



REPORTS

IL SOLE 24 ORE



REPORTS

The editorial profile

Rapporti24 Impresa are targeted analyzes and journalistic surveys on the industrial world, telling the evolution of the most strategic sectors of the Italian economy, the trends and strategies of the companies that are part of it, the challenges and the news of the market.

Rapporti 24 Territori provide a broad and in-depth analysis of the territories and analyze the challenges, markets and characters of our economy.

Characterized by the quality of the contents and prestigious brands, the reports enrich the Tuesday's daily and offer readers the possibility to deepen the contents on the dedicated online section, in which multimedia insights, video interviews and more are published.



REPORTS

THE FEATURES



795.000 DAILY READERS



HIGH LOYALTY TO THE BRAND

% subscription on total circulation

77%

45%

50%

ILSOLE24ORE

Corriere

Repubblica

**IL SOLE 24 ORE OCCUPIES THE 3RD
POSITION FOR DIGITAL CIRCULATION IN
THE PANORAMA OF DAILY PRESS ***

130,963

TOTAL CIRCULATION

print + digital



DIGITAL COPIES

85,008



REPORTS

The target and the readers

The **main target audience** is represented by Institutions and operators in the sectors of industry, finance, transport, tourism, export, etc.

Frequently distributed within the sector fairs and events and winners of numerous journalistic prizes, the **Reports cover consolidated thematic areas** that are developed during the year.

The 30% of Il Sole 24 Ore readers is in the **over 55 age group** the one with the **highest spending and investment capacity**. 65% are men and 35% are women.

Source: Audiopress 2023.2



REPORTS

2023 Calendar *

10/01/2023	Men FASHION
31/01/2023	Exhibitions
07/02/2023	Engines tech and design
14/02/2023	Private banking
21/02/2023	Women FASHION
23/02/2023	Welfare&Insurances
07/03/2023	Sustainable Development
14/03/2023	Digital Transition
21/03/2023	Export Championship
28/03/2023	Engines/Company cars
02/04/2023	Wine
14/4/2023	Best Workplace Italia
18/04/2023	Design
19/04/2023	Travels
25/4/2023	Moto&Scooter
27/04/2022	Mechanical Engineering/4.0
03/05/2023	Food Economy
09/05/2023	Transports and logistics
16/05/2023	Jewellery
17/05/2023	Leader of sustainability
22/05/2023	Law firms/Statista
23/05/2023	Beauty
30/05/2023	Company cars

09/06/2023	Watches
13/06/2023	Men FASHION
15/06/2023	Emilia Romagna
20/06/2023	Sustainable Development
28/06/2023	Pharma and Biotech
06/06/2023	Design
04/07/2023	Engines
11/07/2023	Exhibitions 2
18/07/2023	Watches
25/07/2023	Private banking
19/09/2023	Women FASHION
21/09/2023	Nautic industry
22/09/2023	Ceramic industry
26/09/2023	Sustainable development
10/10/2023	Host
11/10/2023	Cars and company mobility
17/10/2023	Design
24/10/2023	Beauty
31/10/2023	Sustainable development
14/11/2023	Security and Smart Building
21/11/2023	Leader od development
23/11/2023	Watches
28/11/2023	Cybersecurity
29/11/2023	Engines and autmn news
05/12/2023	Aerospatial industry
06/12/2023	Jewellery
12/12/2023	Private banking
19/12/2023	Cars and corporate mobility

CASE HISTORY

Some Reports issues scheduled

Reports can be:

-Inside Il Sole 24 Ore

(for example. Industria nautica, Wine, Private banking)

-Outside Il Sole 24 Ore (second section of the Newspaper)

(for example. Motori, Orologi, Gioielli)



DIGITAL Economics

The **Reports** are also available **online** on the **Sole24ore.com** website within the relevant editorial section.

Sponsorship can take place in different ways:

- **PACKAGE 1** - 6K

- **Monographic Display** in page (100% Sov) Skin, Masthead, Mpu Top
- **Display planning with monographic** in reference section (180,000 Imps)

- **PACKAGE 2** - 8K

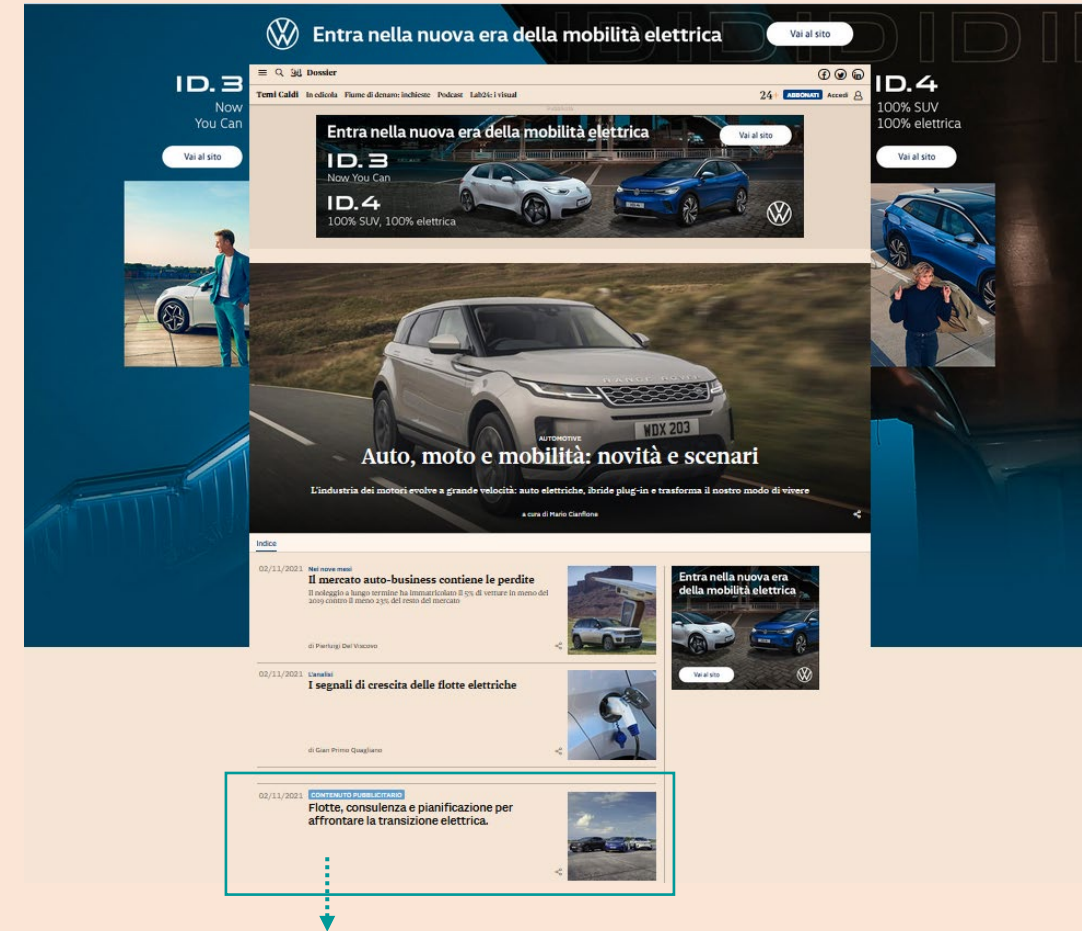
- **Monographic Display** in page (100% Sov) Skin, Masthead, Mpu Top
- **Push support planning** in Brand Connect band position (3,5 MIO Imps)

- **PACKAGE GOLD 20K** (with advertising content)

- **PACKAGE PLATINUM 25K** (with «created for» content)

Gold and Platinum offers include :

- **Display monographic** in page (100% Sov) Skin, Masthead, Mpu Top
- **Push support planning** in Brand Connect band position (2 MIO. Imps)
- **Amplify campaign** Facebook



For the **gold and platinum** packages, the branded content is contextualized in the dossier and relaunched by the hp of the dossier.