

MAGAZINE OF WATCH MAKING AND LIFESTYLE



24 HOURS



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24 Hours is the magazine completely **dedicated to the world of watches and is written in double language**, Italian and English, in order to be distributed in all the most important contexts related to the world of watchmaking.

The distribution, in fact, is targeted: in addition to the **coverage of the most important newsstands**, the newspaper is distributed at **the most important trade fairs of the sector** (SIHH Geneva, Baselword), the most prestigious Golf Clubs and the best jewellery and watchmaking companies.

A unique product in the Italian publishing scene dedicated to the demanding and high-target audience of the Sole 24 Ore world, which connects the companies in the sector with **a highly qualified and profiled target** and confirms its position as media partner, leader in watchmaking prestige.



STRENGTH

- **BRAND CREDIBILITY**
- **INTERNATIONALITY**
- **AUTHORITATIVENESS OF THE MAGAZINE**
- **CREATIVE APPROACH**

FEATURES

The effectiveness in the presentation of the most prestigious brands enhances the design and the novelties of the design. The contextualization of the products makes it a real **"watchmaking lifestyle" magazine** that includes close-ups, interviews with the sector's protagonists, focus on the main innovations presented in the most important meeting points in the sector, articles on the most innovative details and on the frontiers of design.

- Large format
- High paper quality
- High-impact images
- Great accuracy and completeness of focuses and technical data sheets



STRUCTURE*

NEWS

COVER STORY

EVOLUTIONS

CELEBRATIONS

INITIATIVES

LIMITED EDITION

ANNIVERSARIES

CLASSICS EVOLUTIONS

SPORT WATCHES

ICONICS

INTERVIEW

CONNECTED

FOR HER

SHOPPING

* For illustrative purposes only as it could vary in each issue

PREMIUM POSITIONS

- Cover flap
- 2° + 3° full page adv colour
- Double page tunnel
- Single page facing editorial
- Single page left hand facing summary
- Single page right hand summary
- Single page summary Colophon
- 3° page cover
- 4° page cover

ISSUES

- Number of issues: 5
- Circulation: 15.000 copies

24 HOURS, is enriched from the end of July 2020 with the online browser available on the website www.ilsole24ore.com. The browser is available in the app and on the site on the day of release for ilsole24ore.com subscribers.



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