

24Ore
Podcast

Network Digital Audio & Sponsorship



A GROWING AUDIENCE FOR AN EVOLVED TARGET

Podcast listeners are **informed consumers**, open to **new technologies** and inclined towards **premium products**.

In Italy, there are an estimated **15.5 million*** podcast listeners — a **target** group with an **evolved socio-cultural profile** (29% graduates) and a strong **ability to focus on content**.

As a result, **podcast advertising** stands out for its high message effectiveness, thanks to a listening context that is active, intentional, and attentive.

79%
of podcast users
REMEMBER hearing
ADVERTISING
MESSAGES alongside
podcasts

50%
TAKE AT LEAST ONE
ACTION
after hearing a
podcast ad

59%
REMEMBER
LISTENING TO
BRANDED
PODCASTS, which
improve brand
perception



24ORE PODCAST

YOU'RE IN THE RIGHT PODCAST

The 24Ore Podcast audio offering includes an extensive library of programmes, original editorial series and branded series.

The productions can be enjoyed **on demand on websites, apps** and on the main **audio distribution platforms**.

The offer includes continuous daily and weekly productions and the development of series, many created in collaboration between Il Sole 24 Ore and Radio 24, aligned with **the Group's editorial identity**.

It represents an **authoritative editorial context, carefully followed and actively chosen by listeners**.



24ORE PODCAST: DIGITAL AUDIO and SPONSORSHIP OFFERS

DIGITAL AUDIO NETWORK IN GR



Il Sole
24 ORE

TUTTOmercatoWEB.com®

DIGITAL AUDIO GR THEME



Il Sole
24 ORE

TUTTOmercatoWEB.com®

PODCAST PROGRAMME AND ORIGINAL SERIES SPONSORSHIPS



Il Sole
24 ORE



PLANNABLE FORMATS: PRE-ROLL, MID-ROLL AND POST-ROLL



THE DIGITAL AUDIO OFFER IN GR

Visibility and engagement across our premium network ecosystem

ILSOLE24ORE, RADIO24 AND TMW: THE AUDIO LIBRARY

Journalistic quality and editorial rigour



The audio content of IlSole24ore covers topics of economics, politics, stories, current affairs and investigations.

Among the **most popular series** are **Start**, the newspaper's daily podcast, **Market Mover**, Best Business Podcast 2023, **Comprami**, winner of the Il Pod award for best podcast of the year at the Italian Podcast Awards, and the **Sex & Economy** investigation, winner of the bronze medal in the Podcast Documentary category at the Lovie Awards (2024).



Radio 24, the “news & talk” broadcaster of the Gruppo24ORE, allows you to **enjoy the on-demand audio content** of its programmes.

145 weekly episodes, 615 monthly episodes including on-demand and original content on current affairs, economics, technology, health, food, automotive, sustainability, etc.

Average listening time 54 min



The TMW Audio Network is a **reference point for football lovers**.

The **sports network's audio offering** includes streaming/podcasts of broadcasts from **4 radio stations** (TMW Radio, Radio BiancoNera, Radio Napoli, Radio FirenzeViola) + **podcasts produced by individual vertical publications*** of the TMW Network.

ILSOLE24ORE: PODCAST AUDIO OFFER

Over 65 podcasts **distributed via website, app** and all major **audio distribution platforms**.

MONTHLY INVENTORY	PLANNABLE FORMATS	PLANNING MODE
<p>1 MILLION AUDIO IMPRESSIONS PER MONTH*</p>	<p>PRE-ROLL & POST-ROLL</p> <p>Ad duration: 10" - 15" - 20" - 30"</p>	<p>GENERAL ROTATION</p> <p>18 CPM</p> <p>SOLD IN RESERVATION</p>



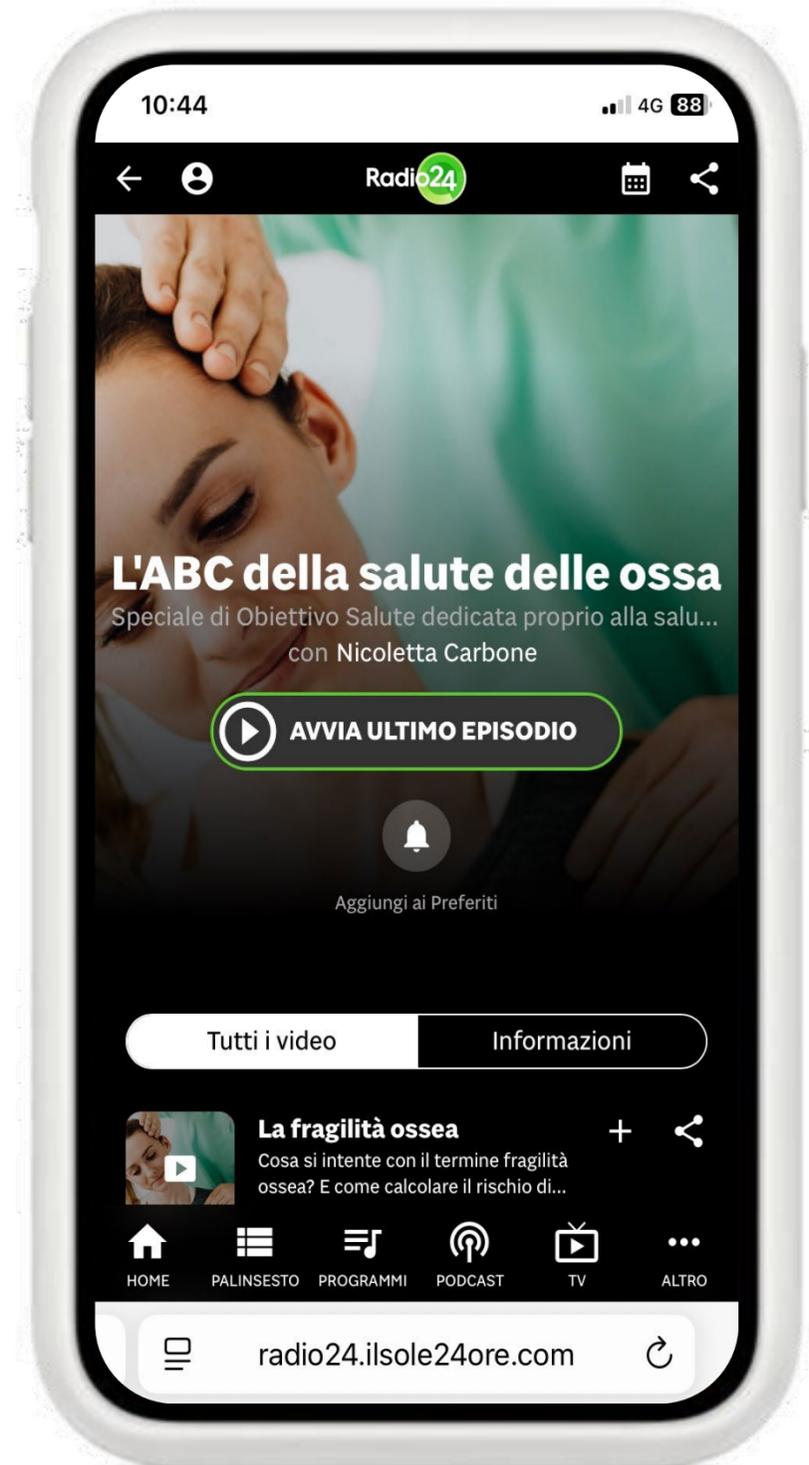
*The *plannable inventory* does NOT include the series "in collaboration with" and "created for"
Source: Megaphone

RADIO24: PODCAST AUDIO OFFER



67 programmes available on demand via website, app and all major audio distribution platforms.

MONTHLY INVENTORY	PLANNABLE FORMATS	PLANNING MODE
<p>18 MILLION AUDIO IMPRESSIONS PER MONTH*</p>	<p>PRE ROLL MID ROLL POST ROLL</p> <p>Ad duration: Up to 30"</p>	<p>GENERAL ROTATION</p> <p>18 CPM</p> <p>SOLD AS: RESERVATION, PRIVATE DEAL AND PROGRAMMATIC GUARANTEED</p> <p>TARGETING: GEO TARGET OR DEVICE</p>



*Source: Adswizz – Spotify delivery is not counted or guaranteed

TMW: PODCAST AUDIO OFFER

Podcasts and streaming of visual radio are **distributed via website, app** and the main **audio distribution platforms**



MONTHLY INVENTORY

5 MILLION
ESTIMATED AUDIO
IMPRESSIONS

PLANNABLE FORMATS

PRE ROLL
MID ROLL
POST ROLL

Ad duration:
Up to 30"

PLANNING MODE

GENERAL ROTATION

12 CPM

SOLD AS:
RESERVATION, PRIVATE
DEAL AND
PROGRAMMATIC
GUARANTEED

TARGETING: GEO TARGET
OR DEVICE



NEW



THEMATIC DIGITAL AUDIO OFFER GR

THE THEMATIC AREAS

High-value vertical content for a premium target



A **NEWS OFFERING** that covers Italian and international current events through the voices of Il Sole 24 Ore and Radio24. Politics, economics, society and global outlooks come together in a clear and authoritative narrative.



24 Mattino
La Variante Parenzo*
Uno, nessuno, 100 Milan
Nessun luogo è lontano
That's America*



Start
Macro



An **ECONOMY & SAVINGS OFFERING** that, through the contents of Radio24 and IlSole24ore, provide insight on markets, investments and new financial dynamics, helping audiences navigate everyday economic decisions.



Focus Economia
Due di Denari



Crypto
Market Mover



A **SPORTS OFFERING** that covers football and current sports events with commentary, analysis and news, combining the voices of Radio24 and TMW to inform and engage fans



Tutti convocati
In campo con Pardo



TMW GR

THEMATIC AUDIO PODCAST OFFER

High-value vertical content for a premium target



NEWS



**ECONOMY &
SAVINGS**



SPORT

WEEKLY PROPOSALS

SOV 100%
420,000 imps
Cpm: € 22
Price € 9,200

SOV 100%
300,000 imps
Cpm: € 22
Price € 6,400

SOV 100%
1.2 MILLION imps
Cpm: € 15
Price € 18,000

INTERNAL NOTES FOR THEMATIC OFFERING

- Upload and delivery available from **15 February**
- **Throughout February, before each booking, check airing dates** of ilsole24ore series (start, market mover, crypto and macro)
- **From March** onwards, availability can be viewed in the calendar tool



ORIGINAL SERIES SPONSORSHIPS

ILSOLE24ORE: PODCAST SERIES

The **4 series** of Isole24Ore can be sold with **vertical sponsorship** of all episodes using **Pre Roll + Post Roll** formats

START

Every morning, three news stories that could be useful for your day. Available on all free platforms and isole24ore.com.

€4,000 / 1 week



24Ore
Podcast

The
24 ORE

MARKET MOVER

Explains what's moving the markets. Complex financial news made simple.

€4,000 / 1 week



24Ore
Podcast

The
24 ORE

MACRO

A broad-ranging topic is explored through voices selected by Il Sole 24 Ore, in a conversation reflecting on major developments in the global economy, technology, culture, and international politics.

€5,000 / 1 month



24Ore
Podcast

The
24 ORE

CRIPTO

Tells the story and key players of the crypto economy in plain terms. Its mission: to inform and educate.

€5,000 / 1 month



24Ore
Podcast

The
24 ORE

RADIO24: PODCAST SERIES

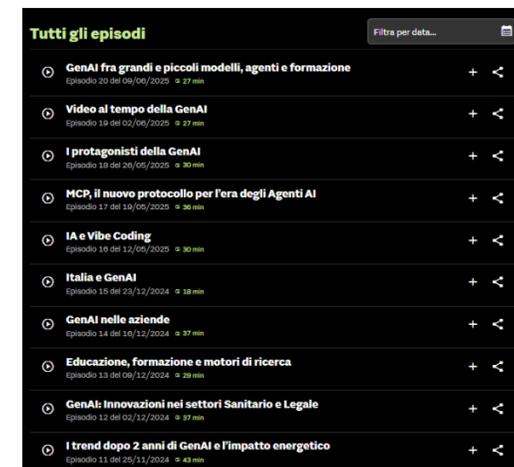
The **2 series** of Radio24 can be sold with **vertical sponsorship** of an episode cycle with **Pre-Roll** and **Post-Roll** formats, **co-branded promo communication on Radio 24 on air, digital audio inventory, and social media promotion**

FALLO

A weekly deep dive into men's sexual health. Journalist Giuseppe Cruciani and top urologist Prof. Nicola Mondaini break taboos with public service information for men and women, with real-life stories and global curiosities.



€ 40,000 / 8 weeks



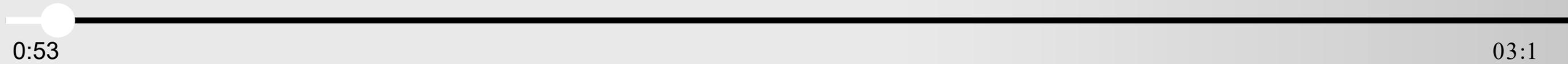
2024 SPECIALE INTELLIGENZA ARTIFICIALE

One of the most successful podcasts, perfectly aligned with today's most talked-about topic, is "2024 – Speciale Intelligenza Artificiale" by Enrico Pagliarini, already well known for his Radio 24 programme "2024". It offers timely, authoritative updates on the ever-evolving world of AI, with the option to develop themed episodes.

€ 25,000 / 5 weeks

240re
Podcast

THANK YOU



0:53

03:15

5

