



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

2025 Calendar *

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
14 MODA Uomo	4 Certificazioni di qualità	4 Design	1 Auto e mobilità aziendale	4 Pet Economy	3 Auto e mobilità aziendale	1 Motori	18 Industria Nautica	7 Auto e mobilità aziendale	4 Sviluppo Sostenibile	2 Industria aerospaziale
28 Fiere	11 Private Banking	6 Leader in diversità e inclusione	6 Economia del vino	5 Food Economy	5 Orologi	8 Sviluppo sostenibile	22 Industria della Ceramica	14 Beauty	6 Piemonte	4 Gioielli
	18 Motori	11 Sviluppo sostenibile	8 Design	6 Beauty	10 Private banking	15 Orologi	23 MODA donna	21 Design	11 Private Banking	9 Auto e mobilità aziendale
	25 MODA Donna	18 Stelle del sud	15 Moto scooter e microcar	13 Gioielli	17 MODA Uomo	22 Fiere	30 Sviluppo sostenibile	28 Tecnologie per i pagamenti	12 Leader della crescita	16 <i>tbd</i>
		21 Lavoro	29 Trasporti e logistica	21 Leader della sostenibilità	24 Emilia Romagna				18 A.I. & Cybersecurity	
				26 Studi legali					20 Orologi	
									25 Motori	

** The calendar may be subject to change

CASE HISTORY

Some Reports issues scheduled

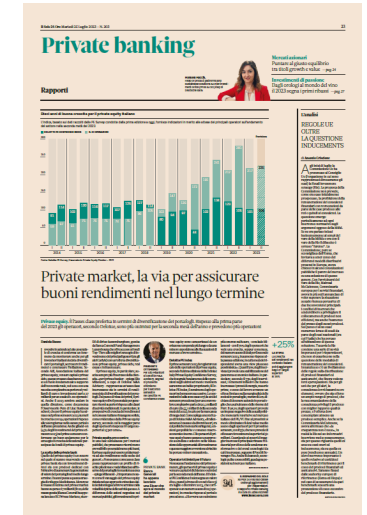
Reports can be:

-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**

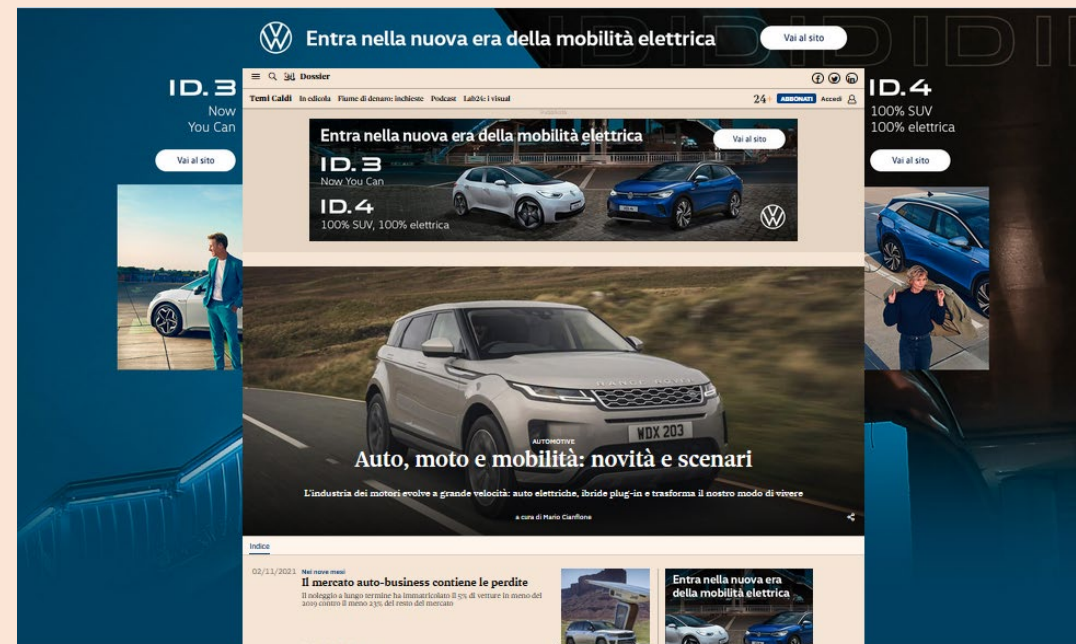
- **Monographic Display** in page (100% Sov) Skin, Masthead, Mpu Top
- **Push support planning** in Brand Connect band position (3,5 MIO Imps)

- **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