

ILGIORNALEDITALIA.IT



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ILGIORNALEDITALIA.IT

Ilgiornaleditalia.it is an independent, national daily newspaper providing information, real time news, insights, backstories, rumors and comments.

A LONG HISTORY

This historic newspaper was **founded in 1901** (120 years in 2021!) by Sidney Sonnino and Antonio Salandra, with editorial direction under Alberto Bergamini. Over the years, it has maintained a clear **liberal vision**, supporting industry and the economy in general, while also focusing on protecting labor rights and civil liberties.

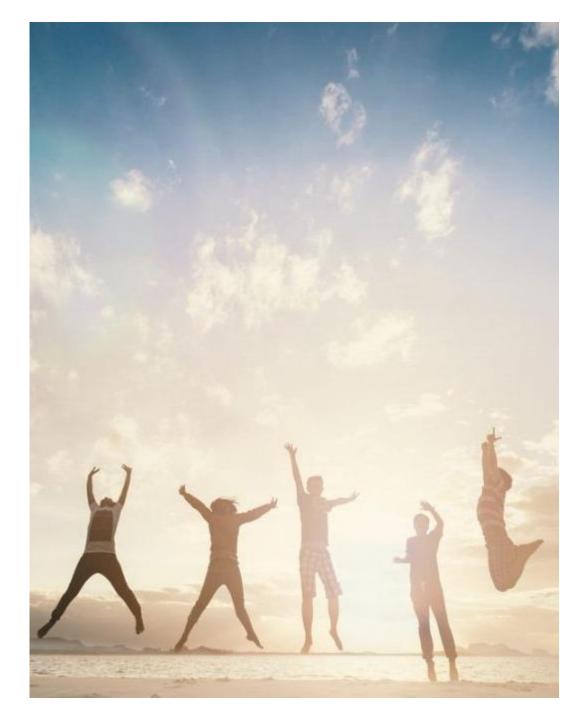
THE READERSHIP

It has a high-quality readership, consisting of **decision-makers** and influencers in political, economic, investment, and purchasing choices.

"La libertà al singolare esiste solo nelle libertà al plurale" Benedetto Croce



"Freedom in the singular only exists within freedoms in the plural"



ILGIORNALEDITALIA.IT AND ITS NOTABLE HISTORIC CONTRIBUTORS

Over the years, many notable columnists have enriched ilgiornaleditalia.it and strengthened its influence: starting from Benedetto Croce to Luigi Pirandello, from Giovanni Pascoli to Antonio Fogazzaro, and from Vilfredo Pareto to Gabriele D'Annunzio.

Alberto Bergamini, the first editorial director, clearly outlined the direction to follow in the first issue, published on November 16, 1901:

"We will work to reconcile hearts, to revive the feelings of solidarity among all social classes, to improve the moral and economic conditions of the most disadvantaged classes, on which the future of Italy largely depends" (Year I, no. 1, November 16-17, 1901). «Lavoreremo alla conciliazione degli animi, a ravvivare i sentimenti di solidarietà fra tutti gli ordini cittadini, a rialzare le condizioni morali ed economiche delle classi più disagiate, da cui dipende per tanta parte l'avvenire d'Italia". Alberto Bergamini, direttore, Anno I, n° 1, 16-17 novembre 1901

> "La libertà al singolare esiste solo nelle libertà al plurale" Benedetto Croce

"Ai tempi di La Fontaine le bestie parlavano, oggi scrivono" Antonio Fogazzaro

"Ogni **realtà è** un **inganno**". "Quando l'**indiscrezione** è **a fin di bene, un gentiluomo non deve ritrarsene**." Luigi Pirandello

"Il nuovo non s'inventa: si scopre"

Giovanni Pascoli

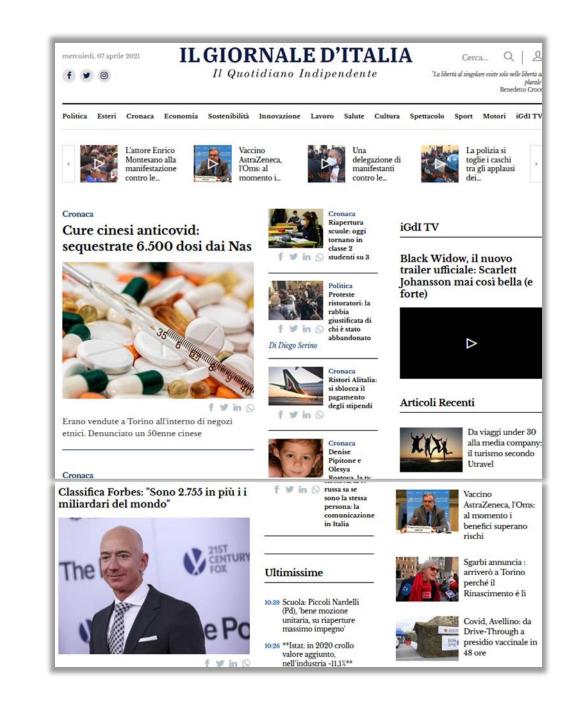
Vilfredo Pareto

"...il 20 per cento delle cause (o delle azioni) è responsabile dell'80 per cento degli effetti (o dei risultati)."



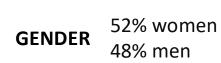
KEY NUMBERS

PAGE VIEWS 657.000 monthly PREROLL 370.000 monthly



TARGET PROFILE

The core target of ilgiornaleditalia.it is made up of young adults aged between 25 and 44 years.





AGE 18-24 anni 11% 25-34 anni 21% 35-44 anni 23% 45-54 anni 18% 55-64 anni 14%





ILGIORNALEDITALIA.IT MAIN SECTIONS



ADVERTISING FORMATS & ADVERTORIALS



ADVERTISING FORMATS

ILGIORNALEDITALIA.IT

Main advertising formats available:

Skin Masthead 990x250 Leaderboard 728x90 Mpu 300x250 Half Page 300x600 Inread Pre roll Floorad Intro Banner mobile 320x50/320x100





ADVERTORIALS

Original content designed to **describe and represent the brand's values in alignment with the editorial context** in which it is hosted.

- 1. EDITORIAL SPECIALS/STORYTELLING: creation and publication of content in textual, photographic, and video formats within an editorial special. The contents are indexed on search engines and distributed on social networks.
- **2. NATIVE ADVERTISING**: publication of informational advertising content (advertorials).

