



REPORTS

IL SOLE 24 ORE



REPORTS

The editorial profile

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.**



REPORTS

THE FEATURES



679,000 DAILY READERS



HIGH LOYALTY TO THE BRAND

% subscription on total circulation

80%

45%

52%

ILSOLE24ORE

Corriere

Repubblica

122,330

TOTAL CIRCULATION

print + digital



DIGITAL COPIES

82,383

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



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 35% of Il Sole 24 Ore readers is in the **over 55 age group** the one with the **highest spending and investment capacity**. 66% are men and 34% are women.

Source: Audipress 2024.2



REPORTS

2024 Calendar *

09/01/2024	Men fashion
30/01/2024	Exhibitions
06/02/2024	Motori tech eanddesign
15/02/2024	Welfare&Hr
20/02/2024	Women fashion
27/02/2024	Private Banking
05/03/2024	Design
12/03/2024	Sustainable development
20/03/2024	Statista: Southern Stars
22/03/2024	GPTW ranking
26/03/2024	Car of the year/ Engines/Company cars/
14/04/2024	Wine
16/04/2024	Design
18/4/2024	PET
25/04/2024	Mechanical engineering/4.0
30/04/2024	Moto&Scooter
08/05/2023	Road haulage and logistics
16/05/2024	Leader of sustainability
20/05/2024	Legal studies/Statista
21/05/2024	Jewellery
29/05/2024	Beauty
30/05/2024	Cars and corporate mobility
06/06/2024	Watches
11/06/2024	Men fashion
18/06/2024	Private banking
27/06/2024	Emilia Romagna

02/07/2024	Engines
09/07/2024	Sustainable development
16/07/2024	Watches
23/07/2024	Exhibitions 2
17/09/2024	Women fashion
19/09/2024	Nautical industry
22/09/2024	Ceramic Industry
25/09/2024	Sustainable development
08/10/2024	Cars and corporate mobility
22/10/2024	Beauty
23/10/2024	Private Banking
29/10/2024	Design
05/11/2024	Sustainable development
12/11/2024	Growth leader
13/11/2024	A.I. & Cybersecurity
22/11/2024	Watches
26/11/2024	Engines/Autumn news/Eicma
27/11/2024	Payment exhibition
03/12/2024	Aerospace industry
06/12/2024	Jewellery
10/12/2024	Consultants of the year
12/12/2024	Company Motors/Cars

CASE HISTORY

Some Reports issues scheduled

Reports can be:

-Inside Il Sole 24 Ore

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

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

(for example. Motori, Orologi, Gioielli)



DIGITAL Economics

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 LinkedIn 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