

ilsole24ore.com

Il Sole
24 ORE

Milan, may 2025

24ORE
SYSTEM



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**.

The screenshot displays the Il Sole 24 ORE website interface. At the top, there's a navigation bar with 'Naviga', 'Ricerca', and a date 'Milano, 17 gennaio 2025'. Below this, a financial summary bar shows various indices: FTSE MIB (+1.11%), Spread BTP-Bund 10Y (-1.01%), EUR/USD (+0.17%), Brent (+0.73%), Oro Spot Eur (+0.05%), and S&P 500 (+0.78%). The main header features the 'Il Sole 24 ORE' logo and a menu with categories like Italia, Mondo, Economia, Finanza, Mercati, Finanza Personale, Norme & Tributi, and Altre. Below the header, there are tabs for 'Video', 'Foto', 'Podcast', 'Lab24', and '24+'. A 'Ridiretti' button is also visible. The main content area is divided into several sections. On the left, there's a 'VIDEO DEL GIORNO' section with a video player showing a man speaking. Below it, a headline reads 'Come finirà la guerra Meloni-Salvini sul Veneto? Ecco il possibile scenario' by Barbara Fiammeri. In the center, a large article titled 'Arriva BTP Più, il nuovo titolo per famiglie: il Tesoro svela durata, cedole e novità' by Gianni Trovati is featured, with a sub-headline 'Eurostat: inflazione di dicembre in Eurozona confermata al 2,4%'. To the right of this, there's a 'Piccoli risparmiatori' section with a headline 'Si apre Radiocor' and a sub-headline 'Wall Street apre in rialzo (S&P +0,9%), verso miglior settimana da novembre (RCO)'. Below the main article, there's a 'La giornata dei mercati' section with a headline 'Borse Ue ancora in rally, Milano sui massimi dal 2008, Sale Stellantis, Bitcoin oltre 100mila \$' by Stefania Arcadi e Stefania Biasoli. To the right of this, there's a 'World Economic Outlook' section with a headline 'Fmi: l'incognita Trump sulla crescita globale - Confindustria: rischio energia e dazi' by Gianluca Di Dorfrancesco. Below this, there's a 'Compagnie petrolifere' section with a headline 'L'intelligenza artificiale stabilirà chi licenziare in Bp: a casa 7.700 lavoratori' by Simona F'èppetti. At the bottom, there's a '24+' section with three featured articles: 'Intervista Tremonti: «Con il secondo Trump ci sarà una nuova, forte deregulation»', 'La previsione Commerz: ecco perché la Bce porterà i tassi d'interesse dal 3% al 2%', and a third article with a headline 'La giornata dei mercati' and a sub-headline 'Bitcoin diventerà Toro 2.0 dopo l'endorsement di Donald Trump?'. The bottom right corner of the page has a small text 'La sezione premium de Il Sole 24 Ore Abbonati'.

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.ilsole24ore.com/art/il-sole-24-ore-e-trust-project-ecco-indicatori-giornalismo-qualita-AEQHESJG>

<https://linee-guida-editoriali.ilsole24ore.com/>



ILSOLE24ORE.COM

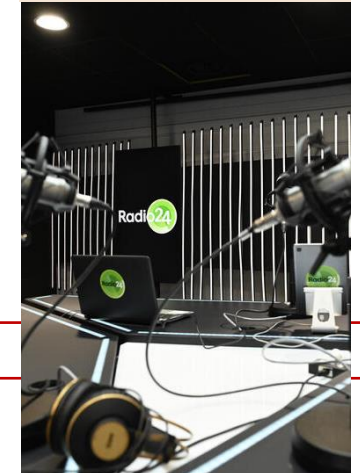
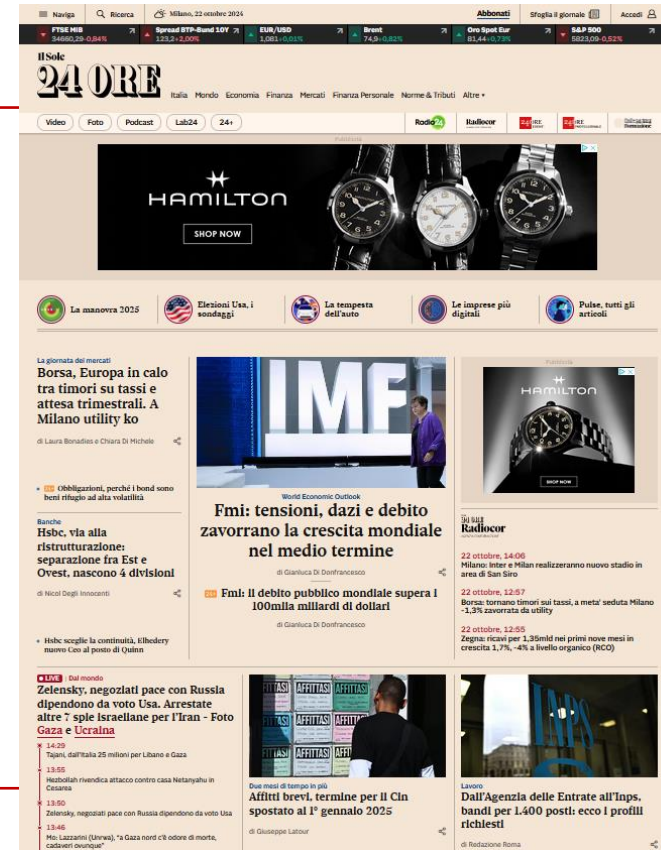
Zero dispersion, maximum complementarity

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.

4% OVERLAP

with **QUOTIDIANO**



6% OVERLAP

with **RADIO24**

FEATURES AND TRAFFIC DEVICE

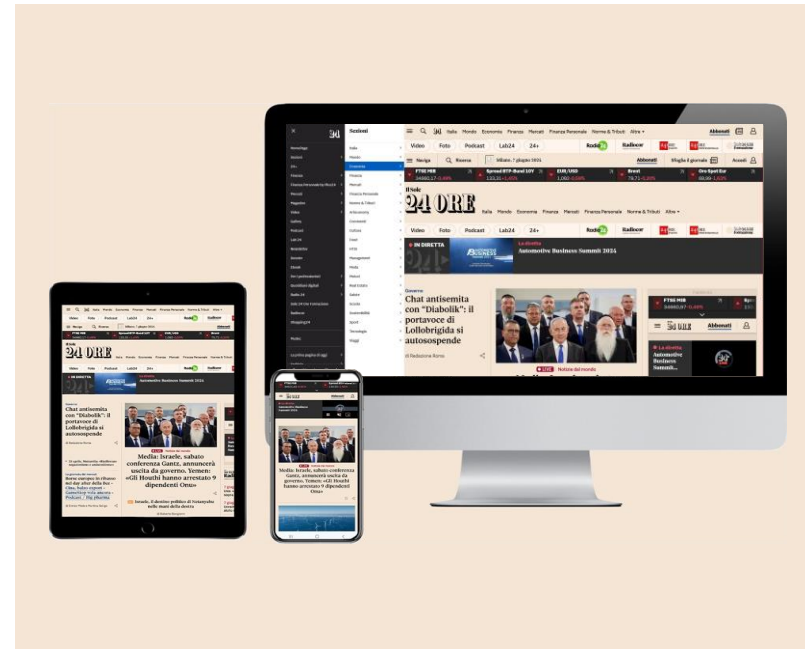
Browser unici: 19.3 Mln.
Page Views: 138.5 Mln.

Desktop
Page Views on total: 55%

Tablet
Page Views on total: 2%

Smartphone
Page Views on total: 43%

Source: Mapp april 2025

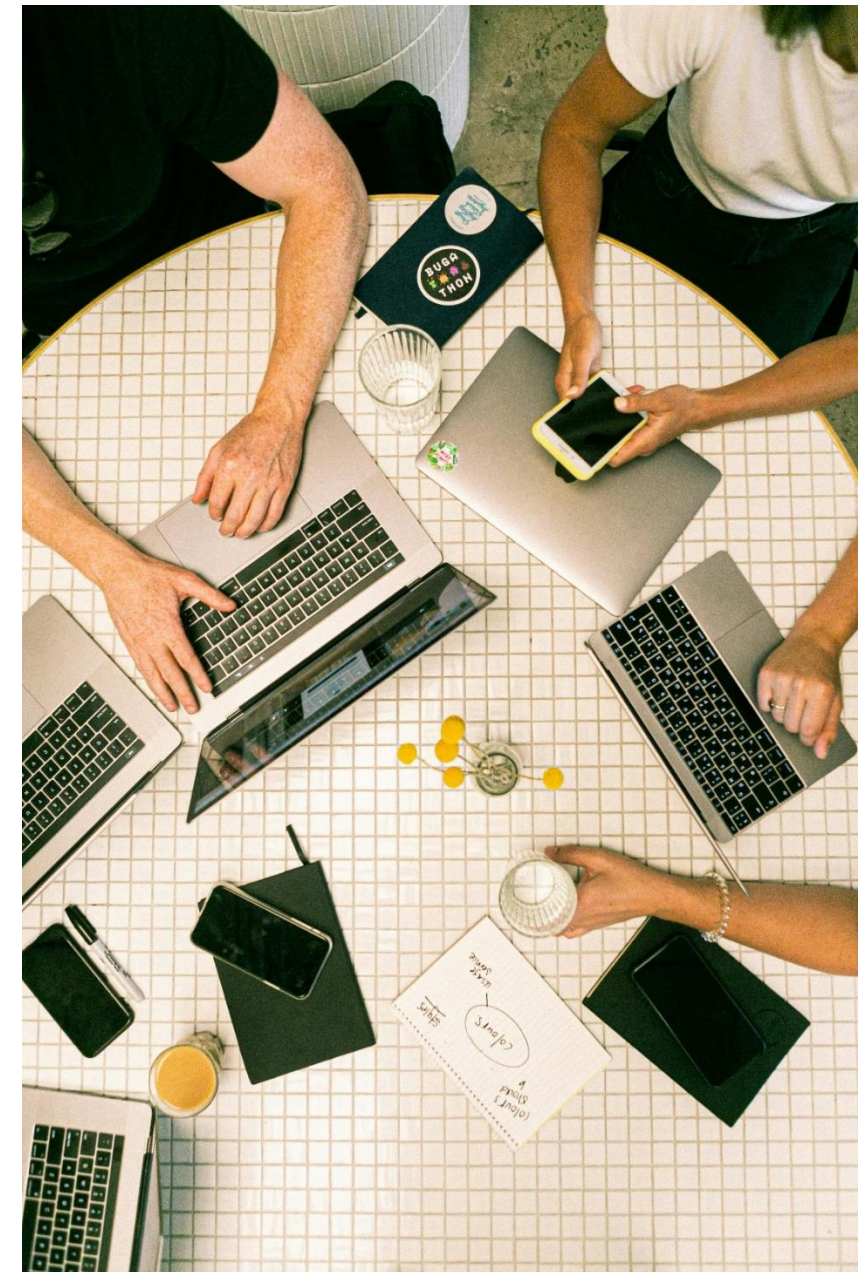


Leader in Audiweb in the sub-category “finance news & information”

Unique Audience: **8.5 Mln.**

Active Reach: **19.2%**

Universe Reach: **14.6%**



Source: Audiweb february 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".

GENDER	56% man 44% woman
AGE	25-34 years 130 C.I. 35-44 years 120 C.I. 45-54 years 113 C.I. 55-64 years 159 C.I.
EDUCATION	Degree 131 C.I.
OCCUPATION	Manager 147 C.I. Professional 175 C.I. Clerk 136 C.I.
NET MONTHLY INCOME(€)	From 3.251 to 3.850 > 113 C.I. From 3.851 to 5.000 > 128 C.I. Over 5.000 > 117 C.I.

The profile of
lsole24ore.com users has
always had a **privileged**
position, characterized by
high income
concentrations, high
instructions and recognized
professional status.



CONSUMPTION ATTITUDES

PURCHASE BEHAVIOUR

- I prefer to buy premium products, the top of the range **127 C.I.**
- I prefer unique / exclusive products (limited edition) **120 C.I.**

FINANCIAL ATTITUDES

- In the financial field I feel quite competent **126 C.I.**
- I follow the stock market prices **167 C.I.**
- I buy and sell financial products online **158 C.I.**
- I follow with interest the advertising on financial services **169 C.I.**
- I'm often asked by others for my views on financial products to be subscribed **158 C.I.**

TECHNOLOGICAL, HOME, AND CLOTHING ATTITUDES

- I'm a true technology and electronics enthusiast **139 C.I.**
- For technological purchases I'm willing to spend a lot / I don't mind expenses **139 C.I.**
- I like buying furniture with a refined and original design **118 C.I.**
- I spend a lot on my clothing **120 C.I.**
- I follow fashion assiduously by reading magazines and visiting fashion websites **128 C.I.**

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

127 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.



946 MILA



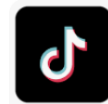
1.8 MLN.



243 MILA



1.4 MLN.



138 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.

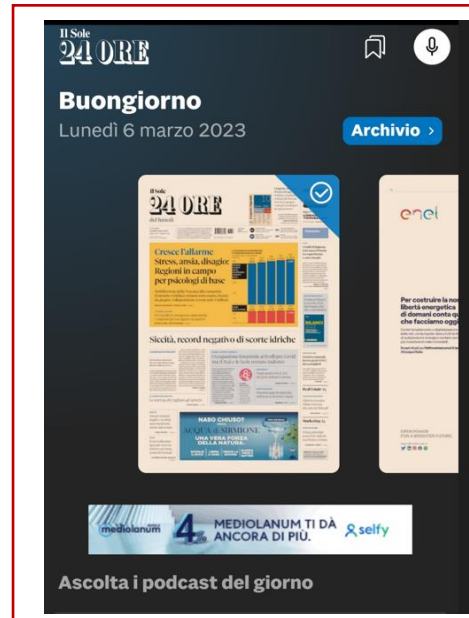
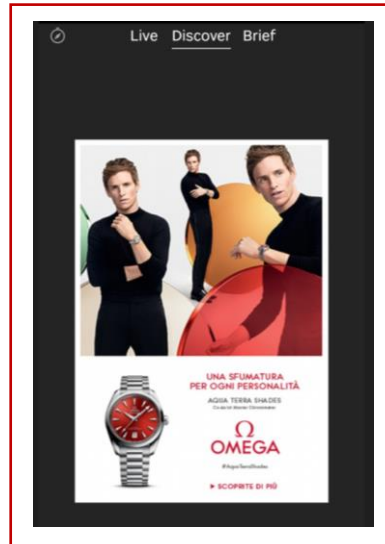
THE APP

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 198.000

[From february '23 to december '24]

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

ILSOLE24ORE.COM

Core Target: Smartphone + Tablet site

GENDER	54% man 46% woman
AGE	25-34 years 126 C.I. 35-44 years 124 C.I. 45-54 years 115 C.I. 55-64 years 165 C.I.
EDUCATION	Degree 129 C.I.
OCCUPATION	Professional 167 C.I. Clerk 136 C.I. Manager 140 C.I.
NET MONTHLY INCOME(€)	from 3,251€ to 3,850€ 113 I.C.I. from 3,851 to 5,000€ 128 C.I. over 5,000€ 114 C.I.

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 street is illuminated by numerous streetlights, creating a series of bright, starburst-like light sources. In the foreground, there are long, horizontal light trails in red and orange, likely from traffic. The background shows a cityscape with various buildings and structures, some of which are also lit up. The overall scene is a vibrant, high-contrast representation of a busy urban environment at night.

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.

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

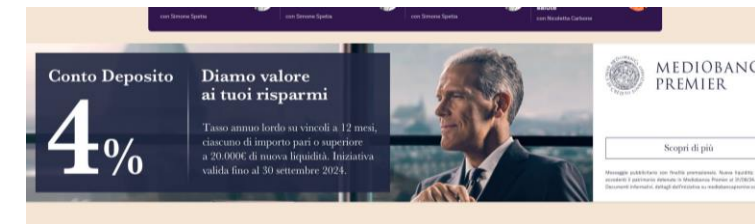
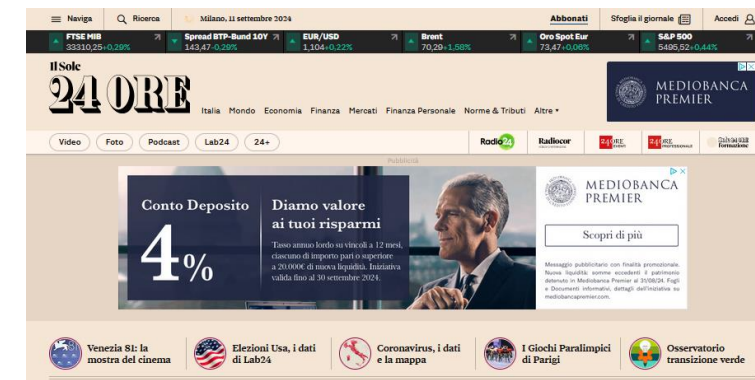
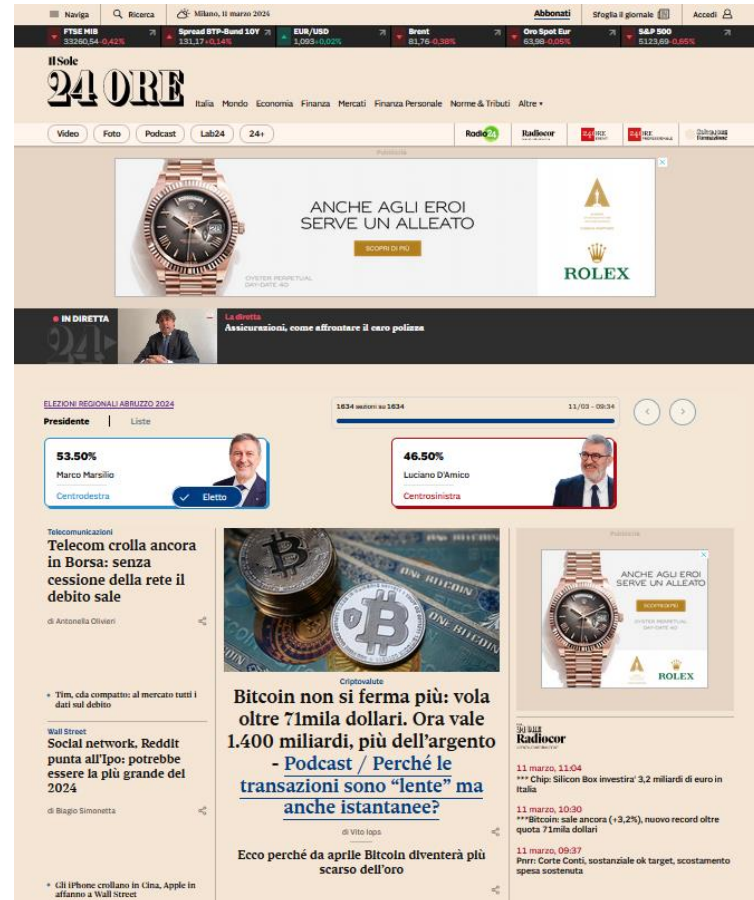
Half Page 300x600 (in HP from Mpu Middle)

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

lsole24ore.com

DESKTOP

Size **980x630px**

TABLET

Landscape size: **980x630px**;

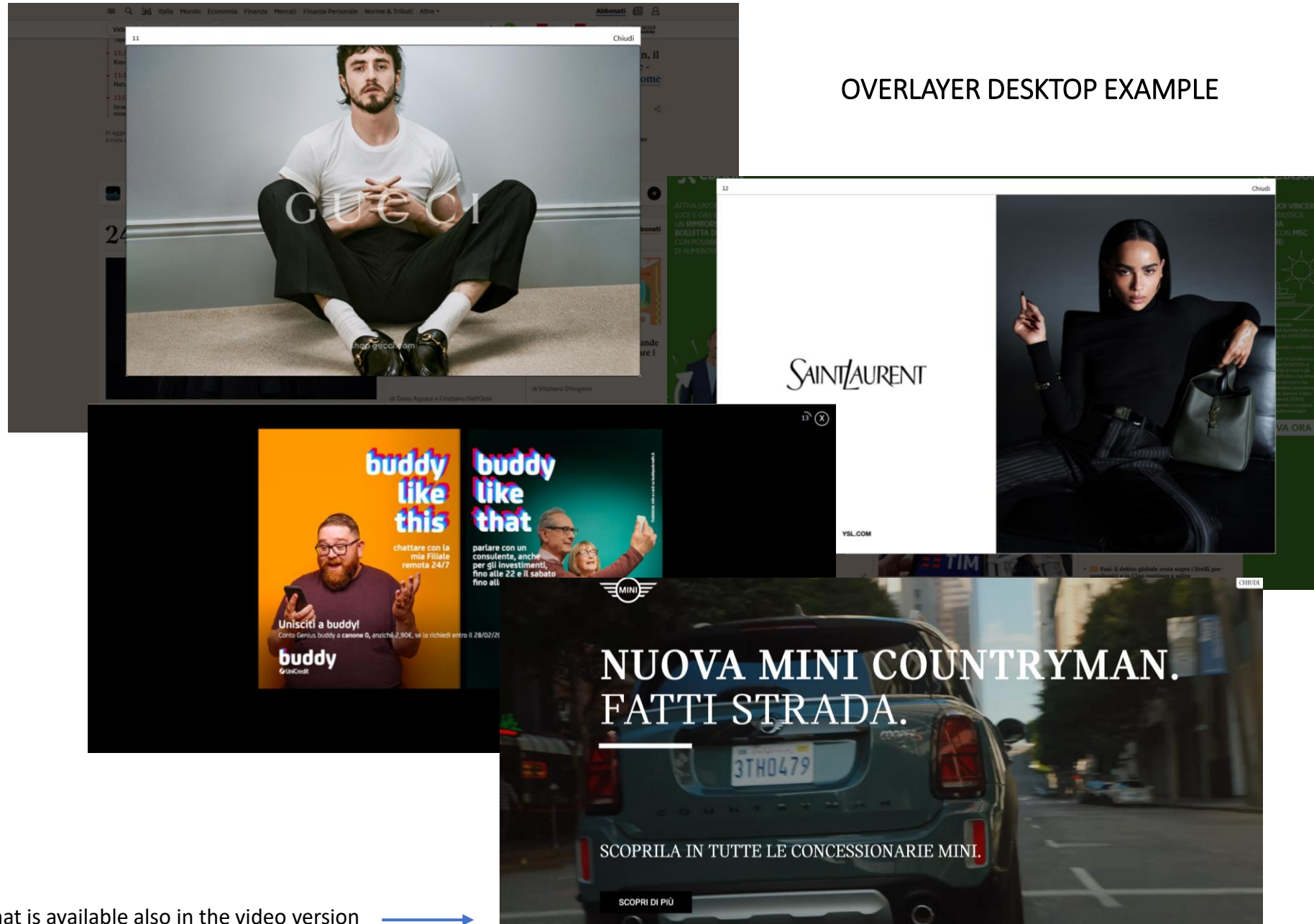
Portrait size: **630x980px**

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: 20.2 Mln.

Source: [Mapp](#) april 2025



I punti chiave

- Mou fino al 2024. E la Borsa s'impenna
- Il ritorno dell'uomo del Triplete
- Il precedente del «Mago» Herrera

52' di lettura

«Ma che davvero?» Di fronte all'annuncio di José Mourinho nuovo allenatore della Roma, se non possiamo dire che siamo tutti un po' romanisti, sicuramente siamo tutti un po' romani. Al termine di una stagione così così, con un settimo posto in campionato a nove punti sotto gli odiati cugini della Lazio, l'illusione Europa League schiantatasi contro un 6-2 in terra d'Albione, proprio contro l'ex club di Mou, il nuovo zio d'America Dan Friedkin regala ai suoi tifosi il diritto di sognare in grande: ecco a voi lo Special One. La notizia viaggia via Twitter ed è subito trend topic.

Mou fino al 2024. E la Borsa s'impenna

Poi arriva il comunicato ufficiale di Trigoria: Mourinho ha stipulato con i giallorossi un contratto triennale che durerà fino al 30 giugno 2024. «Siamo entusiasti e felicissimi di dare il benvenuto a José nella famiglia dell'Aa Roma», sottoscrivono il presidente del club Dan e il vicepresidente Ryan Friedkin, interessi nell'automotive e stesso cognome del regista premio Oscar de L'esorcista. «Grande campione che ha vinto trofei a tutti i livelli, José fornirà una straordinaria leadership ed esperienza al nostro ambizioso progetto. La nomina di José è un passo enorme nella costruzione di una cultura vincente a lungo termine e coerente in tutto il club», ha continuato la proprietà. Mou già parla in romanesco: «Dopo essermi confrontato con la proprietà e con Tiago Pinto ho capito immediatamente quanto sia alta l'ambizione di questa Società. L'incredibile passione dei tifosi della Roma mi ha convinto ad accettare l'incarico. Daje Roma!». Notizia salutata in Borsa dal titolo del club giallorosso con un **122 per cento**.



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

Smarttital Interactive Stories

Smartitial Interactive Shoppable Video (Intro and Pre Roll version)

Rich Native Branded

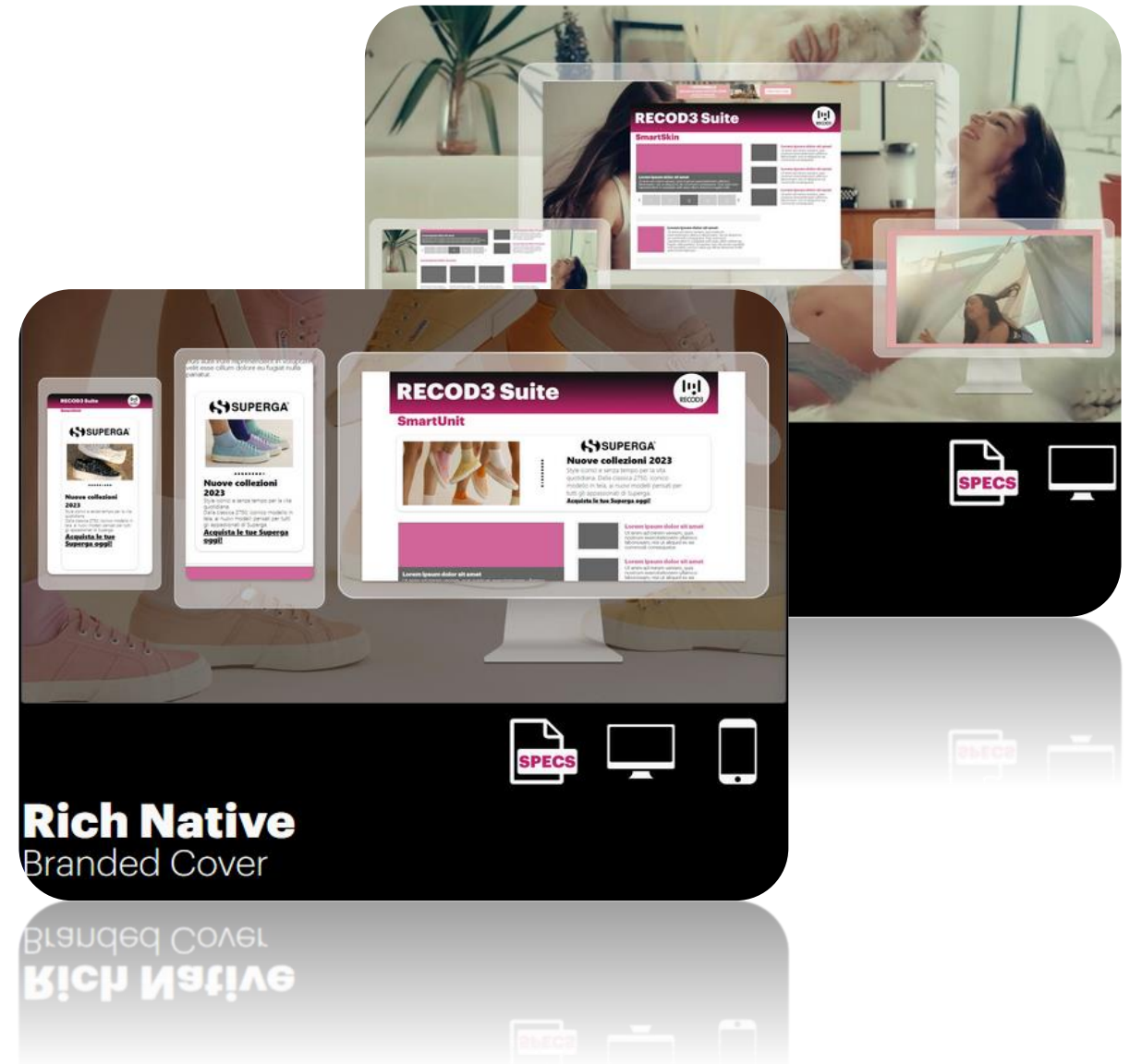
Maxiheader (Static and Video; and also image story version)

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

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 (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**.



ORIGINAL PODCASTS

ilsole24ore.com

All original **audio productions available on demand** on the site, on the App and on the **main audio distribution platforms**.

SUPPORTED BY / IN COLLABORAZIONE CON

Continuous daily and weekly series and thematic editorial series

- **The Supported By series** can be sponsored by the brand interested in the topics covered and eager to invest in the editorial value of the contents.
- **The In Collaboration With series** are created with the collaboration of the Brand upon its request. The brand can suggest themes, becoming a real partner in the production of the content.

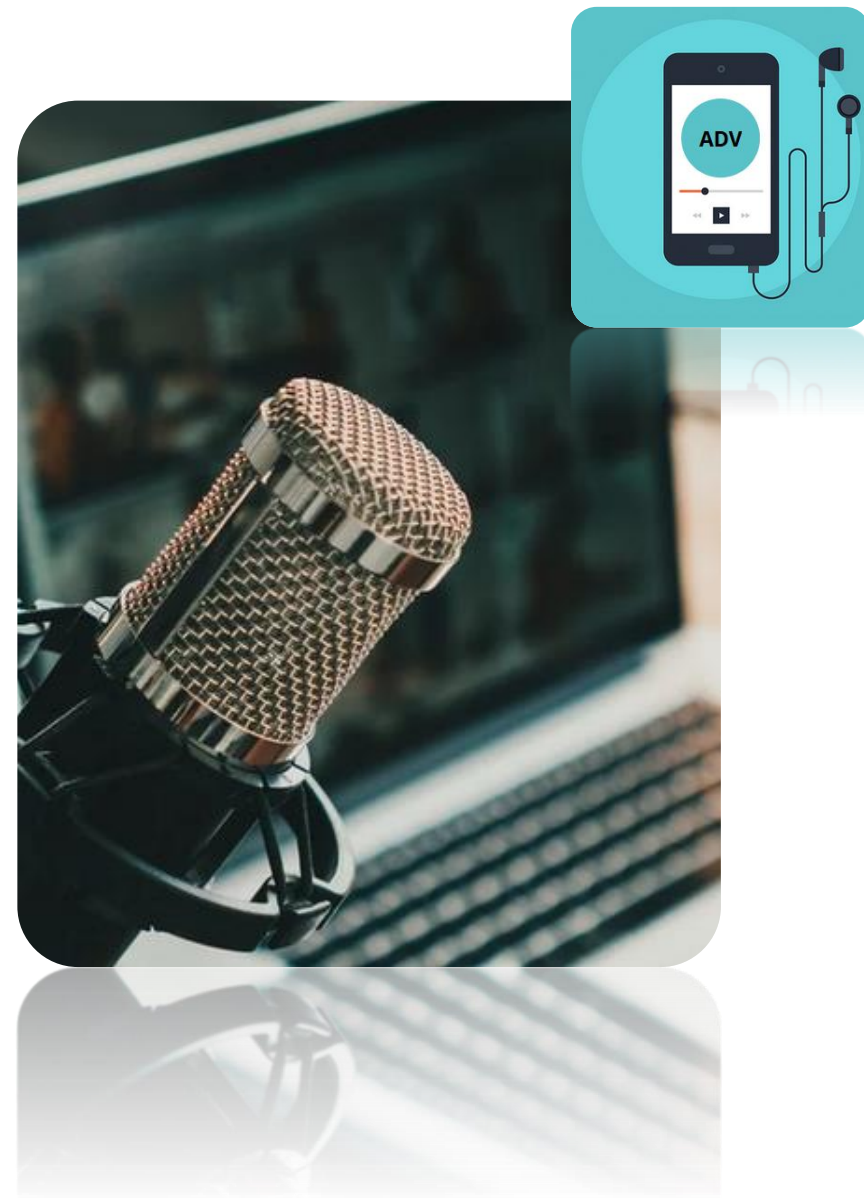
24Ore
Podcast

CREATO PER / BRAND CONNECT PODCAST

24Ore
Podcast

An opportunity for brands to **become partners of authorial content**.

- **Create Per**: it is developed on the basis of initiatives of interest or values of the brand, on which storytelling is built on issues of editorial relevance.
- **Brand Connect Podcast**: built with the customer for the customer; the format, through a complete consultancy approach, guides brand partners from the conception phase to publication. The publication takes place on the website 24orepodcastbrandconnect.it and on the main audio distribution platforms.



E-MAIL MARKETING

ilsole24ore.com

DEM

Sent on **Tuesday** and **Thursday** to about **340,000** subscribers.
It is available profiled target emailing.

NEWSLETTER START

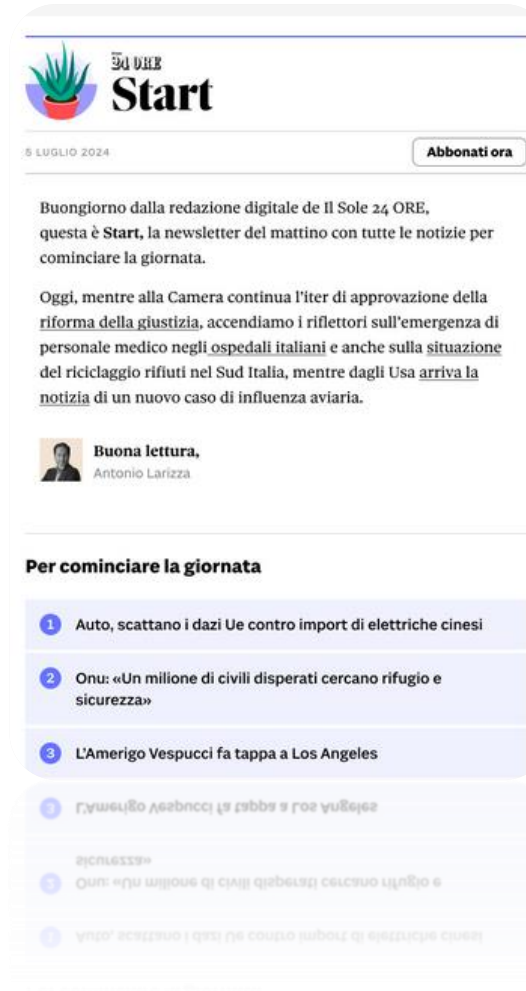
Sent **every day** to about **250,000 contacts** (targeting is not available)

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:

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
HomePage		Italia >
Sezioni >		Mondo >
24+		Economia >
Finanza >		Finanza >
Finanza Personale by Plus24 >		Mercati >
Mercati >		Finanza Personale >
Magazine >		Norme & Tributi >
Video >		Arteconomy >
Gallery		Commenti >
Podcast		Cultura >
Lab 24		Food >
Newsletter		HTSI >
Dossier		Management >
Ebook		Moda >
Per i professionisti >		Motori >
Quotidiani digitali >		Real Estate >
Radio 24 >		Salute >
Sole 24 Ore Formazione		Scuola >
Radiocor		Sostenibilità >

“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 IlSole24ore.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.ilsole24ore.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.ilsole24ore.com/sez/economia/energia-e-ambiente>

ilsole24ORE
Economia


Giovedì 18 febbraio 2021 Fondi UE Industria Energia e ambiente Consumi Turismo ... Sfoglia il giornale | **ABBONATI** solo € 19,90

☰ 🔍 **Temi Caldi** In edicola col Sole Fiume di denaro: inchieste I nostri podcast I visual di Lab24


LAVORO
Imprenditori stranieri: la crescita 2020 (+2,3%) batte il virus. In testa europei dell'Est e cinesi
di Valentina Melis




RECOVERY FUND E DIGITALE
«Italia e Francia in crisi da 20 anni, usare fondi europei per costituire un "seed capital" e creare servizi innovativi»
di Gerard Pogorel *




RECOVERY FUND E RETI TLC
Calcagno (Fastweb): «Una cabina di regia per permessi veloci, dove c'è concorrenza tra reti tlc è bene che rimanga»
di Simona Rosolito




INDUSTRIA
Confindustria Digitale: «Sulla base del piano Colao più riforme nel Pnrr»
di Simona Rosolito



RECOVERY FUND E 5G
Di Foggia (Nokia): «nei prossimi 3 anni boom di investimenti nel 5G, ma senza competenze digitali risorse inefficaci»
di Simona Rosolito



PROCESSO AMBIENTE SVENOUTO
Ilva: il Pm chiede la confisca del sito, più di 20 anni per i Riva e 5 per Vendola - Nove anni di scontri giudiziari
di Domenico Palmioti



NORME & TRIBUTI

ILSOLE24ORE.COM

<https://www.ilssole24ore.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.

Per i professionisti | **NF+ Fisco** | **NF+ Enti Locali & Edilizia** | **NF+ Diritto Lavoro** | Condominio

24 ORE

Norme & Tributi

Giovedì 18 febbraio 2021

Sfoglia il giornale | **ABBONATI** solo € 19,90

Termini e Condizioni | In edicola col Sole | Fiume di denaro: inchieste | I nostri podcast | I visual di Lab24

24+ Accessi

AUTO

Auto, per cambio bombole Gpl e ganci traino addio visita e prova alla Motorizzazione

di Maurizio Caproni

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

di Annalisa D'Ambrasio

IL REPORT

Professionisti, a fronte di 7mila euro di contributi la pensione sfiora i 13mila euro

di Federica Micardi

CASSAZIONE

L'azienda sanitaria paga per la signora che cade sul marciapiede sconnesso del Pronto soccorso

di Patrizia Maciocchi

AGEVOLAZIONI EDILIZIE

Piccoli edifici con unico proprietario: così le spese 2021 con il 110%

di Giorgio Gavelli e Riccardo Gioggetti

PROFESSIONI

No all'abilitazione di perito industriale con il vecchio diploma di geometra

di Federica Micardi

ARCHIVIO →

24+

La sezione premium de Il Sole 24 Ore **ABBONATI**

Bussole

È cambiato il vento sul mercato del bond, dobbiamo preoccuparci?

di Andrea Francoschi

Inchieste

La corsa all'idrogeno è partita. Ma in prima fila ci sono i big del petrolio

di Stoa Bellomo

Scenari

La grande richiesta di operatori sanitari: stipendio e posto di lavoro assicurati

di Marzio Bartoloni

MANAGEMENT

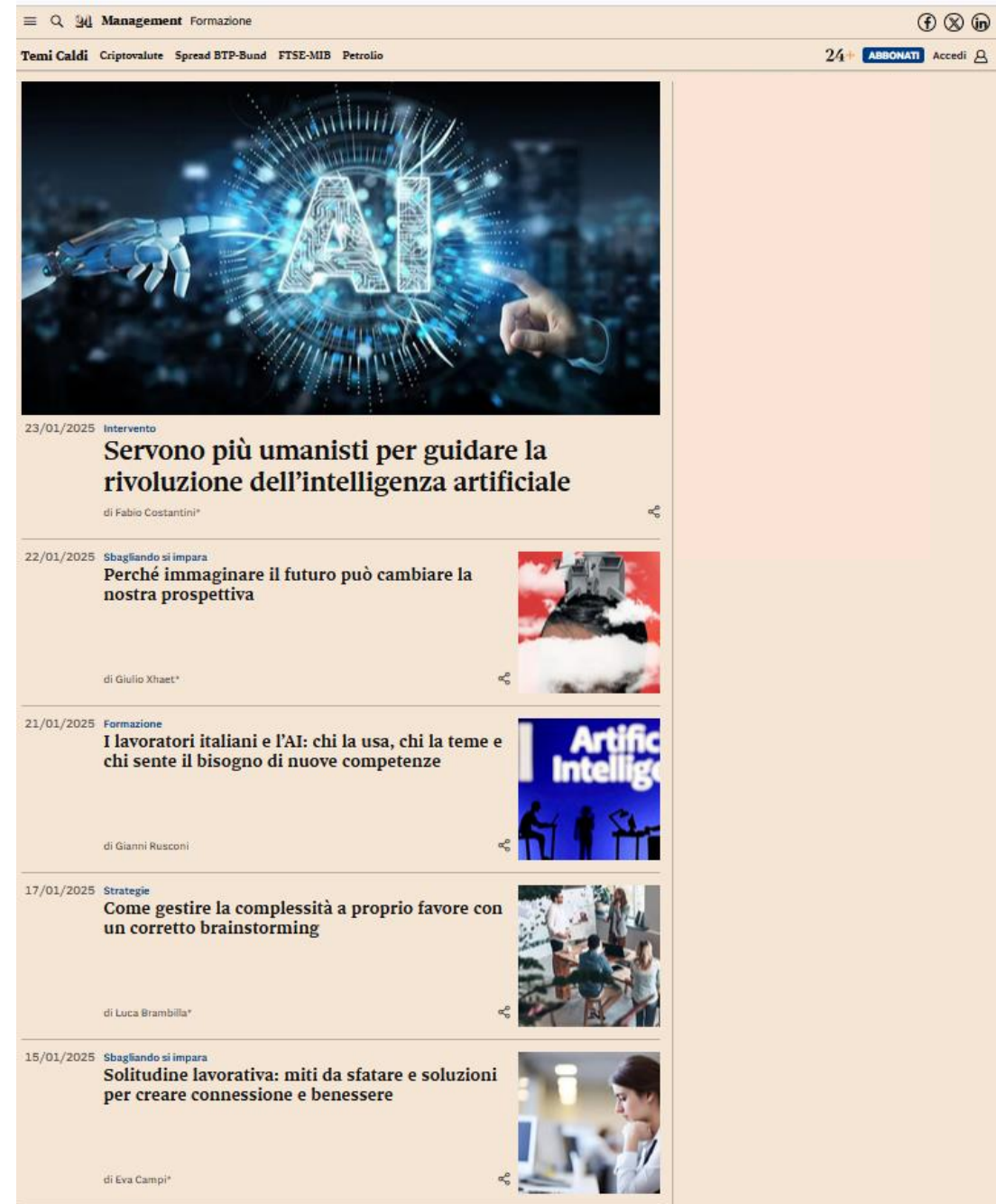
ILSOLE24ORE.COM

<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.



Management Formazione

Temi Caldi Criptovalute Spread BTP-Bund FTSE-MIB Petrolio

24 ABBONATI Accedi

23/01/2025 Intervento
Servono più umanisti per guidare la rivoluzione dell'intelligenza artificiale
di Fabio Costantini*

22/01/2025 Sbagliando si impara
Perché immaginare il futuro può cambiare la nostra prospettiva
di Giulio Khaet*

21/01/2025 Formazione
I lavoratori italiani e l'AI: chi la usa, chi la teme e chi sente il bisogno di nuove competenze
di Gianni Rusconi

17/01/2025 Strategie
Come gestire la complessità a proprio favore con un corretto brainstorming
di Luca Brambilla*

15/01/2025 Sbagliando si impara
Solitudine lavorativa: miti da sfatare e soluzioni per creare connessione e benessere
di Eva Campi*

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.

24 ORE

Sostenibilità

Giovedì 18 febbraio 2021

Finanza e Risparmio Normativa Terzo settore Energia e ambiente ...

Sfoglia il giornale | ABBONATI solo € 19,90

Termini e Condizioni

In edicola col Sole

Flume di denaro: inchieste

I nostri podcast

I visual di L'Espresso

24

Accessi

LA FIDUCIA AL SENATO

Clima, energia, economia green: ecco il piano verde di Draghi - «Governo di ricostruzione come nel Dopoguerra» - Il discorso integrale - Scuola: investire negli Its

di Jacopo Gilberti



ENERGIA

Petrolio Usa, dalla crisi in Texas una lezione per il mondo intero


di Silvio Berlusconi



ENERGIA

La corsa all'idrogeno è partita. Ma in prima fila ci sono i big del petrolio

di Silvio Berlusconi



SOSTENIBILITÀ

CO2 record sopra 40 euro, per la Ue difficile fermare la speculazione

di Silvio Berlusconi



RINNOVABILI

Infrastrutture Spa costruirà 21 impianti solari in Cile

di Monica D'Accenna



BORSE

Il fondo sovrano norvegese investirà in società con il 30% di donne nei cda

di Monica D'Accenna



“ITALIA” AND “MONDO” SECTIONS

ILSOLE24ORE.COM

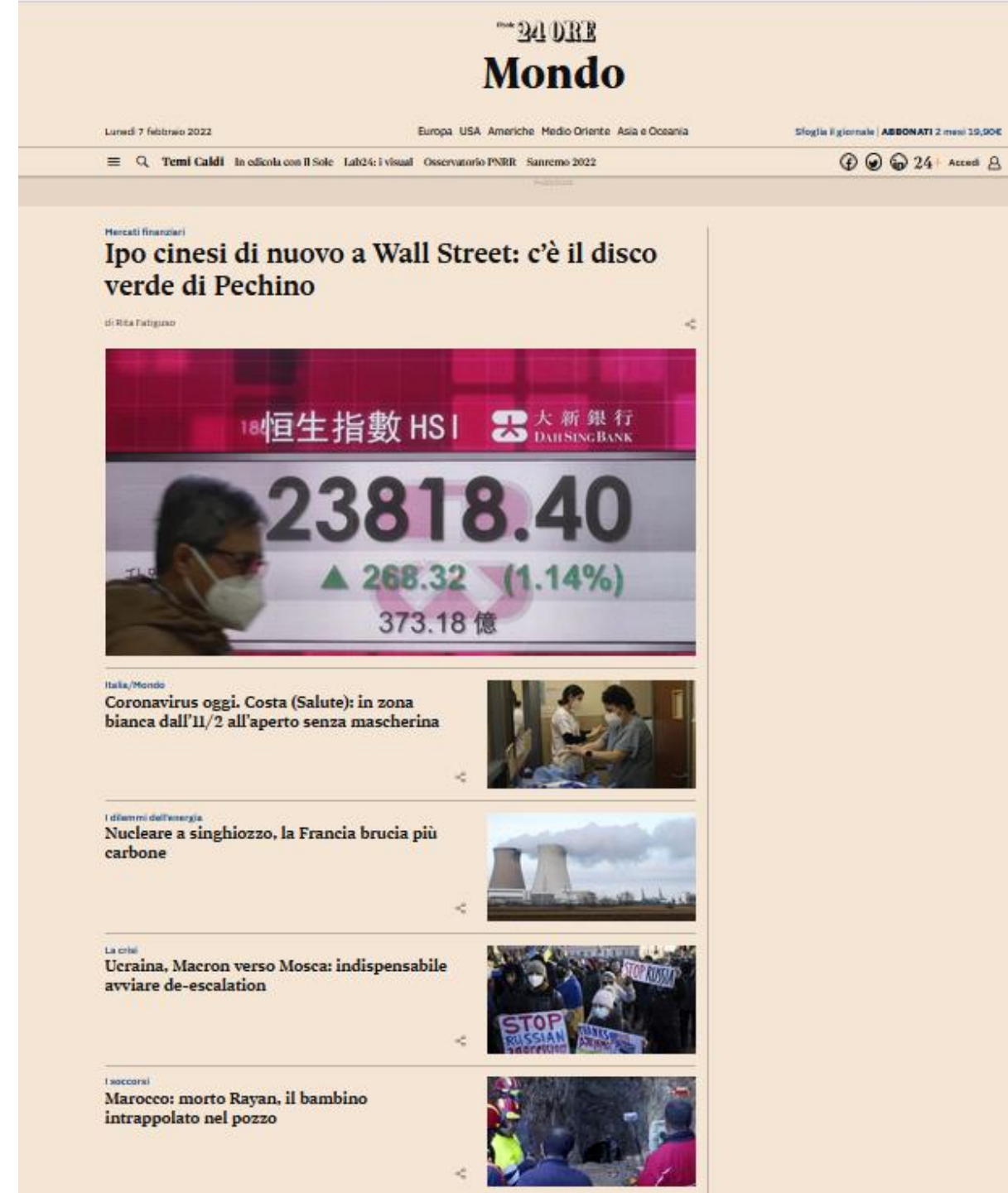
<https://www.ilsole24ore.com/sez/italia>

<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.



Brand new | february 2025

24ORE SALUTE

ILSOLE24ORE.COM

<https://www.ilsole24ore.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.

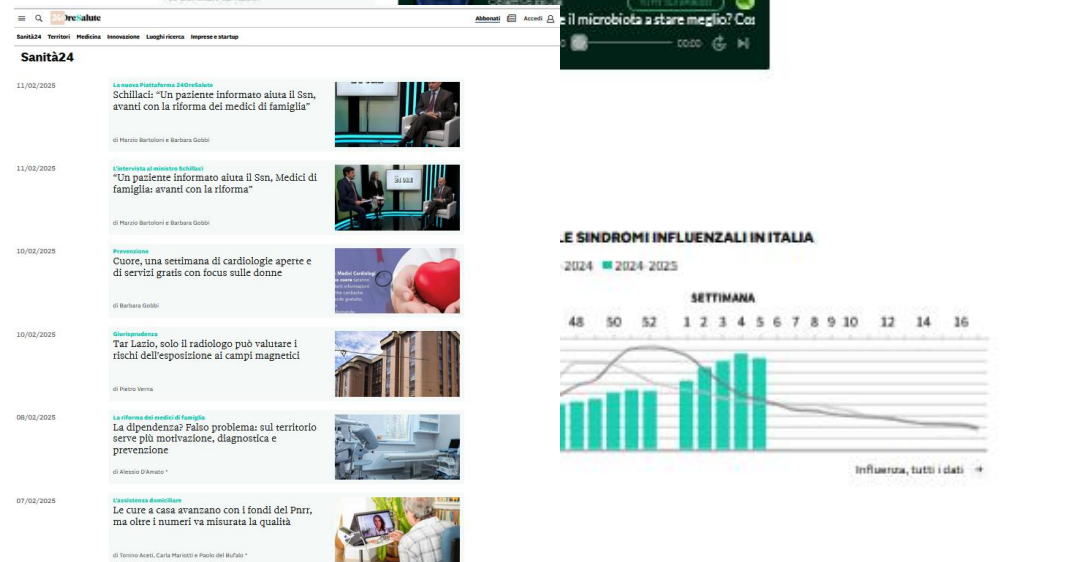
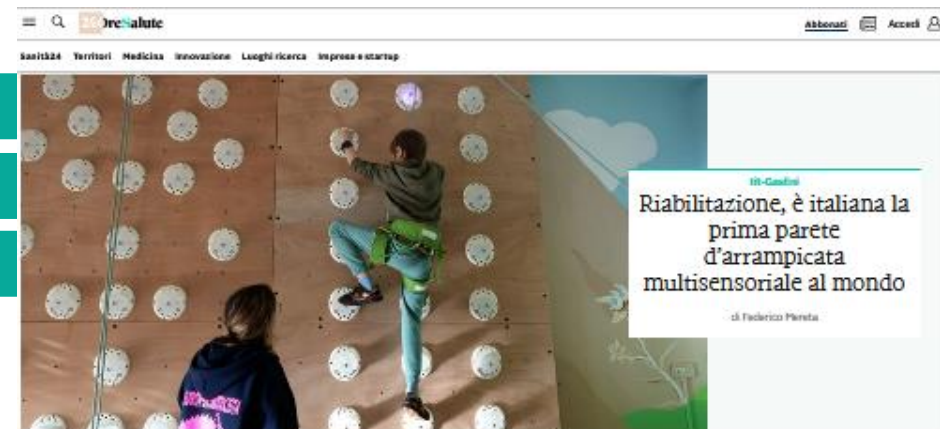
Within the new hub also **Sanità24**, one of the thematic areas of the new 24Ore Salute platform. Authoritative daily information of an economic and regulatory nature on the sector, with in-depth analysis, current health legislation, documents and a focus on the most recent data.

<https://www.ilsole24ore.com/sez/salute/sanita>

More integrated

More multimedia

More complete



REAL ESTATE

ILSOLE24ORE.COM

<https://www.ilssole24ore.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.

24 ORE Real Estate

Venerdì 15 novembre 2019 Mercato Residenziale Finanza immobiliare Report Protagonisti ... Sfoglia il giornale **ABBONATI** a soli 19,90 €

Tem Caldi Nuovo tsee Borse e dazi Ex ilva Venezia Caldaie

PROGETTI
Campovolo, nasce a Reggio Emilia la Rcf Arena da 11,5 milioni di euro

di Maria Vesentini

• San Siro: si a nuovo stadio, no a sviluppi immobiliari
• La biblioteca è la nuova piazza con musica, eventi e giochi per bambini

URBANPROMO
Riqualficazioni, piani urbanistici dimezzati negli ultimi 5 anni
di Maria Chiara Voci

• Case in legno, in un anno da modulo sperimentale a social housing

ANTIFURTO
Sicurezza in casa, come scegliere le telecamere meno piratabili
di Paola Guidi

• Nao, il robot domestico che taglia la bolletta e rende la casa sicura

RISCALDAMENTO
Caldaie, quanto si risparmia con pompe di calore e condensazione. Aspettando l'idrogeno
di Silvio Rezzonico e Maria Chiara Voci

FEDERLEGNO ARREDO
Case in legno, aumenta l'export delle aziende italiane
di Maria Chiara Voci

PROFESSIONISTI
Gli agenti immobiliari sfidano il proptech con app e negozi su strada
di Adriano Lovera

Video

CAPIRE IL MATTONE
Il mattone italiano piace ancora agli stranieri

CASA
Dutch Design Week tra biomateriali e nuove tecnologie

STORIES DI SUCCESSO
Lorenzo Pascucci: "Così sta cambiando il mercato immobiliare"

SIAMO JEDI
Socialcity

CULTURA

ILSOLE24ORE.COM

<https://www.ilssole24ore.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

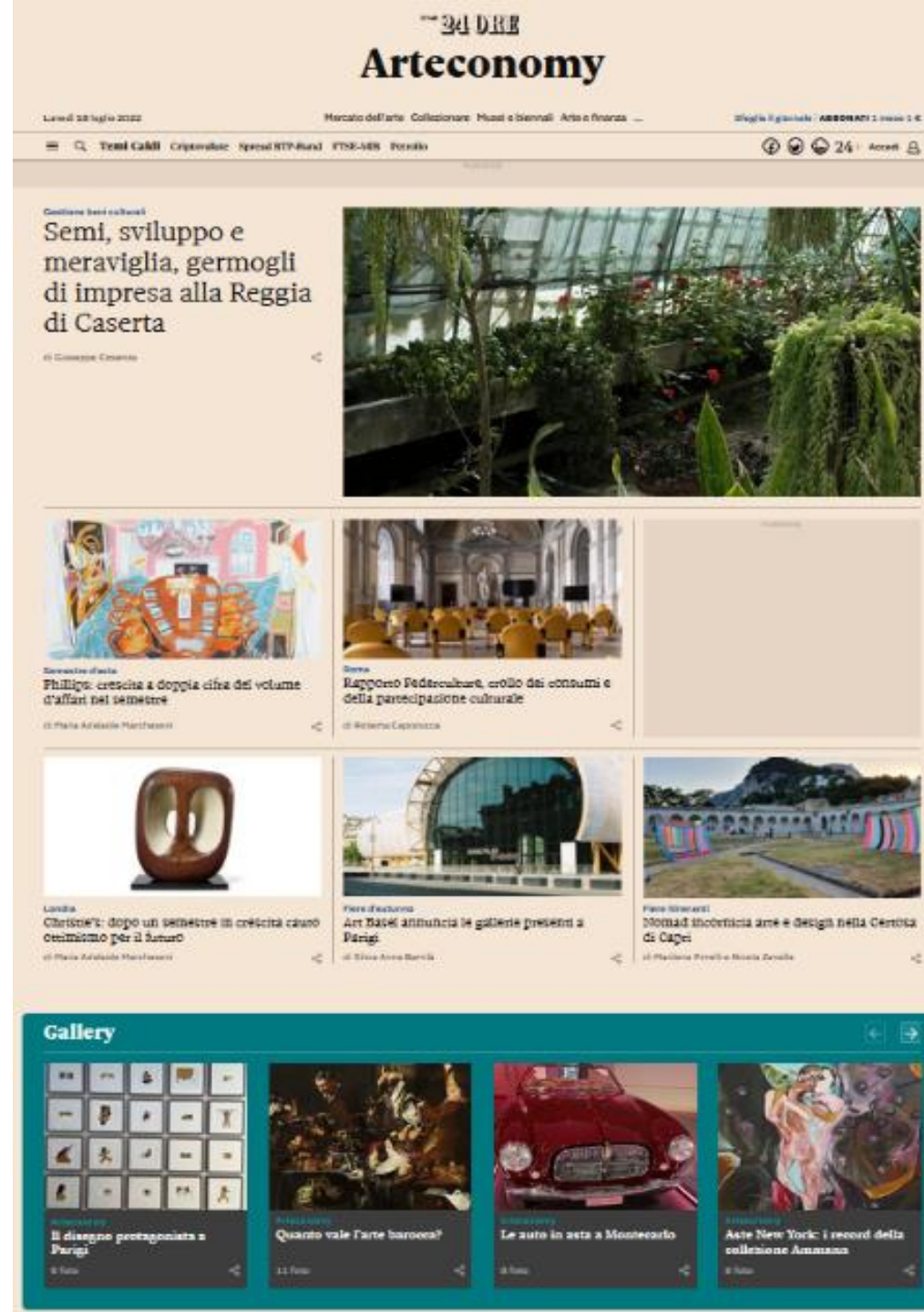
<https://www.ilsole24ore.com/sez/arteconomy>

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.ilsole24ore.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».

Il Sole 24 ORE
Scuola

Venerdì 11 febbraio 2022

Scuola Università Formazione e ITS

Scegli il giornale | **ABDONATI** 2 mesi 19,90€

Temel Caldi In edicola con Il Sole I visual di Lab24 Geo Confidential: nuova serie Podcast: I Presidenti

24 Accedi

Gender gap

Save the children: le materie scientifiche percepite ancora come poco adatte per le ragazze

di Redazione Scuola



L'ordinanza di Bianchi

Dal punteggio al secondo scritto, come cambia (per il terzo anno consecutivo) la maturità

di CLT



Università

Politecnico di Milano e aziende puntano sulle future ingegnere con Girls@Polimi

di Redazione Scuola



La proposta

«Digitazon Tech School» lancia #ProjectGirls per valorizzare le donne nel mondo Tech

di Redazione Scuola



Dopo le proteste

Maturità cambia l'attribuzione del punteggio, le scuole decidono la seconda prova

di Redazione Scuola



TECNOLOGIA

ILSOLE24ORE.COM

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

It is the editorial section of [ISole24ore.com](https://www.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.

Il Sole 24 ORE
Tecnologia

Lunedì 7 febbraio 2022

Economia digitale Fintech Startup Cybersecurity Prodotti ...

Sfoglia il giornale | **ABBONATI** 2 mesi 19,90€

TemI Caldi In edicola con Il Sole Lab24: i visual Osservatorio PNRR Sanremo 2022

24 Accedi

Tecnologia

Educazione digitale, due ragazzi su tre non hanno regole sui social

di Alessia Maccaferri

• Educazione digitale, i ragazzi italiani meno consapevoli rispetto agli europei



Bussola

Dal crypto wallet alla vendita online. Così si crea una opera d'arte Nft

di Luca Tremolada



Fintech

Sbarca CF+, in arrivo b-ilty: con nuovi attori e servizi cresce il banking per Pmi

di Gianni Rucconi



Prodotti

Pixel Pro 6, il migliore smartphone Android che non conosce quasi nessuno

di Luca Tremolada



Viaggio nella DeFi

Controllo decentrato e norme tradizionali: quali regole per la finanza decentralizzata

di Stefano Capaccioli e Marco Tullio Giordano



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>

24 ORE Motori

Giovedì 18 febbraio 2021 Auto Moto Provi Mercato e industria Norme ... Sfoglia il giornale | **ABBONATI** solo € 19,90

Termini e Condizioni In edicola col Sole Fiume di denaro: inchieste I nostri podcast I visual di Lab24

TRANSIZIONE ENERGETICA
Italtv, gigafactory nella ex Olivetti di Scarmagno - Dossier Auto elettriche

Quattro miliardi per la gigafactory italiana

SUPERCAR
McLaren Artura, debutta la ibrida plug-in da 330 km/h
di Simona Pini

OFF-ROAD
Land Rover Defender, arriva il pick up che sfida Jeep e Toyota
di Corrado Canali

* Jaguar Land Rover conferma il piano: gamma 100% elettrica entro il 2030. Investimenti sul design

AUTO
Ford, solo modelli elettrici dal 2030. Investimento da 1 miliardo di dollari a Colonia - Per cambio bombole Gpl e ganci traino addio visita e prova alla Motorizzazione
di Simona Pini

SPORTIVE
Porsche 911 Gt3 al debutto. Ecco com'è la nuova generazione da 510 cv
di Giulia Paganini

MADE IN USA
Tesla è il quarto brand premium più venduto negli Usa nel 2020
di Corrado Canali

Gallery

MOTORI
Nuova Nissan Qashqai, tutte le foto della terza generazione

MOTORI
Porsche 911 Gt3: tutte le foto della nuova generazione

MOTORI
Ford Puma St, tutte le foto

MOTORI
Audi e-tron Gt

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**.

Menu: Sport Olimpici | In evidenza: Ucraina: i servizi sulla guerra | Ucraina: il libro di 24- | Visual e mappe di Lab24 | In edicola con Il Sole | 24 | Abbonati | Accedi


VIDEO: Salute: da ricerca USA le lenti BCL per correggere la miopia | Mosca a Biden: "Insulti dannosi ma serve il dialogo" | La Soyuz si e' sganciata dalla Ios, a bordo due russi e un americano

Sport e innovazione

Basket, la Frecciarossa Final Eighth 2022 raggiunge i 35 milioni di utenti sui canali digitali

Risultati di rilievo per la strategia di influencer marketing della Lega Basket Serie A, con il supporto di Infront, che punta sul potenziamento editoriale dei canali social e sull'attivazione di media partner digitali

di Marco Bellinazzo
28 marzo 2022



Frecciarossa Final Eighth 2022

Ascolta la versione audio dell'articolo

2' di lettura

La Frecciarossa Final Eighth di Coppa Italia che si è svolta dal 16 al 20 febbraio 2022 alla Vitrifrigo Arena di Pesaro, con la vittoria dell'Olimpia Milano, ha raggiunto numeri record sui canali social con 35 milioni di utenti cumulati. Un successo strategico rivendicato dalla Lega Basket Serie A, presieduta da Umberto Gandini, che, grazie alla collaborazione con l'Official Advisor Infront, punta sempre più sul potenziamento editoriale dei canali social, in combinazione con il coinvolgimento e l'attivazione di influencer & media partner digitali per diversificare il "tone of voice" e lo storytelling degli eventi sportivi.

Generation Z e Millennials

Il progetto di influencer marketing che ha coinvolto talent dell'ambito «musica urban», è stato individuato perché coerente e rappresentativo di un target di popolazione e tifosi affine alla pallacanestro. Gli artisti - tra cui Drefgold, Roshelle e Mondo Marcio - sono stati coinvolti non solo con la presenza in parterre, ma anche per sviluppare uno storytelling in grado di coinvolgere il target Gen-Z/Millennials, attraverso la distribuzione di contenuti sui propri canali e su quelli di Lba. I sei media partner digitali presenti, provenienti dal mondo dello sport, fortemente verticali nel basket ma non solo, hanno garantito un incremento della notorietà dell'evento, attraverso un ricco piano di produzione contenuti. Ogni realtà è stata coinvolta con un piano editoriale in linea con il proprio "tone of voice", così da diversificare i contenuti e suscitare interesse nelle rispettive audience di

MODA

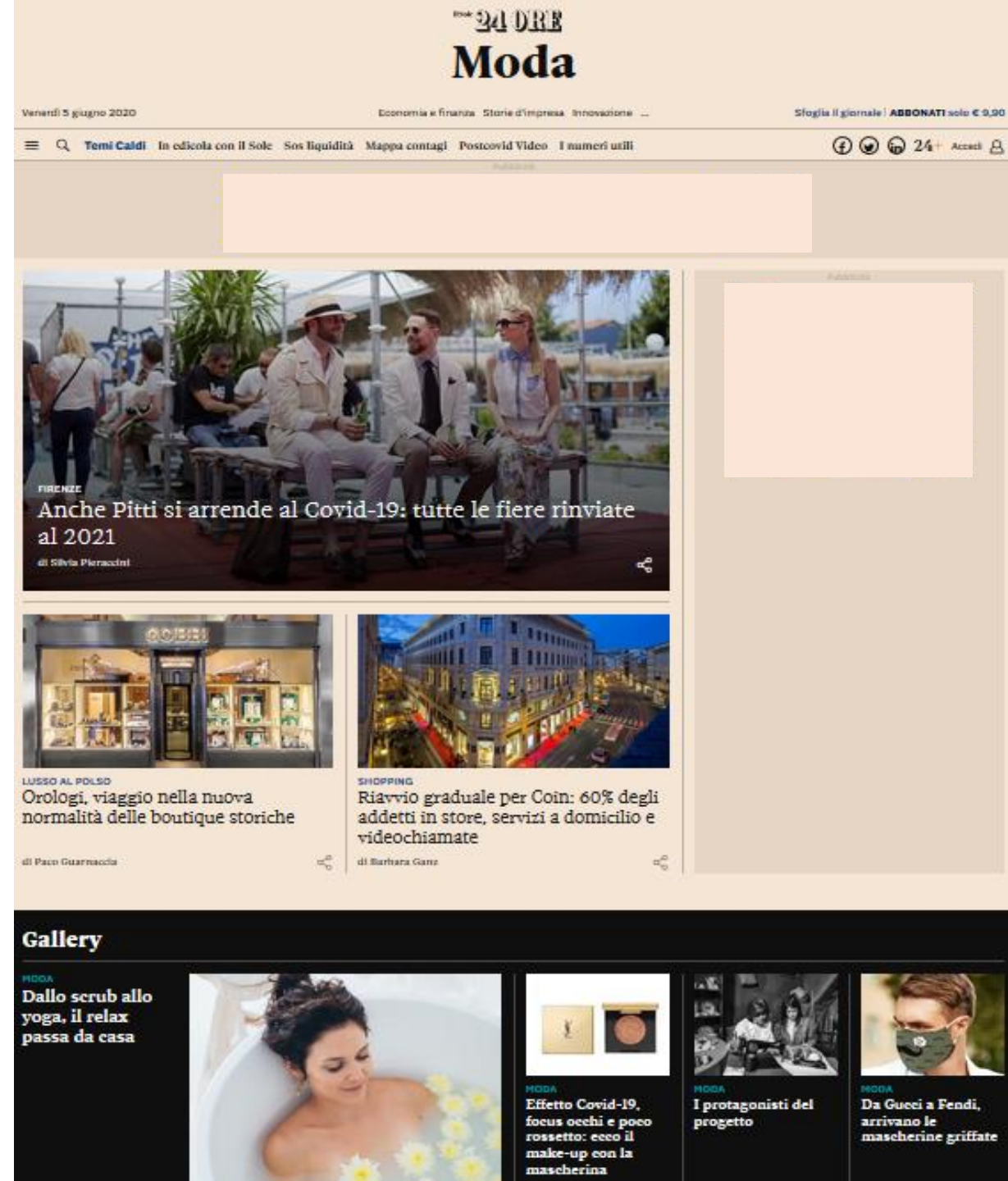
ILSOLE24ORE.COM

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

Moda is the section of 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**



HTSI

ILSOLE24ORE.COM

<https://www.ilssole24ore.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.

How to Spend it

Moda L&L

Temi Caldi

In edicola con il Sole

Le inchieste di Fiume di denaro

Mappa contagi

Postcovid Video

24+ **ABBONATI** [Accedi](#)



GIORGIO ARMANI
DISCOVER THE COLLECTION

16 settembre 2020

giornale
Italia
Itire

[Salva](#) [Commenta](#)

[f](#) [t](#) [in](#)

IN EDICOLA DAL 18 SETTEMBRE

How to spend it: una piattaforma di novità

Dalla carta al web, dai libri ai podcast, dagli eventi on e offline agli speciali moda e design: Il mensile di lusso e lifestyle Htsi si rinnova e diventa un'occasione unica di immersione nel mondo della moda, del design, dell'alta gioielleria, dell'arte, del food. Per un'esperienza a 360 gradi.

di Nicoletta Polla-Mattiot



HOW TO SPEND IT
NIENTE FA IL MADE IN ITALY

3 di lettura

Sono passati sei anni dal lancio in Italia di How to Spend it. Questo giornale è nato con l'idea di raccontare il lato piacevole della vita, selezionando il meglio di moda, arte, design, viaggi, food, ricercando progetti, oggetti e iniziative secondo un'idea guida semplice ma inderogabile: l'ottimismo del fare. Ovvero il bello come motore di sviluppo, il bello come dimensione attiva e produttiva. In breve, il bello che fa bene. Per How to spend it il lusso è innanzitutto servizio. Il nostro lettore può sperimentare, trovare, comprare e condividere tutto quello che legge in queste pagine. A noi il compito di rendergli la vita facile, di far sì che il passaggio da leggere ad agire, dalla teoria alla pratica, sia spontaneo e naturale. Se il lusso è il nostro racconto, la sensibilità assume sfumature sempre nuove e si trasforma nel tempo.

Nei mesi appena passati, ci siamo confrontati con cambiamenti inimmaginabili, abbiamo rivisto priorità e abitudini. Ciascuno ha riscritto il suo mondo personale, affettivo, sociale, professionale, su una nuova scala. Tornare alla normalità non significa ripristinare il passato, ma guardare avanti. La prospettiva che si apre, quando anche la crisi sarà superata, quando l'emergenza sfocerà nel new deal, è un'idea di benessere più matura, di consumi sostenibili, di una personalizzazione più autentica, fatta non di privilegio ma di affinità, di legami ed emozioni condivise.



GIORGIO ARMANI
DISCOVER THE COLLECTION

VIAGGI

ILSOLE24ORE.COM

www.ilsole24ore.com/sez/viaggi

“Viaggi” is one of the sections of 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.

Viaggi Grandi viaggi

In evidenza In edicola con Il Sole I visual di Lab24 Cso Confidential: nuova serie Podcast: I Presidenti

24+ Abbonati Accedi

I NOSTRI VIDEO

Unisce stop esaminatori esterni, si aggrava crisi esami patente

Riforma del Censis: la conferenza stampa di Draghi

Milano, studenti in piazza: "Chiediamo riforma strutturale della scuola"

Verso l'Oceano

Viaggio a Lanzarote, isola austera e poetica tra i vulcani dove la primavera è eterna

L'isola dell'esilio felice di Jose Saramago è un luogo metafisico sospeso fra venti e Oceano: un viaggio fra coltivazioni di malvasia, architettura del paesaggio, distese di licheni

di Mariateresa Montaruli
9 febbraio 2022



« Viages de Paisaje a Lanzarote

I punti chiave

- Un caffè nella «finca» guardando l'oceano
- Il soffio degli Alisei tra gli ulivi
- Dalle viuzze di Tegüise a El Golfo, per un tramonto sull'oceano

Ascolta la versione audio dell'articolo

4' di lettura

José Saramago non ancora Nobel arrivò a Lanzarote nel febbraio del 1993, 29 anni fa. Con la moglie Pilar, metà dei 40 titoli già scritti e una robusta reputazione di intellettuale anticattolico, si stabilisce a Tías, nell'entroterra di Puerto Carmen, nell'isola scelta come luogo di esilio, ma che diventerà casa. Estrema e lunare, conficcata nell'Atlantico a 125 km dalla costa africana, disegnata dal profilo inquietante di 236 vulcani e di innumerevoli bocche magmatiche, l'isola più settentrionale delle Canarie su cui soffiano morbidi gli Alisei plasmata da allora in avanti la scrittura del Premio Nobel 1998 di cui ricorre, quest'anno, il Centenario della nascita. Come il paesaggio, diventerà asciutta, più austera.

Un caffè nella «finca» guardando l'oceano

Dopo il controverso "Il vangelo secondo Gesù Cristo", Lanzarote è l'humus da cui nascono i "Quaderni di Lanzarote", un diario intimo con lettere alla moglie e agli amici scrittori in cui Saramago non disdegna di raccontare di quando, con pennello e un infuso di tè nero, si mise a scurire le fughe tra le piastrelle del pavimento della casa di Tías. A casa, una finca bianca e squadrata contenuta da cactus e muretti di basalto, dalla finestra della cucina, la tavola sempre apparecchiata perché un caffè, come intendeva il lusitano, non lo si negava a nessuno, si contempla l'oceano. E si intravedono le palme, i carrubi, i melograni, la Sierra de los Ajaces e il promontorio

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