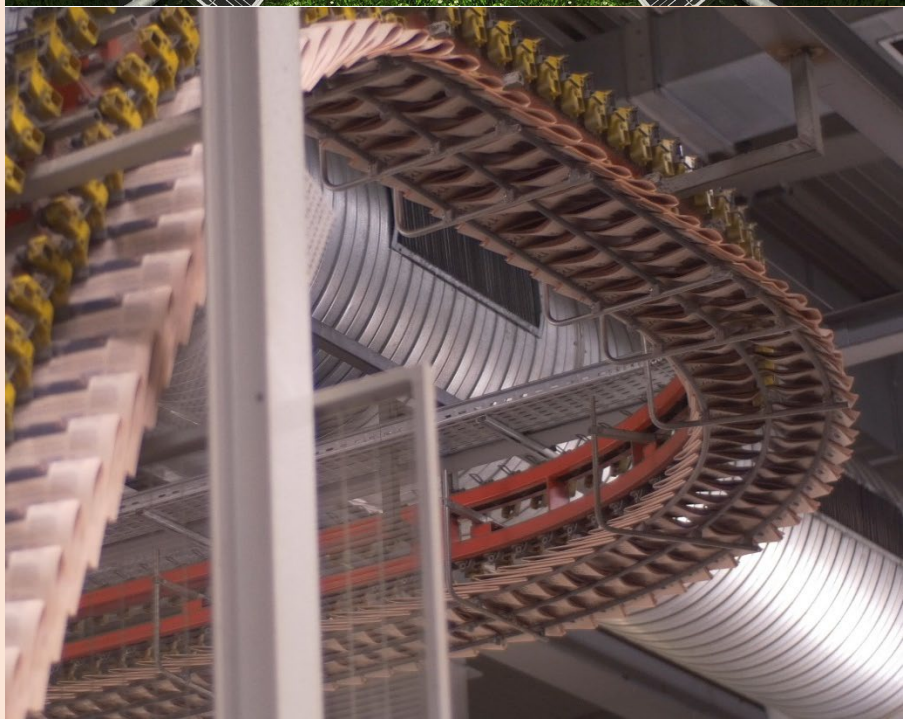
Monday	**PROFESSIONI 24** **MARKETING 24**	**REAL ESTATE 24** - CASA - RISTRUTTURAZIONI	**SCUOLA 24**
Tuesdayì	**SALUTE 24**		
Wednesday	**LAVORO 24**		
Thursday	**NOVA 24**		
Firday	**MODA 24**		
Saturday	**FOOD 24**	**MOTORI 24**	
Sunday	**VIAGGI 24** WEEKEND **ARREDO DESIGN 24** WEEKEND	**TECH 24** WEEKEND	**NOVA 24** FRONTIERE **SPORT 24**

24 ORE SYSTEM

RAPPORTI

Rapporti are targeted analyzes and journalistic surveys on the industrial world, telling the evolution of the most strategic sectors of the Italian economy, the trends and strategies of the companies that are part of it, the challenges and the news of the market.

Characterized by the **quality of the contents and prestigious journalists,** the reports enrich the Tuesday's offer and enable the readers to deepen the contents on the dedicated online section, in which multimedia insights, video interviews and more are published.



LOCAL SECTIONS

They are a weekly supplement to Il Sole 24 ORE, on newsstands every Friday, with a monthly schedule covering **5 geographical areas**. Every Friday, attached to the newspaper, they talk about the economy of the territory, its economic evolution but also

the deep trends linked to the channels of the new local development with particular attention to the big stakeholders (companies, banks, public actors linked to development projects).
Particular attention is paid to innovation and frontier projects in new technologies. The publication also contains the portraits of the protagonists of the local economy.

The inserts offer a context in which to give voice to the protagonists and emerging companies, their strategies and requests to be able to create a system and continue to grow.

24 ORE SYSTEM

NORME&TRIBUTI DOSSIER

Every week a **special appointment** with the focuses of Norme & Tributi and with the Guide del Sole.

They investigate regulatory issues and topical issues of particular interest to the reader. Thanks to their practical and informative approach, they are effective sources of information for a wider public, for families and for savers in general.

24ORE SYSTEM

L'ESPERTO RISPONDE

Every Monday a new insert will be on sale that will dissolve all the doubts of citizens and professionals on pensions, condominiums, tax deductions, VAT, local taxes and employment, just to mention some of the most popular items.

L'Esperto Risponde solves the concrete cases and becomes a unique and invaluable database to deal with all similar cases.

Each week, ***Guida Rapida*** is dedicated to a topic of great impact on citizens and professionals that can cover taxes and bonuses, housework, condominiums, rentals, fines, inheritances, pensions, energy and services, work and welfare. Clarity, synthesis and speed of reading are its strengths.

24ORE SYSTEM

PLUS 24

The weekly review of fund management industry for private and professionals investors.

Plus 24 is devoted to financial issues and is the clear and complete reference point for the investor who wants to orient and consciously choose the best forms of investment, and for operators who need a updated guide, complete and exhaustive markets.

Plus 24 offers, as well as sections devoted to life insurance policies, bonds, analysis of ethical rating of listed companies, the section ArtEconomy which constitutes a fixture entirely dedicated to modern and contemporary art market.

Ideal context of planning for savings and investment products.

24ORE SYSTEM

DOMENICA

Domenica is the **cultural section of Il Sole 24 ORE** that deals and examines in depth themes related to art, poetry, literature, philosophy, theatre, movies, painting, antique trade, architecture and design.

The cultural **insert is to be read and to be kept** because it represents week by week an authoritative reference point for cultural suggestions; it recommends events and art galleries, performances and publications, novelties in the narrative and essay writing; it deals with contemporary socio-economic themes, essential to understand our present.

Domenica is the ideal planning context for companies willing to catch a target of higher socio-economic profile, eager to learn about cultural events and regular consumer of high level cultural contents, thus for those companies expecting from this medium the confirmation of the authoritativeness and prestige of their own brand.

24ORE SYSTEM

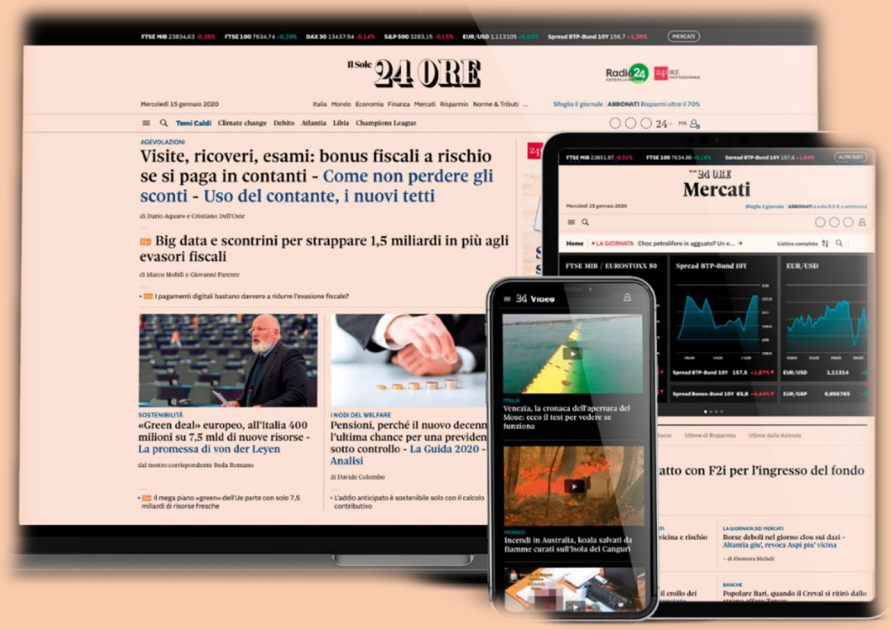
DIGITAL VERSION

Il Sole 24 Ore is also digital, with the ***Ilsole24ore.com*** website that deepens and broadens in real time the content offer of the newspaper in a desktop and mobile version.

IL SOLE 24 ORE APP

AN UNICUM IN THE ITALIAN MARKET

In one place the readers can find the **richness** of the daily in .pdf version together with the **updating** news and multimedia of ilsole24ore.com



24 ORE SYSTEM

COMMUNICATION OPPORTUNITIES

ADV FORMATS

TRADITIONAL ADVERTISING FOR A PLANNING IN MORE FORMATS AND IN CONTEXT POSITIONING

PAGE

HALF PAGE

JUNIOR PAGE

DISPLAY ADVERTISING: AVAILABLE FORMATS

24ORE SYSTEM

QUARTER

STRIP

DISPLAY ADVERTISING: AVAILABLE FORMATS

24ORE SYSTEM

FRONT PAGE

SECTION FRONT PAGE

THEMATIC FRONT PAGE

DISPLAY ADVERTISING: AVAILABLE FORMATS

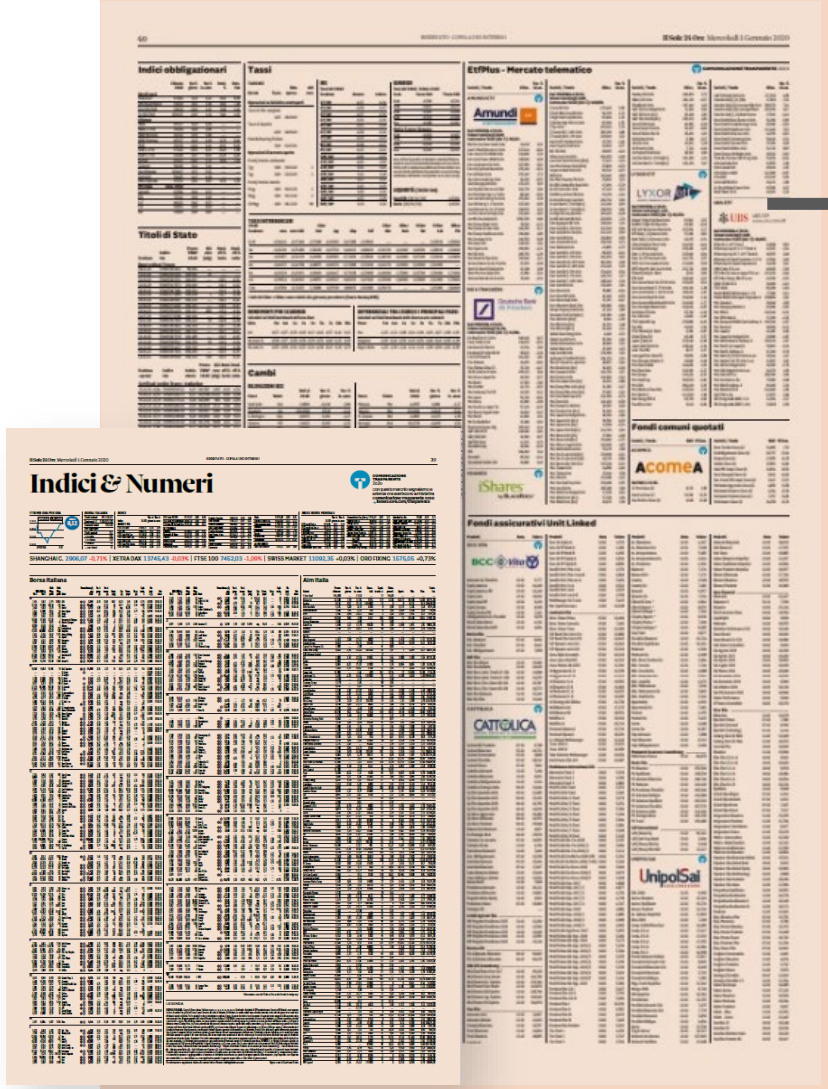
24 ORE SYSTEM

TRANSPARENCY MARK PROJECT

A new initiative of the 24ORE Group that will allow the activation of a virtuous communication system both in our print and digital newspaper

The purpose is to become the reference point for transparency in financial communications, providing the companies that will join the possibility of continuing to communicate to strengthen one's image towards investors, the financial market and our readers.

The project «Comunicazione Trasparente»
Is aimed at: • Insurance Funds • Other Funds



COMUNICAZIONE TRASPARENTE 2024
24 ORE

Client's logo space is doubled

24ORE SYSTEM

BRANDED CONTENT

READ ABOUT

An original Brand Connect format that allows the reader to find, even within the display adv, interesting information in a «Sole24ORE» language. An explosion of content created by the Media Factory of 24ORE Group and integrated into an impact visual suitable for the host section.

ADVERTORIAL

The advertorial is a tool of communication much appreciated by companies that want to promote themselves. It is presented as an advertising information shown and similarly written to a normal article of the newspaper. The customer provides texts and photos necessary for the realization of the articles themselves.

DOSSIER

The editorial dossier are created by the most expert journalists of Il Sole 24ORE, this to guarantee the quality and authoritativeness of the product. The issues will be shared with the client but the information and current relevance will be guaranteed by the autonomy of the editorial staff of Sole 24 ORE.

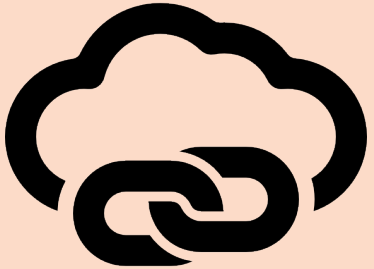
24ORE SYSTEM

MULTIMEDIA ENRICHMENT

Multimedia enrichment is activated when the newspaper is viewed through the application of SFOGLIO of Il Sole 24 ORE.

The multimedia element, which enriches the print creativity, will consist of a reference to the customer page (native, landing page, institutional website).

All "enriched" adv are characterized by a red icon that signals the presence of other content visible after TAP or click.



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