

HTSI
24 ORE

HTSI



24 ORE
System

HTSI – MEDIAKIT



24 ORE HTSI

An iconic brand. In Italy since 2014 thanks to a collaboration with the international Financial Times Group, which has been publishing the English edition of the magazine for years.

The Italian world of *How To Spend It* is unique — a place where everything becomes **immersive experience and excellence in craftsmanship**. It is both real and global, with an **international vocation**, while always maintaining a strong focus on Made in Italy excellence.

Over the years, the editorial plan has evolved into an **integrated system**, implementing a cross-media platform that extends from the print magazine to the digital edition, featuring web-only original content, new video and audio formats updated daily, as well as the organisation of exclusive events and an extensive production of books and podcasts.

After ten years of editorial success, *How To Spend It* evolves and transforms into a **visual narrative on the new Il Sole 24 ORE television channel with the HTSI Collection TV format**.



24 ORE HTSI THE PLATFORM



Magazine



Specials



**ilsole24ore.com,
app, social channels**



**Books and
podcasts**



"How to"



**Cross-media video formats
(TV, digital)**

24 ORE HTSI THE TARGET

HTSI addresses the business elite and top spenders, speaking to influential people in a language reflecting their habits and lifestyle.

The reader is active, involved and aware, with a high socio-economic profile and significant personal wealth, and a high sensitivity to stimuli and signals, including advertising ones.

The typical reader has a high level of education.

An ELITE target audience with a 50% female component.

25% of *How To Spend It* readers fall within the 25-44 age group.*

HTSI readers own two or more credit cards (347), spend significantly on **clothing and accessories (235)**, and frequently wear **high-value watches (248)**. Women follow fashion closely, reading magazines and visiting fashion websites regularly (267). Men spend a lot **on toiletries and cosmetics (273)****. They enjoy **travelling** and spend two or more weekends per month away from home (366), frequent spas and wellness centres (282) and cultural festivals (329). They also spend substantially **on home furnishings (279)****.



HTSI FIGURES

Circulation 99,000 print + digital copies

Readership 398,000 readers per issue

Source: Publisher and Concessionaire estimates, July 2026

DISTRIBUTION IN ELITE CONTEXTS

- Major Fashion/Luxury Trade Fairs
- Opening nights of the most prestigious exhibitions organised by 24 Ore Cultura
- Special distribution in suites and lounges of Italy's most exclusive hotels, spas, clubs and golf clubs
- Showroom during the **Salone del Mobile and Milan Fashion Week**

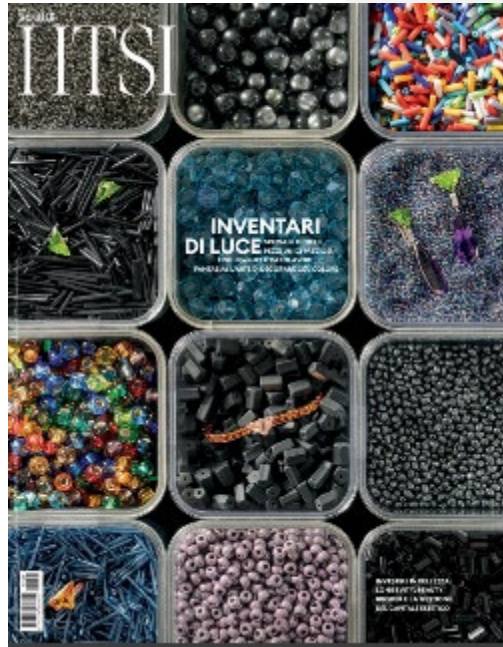
Mandatory sale with Il Sole24 ORE on publication day at €1.00 in addition to the price of the newspaper. From the following day at €2.00 in addition to the price of the newspaper.



THE MAGAZINE

An iconic brand within the luxury universe of Sole24Ore.

The target audience is both male and female, reflecting the readership of the daily newspaper. It is highly targeted and interested in intelligent investment in beauty and wellbeing, personal and social image: fashion and cosmetics, design and art, collecting and travel, technology, cars, yachts, fine dining and wines.



SPECIAL ISSUES

SUPERIOR INTERIORS

Two issues in which the design of HTSI/Superior Interiors is expressed in a comprehensive, lifestyle-oriented way.



FASHION, SUSTAINABILITY and ART

Two issues entirely dedicated to fashion, sustainability and the art world.



2026 SCHEDULE

Issue number	Cover	HTSI/Specials	On-sale date	Materials submission deadline
147	January	HTSI Focus: Men-Wellbeing-Motoring	16 January 2026	16/12/2025
148	February	HTSI SPECIAL ISSUE - Special Event	20 February 2026	03/02/2026
149	March	Fashion and sustainability	20 March 2026	03/03/2026
150	April	Superior Interiors	24 April 2026	02/04/2026
151	May	Beauty/jewellery Focus - The Beauty Economy	22 May 2026	28/04/2026
152	June	HTSI Men's Fashion Pitti/Milan + Hi-Tech & Motoring Focus	19 June 2026	28/05/2026
153	July/August	HTSI Focus: Outdoor & Yachting	17 July 2026	30/06/2026
154	September	HTSI Men's/Women's Fashion	18 September 2026	31/07/2026
155	October	A passion for Fashion	9 October 2026	22/09/2026
156	October	Superior interiors + Special Issue – ART	30 October 2026	08/10/2026
157	November	HTSI Focus: Beauty (+ fragrances and beauty treatments) + Jewellery	20 November 2026	03/11/2026
158	December	Christmas Special (Food & Wine) + Men's and Women's Watch Focus	11 December 2026	24/11/2026

Please note that any non-scheduled operations on individual issues (cover gatefolds, special inserts, other initiatives) may require earlier **closing date** and, consequently, earlier delivery of materials than indicated in the above schedule. The Print Operations team will confirm closing dates on a case-by-case basis.

THE HTSI SECTION WITHIN IL SOLE 24 ORE.COM WEBSITE

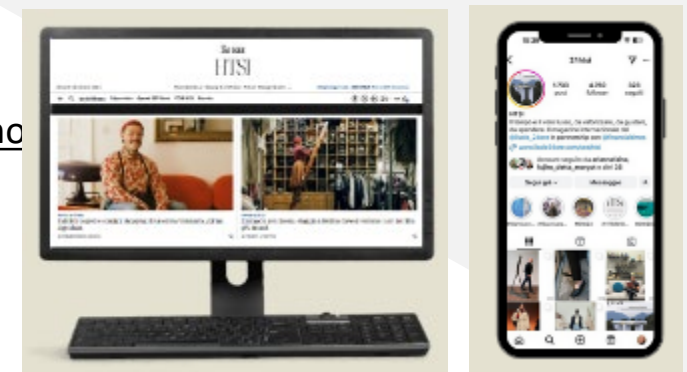
Fully integrated within Il Sole 24 Ore, the HTSI digital section complements the content of each issue with real-time in-depth coverage of the worlds of beauty and fashion, the latest trends, design, as well as art, collecting, travel, technology, cars, yachts, fine dining and wines, and much more.

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

The Instagram channel is available at the link
[24htsi_howtospendit](https://www.instagram.com/24htsi_howtospendit)

Each issue of HTSI is also available via the Sole 24 ORE digital viewer:

<https://www.quotidiano.ilsole24ore.com/?anno=2022&day-from=01&day-to=31&mese=12&giorno>



THE HTSI NEWSLETTER

HTSI is IlSole24Ore newsletter that every Friday brings you the very best of the high-end market: **fashion, design, travel, watches, jewellery, food, wine, sport and wellbeing.**

A further multimedia enhancement through the careful selection of the **most relevant news from luxury brands and luxury goods.** Insights into trends, must-attend events and places to be, concluding with success stories and the pleasures of leisure time.





After ten years of editorial success, How To Spend It evolves and becomes a visual narrative.

HTSI TV is the new television and digital space where contemporary luxury culture meets the journalistic quality of *Il Sole 24 Ore*.

A project conceived and produced by the HTSI editorial team in collaboration with the Video Content Factory of the *Il Sole 24 Ore* Group, bringing the magazine's perspective and style to television across art, fashion, design and lifestyle.

Exclusively on *Il Sole 24 Ore* TV and ilsole24ore.com/HTSI



24 ORE
HTSI

LIGHTS. CAMERA. ACTION! WHY HTSI TV

Editorial elegance meets the power of video storytelling

- Premium TV space dedicated to contemporary luxury
- High-quality video production
- Selected target audience, amplified across TV, digital and social
- Brand storytelling in an editorial key, never promotional
- Cross-media presence across all Il Sole 24 ORE Group channels



24ORE
HTSI

TV

HTSI COLLECTION

Monthly format from February 2026

From February, **HTSI Collection** will be the monthly programme dedicated to the world of contemporary luxury.

Each episode will be a collection of stories, people and visions: fashion, art, design, sustainability, time and lifestyle.

The première will take place during the celebratory HTSI event, featuring exclusive interviews and backstage content that will flow into the March episode as the debut narrative of the new format.



HTSI

CELEBRATORY EVENTS

2022 – 100 issues of How To Spend It

2023 – Rebranding: How To Spend It becomes HTSI, aligning with HTSI UK. The logo becomes MORE VERSATILE AND CONTEMPORARY

February 2024 – 10 years of HTSI (2014 – 2024)

July 2024 – Summer Experience event with Fornasetti

February 2025 – Luxury Brand Award: an international jury awards the 10 best start-ups in the luxury sector

February 2026 – HTSI SPHERE

With the launch of the TV channel, HTSI completes a new 360° evolution and reaches a full, complete, three-dimensional form: the sphere. A symbol embodying continuity, harmony and constant movement.



'HOW TO' EVENTS

EVENTS CREATED WITH AN HTSI-ALIGNED ADVERTISING PARTNER

A format conceived to narrate a brand's reality through the know-how of How To Spend It.

Events with a strong experiential component and a high level of discovery, reserved for an extremely well-profiled audience by target and interests.

True “jewel” moments, tailor-made and dedicated to what is worth purchasing, experiencing and appreciating.

The event includes a talk hosted by Nicoletta Polla Mattiot, who engages in conversation with an expert on a topic aligned with the event and relevant to the client.



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HTSI

COMMUNICATION OPPORTUNITIES
BRANDED CONTENT

PARTNER OPPORTUNITY / BRANDED CONTENT

HTSI

PRINT

- Advertorials
- Premium positions with special formats
- Targeted direct mailing initiatives
- Inserts developed in collaboration with a Brand Partner
- Other initiatives.....(TBD with editorial team)

DIGITAL

Digital formats "created for" developed in collaboration with the editorial team of How To Spend It:

- HOW TO STORIES: videos and/or podcasts and/or photo gallery. Storytelling conceived as style guides and editorial features built around shared themes and sponsored by the brand, with product placement opportunities.
- COMPANY TOUR: Videos and/or podcasts and/or photo gallery. HTSI visits the places where luxury is created, for brand storytelling rooted in "made in".
- BACKSTAGE: Videos and/or podcasts and/or photo gallery. The narrative of a significant brand moment: a fashion show, an event, a photoshoot, through the HTSI lens.

IL SOLE 24 ORE TV

- Exclusive visibility and authorial language
Brand partners can enter the HTSI TV universe through Special Features
- Short visual narratives curated by the HTSI editorial team and produced by the Video Content Factory of the Il Sole 24 ORE Group.
- Elegant, cinematic storytelling, perfectly integrated into the HTSI editorial style.

PRINT PARTNER OPPORTUNITY (I)

ADVERTORIALS

In collaboration with the Brand Partner, based on a brief and materials provided directly by the client, the editorial team creatively reinterprets the message in line with the publication's look & feel.

The added value lies in the fact that all materials are reworked and laid out directly by the HTSI editorial team in close collaboration with the client.

Please note: The deadline for material delivery must be brought forward by 10 days compared to the calendar schedule.

ADVERTISEMENT FEATURE



NEL CUORE DEL PORTO

Due storiche realtà della Valle del Douro, con approcci produttivi diversi, ma legati dai medesimi obiettivi: produrre un vino corposo, elegante e longevo, in sintonia con le caratteristiche del paesaggio portoghese, nel segno della tradizione e dell'innovazione.

Fondatori nel 1850 della famiglia di uccelli William e John Graham, la cantina Graham è una delle più antiche del Porto, con un ricco patrimonio di uccelli e vini. La cantina è stata restaurata e oggi è un luogo di incontro per i visitatori, dove si possono gustare i vini e conoscere la storia della cantina. La cantina è situata in una delle più belle zone della Valle del Douro, dove si possono ammirare i vigneti e i paesaggi.

La Casa Adriano Ramos Pinto, fondata nel 1860, è una delle più antiche cantine del Porto. La cantina è situata in una delle più belle zone della Valle del Douro, dove si possono ammirare i vigneti e i paesaggi. La cantina è stata restaurata e oggi è un luogo di incontro per i visitatori, dove si possono gustare i vini e conoscere la storia della cantina.

GRAHAM'S
PORTO

RAMOS PINTO
PORTO

PRINT PARTNER OPPORTUNITY (II)

INSERT WITHIN THE MAGAZINE

The insert, **entirely editorial**, is a true Special (in this case 8 pages) **created by the HTSI editorial team** based on a brief and materials provided by the client, and **bound within the magazine's pagination**.



Reference Santoni

PRINT PARTNER OPPORTUNITY (III)

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INSERT ATTACHED TO THE MAGAZINE

The insert, **entirely editorial**, is an external Special supplement attached to the magazine, **in the same format as HTSI and distributed across the full print run**. Produced by the HTSI editorial team in collaboration with the Brand Partner based on a brief and archive or *ad hoc* materials.

Reference: SICIS



PRINT PARTNER OPPORTUNITY (IV)

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COVER GATEFOLD (1 to 3 PANELS)

PRINT PARTNER OPPORTUNITY (V)

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FULL PAGE/DOUBLE PAGE ADV
AND SAMPLE INSERTION WITH
GLUE DOT



DIRECT MAIL: OPPORTUNITY TO
DISTRIBUTE CATALOGUES,
INVITATIONS AND SAMPLES
TOGETHER WITH THE
MAGAZINE TO A PROFILED
READER LIST.

DIGITAL PARTNER OPPORTUNITY (I)

“CREATED FOR”

“CREATED FOR” is designed to place the brand at the centre of **a story to be built together**.

The client identifies a topic of editorial interest to be developed in an article (approx. 4,000 characters), produced by the Media Factory of the Il Sole 24 ORE Group using materials provided by the client, **thus creating relevant and newsworthy branded content**.

The article will **be published in-feed** within the HTSI section, identified by the header: “CREATED FOR [CLIENT NAME]”

Digital branded content “Created for” will be **supported by an advertising and Instagram social campaign** to amplify visibility.

Video and audio content created under this format will be featured in dedicated strips within the HTSI section alongside editorial VIDEOS and PODCASTS.

Both content types are hosted within the HTSI section of Stream24 on ilsole24ore.com and on the Brand Connect page within the Stream24 area.



LAYOUT EXAMPLE / “CREATED FOR”
BRANDED CONTENT

DIGITAL PARTNER OPPORTUNITY (II) ADVERTISING CONTENT

FEATURES

- Integrated layout
- Insertion in the editorial context
- No editorial characterisation of the content

This product offers the client a layout-contextualised space in which to publish promotional content.

Communication is strictly product/service or brand-focused (Client Press Release) and does not benefit from any editorial characterisation.

The article will be placed within a site page in the HTSI editorial subsection and must include:

- **Headline**
- **Image**
- **Body copy**



Example of “advertising content”



Organic Instagram post

SOCIAL ACTIVATION



FASHION & LUXURY



Instagram is HTSI's reference platform and integrates into the digital ecosystem, offering an additional communication opportunity for partners.

- 1 Post (or Carousel) and Stories on HTSI IG
- 1 Post (or Carousel) and Stories on SOLE IG

Duration: 2 weeks

Target: AUDIENCE INTERESTED IN FASHION/ LUXURY

- An adult audience (25-54 years) passionate about luxury and characterised by high spending habits. Interested in luxury watches, haute couture, frequent first-class travel, interior design, health and wellbeing. Regular attendees of exclusive events such as fashion shows and luxury resorts.
- Creativity: The client provides two creative assets (photos, images or videos) in the required dimensions and the destination link. Copy is created by Brand Connect and submitted to both the client and the publisher
- Output: Creative assets will be published in dark mode placements in Feed (Post) and Stories on Instagram
- Timing: Materials must be delivered at least 1 week prior to publication

!!! In the ONLY SOCIAL HTSI package, the logo displayed alongside the client's will be that of HTSI and SOLE for both campaigns.

Any ad hoc requests from clients for different targets or budgets beyond standard packages will be evaluated individually.

REACH
900,000

TV PARTNER OPPORTUNITY

SPECIAL FEATURE

Each visual narrative celebrates the identity of the Brand Partner

Brand partners can enter the HTSI TV universe through Special Features: short visual narratives curated by the HTSI editorial team and produced by the Video Content Factory of the Il Sole 24 ORE Group.

Filmed with a dedicated crew in a location symbolic of the brand, the video stages — through an interview conducted by an HTSI contributor — the partner's aesthetic universe, values and vision.

A sophisticated, visually evocative content piece, perfectly integrated into the programme context, designed to enhance the brand's identity and style with refined editing and a royalty-free soundtrack.

During the first 30 seconds of the video, the following disclaimer will appear on screen: "This programme contains brand placements for promotional purposes."



BROADCASTING AND CROSS-MEDIA VISIBILITY

ILSOLE24ORE TV

The episode will be accessible through all main entry points: Smart TV, Mobile App, Web (Radio 24 website and ilsole24ore.com), and linear viewing on digital terrestrial channel 246.

Distribution includes:

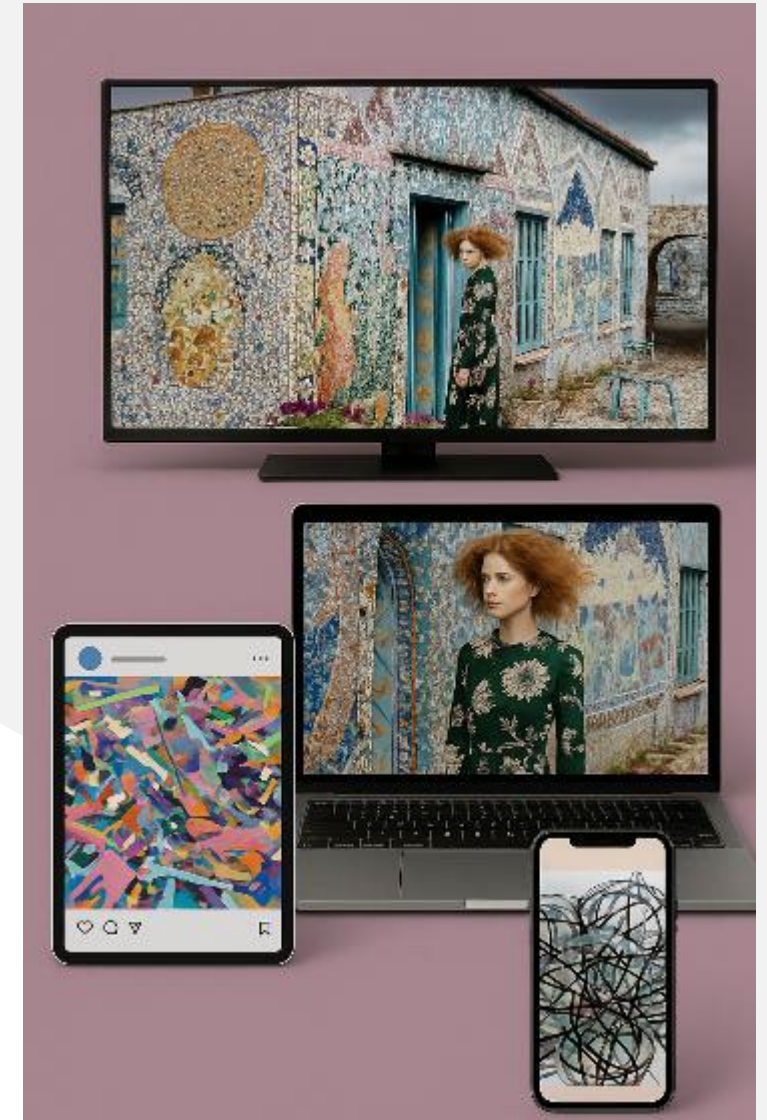
- Prime time broadcast on Wednesday at 9.30 pm
- 3 repeats (Saturday 8:30 p.m., Saturday 4:30 p.m., Sunday 6:30 p.m.)
- Rotating channel promo
- Two 60-second social cuts will be produced for the client's properties.

ILSOLE24ORE.COM - STREAM24 - ON TOP

- Each episode (including the Special feature) will be published in the Video area stream24.ilsole24ore.com
- It will also be possible to include a supporting article on ilsole24ore.com/HTSI.

RIGHTS

Production includes rights for broadcast on Radio 24 – Il Sole 24 Ore TV and for the use of two one-minute social cuts on the client's social channels. Rights — including ADV formats — for broadcasting on other TV channels and digital platforms (YouTube and social media) are excluded. If required, a separate on-top quotation will be provided.



ON TOP: DIGITAL VISIBILITY – SPECIAL FEATURES

Each Brand Partner Special Feature will also be available digitally on demand within the HTSI section, both in video format and as an in-depth thematic article serving as a social landing page.

In addition, the Special Feature will be available within Stream24, the video section of ilsole24ore.com featuring video content produced by Il Sole, and promoted via the video strip embedded within the HTSI section.

