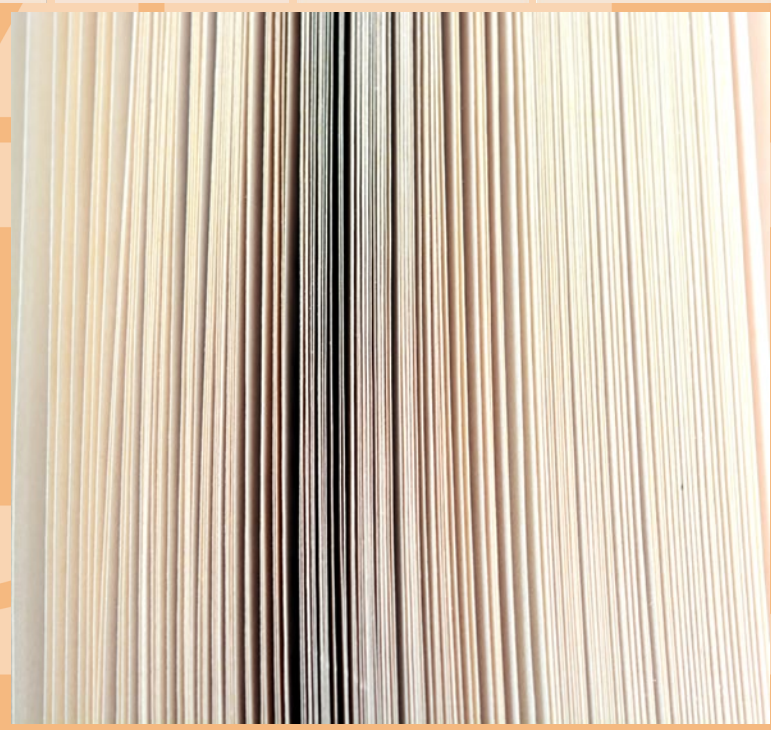


IL SOLE 24 ORE – The local sections

24 ORE System







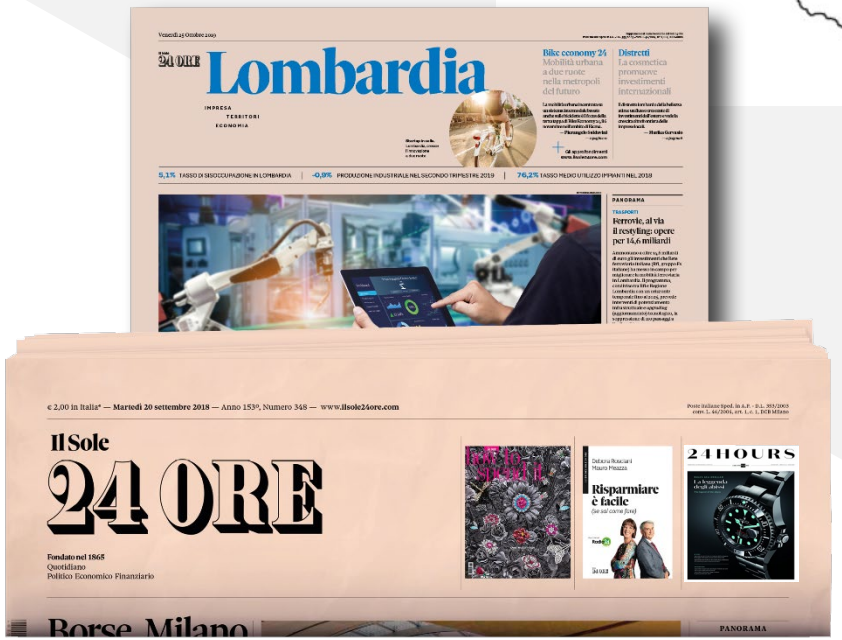
The editorial profile

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 76,018 copies

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

Print run (paper) 6,160 copies + **total digital circulation Italy** (not distributable by area) of 76,018 copies

North East (Veneto; Trentino; Friuli)

Print run (paper) 9,270 copies + **total digital circulation Italy** (not distributable by area) of 76,018 copies

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

Print run (paper) 17,090 copies + **total digital circulation Italy** (not distributable by area) of 76,018 copies

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

Print run (paper) 7,260 copies + **total digital circulation Italy** (not distributable by area) of 76,018 copies



Source: elaboration on ADS features – May 2026

Readership



Lombardia
156,000 readers



Nordest
79,000 readers



Nordovest
82,000 readers



Centro
253,000 readers



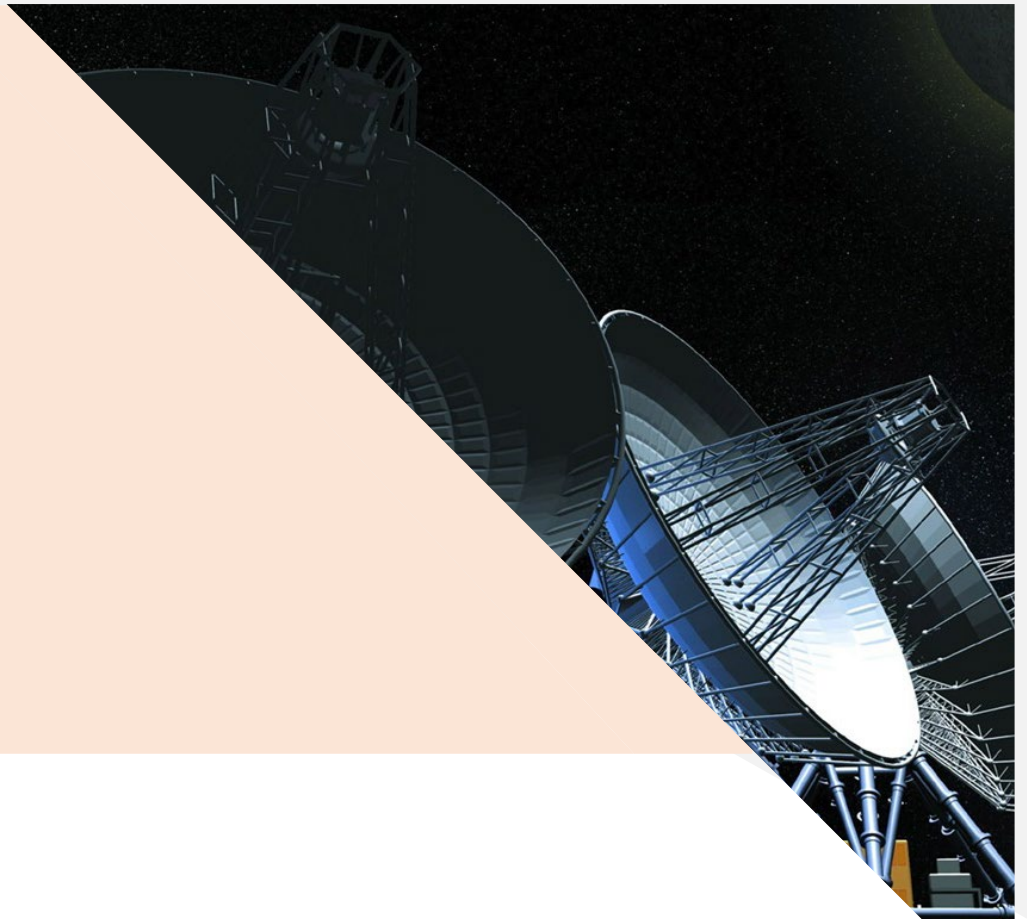
Sud
145,000 readers

Source: Audipress 2026.2

Communication opportunities

ADV FORMATS

TRADITIONAL ADVERTISING FOR MULTIPLE FORMAT MEDIA PLANNING





FIRST PAGE

(the same for all the local sections)



PAGE



HALF PAGE

Display advertising- available formats.



JUNIOR PAGE



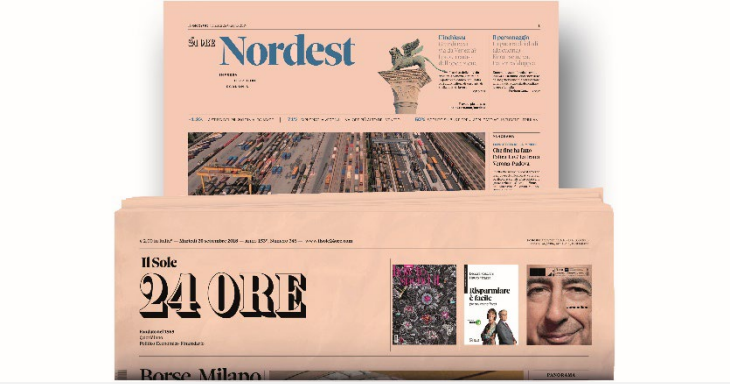
QUARTER



STRIP

Display advertising- available formats.

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



(*) The first left and right pages are configured as premium positions; 1st, 2nd and 3rd format only on page

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**

