



# IL SOLE 24 ORE – The local sections



# The editorial profile

Every Friday, attached to the newspaper, they talk about the **economy of the territory**, its economic evolution but also the deep trends linked to the channels of the new local development with particular attention to the big stakeholders (companies, banks, public actors linked to development projects).

Particular attention is paid to innovation and frontier projects in new technologies. The publication also contains the portraits of the protagonists of the local economy.

The inserts offer **a context in which to give voice to the protagonists and emerging companies**, their strategies and requests to be able to create a system and continue to grow.

Central to the story of the territory are **also the themes of work**, with particular attention to young people, the associative system, orders, colleges and social policies.



# Topics

- The role of **local authorities** and their relationship with the economy
- Information, interviews, analyzes and comments on local economic realities, on companies and on the associative system as well as on social policies
- Indicators of economic and forecast trends
- **The emerging sectors and characters** of the economy
- **Service information** for the business world
- Service information on the professional **association world**

## PROTAGONISTS

- **Large, medium and small businesses**
- Local Authorities and Public Administrations (Municipalities, Provinces and Regions)
- Operators of the **economic-productive categories** (Industry, Craft, Commerce, Tourism, Services)
- **Associations, orders, colleges**



# Geographical areas

## THE LOCAL SECTIONS

They are a **weekly supplement to Il Sole 24 ORE**, on newsstands **every Friday**, with a **monthly schedule** covering 5 geographical areas:

Lombardy (Lombardy)



North West (Piemonte; Liguria; Valle d'Aosta)



North East (Veneto; Trentino; Friuli)



Centre (Emilia; Toscana; Lazio; Marche; Umbria; Abruzzo; Molise)



South (Molise, Campania; Puglia; Calabria; Basilicata; Sicilia; Sardegna)



# Circulation

Lombardy (Lombardy)



**Print run (paper)** 14,320 copies + **total digital circulation Italy** (not distributable by area) of 82,321 copies

North West (Piemonte; Liguria; Valle d'Aosta)



**Print run (paper)** 6,160 copies + **total digital circulation Italy** (not distributable by area) of 82,321 copies

North East (Veneto; Trentino; Friuli)



**Print run (paper)** 9,270 copies + **total digital circulation Italy** (not distributable by area) of 82,321 copies

Centre (Emilia; Toscana; Lazio; Marche; Umbria; Abruzzo)

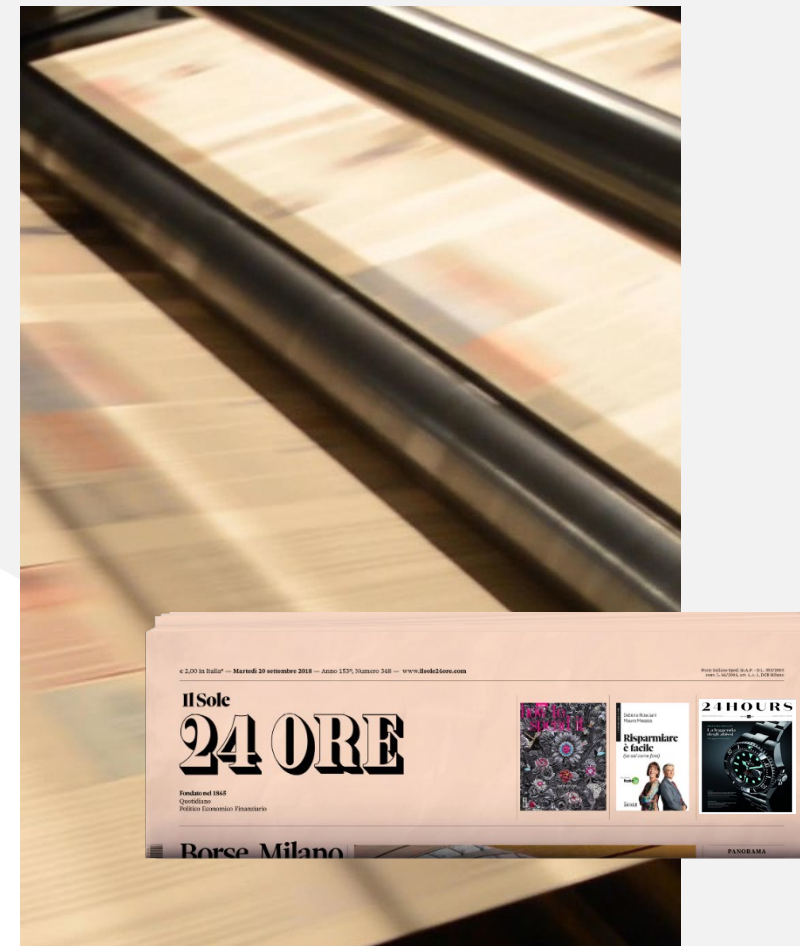


**Print run (paper)** 17,090 copies + **total digital circulation Italy** (not distributable by area) of 82,321 copies

South (Molise, Campania; Puglia; Calabria; Basilicata; Sicilia; Sardegna)



**Print run (paper)** 7,260 copies + **total digital circulation Italy** (not distributable by area) of 82,321 copies



# Readership



**Lombardia**

Prima della produzione agricola 2020: +5,8% | Lavoratori in somministrazione nel dicembre: -29,9% | Tasso di disoccupazione in regione: 5,2%

**Le periferie tornano al centro con il lavoro e i negozi di vicinato**

**Malpensa, Sea potenzia le strutture per il cargo**

**NOVITÀ HOEPLI EDITORE**

**IL TEMPO DEI ECONOMISTI**

**46**

**Lombardia**  
137,000 readers



**Nordest**

Immatricolazioni 2020 di veicoli nuovi in Veneto: -20% | Multe alle università di Trieste nel 2020: +10% | Bottiglie di vino veneto DOP prodotte nel 2020: 138ml

**Componenti e materie prime, le filiere industriali arrancano**

**SCARPA**

**MOJITO BIO SUSTAINABLE PATH.**

**48**

**Nordest**  
95,000 readers



**Nordovest**

Esportazioni del Piemonte nel 2020: -2,7 | Produzione industriale in Liguria (prima 10 mesi): +7,7% | Saldo in previsioni produzione in Val d'Aosta: -1,5%

**Edifici, materiali e nuovi spazi: la svolta green di Torino e Genova**

**ABIOGENeration**

**15**

**Nordovest**  
79,000 readers



**Centro**

Esportazioni del Lazio (PRIMO) 1-6 ottobre: 1,4 miliardi | Di culture e di eventi con la Lombardia (PRIMO): -2,5% | Nuova occupazione totale in Friuli Venezia Giulia (PRIMO): 50,7%

**«In Emilia la data valley europea, qui il 20% della capacità di calcolo»**

**Emilia**

**652**

**10**

**Centro**  
217,000 readers



**Sud**

Immigrazione di Brighi più forti di Italia nel Sud: 7% | Quota di Fim del Sud che ha usato l'80% del contributo nel 2020: 13,8% | Export alimentare Sud 2020: +7,4%

**Private equity, a imprese del Sud solo il 4% degli investimenti**

**IMPRESE@BCP**

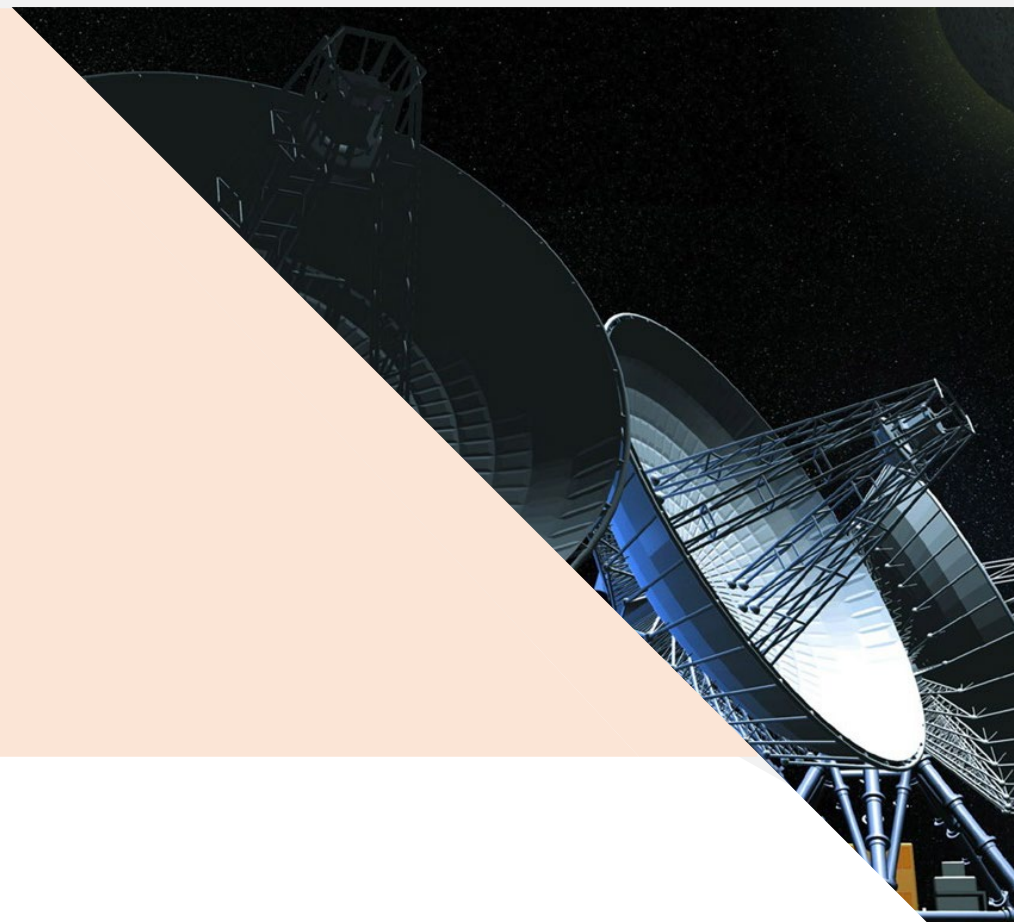
**48**

**Sud**  
129,000 readers

# Communication opportunities

## ADV FORMATS

TRADITIONAL ADVERTISING FOR MULTIPLE FORMAT MEDIA  
PLANNING







# Available formats

## FIRST PAGE

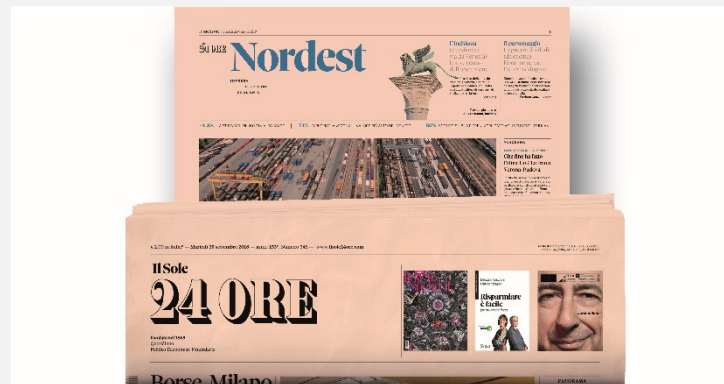
- **MANCHETTE** (64X54)
- **EARPIECE 3 solutions:**
  - mm 132hx101w (6x2)
  - mm 109hx154w (5x3)
  - mm 86hx207w (4x4)

## INNER POSITION (\*)

- **STRIP** (109hx312w) (5x6)
- **QUARTER** (222hx154w) (10x3)
- **HALF PAGE** (222hx312w) (10x6)
- **JUNIOR PAGE** (289hX207w) (13x4)
- **PAGE** (470hx312w) (21x6)

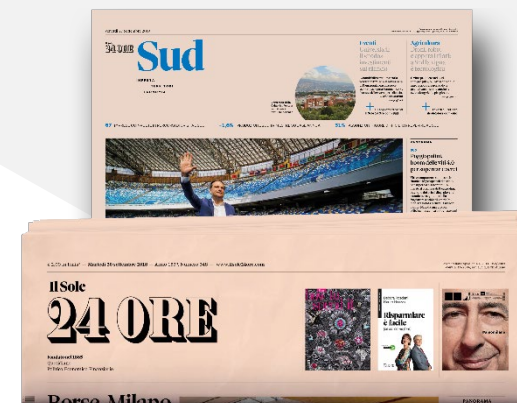
## BACK PAGE

- **PAGE** (470hX312w) (21x6)



## TECH SPECS

- Pink paper (as Il Sole 24 ORE)
- Rhenish format
- Separate section of 12 pages



# 2026 Calendar

DATE (Friday)	REPORT	STATUS
2/1		suspended
9/1		suspended
16/1	Centre	
23/1	North West	
30/1	South + Lombardia	
6/2	North East	
13/2	Centre	
20/2	North West	
27/2	South + Lombardia	
6/3	North East	
13/3	Centre	
20/3	North West	
27/3	South + Lombardia	
3/4	North East	
10/4	Centre	
17/4	North West	
24/4	South + Lombardia	
1/5	North East	
8/5	Centre	
15/5	North West	
22/5	South + Lombardia	
29/5	North East	
5/6	Centre	
12/6	North West	
19/6	South + Lombardia	
26/6	North East	

DATE (Friday)	REPORT	STATUS
3/7	Centre	
10/7	North West	
17/7	South + Lombardia	
24/7	North East	
31/7	Centre	
7/8	North West	suspended
14/8	South + Lombardia	suspended
21/8	North East	suspended
28/8	Centro	suspended
4/9	North West	
11/9	South + Lombardia	
18/9	North East	
25/9	Centre	
2/10	North West	
9/10	South + Lombardia	
16/10	North East	
23/10	Centre	
30/10	North West	
6/11	South + Lombardia	
13/11	North East	
20/11	Centre	
27/11	North West	
4/12	South + Lombardia	
11/12	North East	
18/12	Centre	
25/12	North West	suspended



# Digital

On the occasion of the release of each local paper report, the contents are also transposed online, specifically **within the Dossier area of Sole24ore.com**.

**Online sponsorship** takes place through the client's **display monographic** (100% Sov) within all the pages of the dossier and through support planning in **brand connect box**.

The formats foreseen for sponsorship are:

- **SKIN**
- **MASTHEAD 990x250 and MIDDLE 990x250**
- **MPU TOP 300x250**
- **MPU MIDDLE 300x250**

