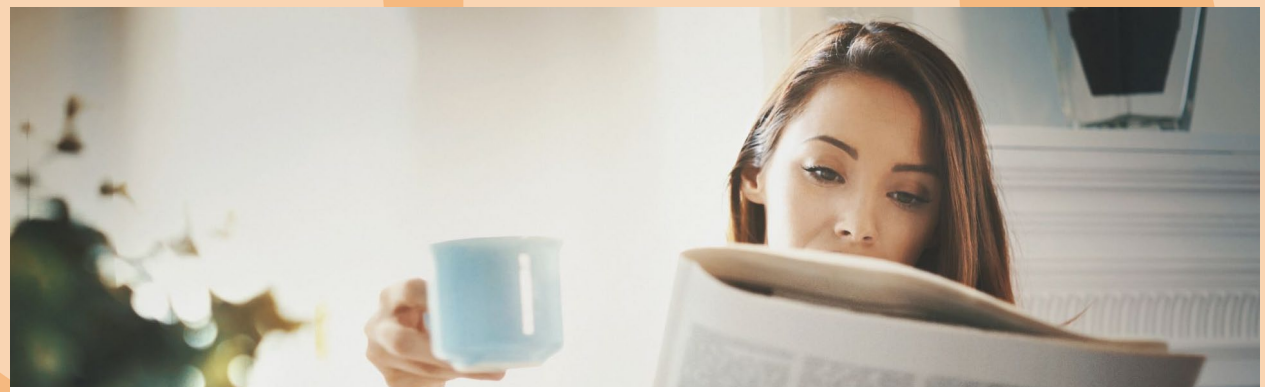








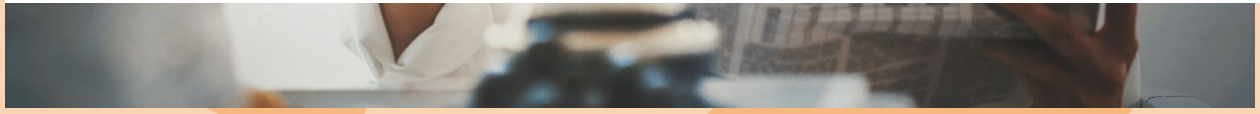






IL SOLE 24 ORE – Reports

24 ORE System













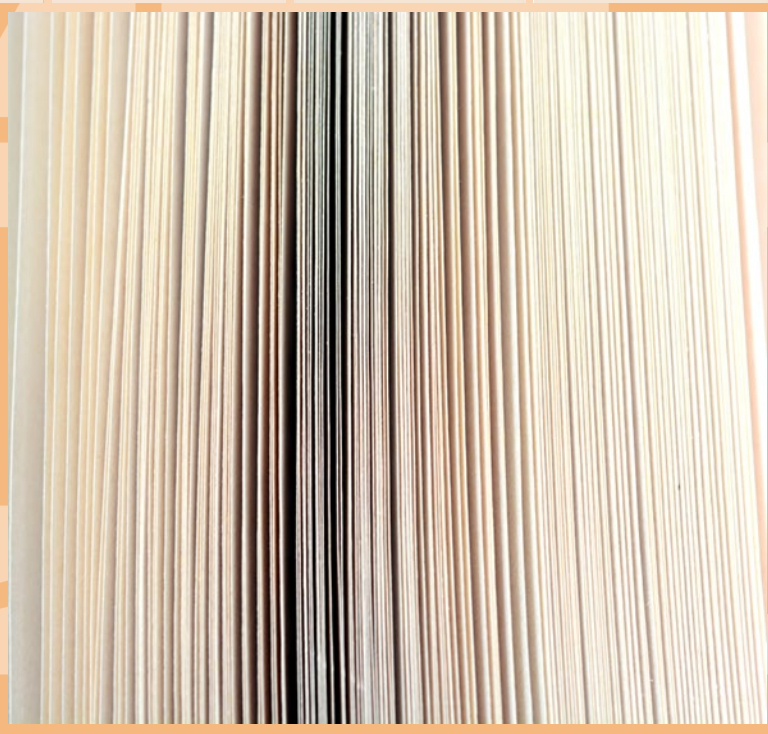












Reports

Reports are targeted analysis and investigations into the world, supply chains and important industries in Italy's economic fabric. They **describe the evolution of the most strategic sectors of the Italian economy,** the performances and strategies of the companies that form part of it, as well as the challenges and new aspects of the market.

Featuring high-quality content and prestigious names, Reports add to the newspaper's information provided and offer an ideal channel for targeted communication relating to the content of the business. **Frequently handed out at trade shows and industry events, Reports cover well-established themed areas that are developed throughout the year.**



Il Sole 24 ORE
The features

715,000 DAILY READERS

HIGH LOYALTY TO THE BRAND
% subscription on total circulation

81%	50%	52%
ILSOLE24ORE	Corriere	Repubblica

IL SOLE 24 ORE OCCUPIES THE 2ND POSITION FOR DIGITAL CIRCULATION IN THE PANORAMA OF DAILY PRESS *

108,438

TOTAL CICULATION
print + digital

DIGITAL COPIES

76,018



(*) net copies of sports newspapers on Monday
Sources: Audipress 2026.2 Print and / or replication (absolute values) ADS May 2026.

Reports
The target and the readers

The **main target audience** is represented by Institutions and operators in the sectors of industry, finance, transport, tourism, export, etc.

Frequently distributed within the sector fairs and events and winners of numerous journalistic prizes, the **Reports cover consolidated thematic areas** that are developed during the year.

The 38% of Il Sole 24 Ore readers is in the **over 55 age group** the one with the **highest spending and investment capacity**. 667 are men and 33% are women.



Source: Audipress 2026.2

Reports

2026 Calendar *

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
13 Men's Fashion Week	3 Quality Certifications	3 Design	12 Wine economy	6 Beauty	3 Company cars and business mobility	7 Motors	22 Women's Fashion Week	1 Nautical Industry	3 Piemonte	1 Motors
27 Exhibitions	10 Private Banking	10 Sustainable Development	21 Design	7 Pet Economy	9 Watches	8 Sustainable Development	29 Sustainable Development	6 Company cars and business mobility	10 Defense & Cybersecurity	9 Aerospace industry
	17 Motors	17 Stars of the South	22 Motorcycles scooters and microcars	11 Food economy	16 Men's Fashion Week	15 Watches		13 Beauty	17 Private Banking	10 Jewellery
	24 Women's Fashion Week	20 Job	28 Transport and logistics	19 Jewellery	23 Private banking	21 Exhibitions		20 Design	18 Watches	15 Company cars and business mobility
		31 Cars and corporate mobility		20 Sustainability Leader	30 Emilia Romagna			27 Sustainable development	24 Campania	
				25 Law Firms					25 Growth leader	

* The calendar may be subject to change

Case history
Some Reports issues scheduled

Reports can be:

-Inside Il Sole 24 Ore

(for example. Industria nautica, Wine, Private banking)

-Ouside Il Sole 24 Ore (second section of the Newspaper)

(for example. Motori, Orologi, Gioielli)













Reports Digital

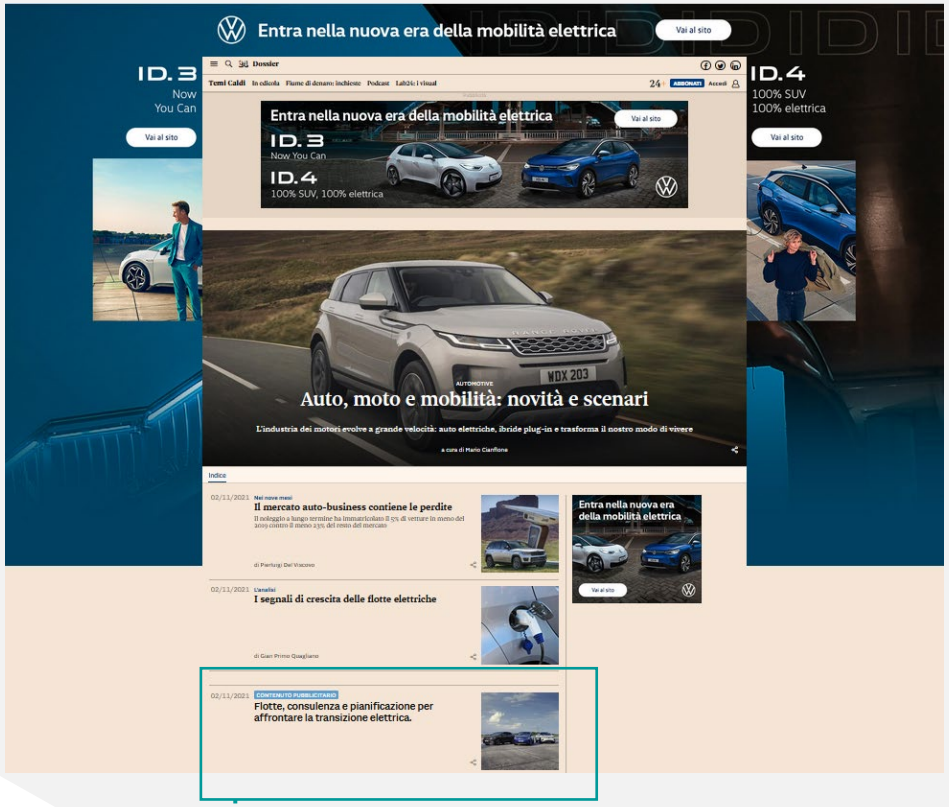
The **Reports** are also available **online** on the **Sole24ore.com** website within the relevant editorial section.
Sponsorship can take place in different ways:

- **PACKAGE 1 - 6K**
  - **Monographic Display** in page (100% Sov) Skin, Masthead, Mpu Top
  - **Display planning with monographic** in reference section (180,000 Imps)

- **PACKAGE 2 - 8K**
  - **Monographic Display** in page (100% Sov) Skin, Masthead, Mpu Top
  - **Push support planning** in Brand Connect band position (3,5 MIO Imps)

- **PACKAGE GOLD 20K** (with **advertising content**)
- **PACKAGE PLATINUM 25K** (with «**created for» content**)

Gold and Platinum offers include :
- **Display monographic** in page (100% Sov) Skin, Masthead, Mpu Top
- **Push support planning** in Brand Connect band position (2 MIO. Imps)
- **FB and LinkedIn post and Dossier launch**
- **Sponsored FB and LinekdIn post** («Advertising content» or «Created for»)
- **Amplify campaign** Facebook



For the **gold and platinum** packages, the branded content is contextualized in the dossier and relaunched by the hp of the dossier.
Amplify activities are available asking directly to the Brand Connect account

A COBRAND PROMOTION PLAN IS PROVIDED FOR ALL PACKAGES ON: SITE (BANNER) SOCIAL (LAUNCH POST) EMAIL MARKETING (DEM)

* All editions of the individual thematic reports will be placed into the same digital dossier.