



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 CIRCULATION

print + digital



DIGITAL COPIES

82,383



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

2025 Calendar *

| JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|--------------------------|-----------------------------|-------------------------------------|--|-----------------------------|---|------------------------------|-------------------------------|---|------------------------------|---|
| 14 Men's Fashion Week | 4 Quality Certifications | 4 Design | 1 Company cars and business mobility | 4 Pet Economy | 3 Company cars and business mobility | 1 Motors | 18 Marine Industry | 7 Company cars and business mobility | 4 Sustainable Development | 2 Aerospace Industry |
| 28 Exhibitions | 11 Private Banking | 6 Diversity and Inclusion Leader | 6 Wine Economy | 5 Food Economy | 5 Watches | 8 Sustainable Development | 22 Ceramic Industry | 14 Beauty | 6 Piemonte | 4 Jewellery |
| | 18 Motors | 11 Sustainable Development | 8 Design | 6 Beauty | 10 Private banking | 15 Watches | 23 Women's Fashion Week | 11 Private Banking | 11 Private Banking | 9 Company cars and business mobility |
| | 25 Women's Fashion Week | 18 Stars of the South | 15 Motorcycles scooters and microcars | 13 Jewellery | 17 Men's Fashion Week | 22 Exhibitions | 30 Sustainable Development | 12 Growth Leader | 12 Growth Leader | 16 <i>tbd</i> |
| | | 21 Job | | 21 Sustainability Leader | | | | 21 Design | 18 A.I. & Cybersecurity | |
| | | | | 26 Law Firms | | | | 28 Payment Technologies | 20 Watches | |
| | | | 29 Transport and logistics | | 24 Emilia Romagna | | | | 25 Motors | |

** 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)

-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**

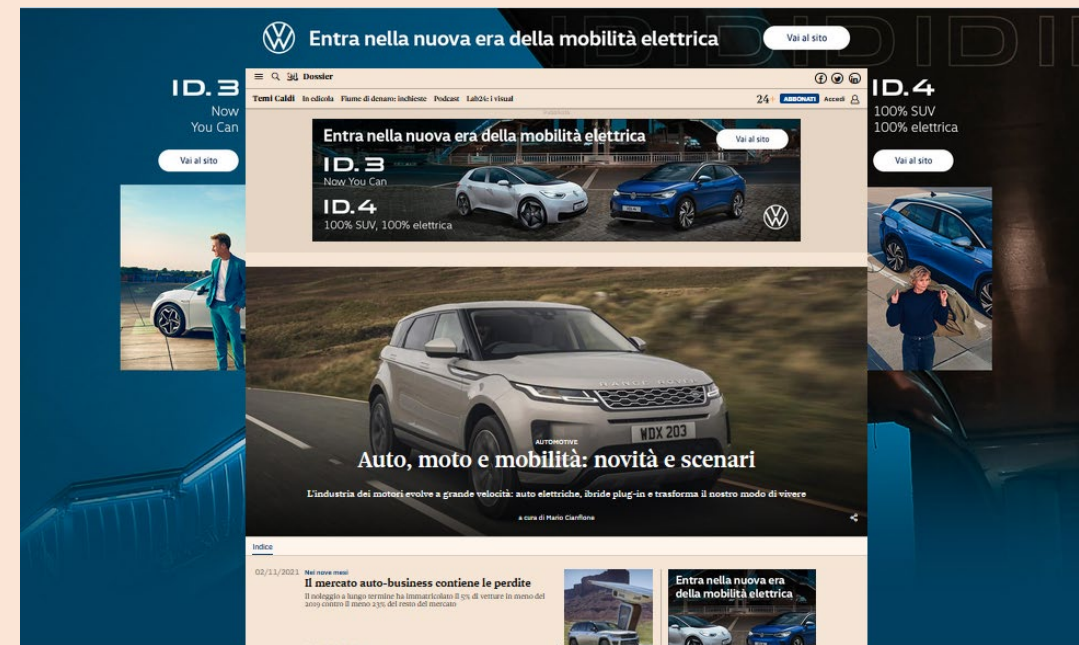
- **Monographic Display** in page (100% Sov) Skin, Masthead, Mpu Top
- **Push support planning** in Brand Connect band position (3,5 MIO Imps)

- **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