

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 Co

Corriere

Repubblica

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

122,330

TOTAL CICULATION

print + digital



+



DIGITAL COPIES

82,383





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 II 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 II Sole 24 Ore

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

-Ouside II 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.

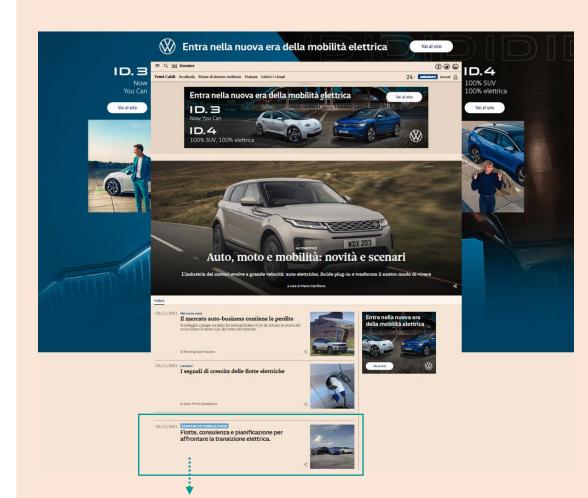
Sponsorship can take place in different ways:

- PACKAGE 1 6K
- o Monographic Display in page (100% Sov) Skin, Masthead, Mpu Top
- Display planning with monographic in reference section (180,000 Imps)
- PACKAGE 2 8K
- o 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:

- o 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