

SOCIAL AUDIENCE

L'OFFERTA DI 24ORESYSTEM



SOCIAL-ONLY COMMUNICATION

REASON WHY

SOCIAL-ONLY communication gives our partners the opportunity to **take advantage of the COMMUNITY of our SOCIAL ACCOUNTS** (in this case Facebook and Instagram) as a real new CHANNEL.

A channel that **has as its advantage the achievement of a target complementary to that of traditional media** and a HIGH placement on **social platforms that use different languages and are aimed at a broader audience.**

We want to provide our customer with a **MULTICHANNEL system** with different sales methods aimed at these new MEDIA.



5 PACKS, 2 DIFFERENT OBJECTIVES

Social-Only Media Packages

GUARANTEED REACH OBJECTIVE



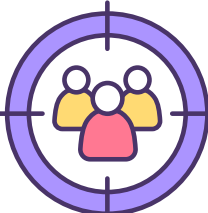
PLACEMENT

THE CUSTOMER BRAND IS ASSOCIATED WITH THE 24 ORE GROUP BRAND



AWARENESS

GIVING VISIBILITY TO ONE'S CONTENT (SITE/PRODUCTS)

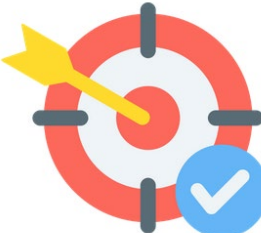


REACH

REACHING THE TARGET SOL/HTSI/RADIO 24 VIA SOCIAL MEDIA

Social-Only Media Packages

PERFORMANCE OBJECTIVE*



TANGIBLE RESULTS

FOR BRANDS THAT HAVE CONVERSION GOALS, LEAD GENERATION, ETC.



QUALIFIED TRAFFIC

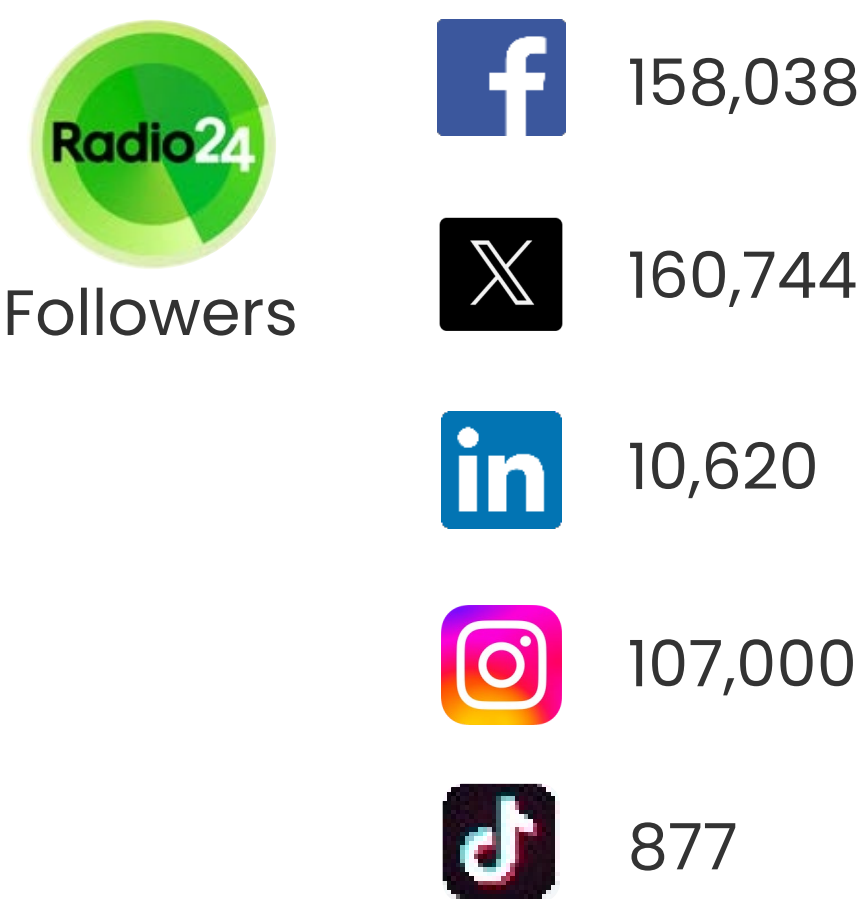
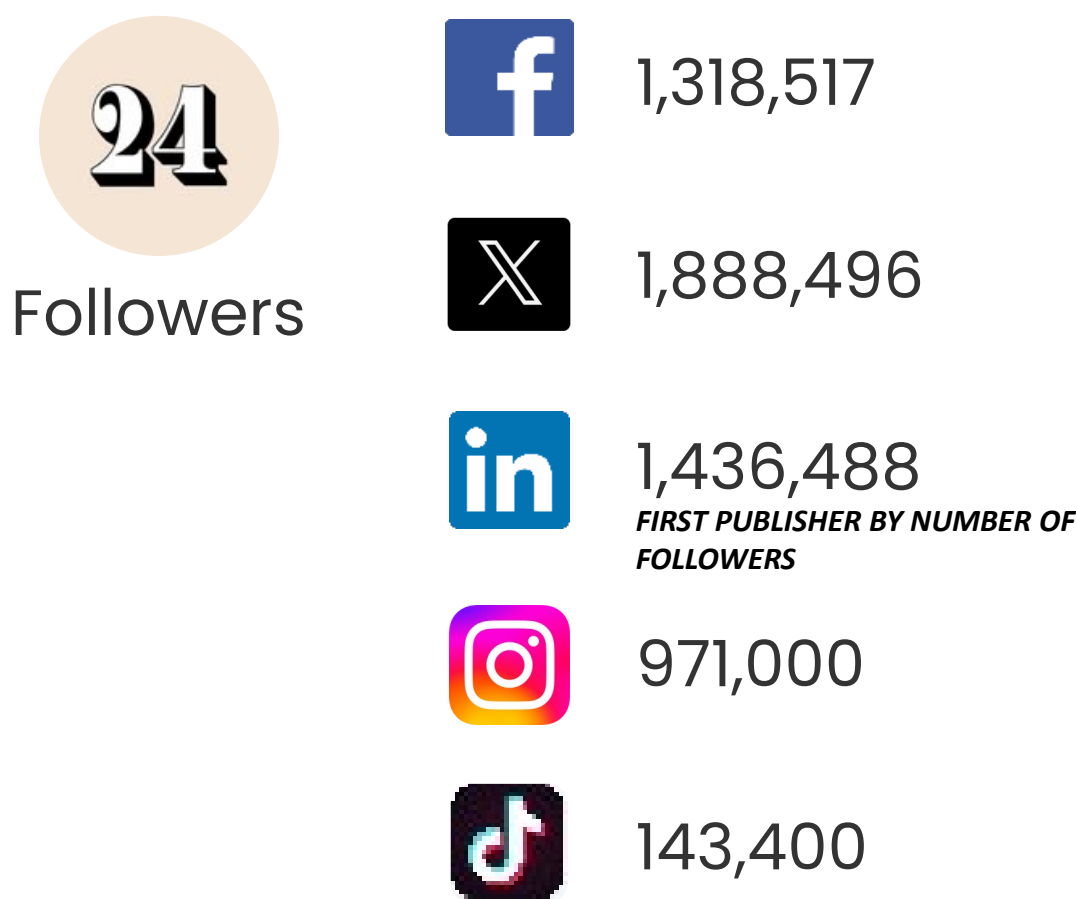
BRING QUALIFIED TRAFFIC THROUGH THE 24 ORE GROUP BRANDS

In the event that the package has a PERFORMANCE OBJECTIVE, an estimate of clicks (not guaranteed) will be communicated during the proposal phase based on the customer and their target audience.

Our SOCIAL AUDIENCE

In addition to the 'traditional' media audiences regularly surveyed by official media research, **the community of Il Sole 24 Ore is extensively complemented by social activities.**

Il Sole 24 Ore recognises the value of **new languages and dissemination tools to effectively engage new target groups** through all communication levers.



SOCIAL-ONLY "SOLE" PACKAGE

24

Campaign in DARK mode / Brand Il Sole 24 ORE

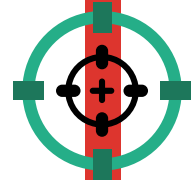
#

All META placements (IG and FB)

*Any exclusions must be communicated during the sales phase



Campaign Duration: 2 weeks



Il Sole 24 ORE Audience

An adult audience (24-64 years old) of professionals with a master's degree, occupying managerial, administrative and academic roles. Main interest in current affairs and digital publishing.

Schedule: Materials must arrive at least 1 week before publication

Any ad hoc requests from customers on targets other than those of the packages indicated here will be evaluated individually.



In the event that the package has a PERFORMANCE OBJECTIVE, an estimate of clicks (not guaranteed) will be communicated during the proposal phase based on the customer and their target audience.



GUARANTEED REACH 1,000,000

ECONOMICS 10,000 €



FASHION SOLE + HTSI package

IG only

24

HTSI

Campaign in DARK mode / Brand Il Sole 24 ORE and HTSI

All Sole 24 ORE META placements (IG)

All META HTSI (IG) placements

*Any exclusions must be communicated during the sales phase

Campaign Duration: 2 weeks

Audience Fashion & Style

It is an adult audience, between 25 and 54 years old, belonging to a high socio-economic group, with significant purchasing power and a lifestyle strongly oriented towards excellence, aesthetics, and experience. They are sophisticated, cosmopolitan, and ambitious individuals, attentive to their status and the image they convey, often purchasing decision-makers even for brands with high perceived value. They have a strong passion for authentic and personalised luxury, favouring products and services that combine quality, craftsmanship, and innovation.

Schedule: Materials must arrive at least 1 week before publication

Any ad hoc requests from customers on targets other than those of the packages indicated here will be evaluated individually.

In the event that the package has a PERFORMANCE OBJECTIVE, an estimate of clicks (not guaranteed) will be communicated during the proposal phase based on the customer and their target audience.



GUARANTEED REACH 900,000

ECONOMICS 12,000 €



ALL IN / SOLE + HTSI package

24

HTSI

Campaign in DARK mode / Brand Il Sole 24 ORE and HTSI

#

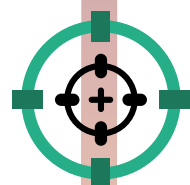
All Sole 24 ORE META placements (FB and IG)

All META HTSI placements (IG)

*Any exclusions must be communicated during the sales phase



Campaign Duration: 2 weeks



Audience Fashion & Luxury

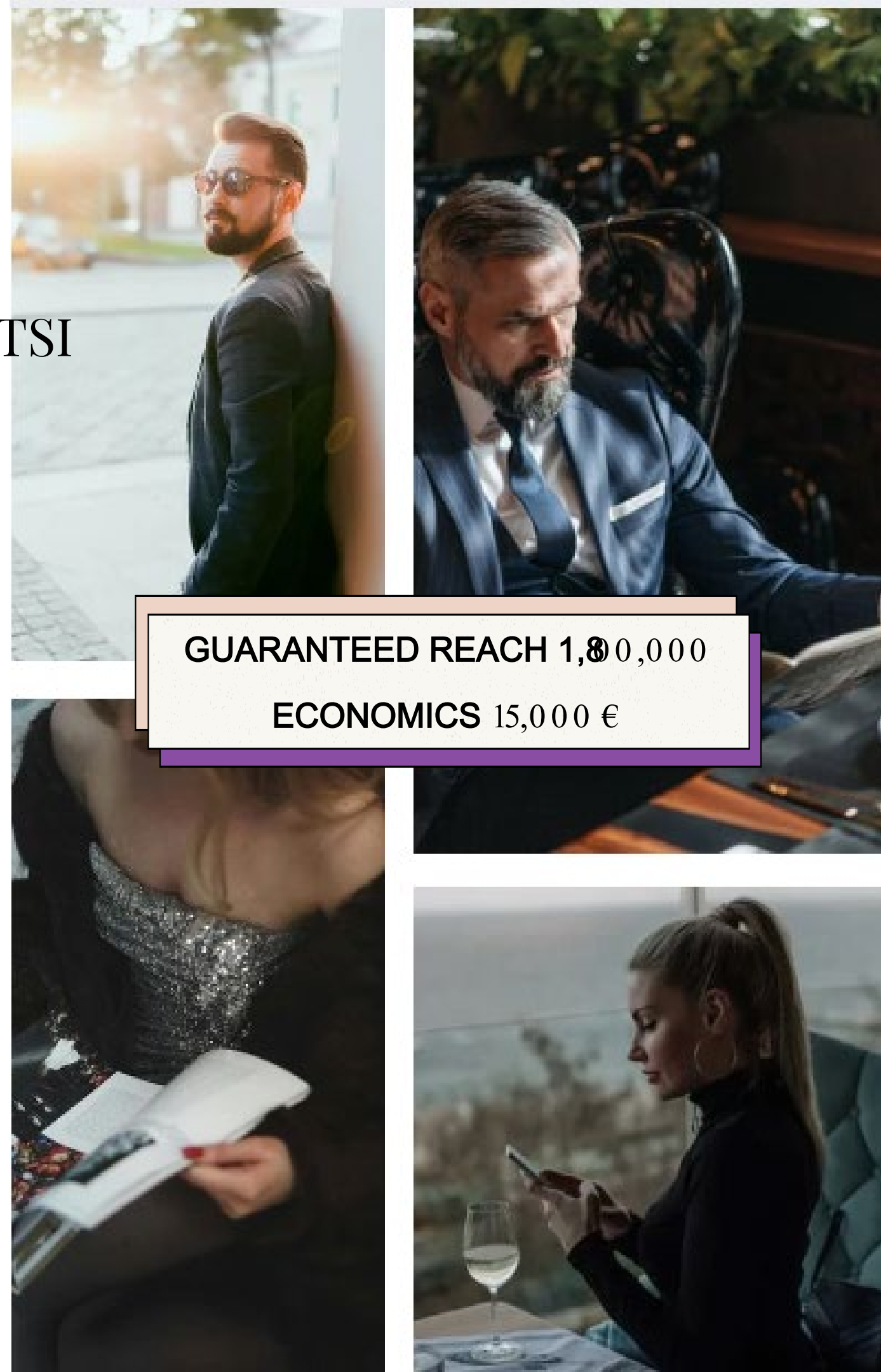
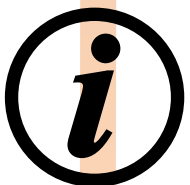
It is an adult audience, between 18 and 64 years old, belonging to a high socio-economic group, with significant purchasing power and a lifestyle strongly oriented towards excellence, aesthetics, and experience. They are highly educated individuals, interested in fashion, high-end articles, first-class travel, journalism, and current affairs.

They have a strong passion for authentic and personalised luxury, favouring products and services that combine quality, craftsmanship, and innovation.

Schedule: Materials must arrive at least 1 week before publication

Any ad hoc requests from customers on targets other than those of the packages indicated here will be evaluated individually.

In the event that the package has a PERFORMANCE OBJECTIVE, an estimate of clicks (not guaranteed) will be communicated during the proposal phase based on the customer and their target audience.



GUARANTEED REACH 1,800,000

ECONOMICS 15,000 €

SOCIAL-ONLY RADIO 24 Package

Campaign in DARK mode / Radio 24 Brand

All META placements (IG and FB)

*Any exclusions must be communicated during the sales phase

Campaign Duration: 2 weeks

Radio 24 Audience

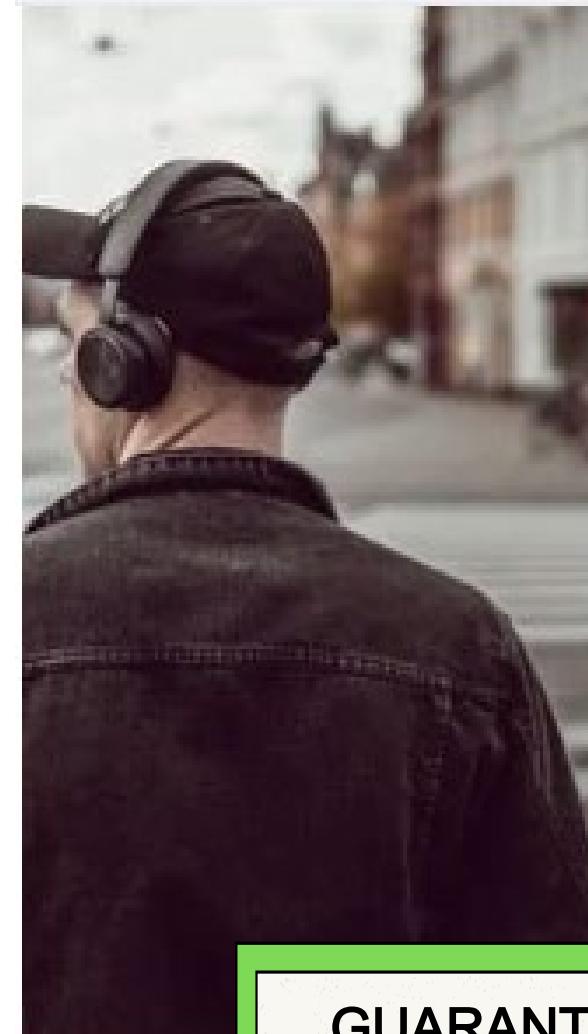
An audience aged 18-64 composed mainly of artisans, traders, freelancers, entrepreneurs, managers, and decision-makers in strategic sectors (economy and finance, technology, insurance, health, mobility, geopolitics, and sustainability). Attention to the young audience of students and young workers, interested in current affairs and innovation, entertainment and media, sports, and debate, with a focus on personal and social growth, strongly active in all Radio 24 programmes.

**We evaluate the possibility of conveying the campaigns through the social profiles of the individual Radio 24 programmes*

Schedule: Materials must arrive at least 1 week before publication

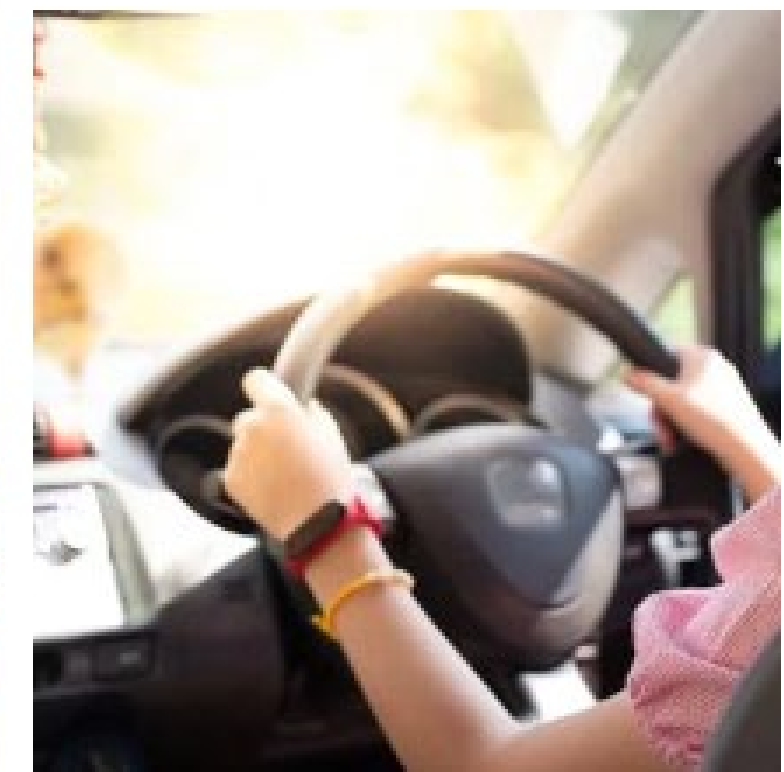
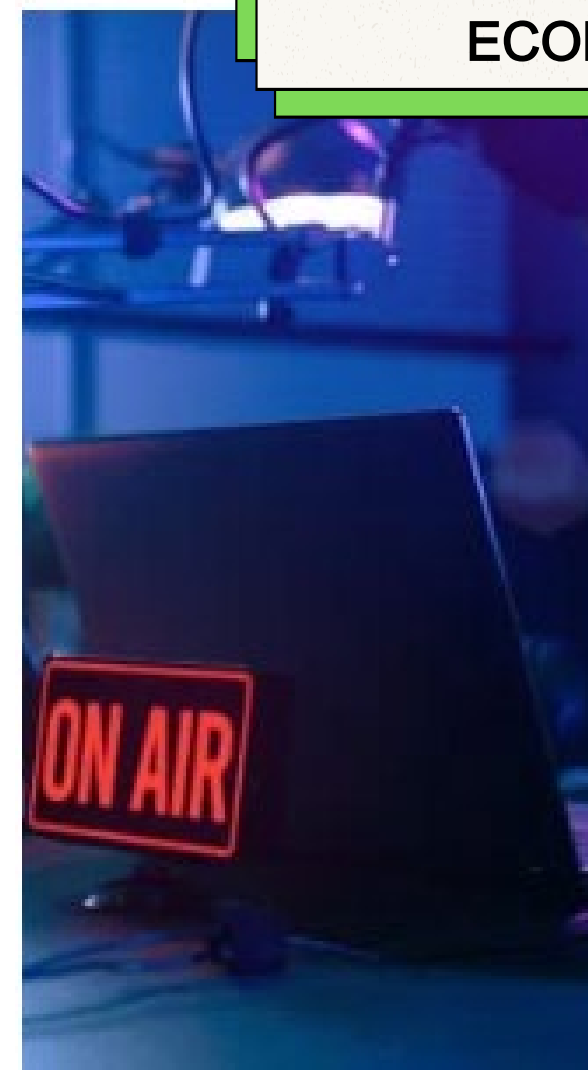
Any ad hoc requests from customers on targets other than those of the packages indicated here will be evaluated individually.

In the event that the package has a PERFORMANCE OBJECTIVE, an estimate of clicks (not guaranteed) will be communicated during the proposal phase based on the customer and their target audience.



GUARANTEED REACH 800,000

ECONOMICS 7,500 €



SOCIAL-ONLY "SOLE" PACKAGE + RADIO 24

24

Radio24

Campaign in DARK mode / Il Sole 24 ORE and Radio 24 Brand

All Il Sole 24 ORE META placements (IG and FB)

All Radio 24 META placements (IG and FB)

*Any exclusions must be communicated during the sales phase

Campaign Duration: 2 weeks

Il Sole 24 ore and Radio 24 Audience

An 18-64 year old audience with a mix of highly qualified profiles with a master's degree, covering managerial, administrative and academic roles – as well as dynamic professionals such as artisans, traders, and decision makers from strategic sectors (economics and finance, technology, insurance, mobility, health, and sustainability). Interest in training topics and themes related to innovation and the quality of information. A young audience composed of students and young workers, interested in current affairs, innovation, entertainment and media, sports, and debate, with a focus on personal and social growth, strongly active in all Radio 24 programmes.

**We evaluate the possibility of conveying the campaigns through the social profiles of the individual Radio 24 programmes*

Schedule: Materials must arrive at least 1 week before publication

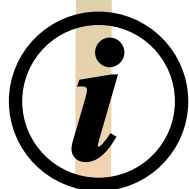
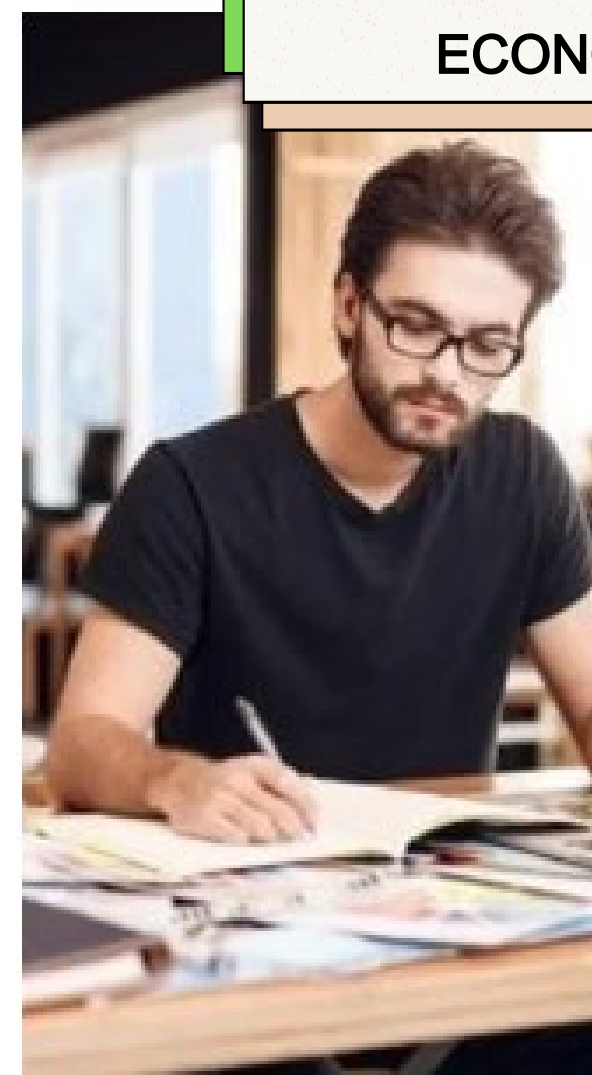
Any ad hoc requests from customers on targets other than those of the packages indicated here will be evaluated individually.

In the event that the package has a PERFORMANCE OBJECTIVE, an estimate of clicks (not guaranteed) will be communicated during the proposal phase based on the customer and their target audience.



GUARANTEED REACH 2,100,000

ECONOMICS 18,000 €



START & SHARE Reach Package

The "turnkey" social media package curated with creativity by 24 ORE SYSTEM

START & SHARE is the ideal solution for companies that want to launch a social campaign in a simple, fast, and professional way, relying on the experience of our creative team.

With this package, 24 ORE System makes its professionals available for the **creation of the graphic materials necessary for promotion, ensuring visual coherence, impact, and adherence to communication objectives**,
Final output for the customer: materials in CAROUSEL format (max 5 images).

What the customer must provide:

- Press kit and informational materials
- Images, logos and visual assets available
- Potential guidelines
- A brief description of the communication and the objective to be achieved

What we do:

- Analysis of materials received
- Creative brainstorming and execution for Meta (Facebook/Instagram)
- Technical setup of the campaign

Schedules and Techniques

- The campaign will be implemented within 7 working days from the complete receipt of the materials
- 1 only rework planned, included in the package

With START & SHARE you can focus on the message; we'll take care of the rest.

For the START & SHARE package, the Economics of the standard packages will be increased by 5%

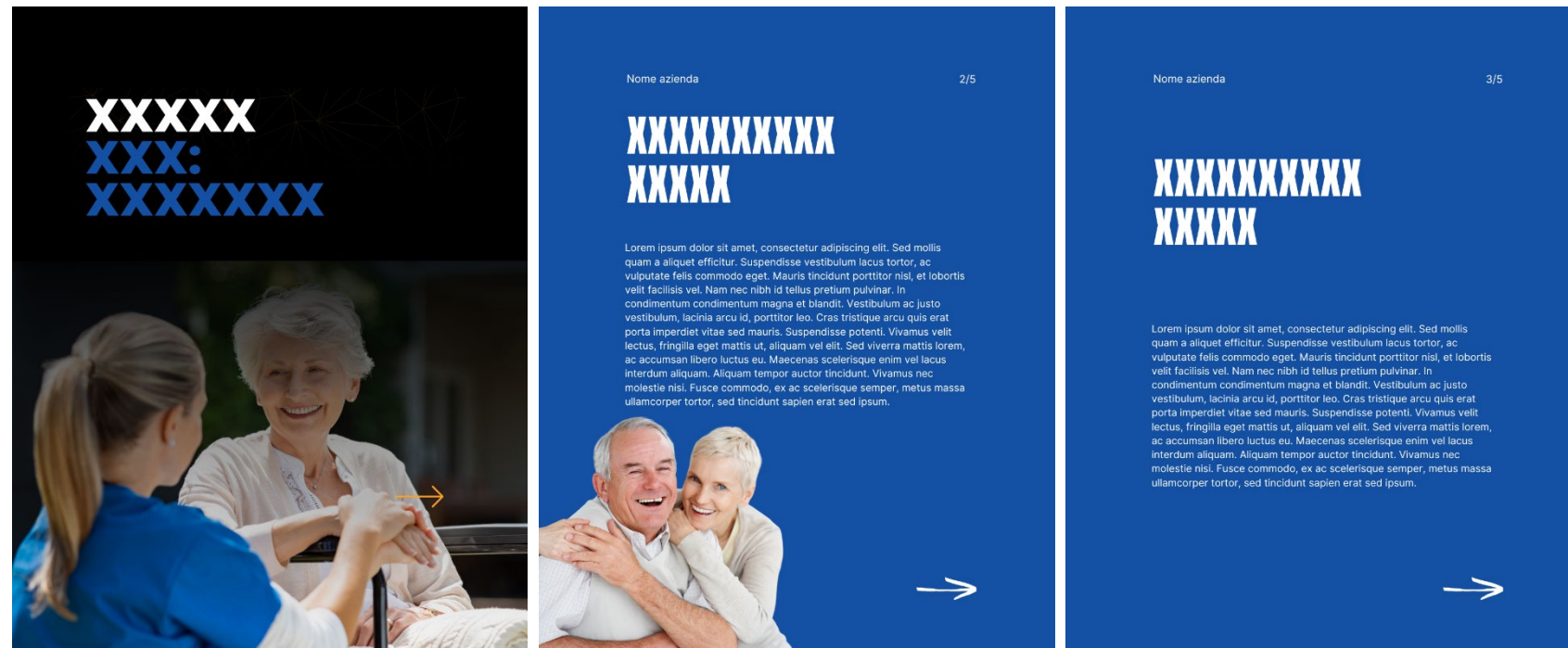


START & SHARE Reach Package

The "turnkey" social media package curated with creativity by 24 ORE SYSTEM

We propose the creation of a **carousel** (up to a maximum of 5 cards), in two different creative options. The individual cards will be adapted to the formats of the various placements on Meta. The creative development will take into account the materials and guidelines provided by the customer.

Option 1



Option 2



PERFORMANCE OBJECTIVE

From today, with all the SOCIAL-ONLY packages, it is possible to take advantage of our qualified audience **also to generate clicks**, enhancing the content in a targeted and effective way.

All our packages can, in fact, be configured with **performance objectives (clicks)**, thus allowing users to be taken directly to the customer's content.

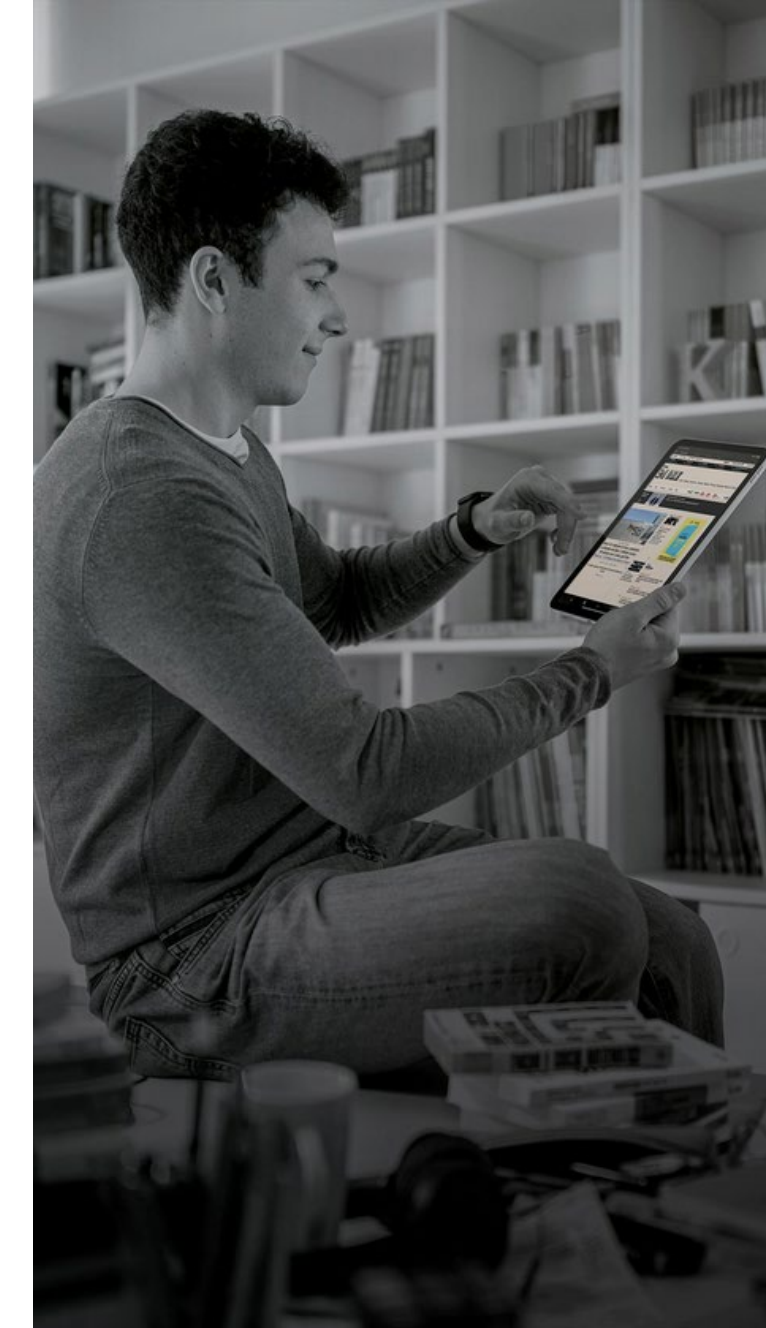
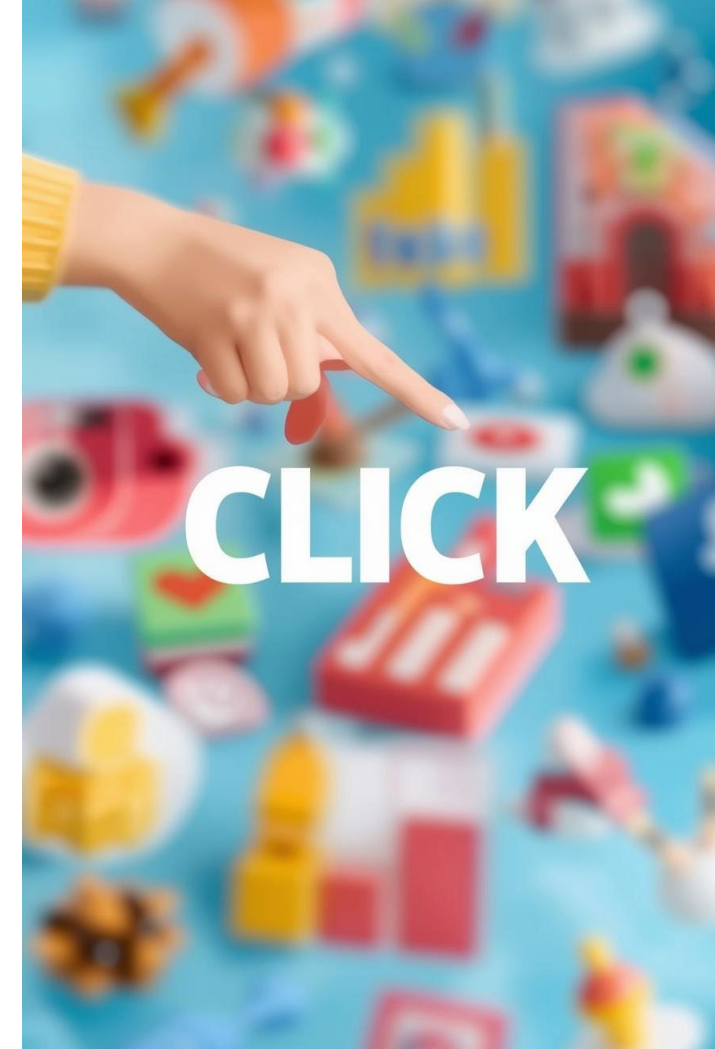
The estimate of clicks* (not guaranteed) that is communicated can be based on all standard packages or even on targeted campaign plans, depending on the objectives and the sector to which the customer belongs.

The final report of the campaign will include the number of clicks recorded among the KPIs.

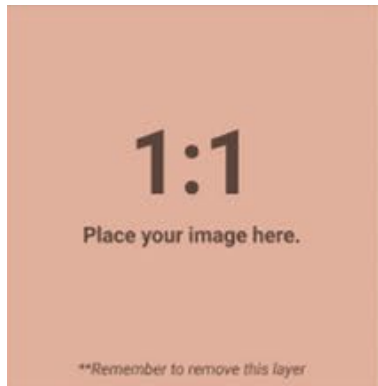
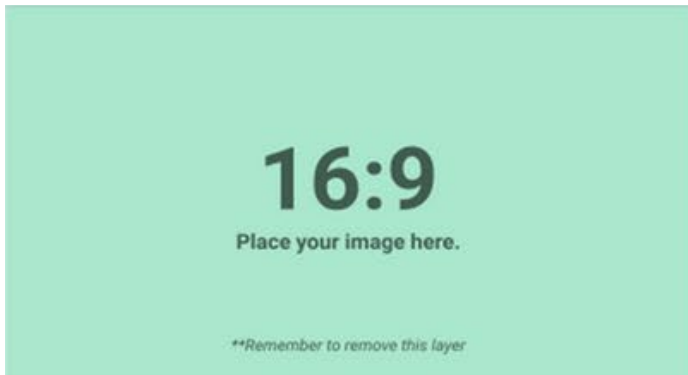
Schedule: Materials must arrive at least 1 week before publication

Any ad hoc requests from customers on targets other than those of the packages indicated here will be evaluated individually.

***The number of clicks that is communicated is estimated and NOT GUARANTEED**



Technical specifications – The required formats

IMAGES	SQUARE FORMAT (1:1) - Resolution: 1440 x 1440 pixels - Recommended format: JPG  1:1 Place your image here. **Remember to remove this layer	VERTICAL FORMAT (9:16) - Resolution : 1440 x 2560 pixels - Recommended format: JPG  9:16 Place your image here. **Remember to remove this layer	HORIZONTAL FORMAT (16:9) - Resolution: 1200 x 627 pixel - Recommended format: JPG  16:9 Place your image here. **Remember to remove this layer
	FEED - Recommended duration: 15-60 sec - Recommended format: MP4 or MOV - Max file size: 4GB	STORIES & REELS - Recommended duration: 15-30 sec - Recommended format: MP4 or MOV - Max file size: 4GB	HORIZONTAL FORMAT - Recommended duration: 15-60 sec - Recommended format: MP4 or MOV - Max file size: 4GB
	VIDEO		

For vertical images, leave the following spaces free to avoid overlapping with the interface:

- Top part: leave 14% (about 250 pixels)
- Bottom part: leave 20% (about 340 pixels)
- Side parts: leave 6% free in the case of Reels

The comments on the POST will not be monitored

The materials received from the customer will be automatically adapted to the various placements offered by META



(example VALLE D'AOSTA HERITAGE)



(example ROMA CAPITALE)



The comments on the POST will not be monitored

Technical specifications – Partnership and copy

PARTNERSHIP

Customers with a Fanpage:

If the customer has an active company page, we activate the **official partnership** between our fan pages and those of the customer.

The procedure includes:

- Sending the partnership request from our social profiles through the platform.
- The customer receives the notification directly on their social media pages.
- Once approved, the partnership will be active.

Customers without a Fanpage:

In the absence of a company page, it will not be possible to proceed with the partnership, but the sponsorship remains clear thanks to the "**sponsored content**" label in dark mode placements.

In this case, there are two operational modes:

1. Insert the customer's name (not clickable) directly into the post copy.
2. Use the wording "ADV for [customer name]" (not clickable).

COPY

The copy can be drafted in two ways:

1. In the first case, the customer provides an **already drafted text**, which will be revised to ensure its alignment with the editorial and stylistic guidelines.
2. In the second case, the customer shares a **detailed brief**, specifying the topics to be discussed, the communication objectives and the desired tone of voice; on the basis of these indications, our team will proceed with the drafting of the copy.

The expected length of the copy is about 50 characters (including spaces) for the title and 150 characters (including spaces) for the body of the text.

The comments on the POST will not be monitored

KPIs provided in the final campaign report

NOTORIETY OBJECTIVE

- **Reach:** the total number of people (single individuals) who have seen the content at least once
- **Impressions:** views of the different placements
- **Interactions:** sum of likes, comments, shares, and reactions

TRAFFIC OBJECTIVE

- **Clicks on the platform:** the total number of clicks on the link on the Meta platform
- **Impressions:** views of the different placements
- **Interactions:** sum of likes, comments, shares, and reactions

The measurement does not include data relating to the viewing or use of the landing page or any other actions after the interaction.