



THE LOCAL SECTIONS

IL SOLE 24 ORE



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)



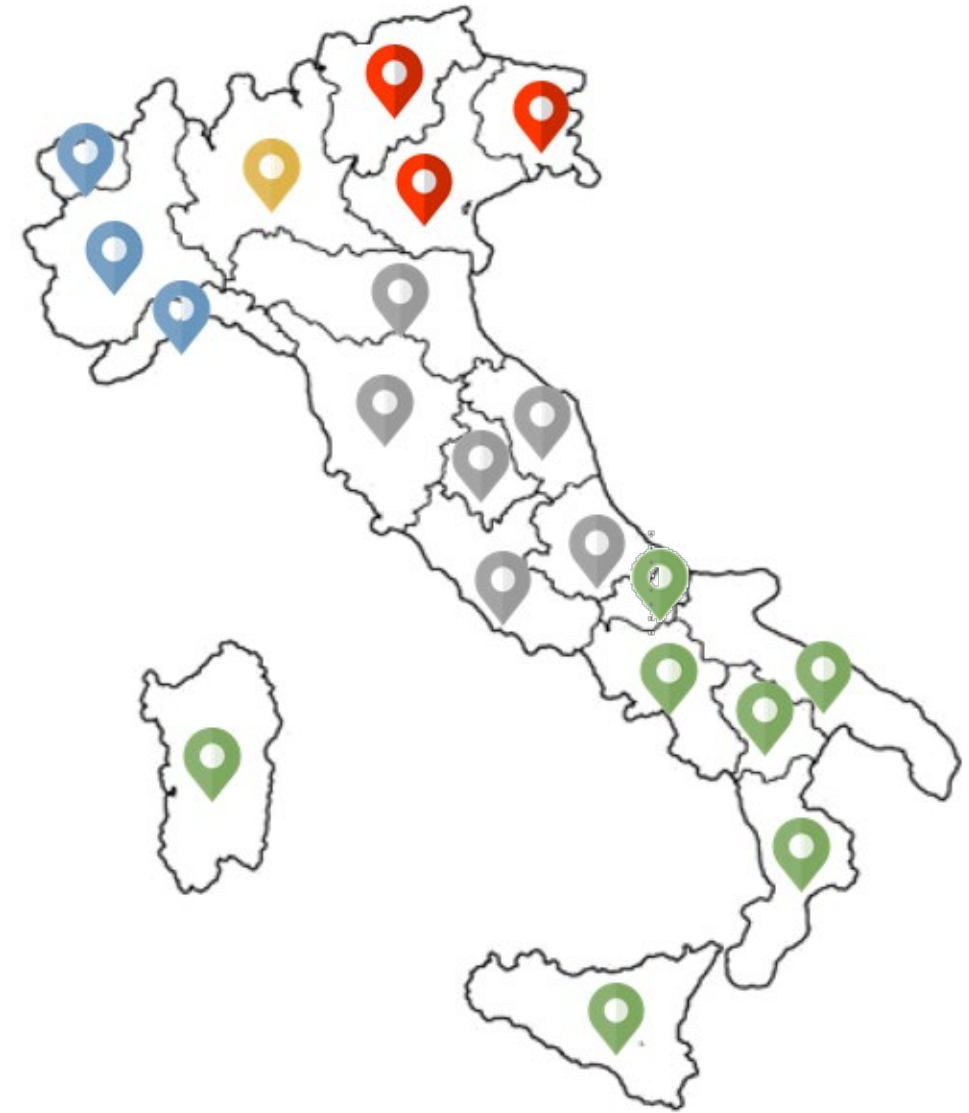
North East (Veneto; Trentino; Friuli)



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



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



CIRCULATION

Lombardy (Lombardy)



Print run (paper) 15,690 copies + **total digital circulation Italy** (not distributable by area) of 81,454 copies

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



Print run (paper) 6,740 copies + **total digital circulation Italy** (not distributable by area) of 81,454 copies

North East (Veneto; Trentino; Friuli)



Print run (paper) 10,150 copies + **total digital circulation Italy** (not distributable by area) of 81,454 copies

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



Print run (paper) 18,720 copies + **total digital circulation Italy** (not distributable by area) of 81,454 copies

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



Print run (paper) 7,960 copies + **total digital circulation Italy** (not distributable by area) of 81,454 copies

Source: elaboration on ADS features – May 2025



READERSHIP



137,000 readers



95,000 readers



79,000 readers



217,000 readers



129,000 readers

Source: Audipress 2025.2

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

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

2025 CALENDAR

DATE (Friday)	REPORT	STATUS
3/1/25		suspended
10/1/25		suspended
17/1/25	Centre	
24/1/25	North West	
31/1/25	South + Lombardia	
7/2/25	North East	
14/2/25	Centre	
21/2/25	North West	
28/2/25	South + Lombardia	
7/3/25	North East	
14/3/25	Centre	
21/3/25	North West	
28/3/25	South + Lombardia	
4/4/25	North East	
11/4/25	Centre	
18/4/25	North West	
25/4/25	South + Lombardia	
2/5/25	(Newspaper is not published)	
9/5/25	North East	
16/5/25	Centre	
23/5/25	North West	
30/5/25	Sud + Lombardia	
6/6/25	North East	
13/6/25	Centre	
20/6/25	North West	
27/6/25	South + Lombardia	

DATA (Friday)	REPORT	STATUS
4/7/25	North East	
11/7/25	Centre	
18/7/25	North West	
25/7/25	South + Lombardia	
1/8/25	North East	suspended
8/8/25	Centre	suspended
15/8/25	North West	suspended
22/8/25	Sud + Lombardia	suspended
29/8/25	North East	suspended
5/9/25	Centre	
12/9/25	North West	
19/9/25	South + Lombardia	
26/9/25	North East	
3/10/25	Centro	
10/10/25	North West	
17/10/25	South + Lombardia	
24/10/25	North East	
31/10/25	Centre	
7/11/25	North West	
14/11/25	South + Lombardia	
21/11/25	North East	
28/11/25	Centre	
5/12/25	North West	
12/12/25	South + Lombardia	
19/12/25	North East	
26/12/25	Centre	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**

