

[Ilsole24ore.com](https://www.24ore.com)

Milan, february 2025



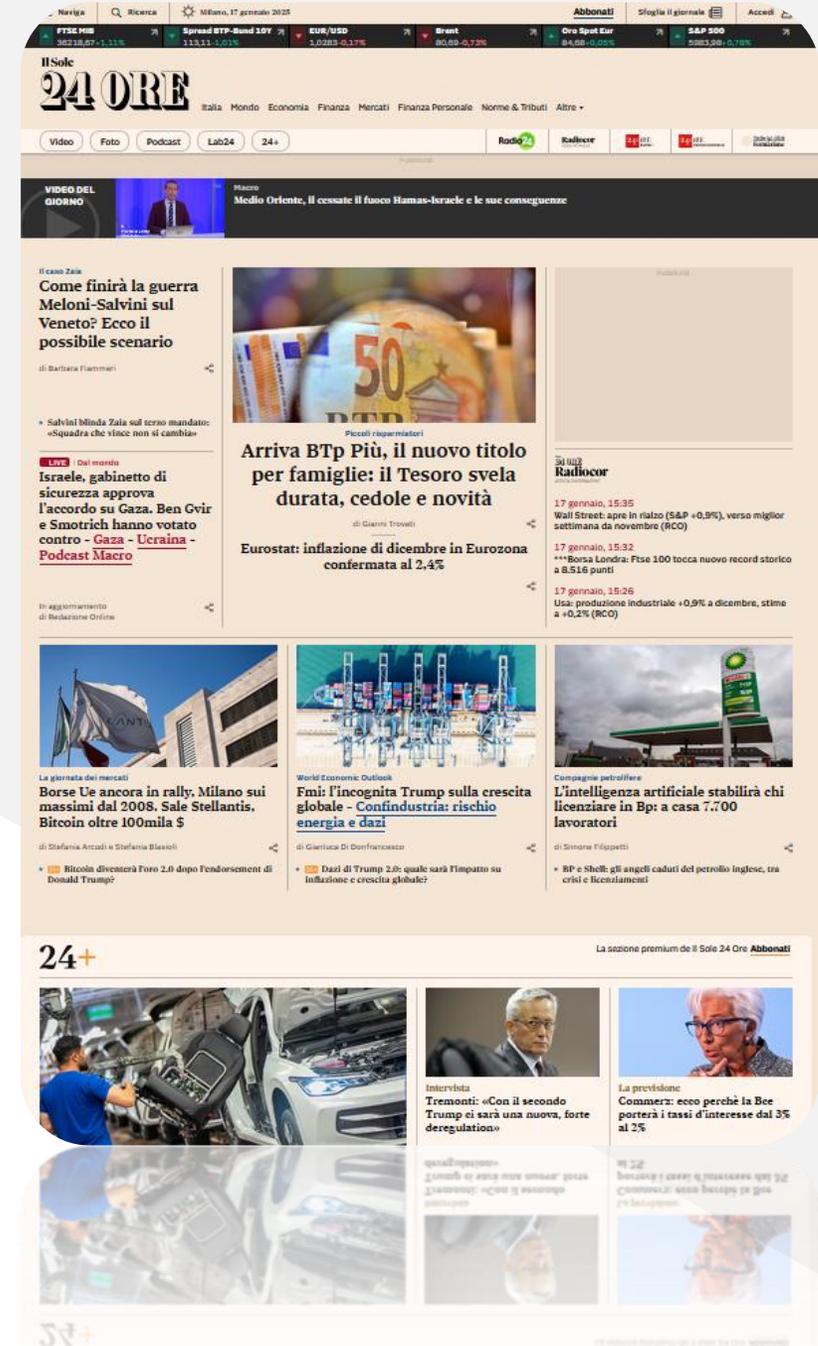
# ILSOLE24ORE.COM

## Innovation and Technology

**ILsole24Ore.com** is the 24 ORE Group's digital access channel for **content and economic and financial services** designed to meet the needs of a variety of stakeholders: from the professional to the saver, from the private to the company thanks to its exclusive publishing offer. An entirely **cross-device editorial system** in line with the most important Italian and international market trends.

Il Sole 24 ORE website represents a **unique updating and deepening tool**, thanks to the coverage in real time of the news to which the **authoritativeness of the content** is added, available in all new forms of engagement and easily shared on social platforms.

Furthermore, ever increasing **vertical content** and tools determine an increasingly rich editorial offer with a view to widening the target audience but without, of course, neglecting the historical "core" target of the **Business Community** and **Professionals**.



# ILSOLE24ORE.COM

## Full responsive and Cross Device

The Sole24ore.com is **full responsive** and declined in **four viewports** - **smartphones, tablets, desktops and large desktops** - to take full advantage of the potential of increasingly mobile and cross device traffic. It is **direct, clear and recognizable**, able to convey to users the value of a unique product in Italian digital economic and financial information.

The work of **curation, deepening and fact checking** of the issues is the main vocation of a site aimed at a **new digital reader**.

The **homepage** has been designed to achieve ever-changing needs of readers-users and to keep up with the new formats and the new ways to consult of the information. The strategic choice was to move along three very clear lines in the new architecture: **flexibility, rationality, visual power**.

Flexibility in the hierarchy of contents, rationality in the organization of editorial spaces, visual power in the increasingly digital representation of information.



# THE TRUST PROJECT

Joining the **Trust Project** is the result of a review process that has touched many aspects of the editorial work: ethical reflections, changes in the way in which we present and organize news, graphic interventions that go in the name of clarity and transparency and more.

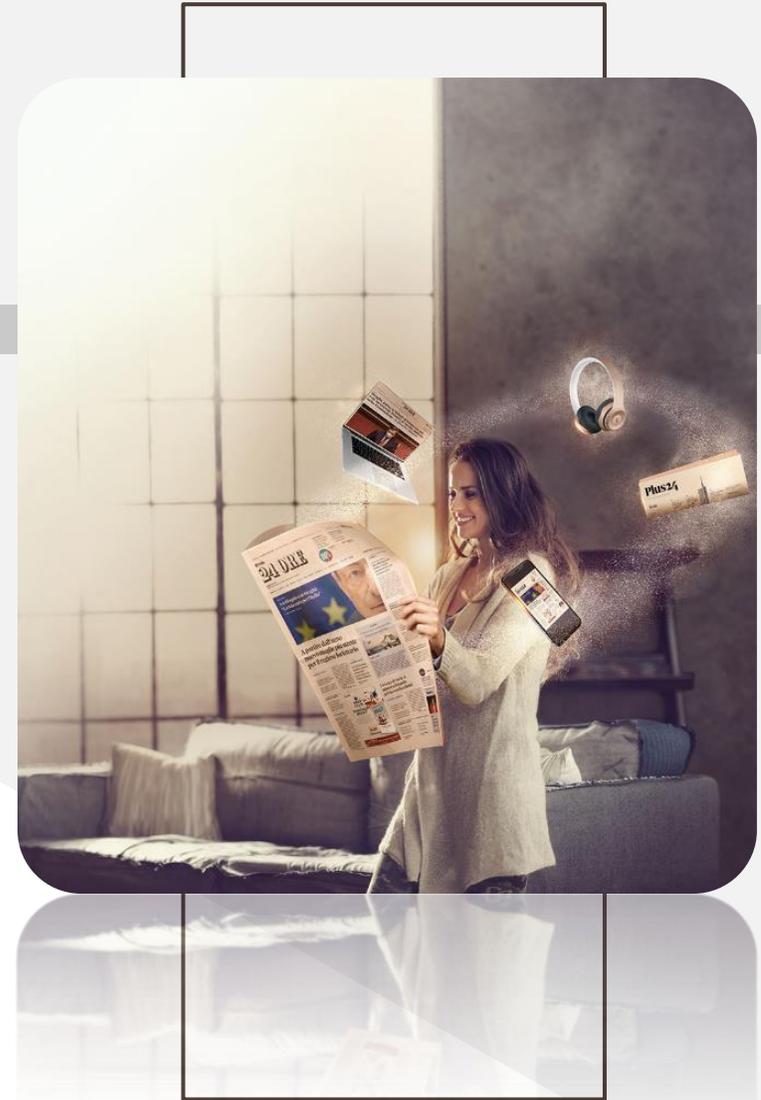
**Il Sole 24 Ore** has chosen to join the Trust Project - a project born at the University of Santa Clara and wanted by a group of international publishers - which aims to enhance the **journalism that can be trusted** in the digital ecosystem.

The common belief is that through the **adoption of ethical rules and editorial guidelines**, the level of trust of users with respect to digital information can be increased.

For further information:

<https://www.ilssole24ore.com/art/il-sole-24-ore-e-trust-project-ecco-indicatori-giornalismo-qualita-AEQHESJG>

<https://linee-guida-editoriali.ilssole24ore.com/>



# ILSOLE24ORE.COM

Zero dispersion, maximum complementarity

**ILSole24ore.com** has a very **low overlap** with the other media of the Group (Sole24ore and Radio24), highlighting an **almost total exclusivity** in terms of target, consequently allowing our partners vertical planning on the medium and **truly cross-media communication paths**.

It is a fast and effective consultation **tool** for the **professional target**, reaching the most active segments of the population; a **target of "influencers"** looking for qualitative content.



Elaborazione sovrapposizione dei mezzi su base Sinottica Tssp 2025A.

## FEATURES AND TRAFFIC DEVICE

**Browser unici: 19.8 Mln.**

**Page Views: 125.5 Mln.**

Desktop

**Page Views on total: 52%**

Tablet

**Page Views on total: 3%**

Smartphone

**Page Views on total: 45%**

Source | Mapp october 2025



Active Reach:

**22,6%**

Universe Reach:

**17,4%**

Unique Audience:

**9.9 Mln.**

*Leader in Audiweb in the sub-category  
"finance news & information"*

Source: Audiweb october '25

# OUR TARGET

A product that is aimed at its **historical audience** made up of **professionals, entrepreneurs and managers** without renouncing **new vertical and specific targets** stimulated and involved by a complete editorial offer not only "finance oriented".

<b>GENDER</b>	59% man 41% woman
<b>AGE</b>	25-34 years <b>99 C.I.</b> 35-44 years <b>124 C.I.</b> 45-54 years <b>144 C.I.</b> 55-64 years <b>144 C.I.</b>
<b>EDUCATION</b>	Degree <b>145 C.I.</b>
<b>OCCUPATION</b>	Manager <b>156 C.I.</b> Professional <b>168 C.I.</b> Clerk <b>136 C.I.</b>
<b>NET MONTHLY INCOME(€)</b>	From 3.251 to 3.850 > <b>128 C.I.</b> From 3.851 to 5.000 > <b>136 C.I.</b> Over 5.000 > <b>127 C.I.</b>

**The profile of Isole24ore.com**  
**users** has always had a  
**privileged position,**  
characterized by **high income**  
**concentrations, high**  
**instructions and recognized**  
**professional status.**



Sources: home features and Audiweb october 2025

# CONSUMPTION ATTITUDES

## PURCHASE BEHAVIOUR

- I prefer to buy premium products, the top of the range **108 C.I.**
- I prefer unique / exclusive products (limited edition) **113 C.I.**

## FINANCIAL ATTITUDES

- In the financial field I feel quite competent **148 C.I.**
- I follow the stock market prices **182 C.I.**
- I buy and sell financial products online **149 C.I.**
- I follow with interest the advertising on financial services **162 C.I.**
- I'm often asked by others for my views on financial products to be subscribed **150 C.I.**

## TECHNOLOGICAL, HOME, AND CLOTHING ATTITUDES

- For technological purchases I'm willing to spend a lot / I don't mind expenses **133 C.I.**
- I like buying furniture with a refined and original design **108 C.I.**
- I spend a lot on my clothing **112 C.I.**
- I follow fashion assiduously by reading magazines and visiting fashion websites **116 C.I.**

I PREFER TO BUY  
PREMIUM PRODUCTS,  
THE TOP OF THE RANGE

**126 I.C.**

I'M A REAL  
TECHNOLOGY AND  
ELECTRONICS  
ENTHUSIAST

**128 I.C.**



# SOCIAL FEATURES

A larger audience thanks to social media

An **involved, active and integrated community** is one of the elements fundamentals that characterize trust in site and newspaper information.

**Il Sole 24Ore** recognizes the **value of new languages** to engage new targets through all communication levers.

 **1.3 MLN.**

 **995 MILA**

 **1.8 MLN.**

 **260 MILA**

 **1.4 MLN.**

 **149 MILA**

> *We are the first italian publisher for followers on LinkedIn*

**Great growth on social networks** in particular on **Instagram and LinkedIn** on which the Group is moving in the context of great experiments.



# THE APP

App with an **unique access to all the contents of the site and to browse in pdf of newspaper, inserts and magazines.** IOS and Android technology for both tablets and smartphones.

**Sponsorship is possible in the app browser,** with attention to ensure a correct user experience. The available advertising formats are:

- **320x50 TICKER**
- **768x74** (tablet version)
- **MPU 300x250 IN ARTICLE** (Pdf)
- **SPLASH PAGE:**
- **1024x768**
- **768x1024**
- **320x460 o 320x480** (smartphone version)
- **460x320 o 480x320** (smartphone version)
- **SPLASH «IN PAGE»** (DISCOVER Area) →  
Every six content in feed.  
Same specs of splash page.



**NEW DOWNLOAD 99.000**

[ From september '24 to october '25 ]



APP sponsorship is provided only in «sfogliatore pdf, brief e podcast area».

# ILSOLE24ORE.COM

## Core Target: Smartphone + Tablet site

GENDER	55% man 45% woman
AGE	35-44 years <b>120 C.I.</b> 45-54 years <b>146 C.I.</b> 55-64 years <b>158 C.I.</b>
EDUCATION	Degree <b>141 C.I.</b>
OCCUPATION	Professional <b>163 C.I.</b> Clerk <b>137 C.I.</b> Manager <b>153 C.I.</b>
NET MONTHLY INCOME(€)	from 3,251€ to 3,850€ <b>130 I.C.I.</b> from 3,851 to 5,000€ <b>136 C.I.</b> over 5,000€ <b>126 C.I.</b>



Even the users who access and browse the site come on **mobile device** is characterized by high concentration indices on the main selected indicators, therefore in line with the cross device target.

In the case of this target, a greater presence of **female users**

A long-exposure photograph of a city street at night. The scene is dominated by bright, starburst-shaped light trails from streetlights and traffic signals, creating a dynamic and energetic atmosphere. The foreground shows a dark asphalt road with white lane markings and a sidewalk. In the background, there are blurred lights from buildings and traffic, suggesting a busy urban environment.

# COMMUNICATION OPPORTUNITIES

## ADV FORMATS

# TYPES OF PLANNING

ilsole24ore.com



## DISPLAY AND VIDEO ADVERTISING

Reservation and programmatic

A complete offer thanks to the main formats on the market, including Rich Media formats, engaging and tailor made, all compliant with sector guidelines. Our formats are available and deliverable on all main devices.

## GEOTARGET AND DEVICE PLANNING

To achieve specific objectives

We satisfy different planning needs, for example through geo targeting logics but also with device logics in order to reach specific targets respect to specific characteristics.

## BRANDED CONTENT, PODCAST AND MORE

Production and sponsorship

Publication of branded content and production of original content thanks to our media factory through which to tell the values of the partner brands in coherence with a quality context; the offer also includes sponsorships of Specials but also of Podcasts and Video Series. Starting in June, it will be possible to plan our podcast inventory through audio impressions.

## E-MAIL MARKETING

Dem and newsletter's

Possibility of planning profiled databases with 100% advertising Dems on specific targets, but also through sponsorships of daily or weekly editorial newsletters.

# DISPLAY ADV

Ilsole24ore.com

Skin (desktop)

Masthead 990x250 (desktop)

Masthead Mobile 320x100

Mpu Top 300x250

Half Page 300x600 (in HP from Mpu Middle)

Mpu Middle 300x250

Mpu Bottom 300x250 (only in HP)

Overlayer full screen (cap.1)

All the formats are cross-device, except where indicated and the most part of them can be also **Video**.



Example of  
COMPANION AND DOMINATION  
IN HOMEPAGE

# OVERLAYER

Ilsole24ore.com

## DESKTOP

Size 980x630px

## TABLET

Landscape size: 980x630px;

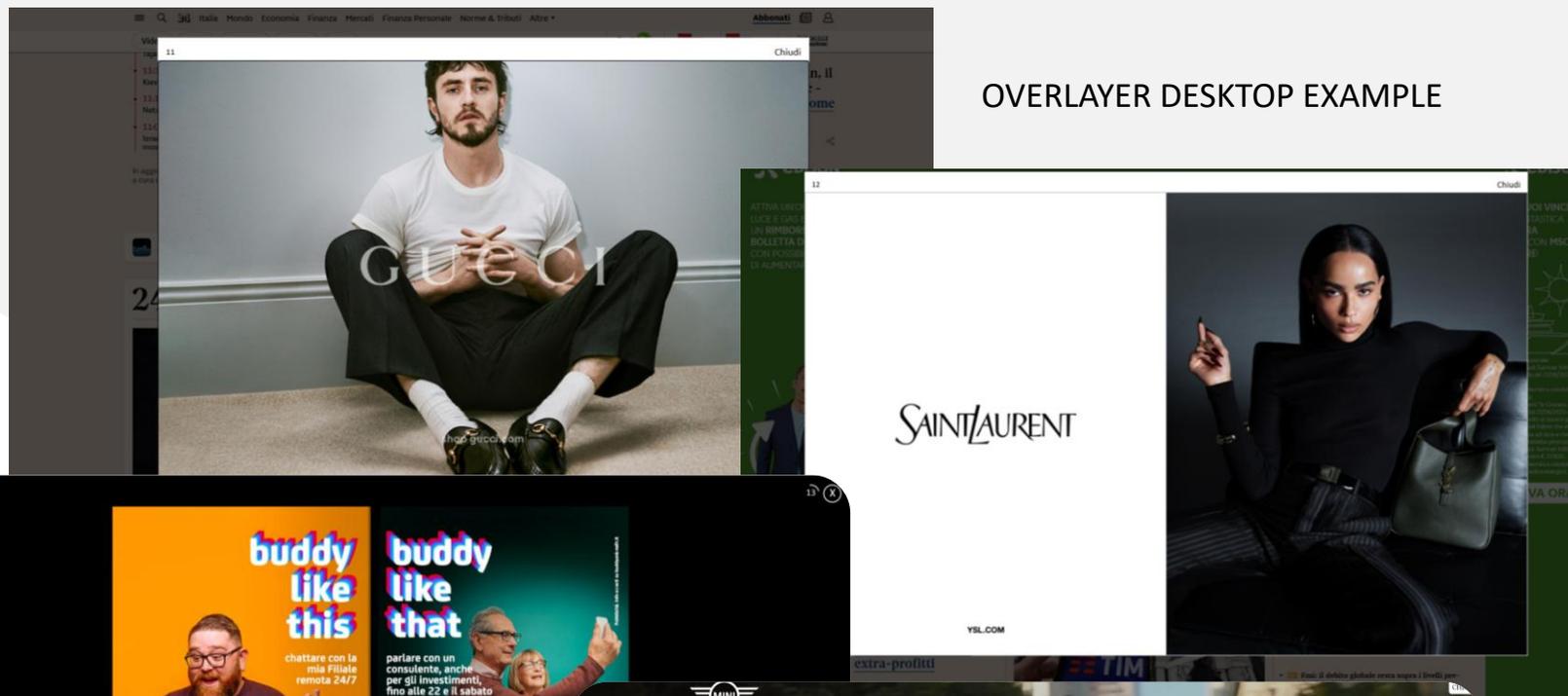
Portrait size: 630x980px

## SMARTPHONE

Landscape size: 480x320px

Portrait size: 320x480px

OVERLAYER DESKTOP EXAMPLE



\* The format is available also in the video version



# VIDEO ADV

## Pre/Post Roll (cross device)

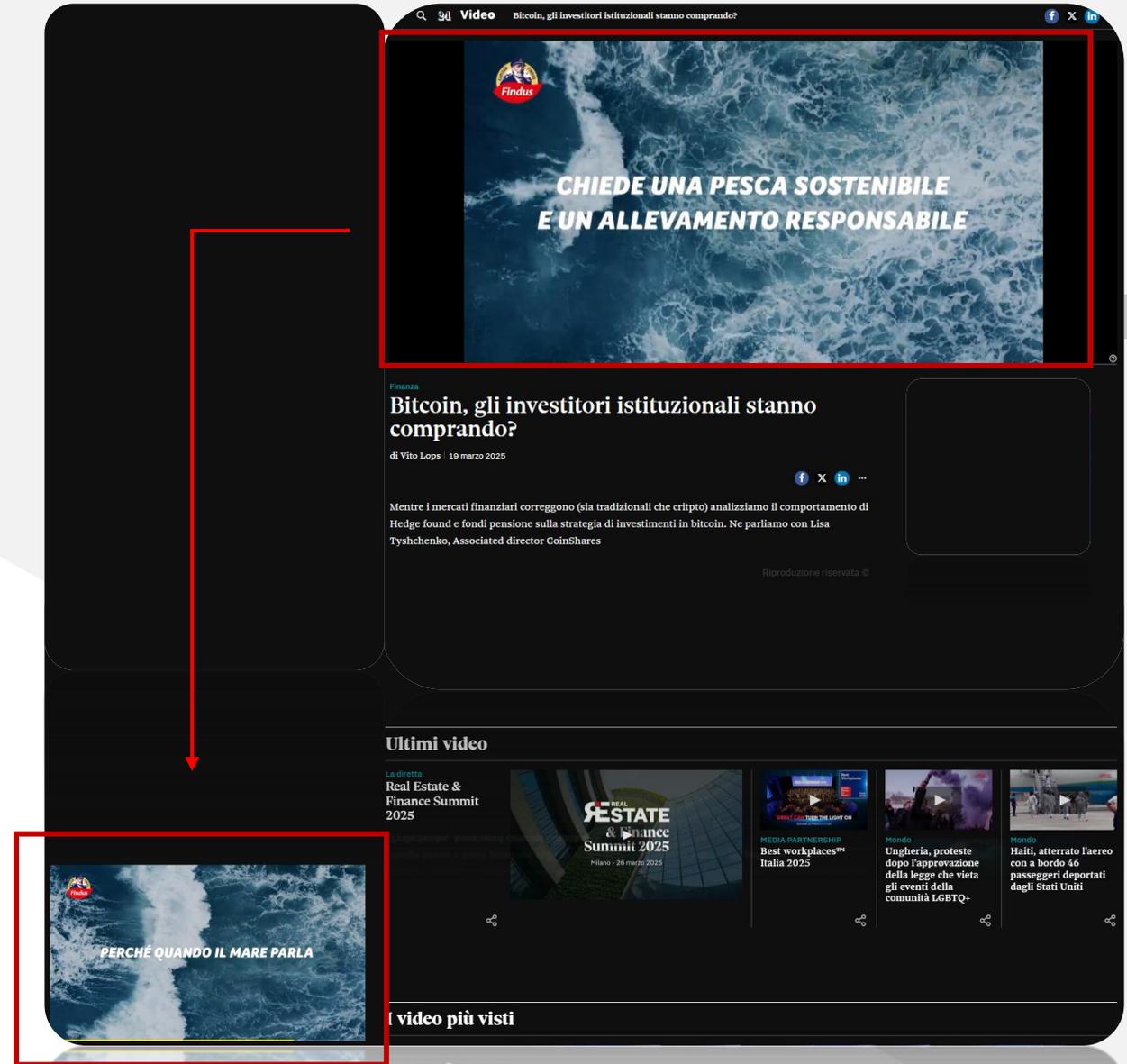
The **Pre/Post-Roll Videos** on Sole24ore.com can be planned in general rotation as they are delivered before editorial content Videos within the articles - where a Video is embedded - and within the Stream Video are (the repository of all the videos of the site <https://stream24.ilsole24ore.com/videos> ).

With the release of the new site, the "feature" has been provided according to which during the scrolling of the page by the user the **Video player re-positions** itself, anchoring, **at the bottom right**.

"Anchoring" is also designed to guarantee and satisfy the main KPIs related to video Adv, such as **Viewability and Vtr**.

## Media Views: 12 Mln.

Source | [Mapp october 2025](#)



# RICH MEDIA FORMAT

ilsole24ore.com

**High impact** planning also carried out based on customer briefs which enrich the offer of plannable products in the portfolio.

Some examples:

**Smartskin Video**

**Smartital Interactive Stories**

**Smartital Interactive Shoppable Video** (Intro and Pre Roll version)

**Rich Native Branded**

**Maxiheader** (Static and Video; and also image story version)

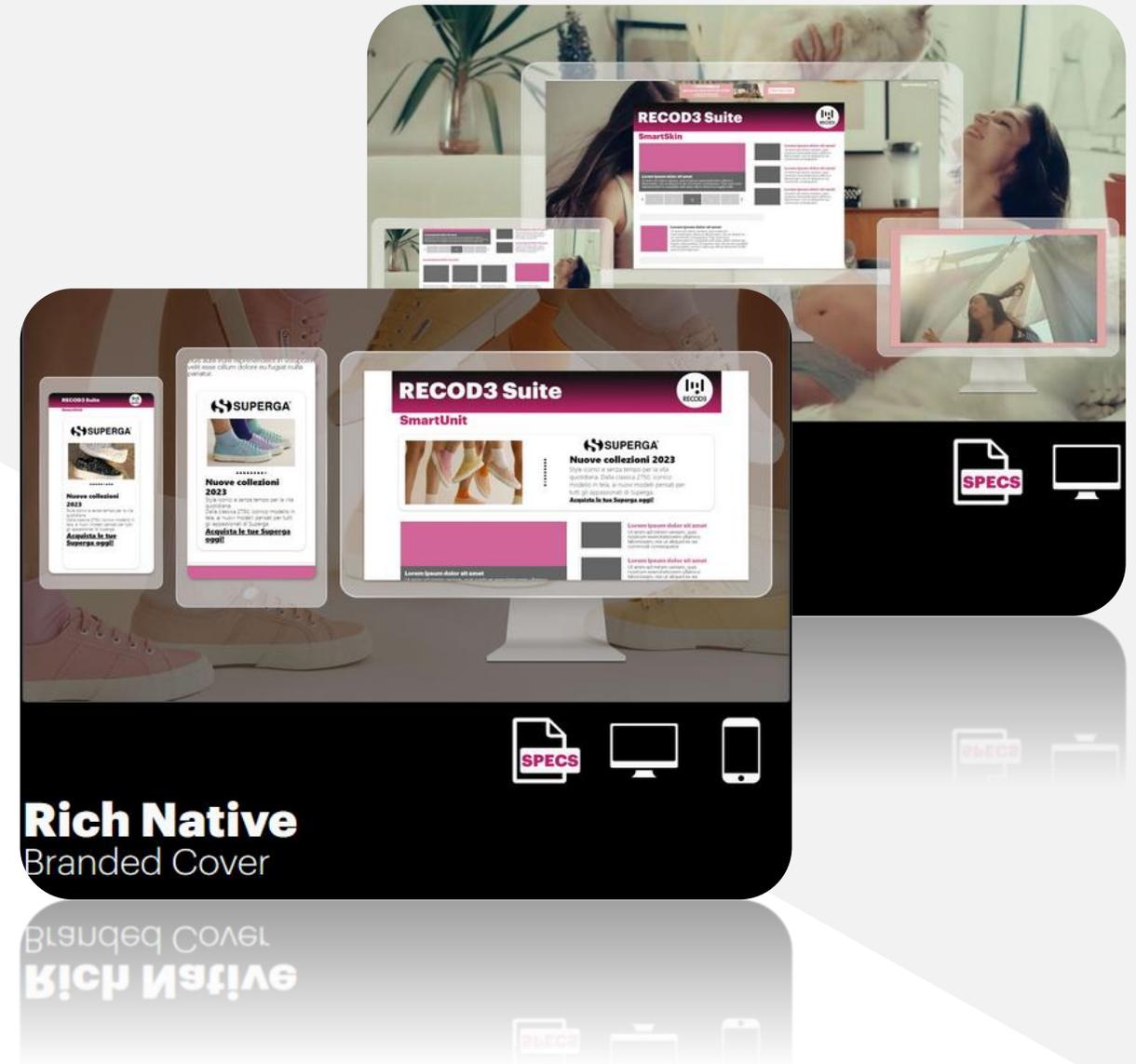
**Never Seen Before Format** (created according to the client's brief)

**IMPACT**  
**VISIBILITY**    **CROSS DEVICE**  
**NEVER SEEN BEFORE**  
**NATIVE SOLUTION**  
**INTERACTIVE**



For **demos** and **full technical specifications**

<https://suite.recod3.cloud/publishers/24oresystem/>



# BRANDED CONTENT

[ilsole24ore.com](http://ilsole24ore.com)

Original content through which to narrate and represent the **values of the brand** in coherence with the editorial context within which they are hosted.

## “SPONSORED CONTENT”

It is the product that **offers the Customer a contextualized space** in which to publish their promotional content. **The communication is purely product/service or brand communication** and does not make use of any editorial characterization.

The advertising content exploits the brand endorsement exclusively through the **layout highly integrated** with the editorial product.

## “CREATED FOR”

It was created to put **the brand at the center of a story to be built together**.

Once a particularly unique theme that you want to cover in an article has been identified, it is written by our collaborators using the materials that the customer can provide, thus creating relevant and newsworthy "branded" content.

The article will then be published *in a feed* in the **most relevant section** of [ilsole24ore.com](http://ilsole24ore.com) (chosen directly by the editorial team) or within a Sponsored Dossier and will be characterized by the heading "CREATED BY CUSTOMER NAME".

The **content marketing** proposed by 24Ore System is the **native evolution of an advertising offer** that wants to respond with agility and effectiveness to the changes taking place in the market, thanks also to amplification strategies for the distribution of content on **social platforms**.



# E-MAIL MARKETING

ilsole24ore.com

## DEM

Sent on **Tuesday** and **Thursday** to about **440,000** subscribers.  
It is available profiled target emailing.

## NEWSLETTER START

Sent **every day** to about **250,000 contacts** (targeting is not available)

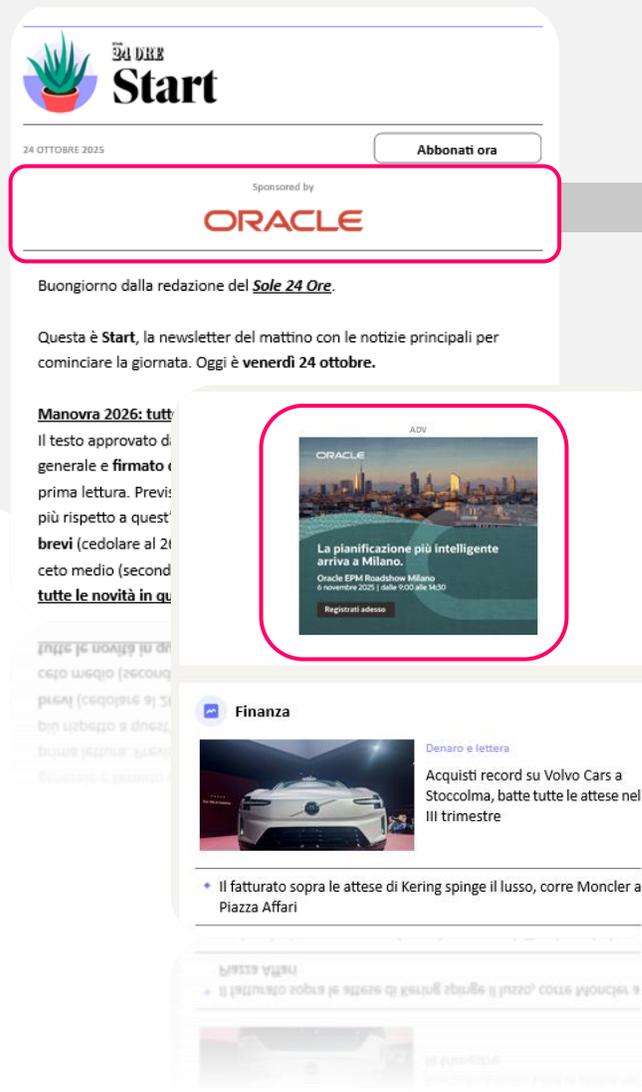
For Newsletter is available sponsorship with **Adv Box 300x250** and with **client logo** (180x48) and the indication «**supported by**».

>>> **The newsletter offer** also includes a series of other sponsorable editorial products (pay and free) both on a daily and weekly basis, based on the need to reach specific targets with respect to communication objectives, for example:

**Domenica, Sanità, Real Estate, Market Mover, Fintech, Agrisole, Scuola, Ecc.**



## Example **Newsletter Start**



## Example **Dem**





# VERTICAL SECTIONS (Insights and Details)

# THE WEBSITE SECTIONS

## Thematic Sections

The editorial offer of **sole24ore.com** presents **focus and insights both on issues of an economic, financial, and tributary nature** that has always been the "core" of the 24Ore world, and vertical insights on variegated themes, treated and deepened according to exclusive and typical reading keys of the editorial staff.

**The online offer** of Sole24ore.com is composed not only by the thematic editorial sections, but also by a series of vertical products - by subscription - such as the vertical digital newspapers and 24plus, an online reference point for **professionals in the sector**.

In the slides in the appendix, we will show some **insights about vertical sections**.

24		Sezioni
×		
Switch to English version		Italia >
Translated by AI		Mondo >
24GPT +		Economia >
HomePage		Finanza >
Sezioni >		Mercati >
24+		Finanza Personale >
Finanza >		Norme & Tributi >
Finanza Personale by Plus24 >		Arteconomy >
Mercati >		Commenti >
Magazine >		Cultura >
Video >		Food >
Gallery >		HTSI >
Podcast >		Management >
Lab 24 >		Moda >
Newsletter >		Motori >
Dossier >		Real Estate >
IlSole24OreTV >		Salute >
Ebook >		Scuola >
Per i professionisti >		Sostenibilità >
Quotidiani digitali >		Sport >
Radio 24 >		Tecnologia >
Sole 24 Ore Formazione >		Viaggi >
Radiocor >		
Shopping24 >		
Mudec >		

# “MERCATI” AND “FINANZA” SECTIONS

ILSOLE24ORE.COM

<https://mercati.ilsole24ore.com/>

<https://www.ilsole24ore.com/sez/finanza>

**Mercati** is one of the most visited sections of the site and allows users to stay up-to-date in real time on stock and bond markets, also offering a selection of the most significant trends in progress.

A **new structure of contents** more in line with the users' research needs and indispensable for search engine indexing.

The section **Mercati** with the new release is enriched with content thanks to a greater supply of data and the expansion of the information perimeter with «other markets» and «other indices» In addition, the **advanced features of interactive graphics**, such as the intersection of data and news, the selection of time interval, the comparison with other indexes find space.

The **“Finanza” section** integrates and enriches the vertical sections dedicated to the world of finance on IISole24ore.com thanks to the contents and insights on listed companies in Italy and in the world (two dedicated sub-sections) and thanks also to other contents, for example the sub-section on **Fintech and Start-Up**.

<https://www.ilsole24ore.com/sez/finanza/fintech-e-startup>



# FINANZA PERSONALE *BY PLUS24*

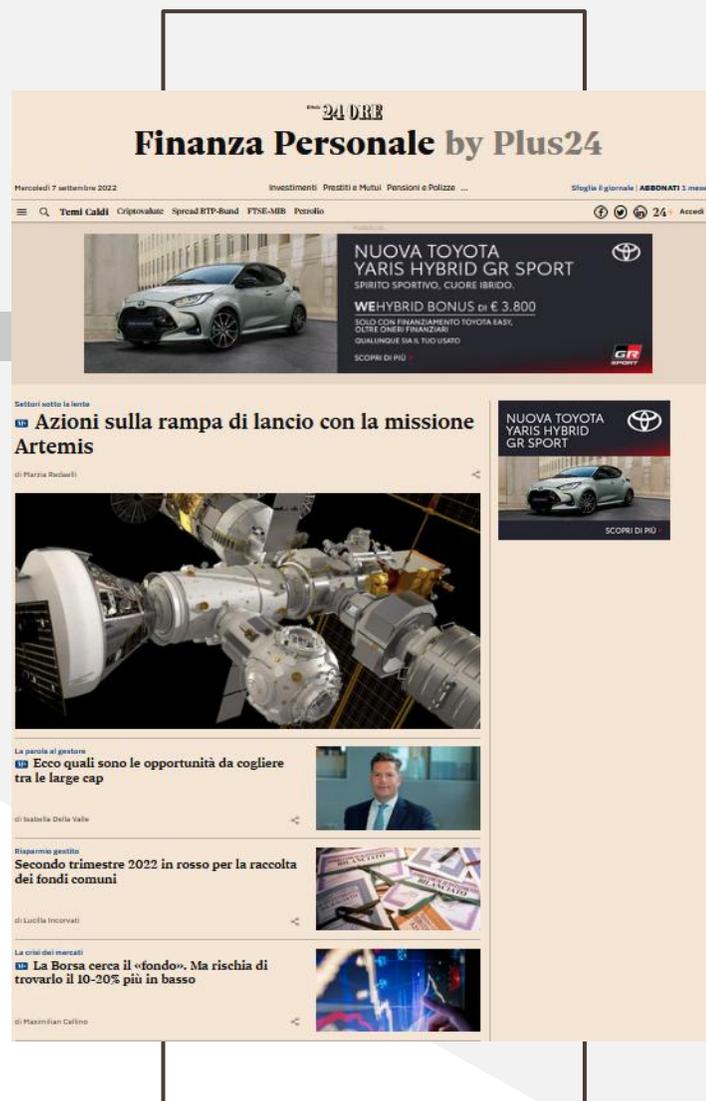
**ILSOLE24ORE.COM**

<https://www.ilsole24ore.com/sez/finanza-personale>

During 2022, the 24 ORE Group launched a large project related to the world of FINANCE AND SAVING which provides for the amplification of the contents and services of financial information starting from the new and consolidated information needs of the **various target audiences**.

Part of the project resulted in the strengthening of the «Plus24» brand, already a reference point for savings and personal finance, through the creation of greater synergy between paper and digital, thanks also to a «*more structured information platform*».

The restyle of the “Risparmio” section which has become **FINANZA PERSONALE BY PLUS 24** is triggered by this process thanks to a new treatment of the section and an increase in the production of contents.



# ECONOMIA

ILSOLE24ORE.COM

<https://www.ilssole24ore.com/sez/economia>

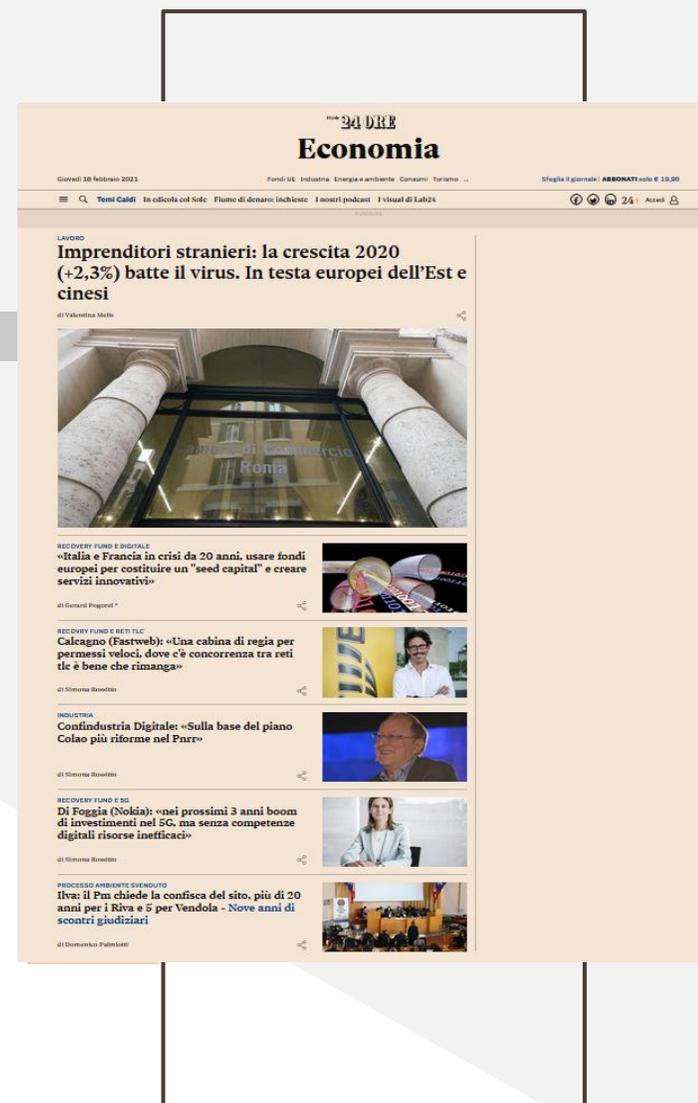
The Economia section is dedicated to the **real economy** and all sectors of activity, with particular regard to its protagonists:

- **Business stories**
- **Transformations and evolutions of the productive sectors**
- **Innovation**
- **Work and training**

A story of numbers and conjunctures through which the **new economic trends of Italy** can be read and interpreted.

There are also editorial sub-sections such as: **"ENERGY & ENVIRONMENT"** as well as seven other sub-sections that address further issues, from tourism to industry to consumption.

<https://www.ilssole24ore.com/sez/economia/energia-e-ambiente>



# NORME & TRIBUTI

ILSOLE24ORE.COM

<https://www.ilsole24ore.com/sez/norme-e-tributi>

**Norme & Tributi** focuses on the **evolution of Italian and European laws on tax, work, justice, public administration and economic law**, without neglecting the condominium, home, school and incentives. All looking at the **new laws** but also at the **administrative circulars and sentences**.

The main recipients of the section are professionals but not only; in fact, the **in-depth analysis** of Rules and Taxes also looks to entrepreneurs, jurists who work for companies, public administration officials and all those who work with the regulatory interpretation for work.

The screenshot shows the 'Norme & Tributi' section of the 24 ORE website. The page features a navigation bar with categories like 'Fisco', 'Enti Locali & Edilizia', 'Diritto', 'Lavoro', and 'Condominio'. The main content area is titled 'Norme & Tributi' and includes several articles with accompanying images. The top article is 'Auto, per cambio bombole Gpl e ganci traino addio visita e prova alla Motorizzazione' by Maurizio Caprin. Below it are 'ACCESSO SERVIZI ONLINE: Dal 1° marzo vecchi Pin in soffitta: Spid, Cie e Cns aprono le porte a tutti i siti della Pa - La grande corsa allo Spid: cos'è e come si ottiene' by Annarita D'Ambrosio, 'IL REPORT: Professionisti, a fronte di 7mila euro di contributi la pensione sfiora i 13mila euro' by Federica Micanti, 'CASSAZIONE: L'azienda sanitaria paga per la signora che cade sul marciapiede sconnesso del Pronto soccorso' by Patrizia Maciocchi, 'AGGIORNAMENTO BOLLE: Piccoli edifici con unico proprietario: così le spese 2021 con il 110%' by Giorgio Cavelli e Edoardo Giorgetti, and 'PROFESSIONI: No all'abilitazione di perito industriale con il vecchio diploma di geometra' by Federica Micanti. At the bottom, there is a '24+' section with three featured articles: 'È cambiato il vento sul mercato del bond, dobbiamo preoccuparci?' by Andrea Franzoni, 'Inchiostro: La corsa all'idrogeno è partita. Ma in prima fila ci sono i big del petrolio' by Shah Dabbura, and 'Senzari: La grande richiesta di operatori sanitari: stipendio e posto di lavoro assicurati' by Marzio Baroloni.

# MANAGEMENT

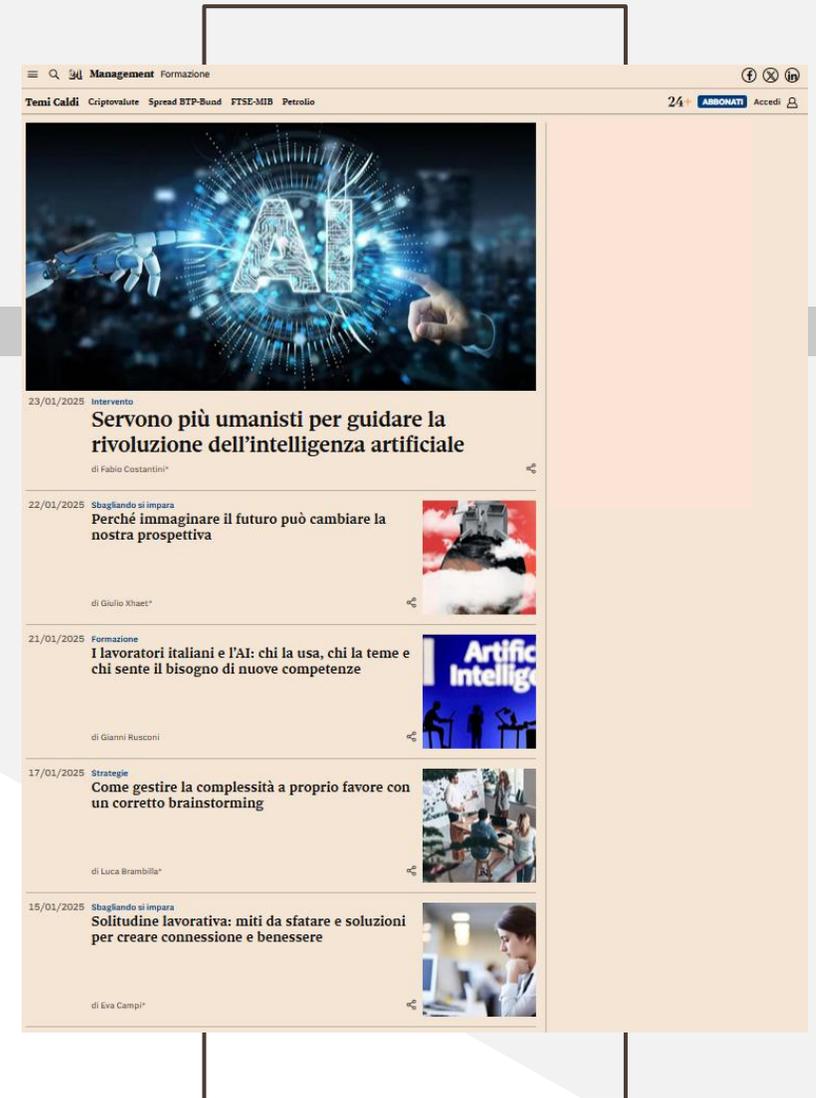
ILSOLE24ORE.COM

<https://www.ilsole24ore.com/sez/management>

**Management** is the section dedicated to the world of business and recruitment thanks to related contents and insights and in line with the reference target.

Management is designed with the aim of creating **a repository with a series of topics relating to business management, careers and training which also represent the reference sub-sections.**

There are various communication opportunities for advertisers thanks to the presence of **all the main formats present on the site** and in the rest of the sections, including the possibility of providing **branded content activities** according to the established methods.



# SOSTENIBILITA'

ILSOLE24ORE.COM

<https://www.ilsole24ore.com/sez/sostenibilita>

The introduction of regulatory and financial parameters and objectives for businesses and countries has brought **the issue of sustainability to the center of the national and international political and economic agenda.**

Even **Sole24Ore.com**, which has always been a **point of reference** for companies, professionals, institutions and citizens, **intends to promote the culture of sustainability** as a competitive and growth tool for the country's entrepreneurial sector.

Permanently online since June 5, 2020, the section is composed of five sub-sections made of news and insights on the topic, edited by the editorial staff thanks to data analysis, opinions and videos.



# “ITALIA” AND “MONDO” SECTIONS

**ILSOLE24ORE.COM**

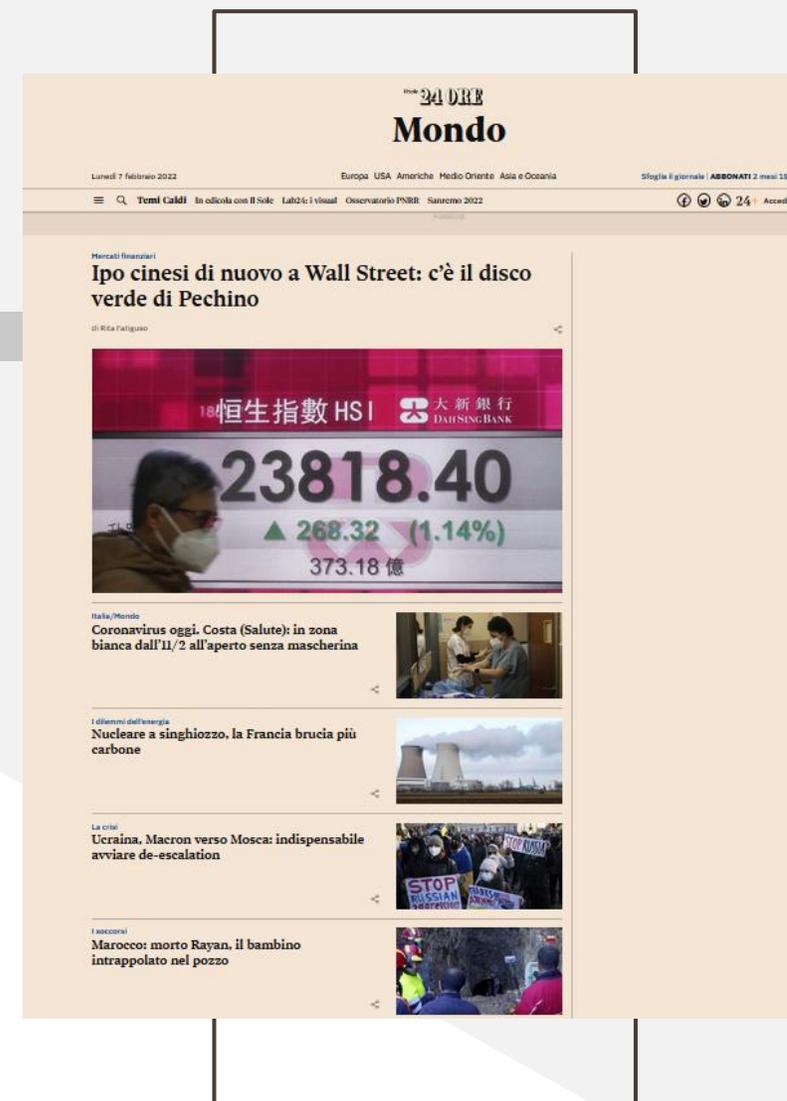
<https://www.ilsole24ore.com/sez/italia>

<https://www.ilsole24ore.com/sez/mondo>

“**Italia**” and “**Mondo**” are vertical sections of the site with the highest traffic thanks to the in-depth news that are published daily. The news are also organized into thematic sub-sections.

Topics ranging from current affairs to politics (including economics) to international insights on issues relating to **Europe, the USA, Asia & Oceania and the Middle East**.

The 2 sections represent the showcase of **IlSole24ore.com** on issues and events at the center of current affairs not only in Italy.





ILSOLE24ORE.COM

<https://www.ilssole24ore.com/sez/salute>

The new integrated information system in the field of **Health and Healthcare** which amplifies the strength of the contents and the dissemination opportunities towards the B2B and B2C reference communities and which responds to the needs of institutions, sector operators and citizens.

**24Ore Salute** is the **new hub** that collects, organizes and amplifies the editorial heritage of the entire content offering in the Health and Healthcare sector of the Group's media. **A unique destination site with a significant impact on the industry.**

Thanks to the **expansion of the editorial plan**, new areas of coverage are added: vertical focuses on pathologies, prevention and more innovative therapies, clinical studies, etc.

**24Ore Salute means audio and video productions** and a dedicated area to in-depth analysis of the reference data.

Within the new hub also **Sanità24**, one of the thematic areas of the new 24Ore Salute platform. Authoritative daily information of an economic and regulatory nature on the sector, with in-depth analysis, current health legislation, documents and a focus on the most recent data.

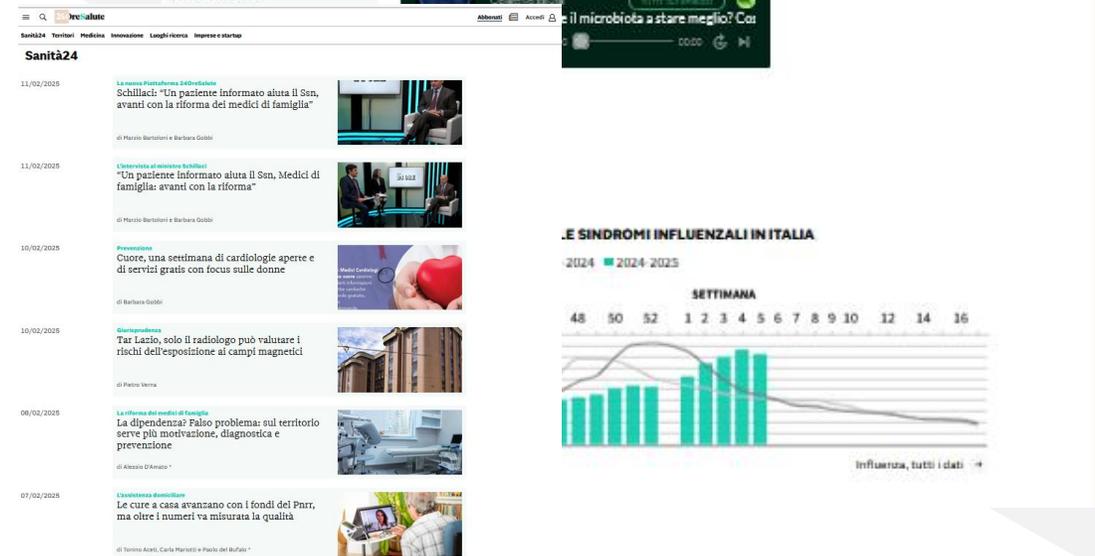
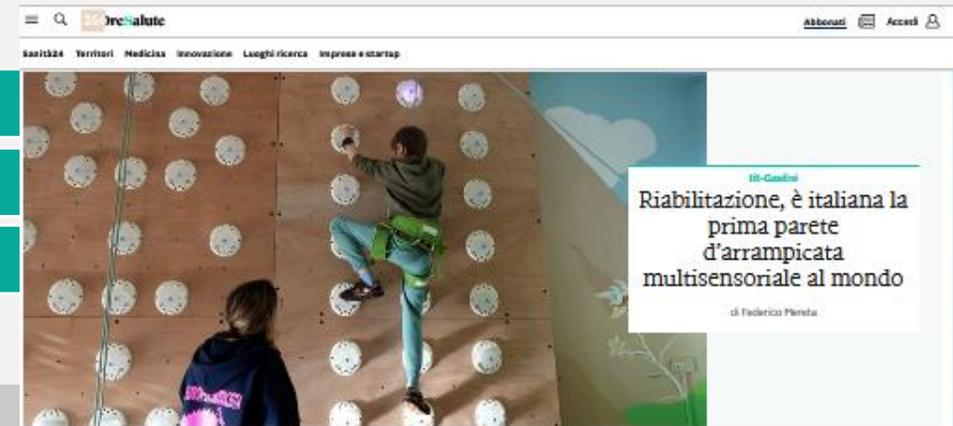
<https://www.ilssole24ore.com/sez/salute/sanita>



More integrated

More multimedia

More complete

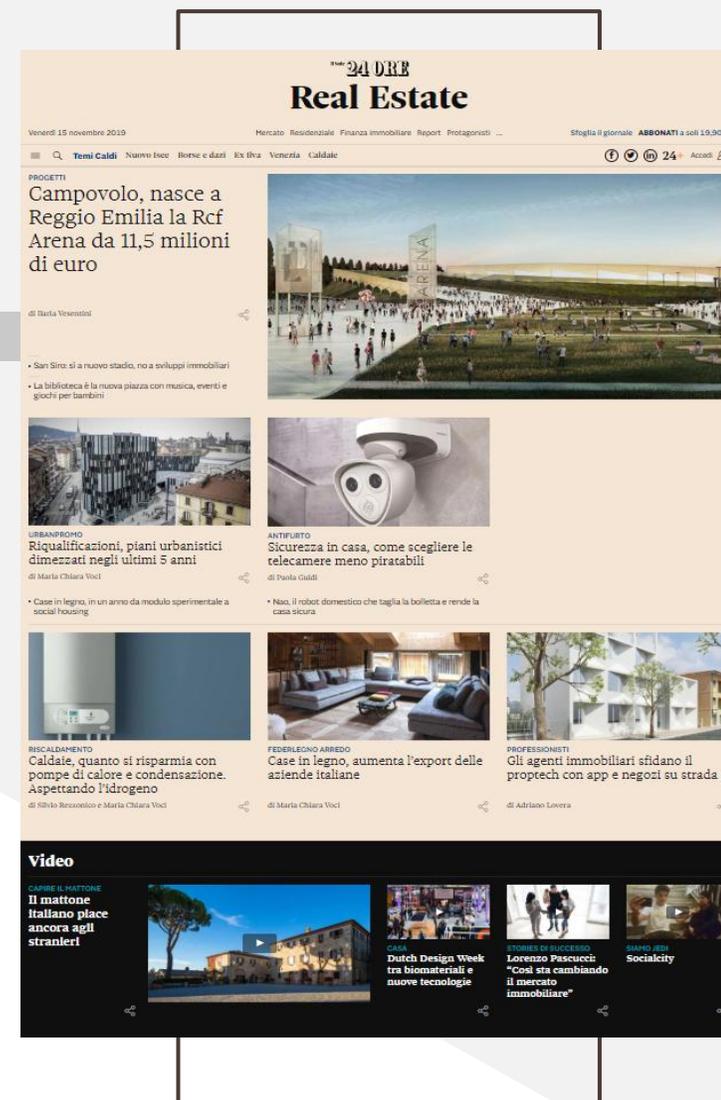


# REAL ESTATE

## ILSOLE24ORE.COM

<https://www.ilsole24ore.com/sez/casa>

**Real Estate** is the channel of **ILSole24ore.com** which was born as a reinterpretation of **Casa 24** and which has an all-round view of the real estate sector; from the residential market (including tourism and luxury) to the world of professionals, with in-depth information on financial issues, the relevant regulatory aspects and the latest trends in furniture and design.



# CULTURA

ILSOLE24ORE.COM

<https://www.ilsole24ore.com/sez/cultura>

“Cultura” is the editorial section of Ilsole24ore.com dedicated to cinema, books, shows, music and theater, but also to visual arts, science, ideas and free time.

It is aimed at Il Sole24ore.com usual readers and it deals with news, insights, photos and video galleries.

An **authoritative vertical channel** and a point of reference for reviews and events related to the world of Culture (books, exhibitions, festivals), in continuity with the newspaper insert that has always been particularly appreciated within the world of the Italian cultural information.

Within the section, **editorial dossiers** concerning the main cultural events are periodically published, such as for example: "Matera European capital of culture" or the special on the "Venice Film Festival" which has just ended.



# ARTECONOMY

ILSOLE24ORE.COM

<https://www.ilssole24ore.com/sez/arteconomy>

ArtEconomy is Il Sole 24 ore channel dedicated **to the art market**. Born in 2007 as a specialized channel, in recent years it has undergone not only graphic restyling.

**Analyzing and investigating the different sectors of the art economy** is the editorial purpose of the channel.

From an advertising point of view, all the main **display positions** provided on ilSole24ore.com website are present, including the ability to plan Branded Content / Native Advertising activities within the relevant sub-sections.

With a view to synergy, Arteconomy is also the monthly appointment on Plus24.



# SCUOLA

ILSOLE24ORE.COM

<https://www.ilssole24ore.com/sez/scuola>

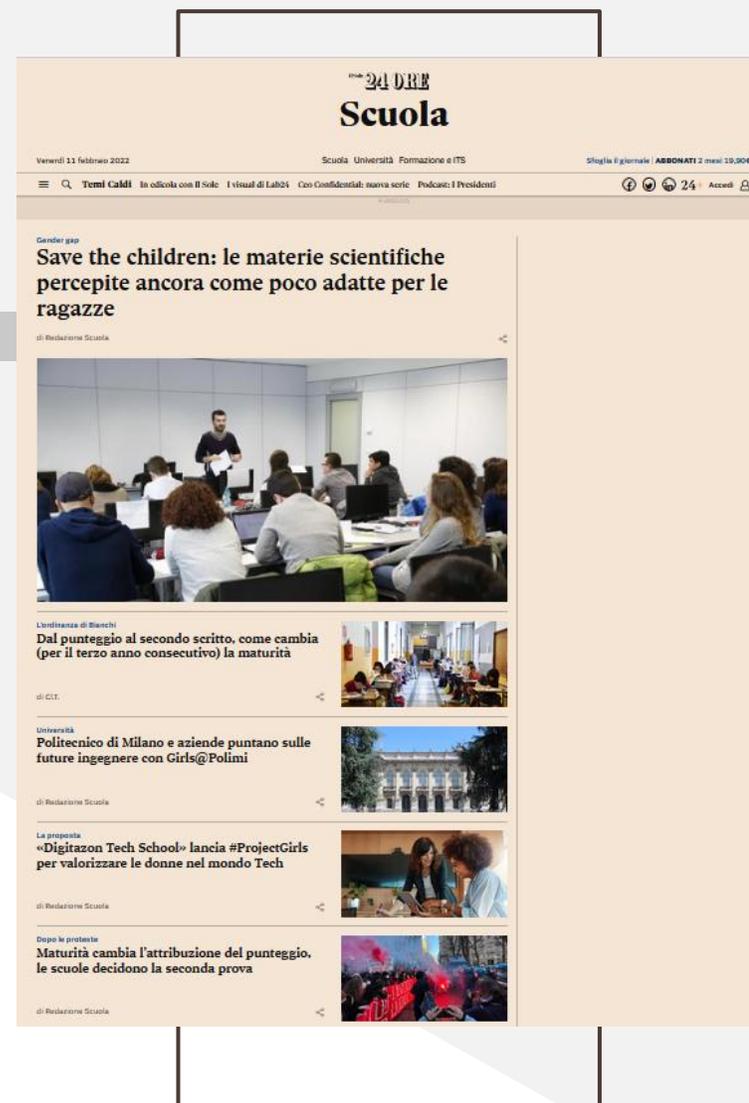
Section dedicated to the **topics of the School**, from primary education to university to Technical Schools and training in general with content intended for all the stakeholders.

The new section, interactive and updated in real time, puts readers at the center of the education system: **students and their families**.

The section structure is composed by three main sub-sections:

- **Primary and secondary school**
- **University**
- **Training and Technical schools**

It is also provided a dedicated **weekly newsletter sent on Mondays** and intended for professionals, managers and teachers but also students and families. The Newsletter can be sponsored with the client logo 200x42px and the wording «sponsored by».



# TECNOLOGIA

ILSOLE24ORE.COM

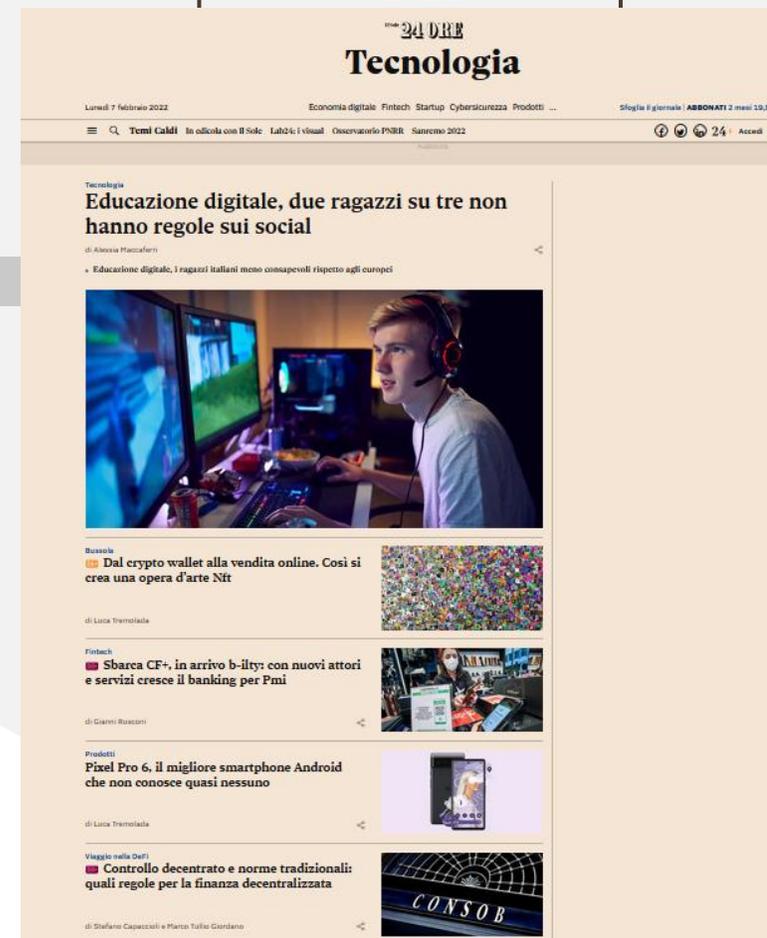
<https://www.ilsole24ore.com/sez/tecnologia>

It is the editorial section of IlSole24ore.com **dedicated to the world of innovation and technology** that leads both consumer and business users to the main market news.

An **authoritative point of reference** for reviews of new Products, Apps and services without neglecting an important focus on the world of Start-ups and innovations.

Solutions and innovations - that can facilitate and improve the life of organizations, managers and employees of all companies in the IT sector - are analysed with a descriptive and informative approach.

The sub-sections dedicated to Fintech and the world of **Videogames** (Games) are covering an important role.



# MOTORI

## ILSOLE24ORE.COM

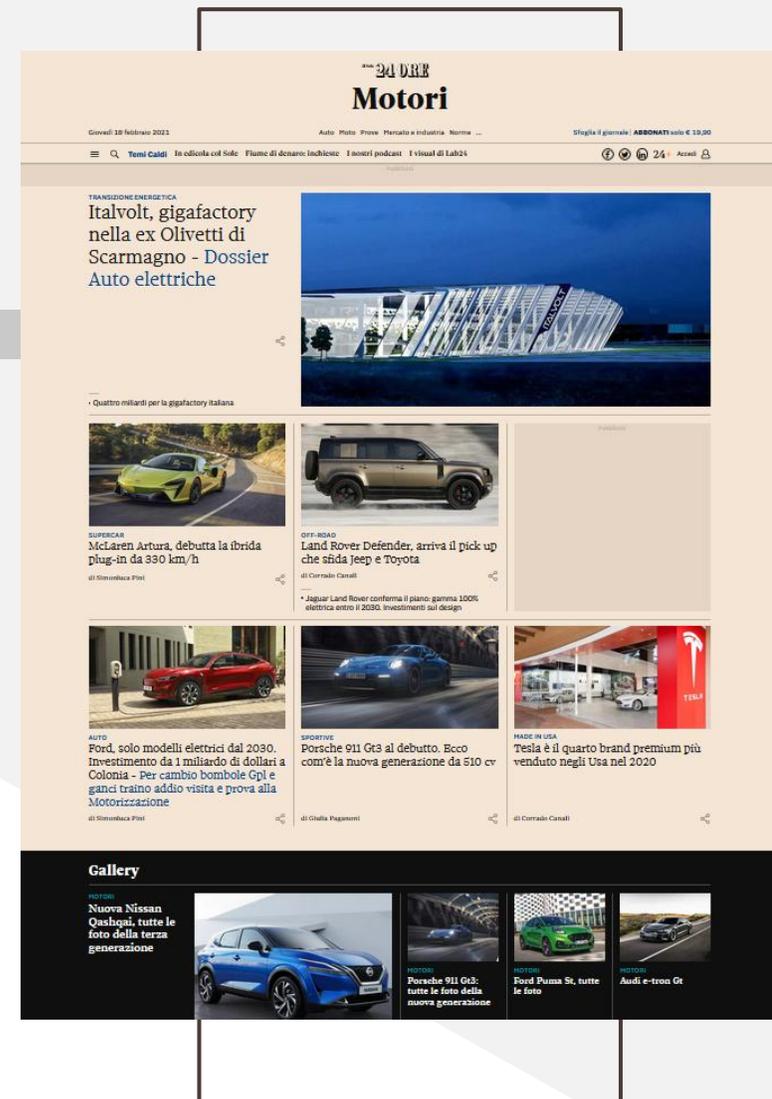
<https://www.ilssole24ore.com/sez/motori>

**Motori** is the vertical channel of Sole24Ore and part of the lifestyle segment dedicated to the world of cars and engines, with the main market news and regulations for the entire sector.

Totally renewed in graphics and in line with the latest graphic concept of Sole24ore, it also gives great evidence to **galleries, videos and insights**.

**Nine editorial sub-sections** that make up the entire editorial offer of the channel, including the area dedicated to COMPANY FLEETS

<https://www.ilssole24ore.com/sez/motori/flotte-aziendali>



# SPORT

ILSOLE24ORE.COM

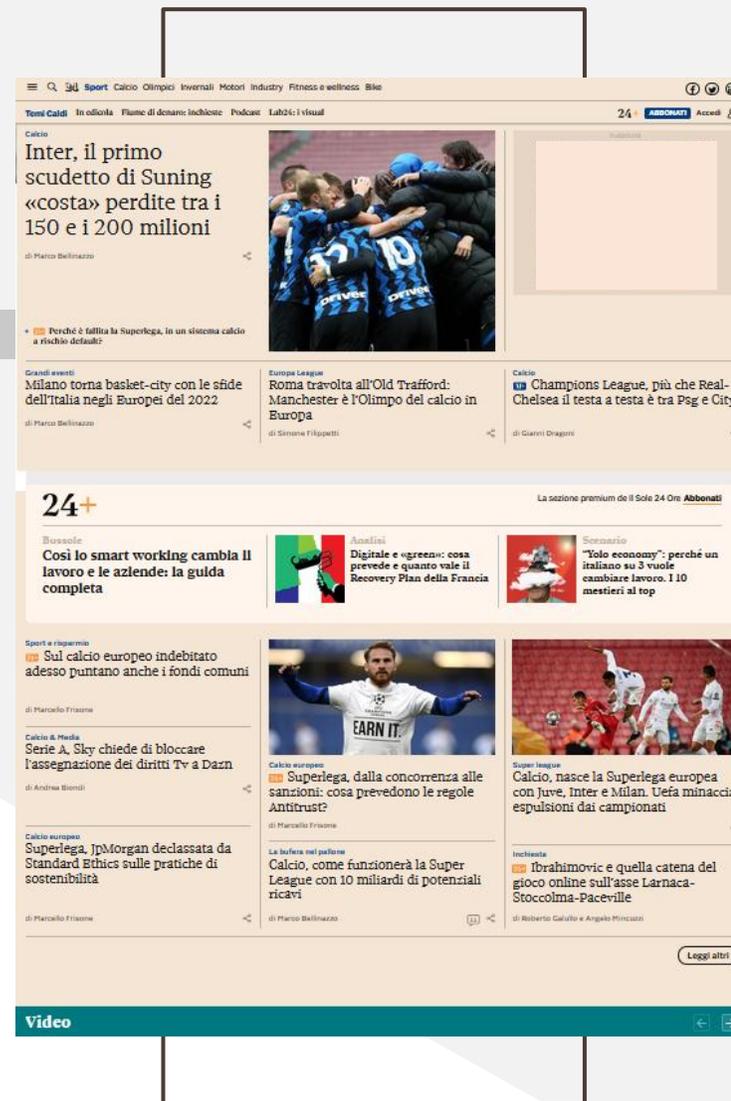
<https://www.ilssole24ore.com/sez/sport24>

It is the editorial section of Sole24Ore.com dedicated to the news of Sport and others content.

The section structure is composed by **seven main sub-sections**:

- Calcio
- Olimpici
- Invernali
- Motori
- Industry
- Fitness & Wellness
- Bike

Totally renewed in graphics and in line with the latest graphic concept of Sole24ore, it also gives great evidence to **galleries, videos and insights**.



# MODA

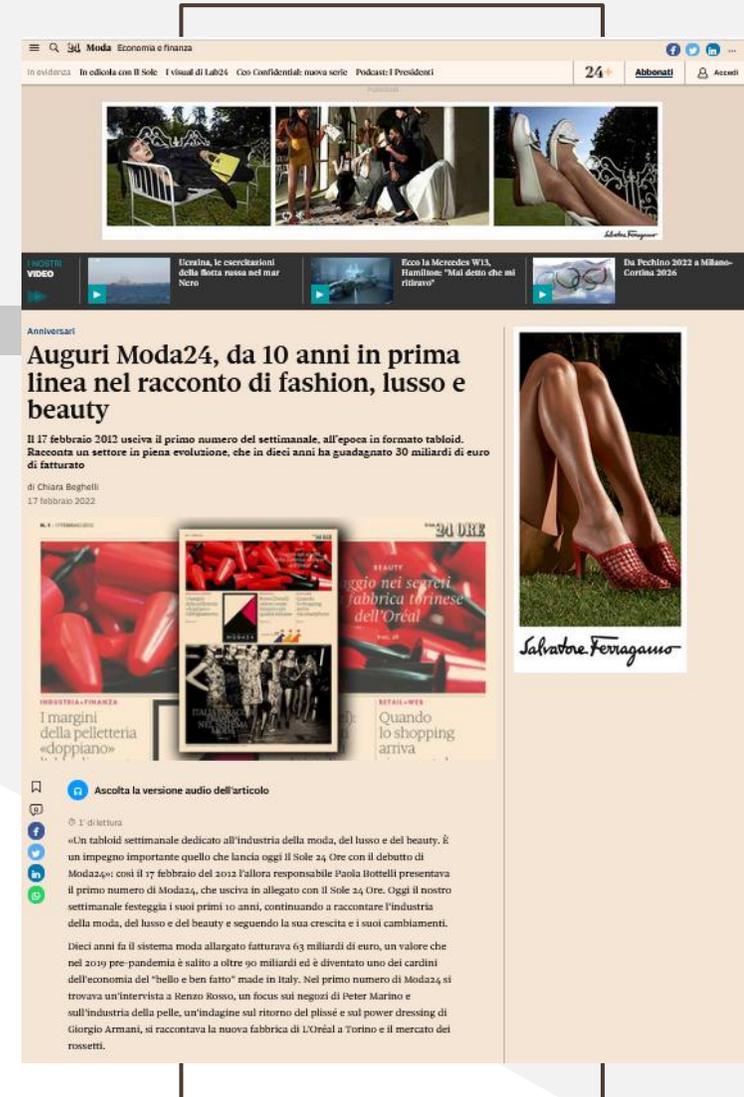
ILSOLE24ORE.COM

<https://www.ilsole24ore.com/sez/moda>

**Moda** is the section of [Ilsole24ore.com](https://www.ilsole24ore.com) dedicated to the world of **fashion** and **luxury** and the whole sector, which has always been a driving force and among the most important for Italy and beyond.

The channel is aimed at a **B2B and B2C** target and finds its essence within the 6 editorial sub-sections that make it up:

- **Economy and Finance**
- **Business stories**
- **Innovation**
- **Beauty and Wellness**
- **Luxury**
- **Fashion shows**



The screenshot displays the website's interface for the Moda section. At the top, there's a navigation bar with the site name 'Moda Economia e finanza' and various utility icons. Below this, a row of featured images includes a person on a bench, a fashion show scene, and a close-up of high-heeled shoes. A video player is visible on the left. The main content area features an article titled 'Auguri Moda24, da 10 anni in prima linea nel racconto di fashion, lusso e beauty' by Chiara Beghelli, dated 17 febbraio 2022. The article text discusses the magazine's history and its focus on the fashion, luxury, and beauty sectors. To the right, a vertical advertisement for Salvatore Ferragamo shows a pair of red high-heeled shoes. The bottom of the page includes social media sharing options and a section for audio content.

# HTSI

## ILSOLE24ORE.COM

<https://www.ilsole24ore.com/sez/how-to-spend-it>

The section of **HOW TO SPEND IT** is 100% integrated within IlSole24ore.com, while maintaining the distinctive features of one of the most recognized periodicals on the Italian and international scene.

Inside there are many contents that give space to fashion, cosmetics but also to all the extra-sector, from design, to art, from auctions to collecting, but also travel, technology, cars, boats, haute cuisine and wines. Alongside the articles and services strongly marked by EXPERIENCE, the two specific features of the channel are also VIDEO STORIES and GALLERY.

The magazine in .pdf format is always available in the digital newsstand within Il Sole 24 Ore App thanks to a dedicated web browser. Instagram, on the other hand, is the best place for expanding creativity and digital planning.



# VIAGGI

## ILSOLE24ORE.COM

[www.ilsole24ore.com/sez/viaggi](http://www.ilsole24ore.com/sez/viaggi)

“Viaggi” is one of the sections of [IlSole24ore.com](http://IlSole24ore.com) **relating to lifestyle**, with periodic updates and insights. It deals with a series of issues about the tourism sector and industry, always explained with the typical features of our editorial staff.

The section is mainly made up of **six areas / subsections** on a series of topical content based on the macro themes of reference: not only proposals on destinations, but also tips and ideas for sustainable tourism as well as insights into the whole sector and the supply chain from an economic point of view.

«**Grandi Viaggi**», «**Weekend**», «**City Break**», «**Idee e Luoghi**», «**Mostre & Eventi**», «**Diari di Viaggio**» are the main sections where all the contents are organized. The galleries and videos also enrich and expand the editorial offer of the section.



# FOOD

ILSOLE24ORE.COM

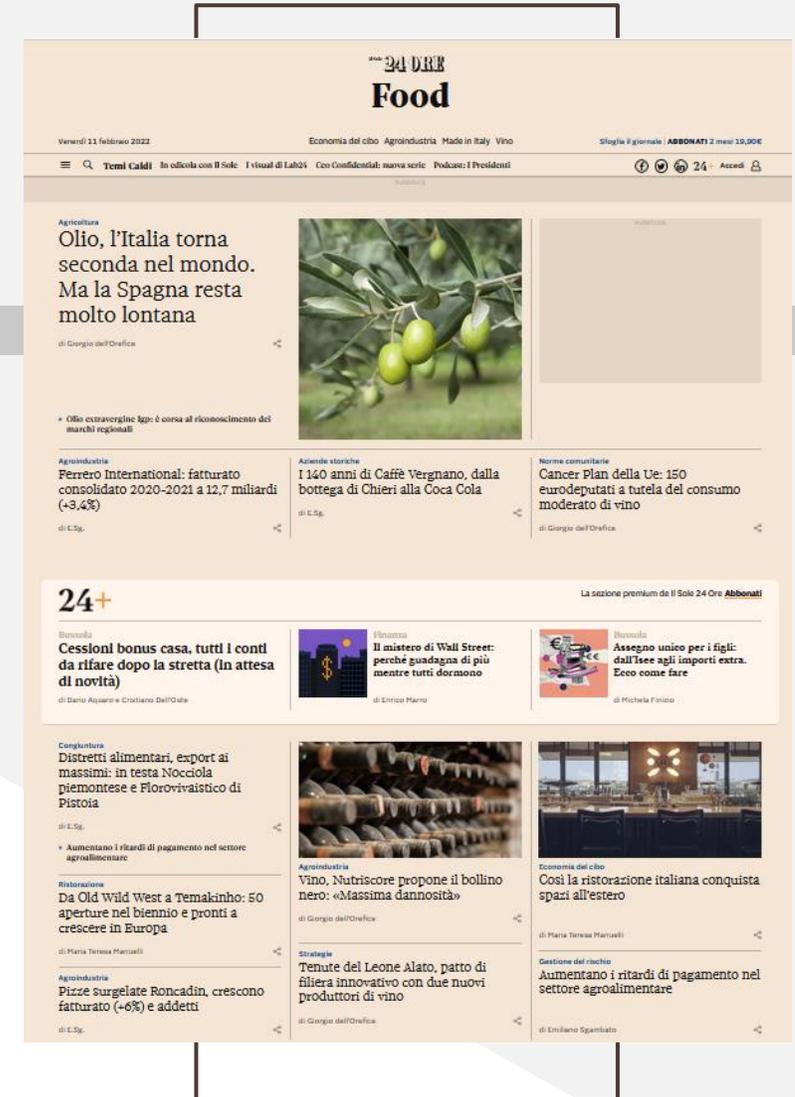
[www.ilsole24ore.com/sez/food](http://www.ilsole24ore.com/sez/food)

**Food** is the vertical channel of **ILSole24Ore.com** about the world of agri-food, from the supply chains of quality food and wine to news on companies and products, from trends to successful case histories.

There are stories of excellence, but space is reserved for stories and surveys too.

All the vertical subsections enrich the section:

- **FOOD ECONOMICS**
- **AGRI-FOOD**
- **MADE IN ITALY**
- **WINE**



# 24+

## ILSOLE24ORE.COM

<https://24plus.ilsole24ore.com/>

24+ is the Sole24Ore platform that aims to guide readers by providing them with the tools to understand and analyze the reality that surrounds them through the prism of the economy.

An editorial product whose full use includes a monthly or annual subscription, the contents of which are identified thanks to an ad hoc label next to the title of the articles.

24+ is aimed at a generalist public interested in current affairs, in-depth analysis and explanatory journalism and who loves to enjoy structured content.

In addition to a dedicated home page, the contents are collected and organized in several macro-areas: from the big topics to fact-checking, to surveys, to opinions and stories.

\* In Advertising terms, it is possible to plan exclusively on the area's home page through the Side To Side format



Oggi in poche parole

+ **Governo** Fiducia a Draghi, il dibattito alla Camera + **Mercati** Settore auto in fibrillazione su ipotesi Ipo Porsche + **Texas** Il gelo manda in blackout il cuore energetico degli Stati Uniti + **Calcio** Serie A, Lega spaccata sui fondi. I private equity: niente rilancio + **Social** Facebook rompe con l'Australia: vietata condivisione di news e link agli utenti

Bussole È cambiato il vento sul mercato dei bond, dobbiamo preoccuparci?

di Andrea Franceschi

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# LAB 24

ILSOLE24ORE.COM

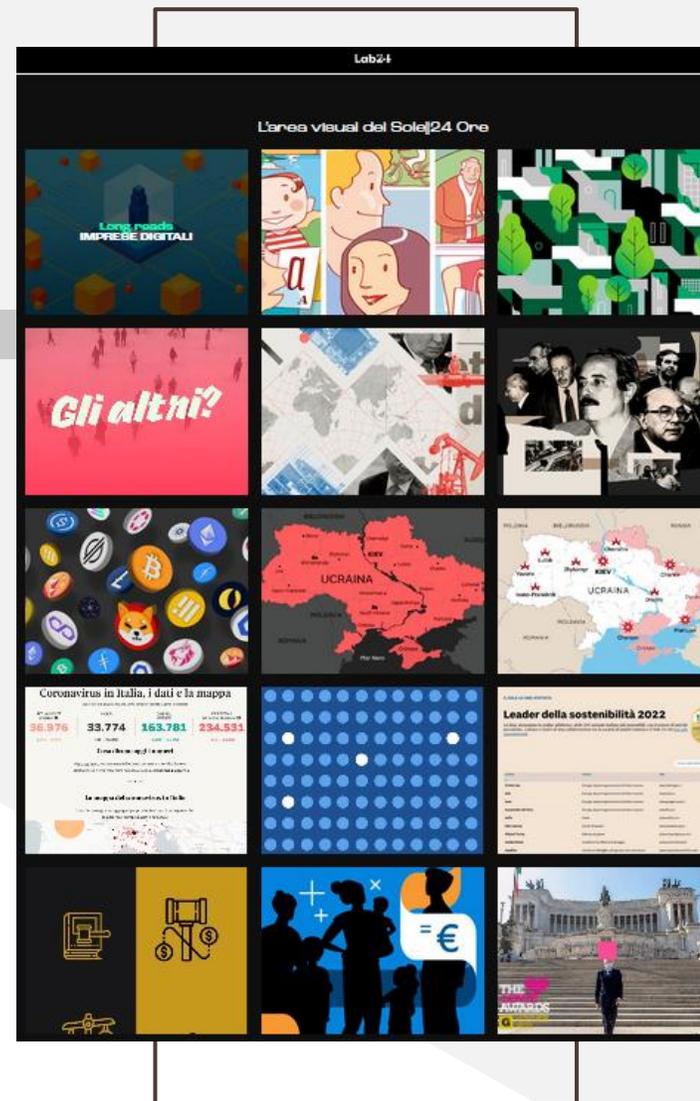
<https://lab24.ilssole24ore.com/>

Lab24 is the section of IISole24ore.com with a **strong visual connotation** dedicated to vertical thematic insights especially designed to be accessed through smartphones.

**Infographics, graphics, data and experimentation in the videos** represent the main characteristics of the area, composing a mix of skills that find a digital evolutionary space in Lab24.

Within Lab24 there is space for **thematic “long forms” suitable for sponsorships** in fact there is a variety of vertical themes that present all the typical elements of the area.

They can also be promoted editorially on social networks and on site Hp.



# THANK YOU

**24ORE System is the advertising agency of the 24ORE Group and a selected group of third-party publishers, both in the Italian and international markets.** The quality and the authoritativeness of 24ORE 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.**

