

REPORTS

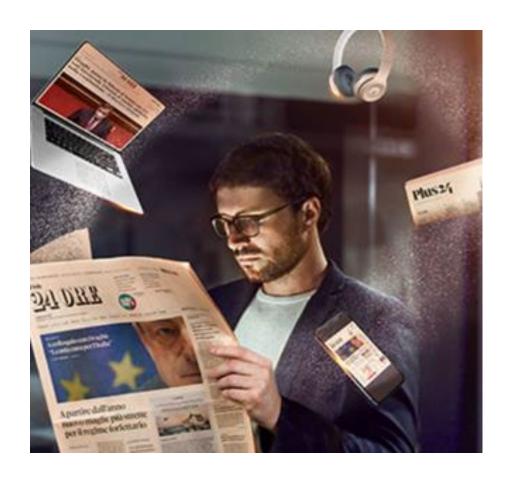
IL SOLE 24 ORE



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

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

2025 Calendar *

FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
4	4	1	4	3	1	18	7	4	2
Quality	Design	Company		Company	Motors	Marine Industry		Sustainable	Aerospace
Certifications	6	cars and	•	cars and		00		Development	Industry
44	_	business		business	8		ma a bilitu	6	4
	Inclusion	mobility		mobility		•	,	Piemonte	Jewellery
Banking	Leader	6	Economy	5	Development	23			
	4.4	Wine	6	Watches	15	Women's	Beauty		9
		Economy	Beauty		Watches	Fashion Week		Private Banking	g Company cars and business
iviotors		0	42		00	30	21	12	mobility
25	•					Sustainable	Design	Growth Leader	-
Women's	18	Design	Jewener y	Samme	LAIIIDILIOIIS	Development	00	4.0	16
Fashion		15	21	17					tbd
Week	South	Motorcycles	•				=		
	21		Leader				J	cysciscounty	
	Job	microcars	26	vveek				20	
			Law Firms	24				Watches	
		29		Emilia				25	
		Transport		Romagna					
	4 Quality Certifications 11 Private Banking 18 Motors 25 Women's	Quality Certifications 11 Private Banking 18 Motors Women's Fashion Week Design Diversity Inclusion Leader 11 Sustainable Development 18 Stars of the South	Quality Certifications 11 Diversity and Inclusion Leader 18 I1 Sustainable Development 25 Women's Fashion Week Stars of the South Job 1 Company cars and business mobility Wine Economy 8 Design 15 Motorcycles scooters and microcars	Quality Certifications 6 Diversity and Private Banking Bankin	4 Quality Certifications4 Design1 	4 Quality Certifications4 Design1 Company cars and business mobility4 Pet Economy cars and business mobility3 Company cars and business mobility1 Food EconomyCompany Company cars and business mobilityMotors18 Motors11 Sustainable Development6 EconomyWatches15 Watches25 Women's Fashion Week18 Stars of the South13 Stars of the SouthPrivate banking22 Exhibitions18 Motorcycles scooters and microcars15 Motorcycles scooters and microcars21 Sustainability Leader17 Fashion Week29 Transport24 Emilia Romagna	4 4 1 4 3 1 18 Quality Certifications 6 Company cars and business 5 Motors Motors Marine Industry 11 Diversity and Private Banking Inclusion Leader Food Economy Sustainable Economy Sustainable Economy Development 5 Watches 15 Women's Fashion Week 18 11 Wine Economy 6 Watches 15 Watches Watches Fashion Week 25 Women's Fashion Week 18 Stars of the South Job Design Jewellery banking Exhibitions Sustainable Development 21 Job South Motorcycles scooters and microcars Sustainability Leader Fashion Week Men's Fashion Week 26 Law Firms 24 Emilia Romagna	Quality Certifications 11 Design 6 Diversity and Inclusion Leader Banking 11 Sustainable Development 25 Women's Fashion Week 18 Stars of the Week 10 Design Design 11 Design 12 Diversity and Inclusion Leader 12 Sustainable Development 13 Sustainable Development 14 Design 15 Sustainable Development 16 South 17 Company Cars and business mobility 18 Diversity and Inclusion Leader 18 Sustainable Development 19 Design 10 Sustainable Development 10 Design 11 Design 12 Sustainable Development 10 Sustainable Development 10 Sustainable Development 11 Design 12 Sustainable Development 13 Stars of the South 15 Sustainability 10 Sustainable Development 10 Sustainable Development 10 Sustainable Development 11 Design 12 Sustainable Development 12 Sustainable Development 13 Sustainable Development 14 Beauty 15 Sustainable Development 16 Sustainable Development 17 Design 18 Stars of the South 18 Stars of the South 19 Sustainable Development 22 Sustainable Development 23 Design 24 Emilia Romagna	Quality Design Company Certifications 6 Company cars and business mobility Food business mobility Development 11 Diversity and Inclusion Leader Development 18 11 Wine Economy Beauty 19 Design Diversity and Inclusion Leader Development 10 Development 11 Wine Economy Beauty 11 Design Design Design Design Design Design Development 22 Ceramic Industry Company cars and business mobility Development 23 Women's Fashion Week 23 Women's Fashion Week 30 Design Development 24 Data to the design of the part of the product of the produ

^{**} The calendar may be subject to change

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.

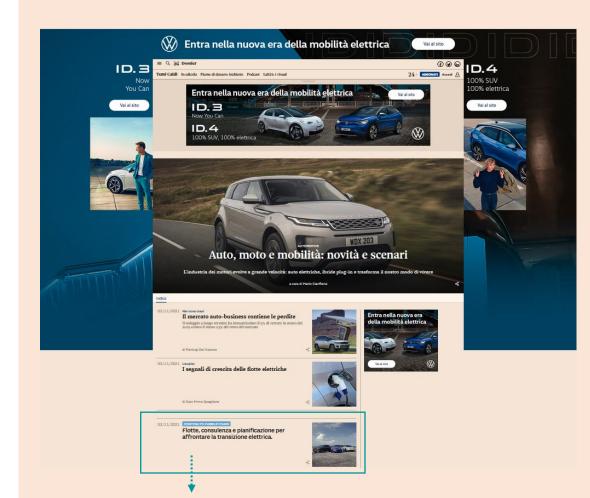
Sponsorship can take place in different ways:

- 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
- o 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