

24 ORE SYSTEM

Il Sole
24 ORE

HTSI MEDKIT



HTSI

An iconic brand. In Italy since 2014 thanks to collaboration with the international Financial Times Group which has been publishing the English language version of the magazine for years.

The Italian world of How To Spend It, unique, where everything is an immersive experience and talent for doing, is the real and global world, with an international vocation, **always maintaining the focus on Made in Italy excellence.**

Over the years the editorial plan has been enriched with an **integrated cross-media system** that ranges from the magazine through to the digital version with original exclusively web-based content and new video and audio formats updated on a daily basis, but also includes the organisation of high-profile events and a large catalogue of books and podcasts.



PLATFORM ^{Il Sole} 24 ORE HTSI

HTSI is part of the Group's wide range of multimedia products, a reference point for the luxury sector that offers a wide range of communication opportunities for the Il Sole 24 ORE target (professionals and entrepreneurs, businesspeople from the worlds of industry and finance).

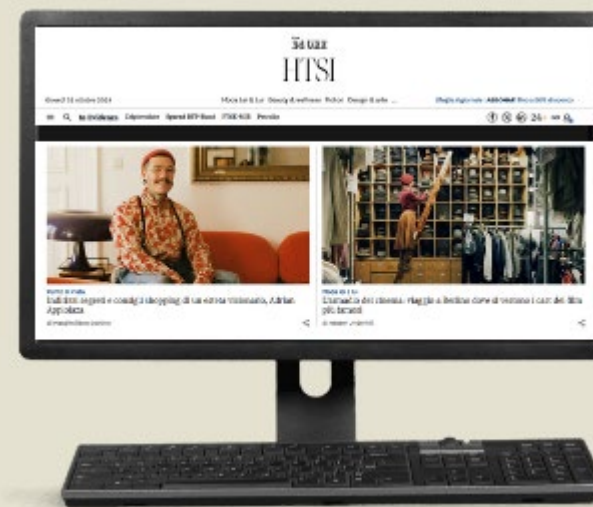
BRAND INTEGRATION AND COMMUNICATION OPPORTUNITIES



MAGAZINE



SPECIALS



NEW SITE, APP, SOCIAL MEDIA



PODCAST



EVENTS E TALK



VIDEO
STORYTELLING

AQUALITY TARGET



HTSI targets high-end businesses and top spenders, it speaks to influential people in a language consistent with their habits and lifestyles.

Active, engaged and informed, its readers are affluent and from a high socio-economic background, and are very sensitive to suggestions and signals, including advertising. The average reader has a very high level of education.

An ELITE target, 50% of whom female.

25% of How To Spend It readers are aged between 25 and 44*

HTSI readers have 2 or more **credit cards** (347), spend a lot on **clothes and accessories** (235), and often wear valuable watches (248). Attentive to fashion, the women read fashion magazines and browse fashion websites (267). The men spend a lot on toiletries and cosmetics (273) **

They love **travelling** and spend 2 or more weekends a month away from home (366). They visit spas and wellness centres (282) and cultural festivals (329).

They spend a lot on **home furnishings** (279). **

NUMBERS AND DISTRIBUTION

Circulation 104,000 copies paper + digital

Audience 405,000 readers per issue.

Source: Publisher and advertising sales agency estimates (November 2024)

DISTRIBUTION IN ELITE CONTEXTS

- Top Fashion/Luxury trade fairs
- Inaugural evenings of the most prestigious exhibitions organised by 24 Ore Cultura
- Special distribution in the suites and lounges of the most exclusive hotels, spas, clubs
- Showrooms during **Milan Furniture Fair** and **Milan fashion shows**

Sold only with **Il Sole 24 ORE** on the day of issue at a price of € 1.00 plus the price of the newspaper. From the following day the price is € 2.00 plus the price of the newspaper.



SPECIALE MODA

La svolta dell'handmade e il denim sostenibile, soft luxury svedese e alta sartoria africana, mestieri d'arte e fashion tiktokers. E ancora: maschere, accessori e i masterpieces d'autunno.

HTSI PRINT

MAGAZINE

An iconic brand in the Il Sole 24Ore luxury world. The target is both male and female, in line with the audience of the newspaper and highly focused on and interested in smart investments in luxury and wellbeing, personal and social image: fashion and cosmetics, art and design, collecting and travel, technology, cars, boats, fine dining and wine.



TOPICS/VERTICAL IS

SUPERIOR INTERIORS

HTSI/ SUPERIOR INTERIORS takes a broad overview of interior design with a strong focus on lifestyle.



FASHION, SUSTAINABILITY AND ART

Two issues (March and October) entirely dedicated to fashion linked to the world of sustainability and art.



CALENDARIO 2025 PRINT

HTSI

24 ORE

Numero uscita	Copertina	HTSI/Speciali	Data uscita in edicola	Deadline consegna materiali
135	• January	• HTSI Focus man-wellbeing-motors	Fri-17-Jan-25	Tuesday 17 December 2024
136	• February	• SPECIAL ISSUE HTSI – Luxury Award	Fri-21-Feb-25	Tuesday 4 February 2025
137	• March	• Fashion and sustainability	Fri-21-Mar-25	Tuesday 4 March 2025
138	• April	• Superior Interiors	Fri-11-Apr-25	Tuesday 25 March 2025
139	• May	• Focus Beauty/Jewels – The beauty «economy»	Fri-23-May-25	Tuesday 6 May 2025
140	• June	• HTSI Pitti Man fashion/Milan + Hi Tech and Engines focus	Fri-20-Jun-25	Tuesday 3 June 2025
141	• July/August	• HTSI Focus Outdoor - Focus Boats	ven-18-Jul-25	Tuesday 1 July 2025
142	• September	• HTSI Man/woman fashion	ven-19-Sep-25	Tuesday 2 September 2025
143	• October	• Fashion and art	ven-10-Oct-25	Tuesday 23 September 2025
144	• October	• Superior interiors	ven-31-Oct-25	Tuesday 14 October 2025
145	• November	• HTSI Beauty Special (+ perfumes and beauty treatments) + Focus Jewels	ven-21-Nov-25	Tuesday 4 November 2025
146	• December	• Christmas Special (Food & Wine) + Focus watches man/women	ven-12-Dec-25	Tuesday 25 November 2025

For special operations, which require longer organisation/processing times (e.g. advertorials, internal or external inserts, cover flaps or other) the material sending dates will be brought forward in agreement with Marketing/Operation.

HTSI DIGITAL

THE HTSI SECTION ON IL SOLE 24 ORE.COM

Integrated into the Il Sole 24 Ore website, the HTSI digital section brings together content from the various issues with in-depth real-time features on the world of beauty, fashion and the latest trends, on design, also reserving space for art and collecting, travel, technology, cars, boats, fine dining and much more.

<https://www.ilsole24ore.com/sez/how-to-spend-it>

Instagram channel also available at
24htsi_howtospendit

Every issue of HTSI is also available in the Il Sole 24 ORE browser:

[https://www.quotidiano.ilsole24ore.com/?anno=2022&day-from=01&day-to=31&mese=12 &giorno=09](https://www.quotidiano.ilsole24ore.com/?anno=2022&day-from=01&day-to=31& mese=12 &giorno=09)



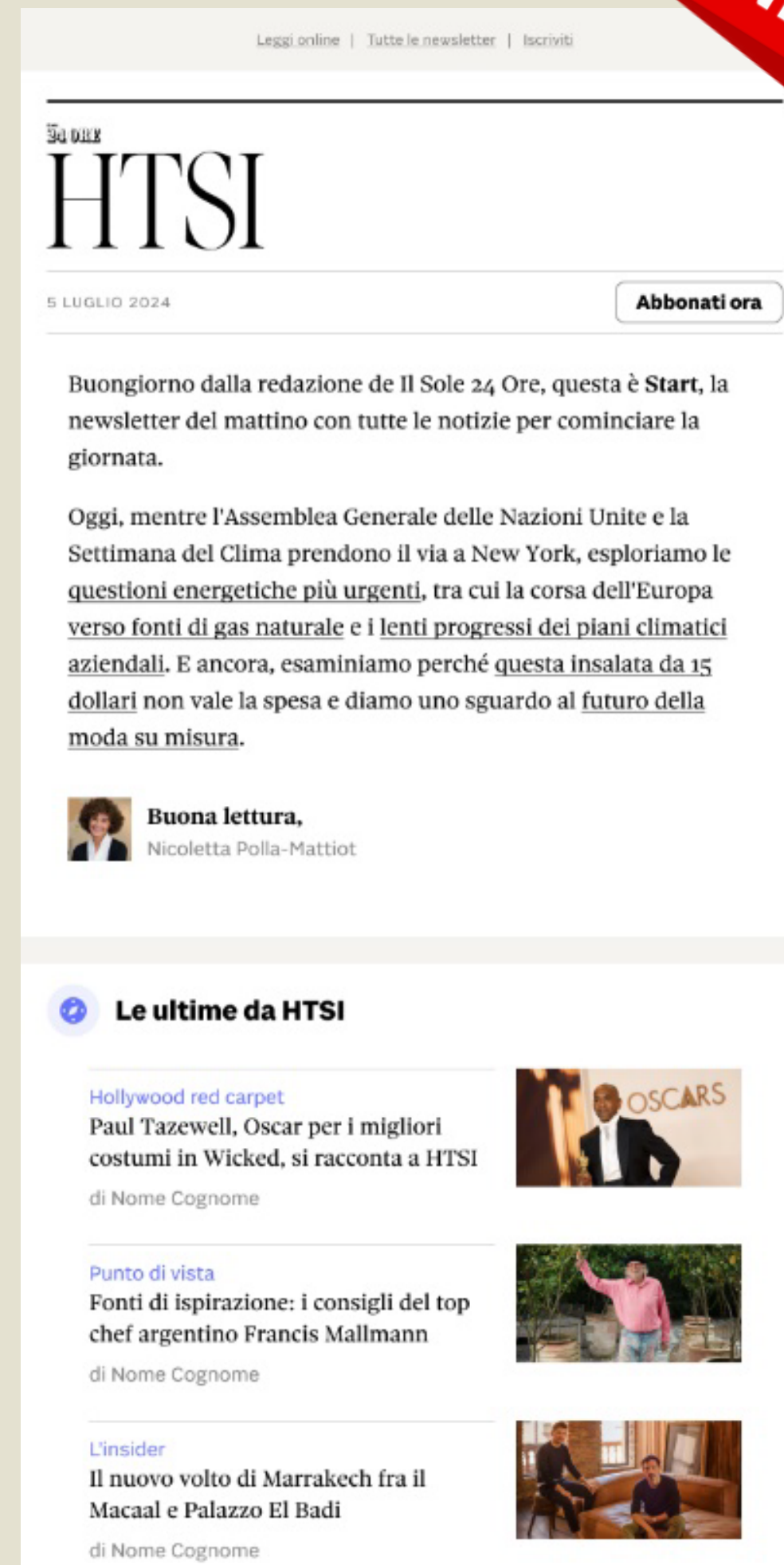
HTSI DIGITAL

THE NEWSLETTER BY HTSI

HTSI is the Sole24Ore newsletter that every Friday focuses on the best of the high-end market: fashion, design, travel, watches, jewelry, food, wine, sports and wellness.

A new multimedia enrichment through the careful selection of the most important news of luxury brands and luxury goods. The focus on trends, events and places to be of the moment and finally the success stories and the pleasures of free time

Available from April 4, 2025.



HTSI BECOMES A TELEVISION EXPERIENCE

After ten years of editorial success, How To Spend It evolves and transforms into a visual story.

HTSI TV is the new television and digital space where the culture of contemporary luxury meets the journalistic quality of Il Sole 24 Ore.

A project conceived by the HTSI editorial team and created in collaboration with the 24 ORE Group's Video Content Factory, which brings the magazine's vision and style to TV, between art, fashion, design, and lifestyle.

Exclusively on Il Sole 24 ore TV and ilsole24ore.com/HTSI



LIGHTS. CAMERA. ACTION

WHY HTSI TV

Editorial elegance meets the power of video storytelling

Premium TV space dedicated to **contemporary luxury**

- **High-quality video production**
- **Selected target audience**, multiplied across TV, digital, and social media
- **Brand stories** with an editorial, never promotional, approach
- **Cross media** presence on all **Gruppo 24ore** channels



KICK OFF: THREE MOMENTS, ONE VISUAL STORY

HTSI Capsule (November - January)

- Tre episodes Tv of 12 minutes
- Themed episodes in PREVIEW
- Coordinated with the paper magazine releases

HTSI Première (February 2026)

- Evento esclusivo di lancio
- Official presentation of HTSI Collection

HTSI Collection (from February 2026)

- Monthly 24-minute television format
- An ongoing narrative of contemporary excellence



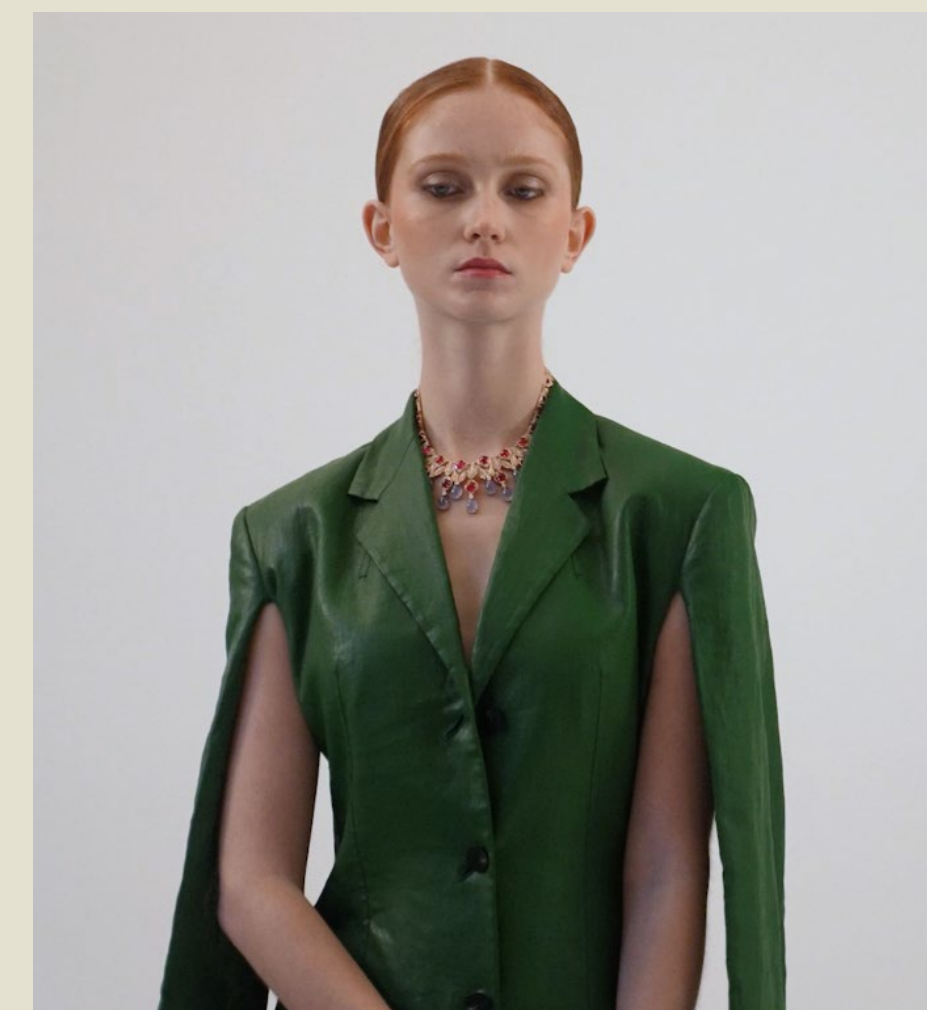
24 ORE
HTSI
HTSICAPSULE

Each episode of *HTSICapsule* combines different languages and perspectives, maintaining the coherence and elegance of HTSI, in a 12-minute format that includes others, as a preview of the HTSI Collection, launched in February.

Hosting by HTSI Director Nicoletta Polla Mattiot will be the fascinating thread of a multisensory story with several mini-formats in a single video container.

Mini format:

- *HTSI on the road (4')* – narrative reportage by Nicoletta Polla - Mattiot
- *5 questions (2'30")* – interviews with protagonists in luxury and design
- *Backstage (1'30")* – behind the scenes at events, photoshoots, and ateliers



24ORE
HTSI
HTSICOLLECTION

The monthly format starting in February 2026.

Starting in February, HTSI Collection will be the 24-minute monthly program dedicated to the world of contemporary luxury.

Each episode will be a collection of stories, people, and visions: fashion, art, design, sustainability, time, and lifestyle.

The premiere will take place during the HTSI celebration event, with exclusive interviews and behind-the-scenes footage, which will be included in the March episode as the debut story of the new format.



CELEBRATION EVENTS

2022 – 100 issues of How To Spend It

2023 – Rebranding: How To Spend It becomes HTSI like HTSI UK.
The new logo is more VERSATILE AND
UP-TO-DATE

2024 – 10 years of HTSI (2014 – 2024)

2024 – Summer Experience with the works of Fornasetti

2025 February – Luxury Brand Award: an International Jury has
awarded the 10 best Start Ups in the world of Luxury



HTSI EVENTS

HOW TO

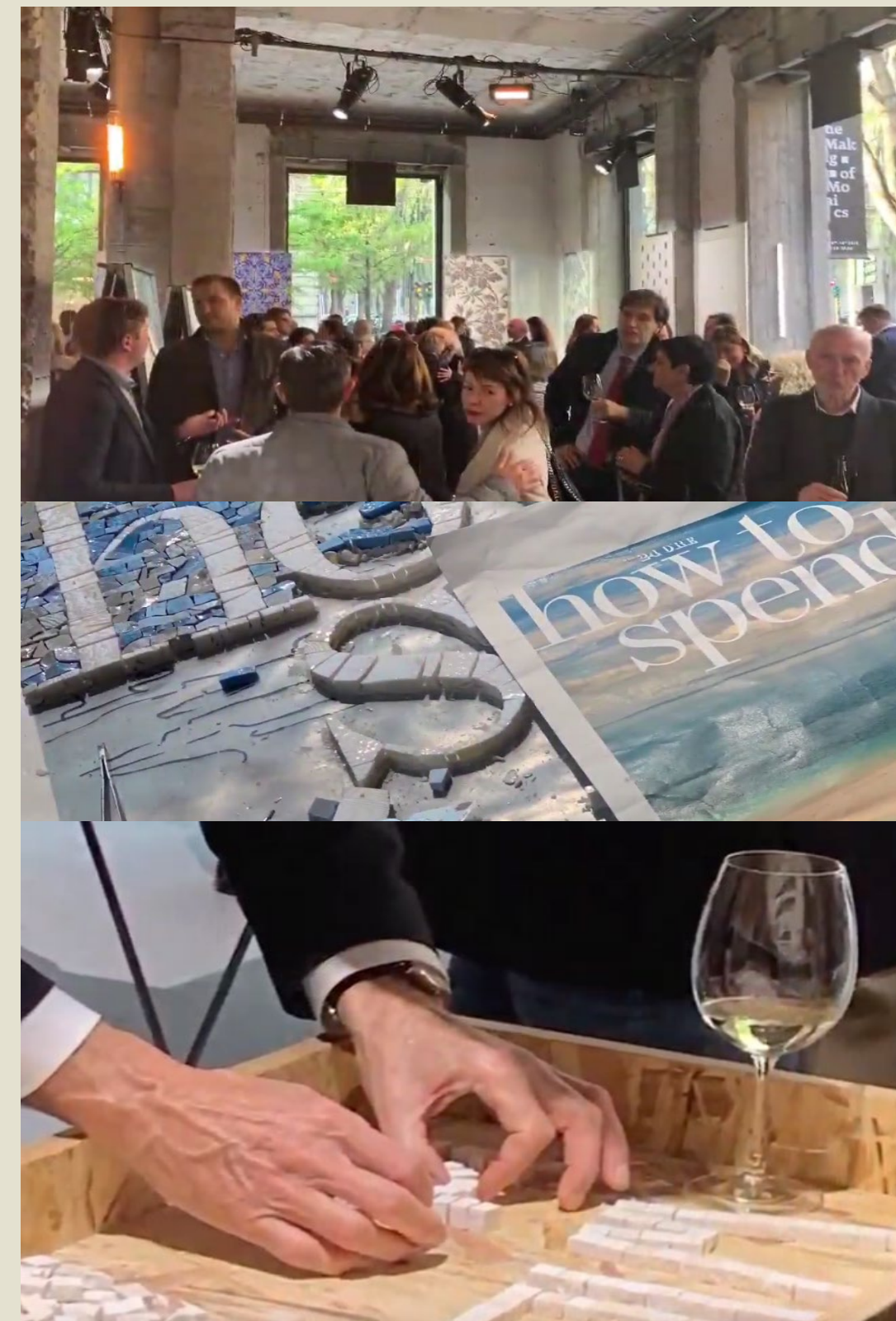
CREATION OF EVENTS WITH AN ADVERTISING PARTNER

A format that involves **telling the story of a brand** using the expertise of How To Spend It.

Events with a strong emphasis on experience and new discoveries, aimed at an ultrahigh profile audience in terms of target and interests.

Valuable, custom-created occasions dedicated to things worth buying, experiencing and enjoying.

The event also involves a talk presented by Nicoletta Polla Mattiot who will discuss with an expert an issue connected with the event and of interest to the client.



HTSI

COMMUNICATIONS OPPORTUNITIES

BRANDED CONTENT

PARTNER OPPORTUNITY/BRAND

PRINT

- Advertoria ls
- Premium positions with special formats
- Targeted direct mailing operations
- Inserts created in collaboration with a Brand Partner
- Other.....(TBD with editorial office)

IL SOLE 24 ORE TV DIGITAL

- Exclusive visibility. Partner brands will be able to enter the HTSI TV universe through 2'30" Special Features:
- Mini visual stories by the HTSI editorial team and produced by the 24ORE Group's Video Content Factory.
- Elegant stories with a cinematic feel, perfectly integrated into the HTSI editorial style.

- **“created for”** digital formats in collaboration with the editorial office of How To Spend it:

a) **HOW TO STORIES: videos and/or podcasts and/or photo galleries.** Stories as style guides, editorial solutions based on shared topics and sponsored by the brand with product placement opportunities.

b) **COMPANY TOURS: Videos and/or podcasts and/or photo galleries.** HTSI in the places where luxury is created for a brand story that starts with made in.

c) **BACKSTAGE: Videos and/or podcasts and/or photo galleries.** The story of an important moment in the life of a brand - a fashion show, an event, a shoot - through the eyes of HTSI

- digital formats characterised by the wording **“advertising content”**

PARTNER OPPORTUNITY PRINT (I)

ADVERTORIAL

In collaboration with the Brand Partner and on the basis of a brief and materials provided directly by the client, the editorial office creatively reinterprets the message in line with the Look&Feel of the publication.

The added bonus is that the materials are re-edited and laid out directly by the HTSI editorial office in close collaboration with the client.

NB. Deadline for the delivery of materials must be brought forward by 10 days compared to what is indicated in the calendar

ADVERTISEMENT FEATURE



SAPORI SOTTO IL VUCANO

Lungo le pendici fertili dell'Etna, una produzione di vini che riflette la biodiversità del territorio. In un antico palmento ottocentesco, in pietra lavica, nascono i rossi profondi e i bianchi aromatici di Contrada Santo Spirito.

È il vulcano attivo più alto d'Europa, dichiarato patrimonio dell'umanità: l'Etna è abbracciata, lungo le sue pendici fertili di lava, da mille ettari di vigneti che producono, ogni anno, quattro milioni di bottiglie. Un territorio unico, dove i crupi prendono il nome di Contrade e se ne contano 133. Ogni versante e ogni altitudine sviluppa caratteristiche diverse: a Nord i rossi, a Est i bianchi, a Sud e Sud-Ovest, rossi e rosati. Vento e luce, calore e umidità, una piovosità fino a dieci volte superiore alla media dell'isola, escursioni anche di 30 gradi: sono tutti fattori che rendono unica la produzione di questa zona. Sul versante nord i vini costituiscono grandi strutture e una spiccata acidità. In frazione Passopisciaro, la Contrada di Santo Spirito è tra i poli produttivi più noti. Qui, dieci anni fa, Mimmo e Valeria Costanzo decidono di valorizzare un habitat prezioso, ricco di biodiversità. Ristrutturano un vecchio palmento ottocentesco in pietra lavica e ne fanno il cuore produttivo di Palmento Costanzo. Unendo antiche tradi-

che di vinificazione e le più moderne tecnologie, vasche termoregolate in acciaio inox si affiancano a botti in rovere francese Ovum, botti Stockinger e anfore. La cantina segue i principi della bioarchitettura ed è illuminata da cinque coni che convogliano la luce naturale. Intorno alla struttura, l'ampio parco vigneto si estende per circa 14 ettari e le piante sono condotte in regime biologico e con preparati biodinamici. Nessun vitigno internazionale è coltivato, si dà spazio solo agli autoctoni che hanno reso l'Etna celebre nel mondo: Nerello Mascalese, Nerello Cappuccio, Camicato e Cattanico. La cantina produce circa 100mila bottiglie. La gamma Moletta propone vini più giovani che esprimono la parte fresca e linuante del vulcano; la linea Di Sal comprende un bianco ed un rosso aromatici ed intensi; Contrada nasce dalla selezione delle viti più vecchie e il vino più pregiato è l'Etna Doc Rosso Profilassara. Elegantissima, con tannini vellutati, sono di grande profondità.



PALMENTO
COSTANZO

SAMPLE PAGE

PARTNER OPPORTUNITY PRINT (III)

THE INSERT ATTACHED TO THE MAGAZINE

The insert, entirely editorial, is a real external special attached to the magazine, in the same format as HTSI and distributed across the entire print run, created by the HTSI editorial team who interact with the Brand Partner on a brief, with archive materials or created “ad hoc”.

Reference: SICIS



PARTNER OPPORTUNITY PRINT C



1 to 3 PAGE FOLD- OUT COVER

PARTNER OPPORTUNITY PRINT C



ADV PAGE/ DOUBLE PAGE
AND INSERTION OF
SAMPLES WITH GLUE DOT



DIRECT MAIL: POSSIBILITY OF SENDING CATALOGUES,
INVITATIONS AND SAMPLES WITH THE MAGAZINE
TO A TARGETED LIST OF READERS

PARTNER OPPORTUNITY DIGITAL

«CREATED FOR»

The “CREATED FOR” format was designed to put the brand at the centre of a story to be built together.

The client identifies a topic of interest they would like to cover in an article (around 4000 characters) written by the media factory of the 24 ORE Group using materials provided by the client, therefore producing relevant and newsworthy “branded” content.

The article will then be published in feed, in the HTSI section with the running head “CREATED FOR CLIENT NAME”

“Created for” digital branded content will be supported by an **advertising and social media campaign** on IG to increase content visibility.

“Created for” video and audio content will be denoted with **dedicated bands in the HTSI section together with editorial VIDEOS/PODCASTS.**

Both types are hosted in the HTSI section of Stream 24 on [Sole24ore.com](https://www.24ore.com) and on the **Brand Connect** page again in the Stream 24 area.

Sostenibilità

Energia e ambiente

In evidenza

Criptovalute

Spread BTP-Bund

FTSE-MIB

Petrolio

Pubblicità

CREATO PER PANASONIC HEATING & COOLING SOLUTIONS

Pulito, sicuro, efficiente: il riscaldamento del futuro è già qui.

Una nuova generazione di pompe di calore verso la decarbonizzazione e l'indipendenza energetica.

15 dicembre 2022



Ascolta la versione audio dell'articolo

3' di lettura

Con il Green Deal l'Unione europea mira a diventare climaticamente neutrale entro il 2050. L'Ue fa da apripista, investendo in soluzioni tecnologiche realistiche, responsabilizzando i cittadini e allineando le azioni in settori chiave come la politica industriale, la finanza e la ricerca, garantendo l'equità sociale per una giusta transizione. Un terzo degli investimenti del NextGenerationEU è destinato a questo patto per la decarbonizzazione e per una crescita più equa capace non solo di assicurare competitività e leadership tecnologica, ma anche di conseguire gli obiettivi climatici, produrre energia più pulita per un'industria e un'edilizia sostenibili ed efficienti dal punto di vista energetico.

Le pompe di calore sono il mezzo principale per decarbonizzare il riscaldamento degli ambienti e dell'acqua negli edifici, come spiega l'International Energy Agency, IEA, nel recentissimo rapporto [“The Future of Heat Pumps”](#), riferendo che mai come ora si è manifestato un sostegno politico verso questa opzione: il piano REPowerEU in Europa (che mira a raddoppiare le installazioni di pompe di calore entro il 2026 e a realizzare l'indipendenza energetica dal gas russo entro il 2030), l'Inflation Reduction Act negli USA e altre iniziative in tutto il mondo.

Con il pacchetto Fit for 55 del 2021, l'Ue ha varato 13 proposte legislative per centrare l'obiettivo di ridurre le emissioni di gas serra del 55% entro il 2030.

Il risparmio energetico ha un ruolo strategico e coinvolge le imprese, cittadini e organizzazioni anche perché il settore residenziale (climatizzazione e acqua calda) è responsabile di circa il 30% dei consumi finali di energia e del 12% delle emissioni dirette di CO2.

PARTNER OPPORTUNITIES DIGITAL (II) ADVERTISING CONTENT

CHARACTERISTICS

- Full layout
- Insertion in editorial context
- No editorial content

This product offers the client a contextualised space in terms of layout in which to publish their promotional content.

The communication is exclusively related to the product/service or Brand (Client Press Release) and has no editorial content.

The article will be published on a webpage in the editorial subsection of HTSI and must consist of:

- **Title**
- **Image**
- **Body copy**



Systematic post on IG

An example of "advertising content"

PARTNER OPPORTUNITY

SPECIAL FEATURE

Each visual story celebrates the identity of the partner brand

Brand partners will be able to enter the HTSITV universe through 2:30 Special Features: visual mini-stories curated by the HTSI editorial team and produced by the 24ORE Group's Video Content Factory.

Filmed by a dedicated crew in a location iconic to the brand, the video showcases—through an interview conducted by an HTSI collaborator—the aesthetic universe, values, and vision of the partner.

This sophisticated, visually evocative content is perfectly integrated into the program's context, designed to enhance the brand's identity and style with meticulous editing and a royalty-free soundtrack.

In the first 30 seconds of the video, a disclaimer will appear with the following wording: "The program contains branding for promotional purposes."



BROADCAST AND VISIBILITY MEDIA

ILSOLE24ORE TV

The episode will be available on all major entry points: Smart TV, Mobile App, the Web (on the Radio 24 website and ilsole24ore.com), and linear access on digital terrestrial TV on channel 246.

These will be distributed through:

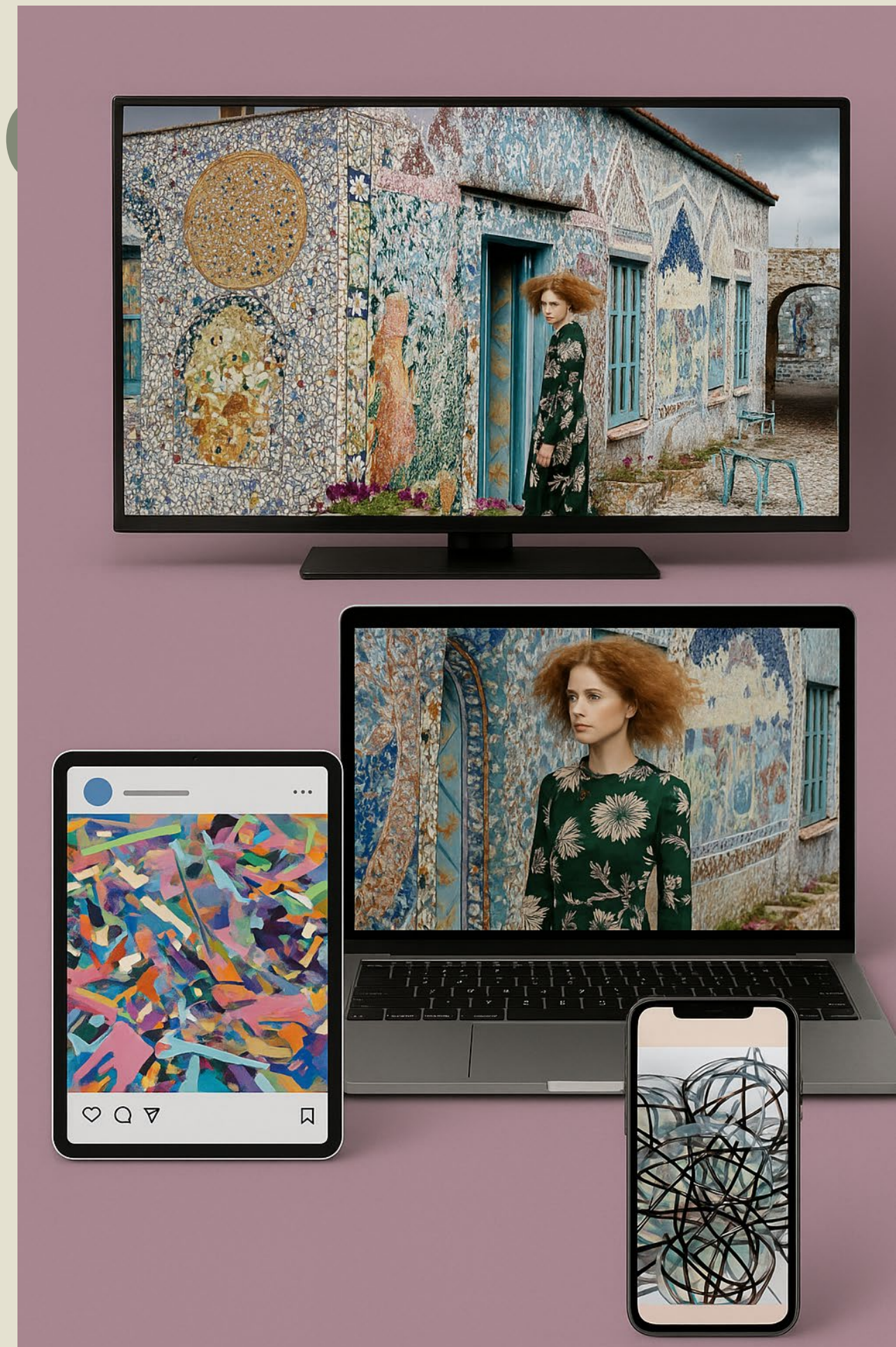
- Prime time broadcast
- 3 repeats
- Rotating network promos

ILSOLE24ORE.COM - STREAM24

- Each Special Feature will be published in the Video section stream24.ilsole24ore.com
- Two 60-second social media cuts will be produced for the client's properties.
- ON TOP: It will be possible to insert an accompanying article at ilsole24ore.com/HTSI

RIGHTS

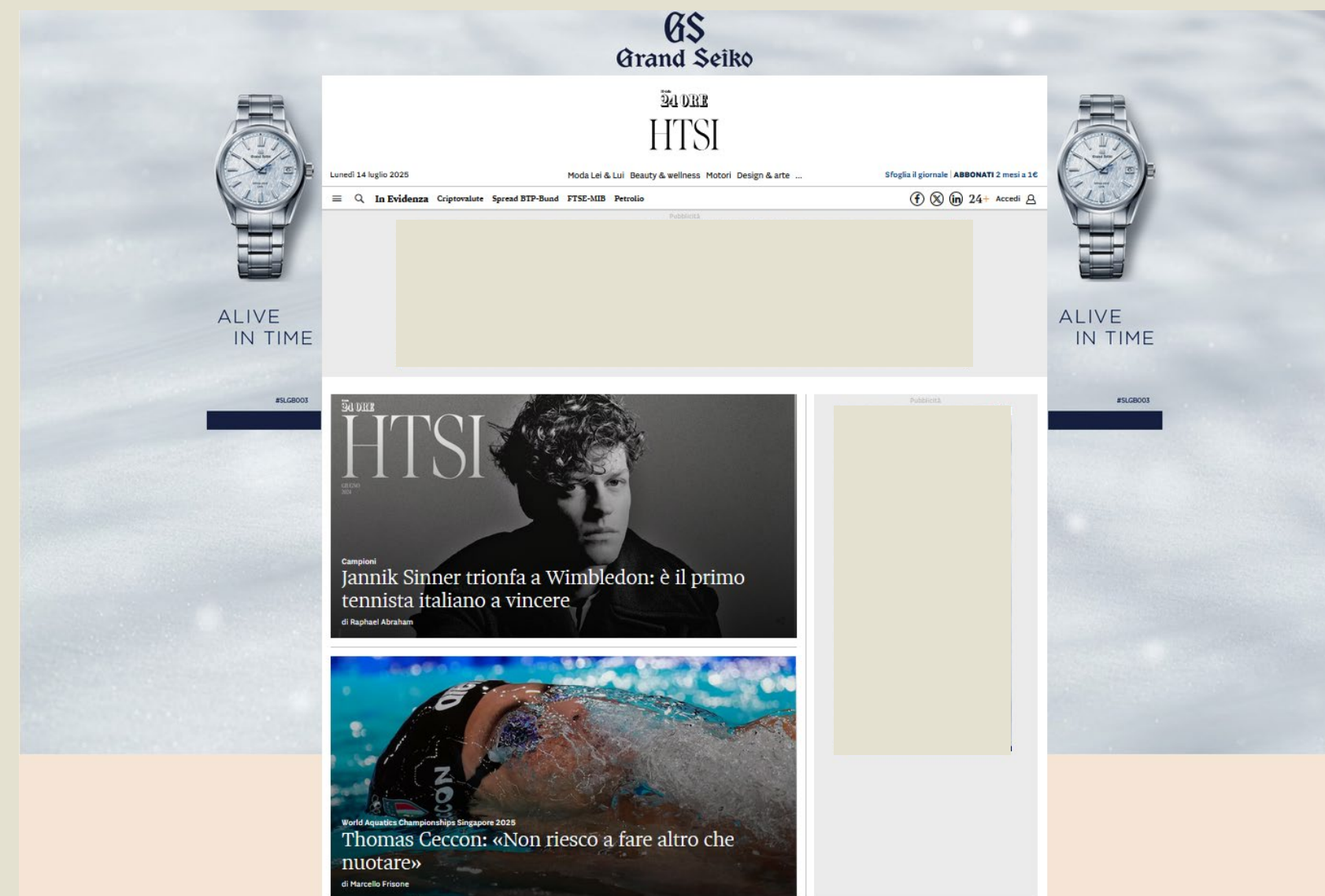
The production includes the rights for broadcast on Radio 24 - Il Sole 24 Ore TV and for the use of two 1-minute social media cuts on the client's social media channels. Rights are excluded, even for ADV formats, for broadcast on other TV channels and on digital channels (YouTube and social media). If requested, an on-top quotation will be made.



ON TOP: DIGITAL VISIBILITY SPECIAL FEATURES

Each partner brand's Special Feature will be available digitally through **on-demand access within the HTSI section**, both in video format and through an in-depth thematic article, which will also serve as a landing page for social media.

Furthermore, the Special Feature will be available within **Stream 24**, the video section of ilsole24ore.com containing video content produced by Il Sole, and will also be promoted within the video blurb in the HTSI section.





24

SOCIAL ACTIVATION

FASHION & LUXURY



Instagram is the reference platform of HTSI and integrates into the digital platform offering an additional communication opportunity for partners

REACH
900.000

- 1 Post (o Carousel) and stories on IG HTSI
- 1 Post (o Carousel) and stories on IG SOLE

Duration: 2 weeks

Target: AUDIENCE INTERESTED IN FASHION/LUXURY

.An adult audience (25-54 years old) who loves luxury and has high spending habits. Interested in luxury watches, high fashion, frequent first class travel, interior design, health and wellness. Frequenters of exclusive events such as fashion shows and luxury resorts.

Creativity: the client provides two creatives (photos, images or videos) in the dimensions indicated and the destination link. The copy (text) is created by Brand Connect and submitted to the client and the publisher

Output: the creatives will be published IN DARK on Feed placements (POST) and Stories on IG

Timing: the materials must arrive at least 1 week before publication

!!! In the ONLY SOCIAL HTSI package, the logo, next to that of the client, will be that of HTSI and SOLE for the 2 campaigns

Any special requests from customers on different targets from those of the packages or for different budgets will be evaluated individually