



**REPORTS**

**IL SOLE 24 ORE**



# REPORTS

## The editorial profile

**Rapporti24 Impresa** are targeted analyzes and journalistic surveys on the industrial world, telling the evolution of the most strategic sectors of the Italian economy, the trends and strategies of the companies that are part of it, the challenges and the news of the market.

**Rapporti 24 Territori** provide a broad and in-depth analysis of the territories and analyze the challenges, markets and characters of our economy.

Characterized by the quality of the contents and prestigious brands, the reports enrich the Tuesday's daily and offer readers the possibility to deepen the contents on the dedicated online section, in which multimedia insights, video interviews and more are published.



# REPORTS

## THE FEATURES



**721,000 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 30% of Il Sole 24 Ore readers is in the **over 55 age group** the one with the **highest spending and investment capacity**. 65% are men and 35% are women.

Source: Audipress 2024.1



# REPORTS

## 2024 Calendar \*

|            |  |
|------------|--|
| 09/01/2024 | Men fashion                            |
| 30/01/2024 | Exhibitions                            |
| 06/02/2024 | Motori tech eanddesign                 |
| 15/02/2024 | Welfare&Hr                             |
| 20/02/2024 | Women fashion                          |
| 27/02/2024 | Private Banking                        |
| 05/03/2024 | Design                                 |
| 12/03/2024 | Sustainable development                |
| 20/03/2024 | Statista: Southern Stars               |
| 22/03/2024 | GPTW ranking                           |
| 26/03/2024 | Car of the year/ Engines/Company cars/ |
| 14/04/2024 | Wine                                   |
| 16/04/2024 | Design                                 |
| 18/4/2024  | PET                                    |
| 25/04/2024 | Mechanical engineering/4.0             |
| 30/04/2024 | Moto&Scooter                           |
| 08/05/2023 | Road haulage and logistics             |
| 16/05/2024 | Leader of sustainability               |
| 20/05/2024 | Legal studies/Statista                 |
| 21/05/2024 | Jewellery                              |
| 29/05/2024 | Beauty                                 |
| 30/05/2024 | Cars and corporate mobility            |
| 06/06/2024 | Watches                                |
| 11/06/2024 | Men fashion                            |
| 18/06/2024 | Private banking                        |
| 27/06/2024 | Emilia Romagna                         |

|            |                             |
|------------|-----------------------------|
| 02/07/2024 | Engines                     |
| 09/07/2024 | Sustainable development     |
| 16/07/2024 | Watches                     |
| 23/07/2024 | Exhibitions 2               |
| 17/09/2024 | Women fashion               |
| 19/09/2024 | Nautical industry           |
| 22/09/2024 | Ceramic Industry            |
| 25/09/2024 | Sustainable development     |
| 08/10/2024 | Cars and corporate mobility |
| 15/10/2024 | Design                      |
| 22/10/2024 | Beauty                      |
| 23/10/2024 | Private Banking             |
| 05/11/2024 | Sustainable development     |
| 12/11/2024 | Growth leader               |
| 13/11/2024 | A.I. & Cybersecurity        |
| 22/11/2024 | Watches                     |
| 26/11/2024 | Engines/Autumn news/Eicma   |
| 27/11/2024 | Payment exhibition          |
| 03/12/2024 | Aerospace industry          |
| 05/12/2024 | Company Motors/Cars         |
| 06/12/2024 | Jewellery                   |
| 10/12/2024 | Consutants of the years     |



# 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**

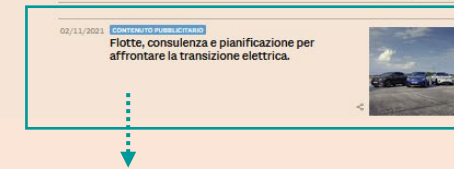
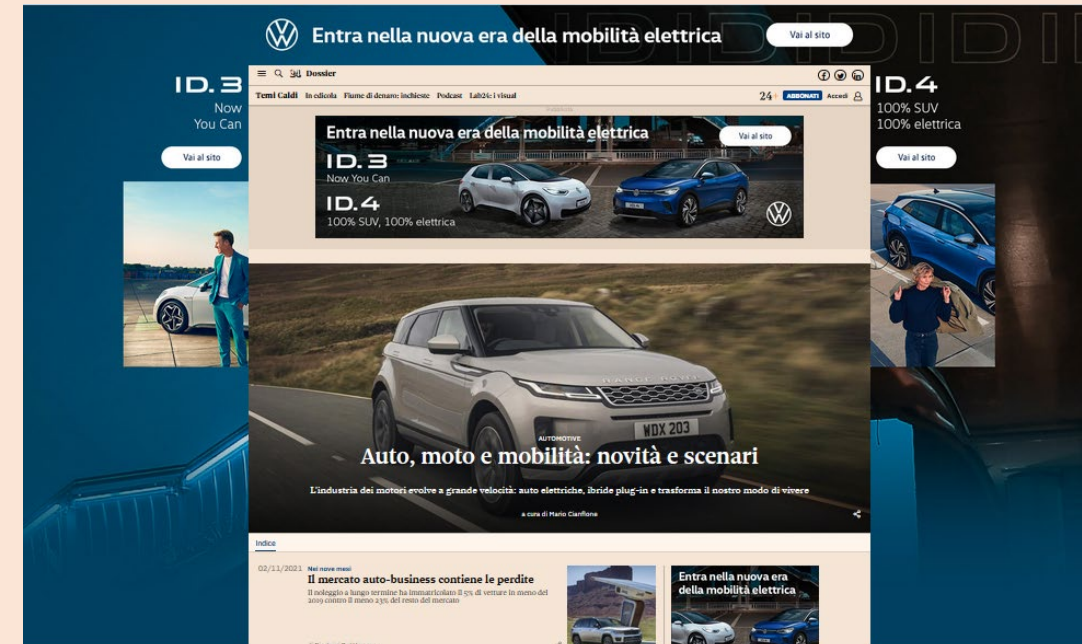
- **Monographic Display** in page (100% Sov) Skin, Masthead, Mpu Top
- **Push support planning** in Brand Connect band position (3,5 MIO Imps)

## - **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)
- **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.