

# IL SOLE 24 ORE





Gruppo 24 ORE is the **leading Italian publishing group specialized in economics**, finance and professional publications.

Born around the newspaper, the Group is today a **point** of reference at European level for the Italian productive sector.

Its products and services are fundamental tools for information and updating for entrepreneurs, managers and professionals. 24 ORE System is the **advertising agency of Gruppo 24 ORE** and a selected group of third-party publishers, both in the Italian and International markets. The **quality and the authoritativeness of 24 ORE System media portfolio**, together with the ability to offer exclusive supports, projects and creativity are the strengths of an innovative and constantly evolving communication offer.





# THE DAILYNEWSPAPER Il Sole 24 Ore

#### Since 1865, Il Sole 24 Ore is the daily newspaper of the Italian economy.

It has always been a tool for a complete and in-depth analysis of the facts and issues of politics, economics, legislation and the Italian and international financial markets, a point of reference for professionals, savers and families.

With the multiple and interconnected challenges that the global economy, society, technology, and even more in this decisive moment not only for the country but for the whole world, we must be able to anticipate the facts. We will do it every day, choosing innovation as the engine of change.





### THE EDITORIAL QUALITY

In 2018 II Sole 24 Ore was recognized as the first newspaper for credibility from readers in the Digital News Report 2018 survey carried out by the Reuters Institute for the Study of Journalism. Readers recognize II Sole 24 Ore as a complete, very reliable and authoritative work tool, far more than the average of competitor newspapers. II Sole 24 Ore is a newspaper to be read and carefully analyzed to get the most

out of it, as evidenced by the time that readers dedicate to the consultation, greater than the average of the competitors.

Source: Infosfera 2019



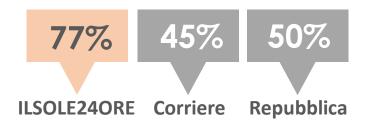


#### IL SOLE 24 ORE Readers and circulation

#### 771,000 DAILY READERS

STRONG LOYALTY TO THE BRAND

% subscribers versus total circulation





IL SOLE 24 ORE HAS THE 3rd BIGGEST DIGITAL CIRCULATION AMONG ITALY'S DAILY NEWSPAPERS\*

**DIGITAL COPIES** 

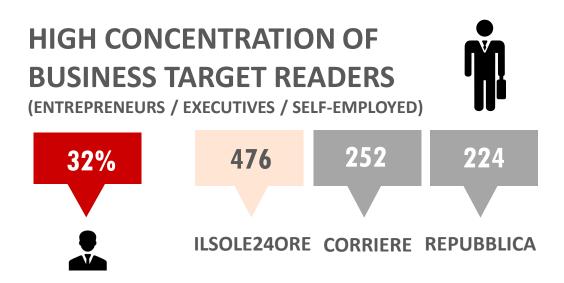
85,008

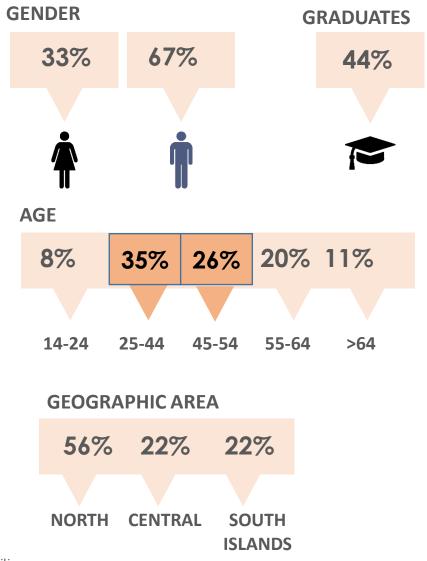
(\*) net of Monday copies of the sports newspapers Sources: Audipress 2023.1 Paper and/or replica (absolute values) ADS May 2023.

# IL SOLE 24 ORE A qualified target...

Il Sole 24 Ore readers are **top executives** and **decision makers in companies**, also at international level, and **in families**, for the most important purchases and for investment choices.

Il Sole 24 Ore readers become reliable **influencers** on the purchasing choices of friends and acquaintances in numerous product sectors.





Sources: Audipress 2023.1 Paper and/or replica (% comp and conc. index); Sinottica TSSP 2022A; Eumetra 2023 «Benessere e sostenibilità» e «Stili di comunicazione e media»

# IL SOLE 24 ORE

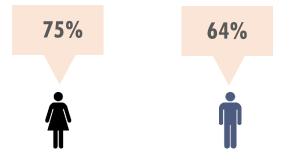
#### ... an exclusive target

Il Sole 24 Ore stands out for its **highly exclusive** readership:

#### HIGH CONCENTRATION OF EXCLUSIVE READERS VS. COMPETITORS (VS. CORRIERE AND REPUBBLICA)



#### **EXCLUSIVE READERS PER TARGET (%)**



#### **HIGH PROFILE OF EXCLUSIVE READERS (%)**

UPPER/UPPER-MIDDLE CLASS	28%	27%	29%
ENTREPRENEURS/EXECUTIVES/SELF-EMPLOYED	30%	27%	31%
INCOME > €3,250	37%	35%	37%
ŀ	ADULTS	<b>Å</b>	İ



# THE SYSTEM

The newspaper, everywhere.

At the heart of the II Sole 24 Ore system and all its features:

- It all starts with the newspaper at newsagents, and its numerous different associated products: from the regulatory inserts to the operating guides, from the magazines to the books.
- The newspaper is enriched with the digital version with content and functions on the App;

The system is completed by the **ilsole24ore.com website** and its **premium 24+ section**, and the **social media channels** with all of the **multimedia video and audio formats**.







**The first page** is the monitor of the day, it immediately orientates the reader.





The first part of the newspaper continues with the in-depth analysis of Primo Piano, Economics and International Politics Following the pages of comments, the choices and factual decisions, far from the tone of the news.



# CONTENTS



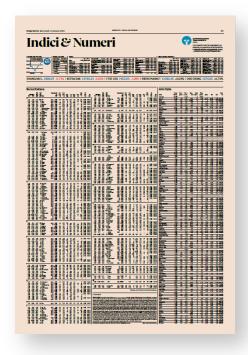
Imprese & Territori enters the heart of the real economy with particular regard to its protagonists.



Finanza & Mercati, the markets through news and insights ranging from Italy to international finance, etc.



Norme & Tributi, all updates and forecasts regarding taxation, job, justice, public administration and economic law.



Indici & Numeri, closes the daily reference points for companies and savings



# **IMPRESE & TERRITORI**

**Imprese e Territori** is the section of Il Sole 24 ORE dedicated to the real economy and to all its sectors of activity, with particular regard to its protagonists:

- Business stories
- Transformations of the productive sectors
- Innovation
- Work
- Training

The story of the numbers and of the conjunctures through which the new economic trends of the country can be read and interpreted.

Impro		Territ	ori	NEAR SUBJECTS	Sierce une leaner che fa case rannali Me indere ferciente case arcardinaria. Darcobyn.2
Recover 1,8 milia per gli i			otione delle acque		«Prime apertu del Governo, serve sbloccar il progetto»
di mont				Nexus court de devents Andre Terrapie, Terran Manarte, Verste et de devents en de ser explanament et de terrapies metter et de ser explanament et de ser explanament	Lintering Ener Prasilie
L'investimento iniziale potrà anere un effetto moltiplicatore di so miliardi Un progetto da milie invasi ontegino insierre a AnN.	sente american, die prode van Up- og al de soweit die dage meternetiste der prosense die effektigt ist eine de soweit fürstammte die afgestekten. Operatie gela angehalten operatie die angeogete gela angehalten operatie die soweit feren eine die angewagen angehalten die eine die angewagen angehalten die Aussigen die angewagen angehalten eine die angewagen angehalten die Konst kaan weigen eine ander die eine angehalten die angewagen ander die eine angehalten die angewagen ander die eine angehalten die angewagen ander die eine angehalten die angehalten die die eine angehalten die angehalten die die eine angehalten die angehalten die eine angehalten die angehalten die eine angewagen die die die die die eine angehalten die die die die die die eine die die die die die die die die die di	tigen tigen topen to		desente cito periodipicaria, A si 2013 estato interi Pares di ante contra br>contra contra cont	Produce (advert
Terms. Revel. Erel e Cdp Cache Revenit eres Termine Conservations ere relação, a tele Conservations ere relação, a tele constituição de la constituição de la constituição planamente de local de la constituição de la planamente de local de la constituição de la constituição de las constituiçãos de las cons	con a geographical data que ta todas per Caldinerral anticia cindent Veni- grana" al Tranto e oggi nel periodi di granalizzazione di periodi di di de dati Nord'hili, il sum ggi obtenzi dell'en- genes introducto energi della della di Nord'hili, il sum ggi obtenzi della di- dita diversi instendi e la disc'adi di di berevito stendi e la disc'adi e sum a matta. Chen di accessa il su- constante di sum anno della di scienti constante di suma anno di scienti constante di suma anno di scienti constante di scienti anno di scienti constante di scienti anno di scienti constante di scienti constante scienti di scienti constante di scienti di scienti constante scienti di scienti constante scienti di scienti constante scienti di scienti constante scienti di scienti constante scienti constante scienti di scienti constante scienti constante scienti di scienti constante scienti di scienti constante scienti constante scienti di scienti constante scienti constante scienti constante scienti di scienti constante scienti constante scienti constante scienti di scienti constante scienti constante scienti constante scienti constante scienti constante scienti constante scienti constante scienti constante scienti scienti constante scienti constante scienti constante scienti constante scienti constante scienti constante scienti constante scienti constante scienti scienti constante scienti constante scienti constante scienti constante scienti constante scienti constante scie	name 1 11420,8 Dissesto idric	to, conto da olt	The second	and polytowise of the constraints of the constraint
the set of the set of the formula of the set of the se	memory in this provide this is due to di- mancher prime, then different is have no encounter on the interpretation of the different memory prime, then different is have no encountered difference prime of endo rates of datases. It makes the makes memory and rates of datases is marker and the rate memory of the datases and the second rates of the datases and the second rates and rates of datases and the second rates and the difference and the second rates and the second of the prime of the second rates and the second rates and the difference and the second rates and the second of the prime of the second rates and the second rates and the difference and the second rates and the second of the prime and the second rates and the second rates and the difference and the second rates and the second rates and the difference and the second rates and the second rates and the difference and the second rates and the second rates and the difference and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates and the second rates	Inonduzioni e eleccità in linka oggi anteo piercono poortificati di energi control e a la transporte della control e a real control e a control e a la control e a control e a piege control e a control e a control e a control e a control e a control e a control control e a control e	del Veren Linearcalian Visa - Alexan regenergi del Inserimità - a estat formande di inserimità - a estat del la constata - a estato del la con- tanza - a estato del la constata - a estato a la constato del la constata estato a la constato del la constata estato a la constato del la constata del la constata - la constata - a la constata - la constata - a constata - la constata - la constata - a constata - constato del la constata - a constata - constato - la constata - la conde a constato - la constata - la conde a portugada de a del monte estato - segueda de al del monte estato	refraitere decensis penhili interactuling registrations in the processing registration of the processing registration of the processing registration of the processing registration of the pro- lation of the pro- pendicular of the pro- lation of the pro- pendicular of the pro- tect of the	An Andrea Calificación de la construcción de la con
	RESE			Siamo una che fa cos Ma insiem cose strao bancobpm.it	e normali. e facciamo



# FINANZA & MERCATI

**Finanza e Mercati** offers a selection of the main events of the day and the most significant trends in the markets, from global macroeconomic trends to *Italian small caps.* 

News, in-depth analysis, analysis, interviews, surveys that offer an overview of everything that is relevant to a public of readers ranging from professionals to savers.

Along with an eye on Italy, there is a fixed space for *International finance*, *regulatory issues, the bond market and commodity markets*.

A series of thematic pages (from start-ups to finance for companies) makes it possible to further explore some particularly significant strands for readers of II Sole 24 ORE.

I matrimoni possibili Ossalnes di salne derivaria dalle matilari di sun	anangin Troppen di Kanghardana			E in estate ar più difficili di	
0 - 0	2901 EST			La Vigilance Loss Bot Loss Bot Sectorial della costa arrivota la bilas quanda la Bor atorial nella qualita di Boratorial della costa Arrivota la bilangi la factoria especto testano e najurgi la factoria presenta dalla	sacara e impartari esgatosente in sources rappinentarias. L'ante parta di Santon e di Santo parta di Santon e di Santo socia i a prime degla della coria da prime della bacche co prime della bacche della digitati prime i della quella della di prime i della contesta di prime i della manto di sano prime i della manto di sano prime i della manto di sano
il primo	lit, su Pia bivio di	Andrea	Orcel	A of YAM, we have a disclosure and the second secon	representative, van deringer represente, van deringer represente, Nacional Balancia representation and anti- errepresentation and anti- al particular anti- parti feren antiparti antiparti anti- parti feren antiparti antiparti anti- parti feren antiparti antiparti antiparti parti feren antiparti antiparti antiparti parti antiparti antiparti parti antiparti antiparti antiparti parti antiparti antiparti antiparti parti antiparti antiparti antiparti parti antiparti antiparti parti antiparti antiparti parti antiparti antiparti parti antiparti antiparti parti antiparti antiparti parti antiparti antiparti antiparti antiparti antiparti parti antiparti antiparti antiparti antiparti antiparti antiparti parti antiparti antiparti antipart
sacarropenarkose in gradu di cresse y militardi di valore Modishanca pati essere Lattemativa a ilpri. Su Mps deciniva la dote del Tesoro	parron di l'adito ha giacato arrado - chieve es sonator e charagia della - hanca, ambra Cherl, haises en di tradicati, inabra Cherl, haises and	publication of Prance Conductor public law substance. Appropriate survivor and statement of the state of the surface of the conductor of the state surface of the prance Statement (Statement are exclusion of the statement).	utrede constance generation data	dalla nerseria arrenorsa andre dall'effettivo andamenno del 191 est sono, der ha una effetto ettandano att modelli- optaga il parmen l'adgi De Saarin - Quind il trochastrati finali	storen une penertificasi dan rivelarali un acceleratore, eventendo ancor più in ce la anceatà di copitale di approprietti.
Narright Haugano Yang: Germank Andre Hernank Mark Hernank Mark Hernank Hernank Andre Hernank Hernank Andre Hernank Hernank Andre Hernank Herna	values on under tensors are angulars. To Fallers currents. Der Vormenster Empfortung socken die Machteline maan als die geschneiden eine gescheiden eine eine eine einer einer einer einer einer einer einer eineren einer einer einer einer einer einer einer einer dass andere einer einer einer einer einer einer einer dass andere einer einer einer einer einer einer die einer einer einer einer einer einer einer einer die einer einer einer einer einer einer einer die einer einer einer einer einer einer einer die einer e	Describes in reade all beil Testilles, arises a com- testilles, arises a com- testilles, arises a compara- tive and and a comparative and a present of exact and present of exact and a comparative present of exact and comparative present of exact	opt a trave ideal black. It trave is to call travel assume by additional for any strategistic and the pack of the any strategistic and the strategistic for any strategistic and the strategistic for part resultance of outers works for which a quark for any biologistic part of the angle of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the strategistic part of the s	R HEDOBANCA II fondio della Bee vota Ventorio della Bee Ventorio della Bee Personale della Sec vota Personale della Sec vota Personale della Sec vota della della Sec della della della Sec della della	rised in a constitution of the dist topy of Population associations (exception of the population association) (exception of the population of the population of the dist of the population of the population of the population of the dist of the population of the population of the population of the dist of the population of th



### NORME E TRIBUTI

**Norme e Tributi** focuses on the evolution of Italian and European laws. In terms of tax, work, justice, public administration and economic law. Without forgetting the condominium, the house, the school and the incentives.

All looking at the new laws but also the administrative circulars and judgments of Italian and European judges.

The main target of the section are professionals, but not only: the indepth analysis of Norme e Tributi **also looks at entrepreneurs**, **lawyers working for businesses**, public administration officials and all those who have to deal with normative interpretation for work.

		ni aziend econom			romanzione muono visenzione L'intelligenza artificial spiana la strada
Lavoro e contabilità	Gil exempi di calcolo				all'organizzazione a re
	L'HEATTOPER & DIPENDENTE I	LA SOCETÀ			
Dall'hopensione al contratto	reputtineurs	SANCTONING, INTERCOMPT	PROFESSION AND ADDRESS	1.85	N delle naver teorologie snatt, nessa
di espansione: l'impatto sulla rollatione dei bilanci			Aller and aller	States of the local division of the local di	N como estavo i barrar de differente dell'estavlar delle secono i tercindeggi e stavit, consen- penta esta estavo di taraccano atta- penta terce a restructo di taraccano atta- norativa i conservanta estavo estavo reggi to in poetenativa di della conservazione reggi to in poetenativa di della conservazione reggi to in poetenativa di della conservazione reggi to in poetenativa di taraccano estavo reggi to in poetenat
La prestationi future vanno riportate il primo anno di applicazione delle misure	Prosecutione attributes al persion provide	0 0 25.000 22.413 25.0 0 0 24.423 21.000 28.0	01 22.008 126.000 0	R. MANYERS Bulliole 24 Divid.	sufficiency of usual of the account of the second s
Chendle Physics	Programationscenaries attraverse-Fortiscole-e Controlets-exponentiere	0 0 24.622 37.600 29.0		inggrofondinemi-	per rengio care la propria performana su menciare englitoremente processi e mecuanise destaramati dall'interno. El Tese mon a cavo ha decimita l'inselligue amittaciare la per une la cifara la destara della quarta riveluzione industriale. El a reneligi
Chrisco Norkace	(parcelonamente anticipato)			toriado dollar terrado dollar recegarezzacione	ampliciatie (ba) come la chira e la ninnen della sporto rivoluzione industriale. Illa instellar
titue delle seredică delle stagice e del constante inue răguarda le riostganiz-	Cardiothorganisme genelosumento-di vecchialaj Remonismento	0 0 34.422 17.830 34.4		norganizzaziene uziendele e gli effezii providentali	
menuaritras riguarda k riorganiz- tanioni asterdeli. U az asle contra- tiva, imograzo dallo legge di bilaz- tio acca, più provede divorsi soto-	Altraining allerate 04.2	27 98312 24822 37890 248	02 17899 84.227 111.779		per poi ensere ricompositi formendo- informazione e savore faire, accelera il dacontrancere dei processi, ridace lo dista
cies acco, giù provede diversi suto- mentiche possono ensere allitzati	L'INSUITO DELL'ISOPENSIONE				
manti du poseco costre allatzat provis anche il tele si Cry del si manuti. Tra quanti l'articolo si della legge transcio di filorena dal mar	triport) in multi		ATTO BE CAREED IN CARE AND A		clinizanti, sensorio lla cato gorie e reschilli clas- mal fromo della corporate governance le ripercassioni, a cui l'associazione Austricha declicare un bei sonairanto il as foldituais, so
legge Parmers di Hilterna del mer-	ABOUT ATTLACTORYCOM		AATTO DAL CALE-PL. ON T. + BL. ANDO MALE STATUTOL DATE OF CALE-		
cano dell'Invesso. Il communito di espannissi, le integrazio di fine rapporto. Simamorti diversi l'ano dell'attos minore in terrend divetti	ARE ALLOWING THE ALLOWING	Autor Convolution Stream Convolution A	PROPERTY PROPERTY PROPERTY AND A		the property of the second sector of the sector of them.
dell'iden. Thereas is received directly	e 40.000	144.007 95.007	26172 1098525		Improvints excelation, in our comprogramme helicitation of Monavirles Instantion of principal
the restriction part restriction	Ø 49,930	0 -41000	36172 72.342		incligence business management. Importes di sibiettiri, el registra cancandi
terre der alle affekte beite bereiten bereiten der aufer aufer eifgente mehr ortik reb- teritet di effektiveren, Diversi gen-	0 494,000 0 494,000	0 -49,000	ML173 96.172 ML173 0		texture of a starting management. Inspects of a startist, if registra an cash registra onna providenti. Dall'assonation attantone programmi o software che comp plunchermente operacioni more, si passo
	Totale 195.000	0 -45000 (44,887 -51,503	38.173 0		
previati Diverse le molalità per il domescimento a bilanda delle somme generale.	Fonde Editoriariosi Aun		100 CV		interpretations of a trace rise l'acquisitione e hidadeautione di datte solution, chest intergence da sole valetando in tempo res
<ul> <li>The statement, characteries de care serve-</li> </ul>	tro-scottart differenzi.	no dell'attività lavorativa riceve	vearche considerant Timpate con-		
manufic desituatis a producte un im-	Rentme sectories' representa- to-dalle mermale prosecution e del l'attricté la normalite site e al perside- nationne. Nul seconde sectorie il	to dell'articula la recordita e deven redatto de acentitare a consecuto di di di manunare in consecuto da que la consecuto di consecuto da pares la ll'accentita nel parte deven pares la ll'accentita nel parte deven del consecuto di la succiona del consecuto dal la succiona del consecuto dal la succiona del consecuto dal la succiona del consecuto del mante del partedore di la succiona del consecuto di a partedore di	table Screpe performanderoration, ipetimande Pinterodutione del Pioperolane, soleriespatice reports tereolla socialistatella in alto. Ar-		importo di modello organizzativa, in proventali in seno nonvolissimo, Dullo erro
società. Per llavoratori la termini di robbio porcopita radpeciedo pre-	Patty its investity size a generation and periode- matical structure in a second constantion of	di vita. La società in particolare casi il cantinato di supaneicore e	Propensione, sale registor exporta- tereolia consula tabella in pho. 82-		percential di sono roto relevante. Della envi presentati e si tito si passa al decentrario della decisioni, al harar, e di qui dalla piarto
contention in pression that terrate or spectra-	other and the second se	quando d'havoratore baltapossibi- lità di accadere a Quarta sco ava-	che in questo uno i studiati uno vykkoti ilrigaministimetedilla-		promised and the second second
mittes. For its società in termini di connectationere, di cash flore e ne- protinate in termini contal-fli.	Verforme is an involve du un perpet- demonitori un confección estal de e-dal contracto-di regulaciónes. Ani quarto di funcionario da pertudente	concare to un tensibile et quarte to del contra dal lancato.	vare it observations private if periods di durata defin attancer in na license con un oggiti attance hendie is van dre		protovolovadká otvorve afiliano rmo defila- compagible societatik prasle al facenso a structurati e tecnologi z abilitanti che annico la portocipazione a fordio dill'ano ecceptilar
	contrasto-Brogensione Aid gearlo	A lat group with others there up at	con an equivalent cheme dicta sandre		strumenti e ternologi e abilitanti che assist
pla per on heuratore di ricitmen-	Ingrosper-Questa and market and interest and	favorations anothing al pressions.	Alternationer ansensa genit über nati		In punto di matodo, le Implicationi a
pto per car heroratore di efferienza- to. Co heroratore che percopleca una estalluatore caraca lorda di ggiore-mare, o catali dal perioloma-	Ingresper-Querta seconda la constrata al memoren della constituen del er- visio glicenge ar la decasti di la re- repporte aggiantiva pari al releve	ferenative anithful at presidents, ments articly and come call were plo presentant acceleral presidents ments di recchinici, in tal case in-	natificant de conservantemente, Attendence ascora profescione des primes actos de termolociones degle conservante primeignomodelle thrus chiederes ingenere Esternosectores-	6	Datta contidienta delega ditornativono, in-
		darii la societii ha la percebitaja di		PERM	all'algoritmo viene acceptato un rudio
dalla rifierna Fornere) na che ab- Na anche la possibilità di accedere alla ponsione lape per Queta son-	nione ingo vitalizia che riceverà e quella die avolitte elevaziosefesse ritezzio in servizio fizio al petolo-	harri la nocietti ha la povullella di monituri carlen-deli relativi contri- batipenzi institutorna arche la per- siante limale ciscuta dal lavoratore	re capitale delle promanieri katare convariaggerite-disente-majora alla	LAVORATORE Receivable di	committen, a quella costidare accentione integrata, in cui runto e fuzzitant tendamo conte automote dal contributo umano.
Le nanitre chilioenzhant mostrano-		sione finale ricevary dal lavoratore ritedeni più contenuta	re capitale delle prenazioni futare conset aggente d'un un espère du vituardone amulie. Per sieuri serp- re red andre fitu gracat de cond-	Receivable of expansions non-obligs a	
Porviluzione dei radditi pororpiti dallammanere il casto del lavaro por la società nell'ambire di quar-	Erisufiniti appnices-evidenci. B favorannee in datti gli scenari al- urtuativi ingorno dia pressezzio-	Not analysing a summer as a Not analysing an annexistance and a summer and a summer and a summer and a summer and a summer and a summer and a summer and a summer a summer and a summer a summ	derare Foldigo-dipressioner all de- river assances etc.	cantributi extruper la vecchiala	Brane We a tura di Valenia Par
/			Astebo	ook	I sistema alla gudblaria manana pe



# WEEKLY OFFER

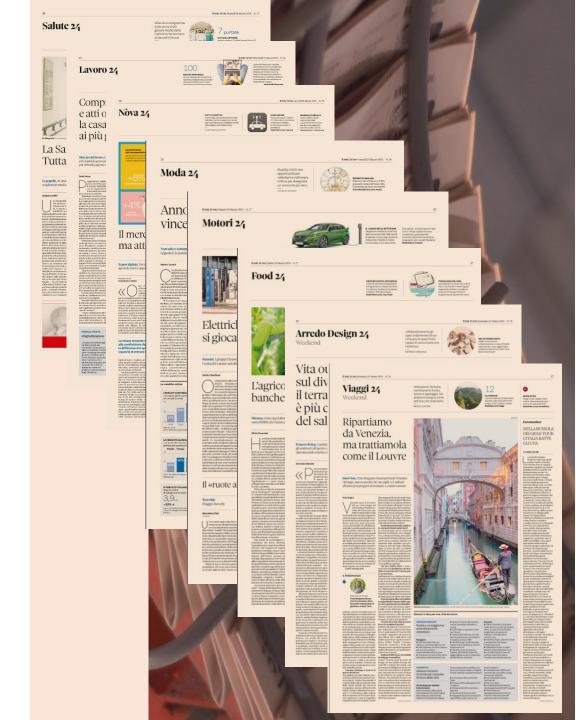
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Weekly, monthly INSETS	• L'esperto risponde	• Rapporti tematici e territoriali	• Focus N&T	• Guide	• HTSI • Rapporti locali • Enigmistica	• Plus24	• Domenica
VERTICAL PAGES	<ul> <li>PROFESSIONI 24</li> <li>REAL ESTATE 24</li> <li>SCUOLA 24</li> <li>MARKETING 24</li> </ul>	• SALUTE 24	• LAVORO 24	• NOVA 24	• MODA 24	• FOOD 24 • MOTORI 24	• VIAGGI 24 • TECH 24 • NOVA FRONTIERE 24 • SPORT 24 • ARREDO DESIGN24



#### **IN-DEPTH**

Every day **II Sole 24 Ore** offers an in-depth section dedicated to the most relevant topics for economic and productive activities

Monday	PROFESSIONI MARKETING		<b>REAL EST</b> - CASA - RISTRU	T <b>ATE 24</b> TTURAZIC	SCUOLA 24
Tuesdayì	SALUTE 24				
Wednesday	LAVORO 24				
Thursday	NOVA 24				
Firday	MODA 24				
Saturday	FOOD 24	Μ	OTORI 24		
Sunday	VIAGGI 24 WEEKEND	_	<b>h 24</b> Ekend	NOVA 24 FRONTIE	
м	ARREDO DES WEEKEND	SIGN	24	SPORT 24	1



#### RAPPORTI

**Rapporti** 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.

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





# LOCAL SECTIONS

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





# NORME&TRIBUTI DOSSIER

Every week a **special appointment** with the focuses of Norme & Tributi and with the Guide del Sole.

They investigate regulatory issues and topical issues of particular interest to the reader. Thanks to their practical and informative approach, they are effective sources of information for a wider public, for families and for savers in general.





### L'ESPERTO RISPONDE

Every Monday a new insert will be on sale that will dissolve all the doubts of citizens and professionals on pensions, condominiums, tax deductions, VAT, local taxes and employment, just to mention some of the most popular items.

**L'Esperto Risponde** solves the concrete cases and becomes a unique and invaluable database to deal with all similar cases.

Each week, *Guida Rapida* is dedicated to a topic of great impact on citizens and professionals that can cover taxes and bonuses, housework, condominiums, rentals, fines, inheritances, pensions, energy and services, work and welfare. Clarity, synthesis and speed of reading are its strengths.





#### **PLUS 24**

The weekly review of fund management industry for private and professionals investors.

Plus 24 is devoted to financial issues and is the clear and complete reference point for the investor who wants to orient and consciously choose the best forms of investment, and for operators who need a updated guide, complete and exhaustive markets.

Plus 24 offers, as well as sections devoted to life insurance policies, bonds, analysis of ethical rating of listed companies, the section ArtEconomy which constitutes a fixture entirely dedicated to modern and contemporary art market. Ideal context of planning for savings and investment products.





#### DOMENICA

Domenica is the **cultural section of II Sole 24 ORE** that deals and examines in depth themes related to art, poetry, literature, philosophy, theatre, movies, painting, antique trade, architecture and design.

The cultural **insert is to be read and to be kept** because it represents week by week an authoritative reference point for cultural suggestions; it recommends events and art galleries, performances and publications, novelties in the narrative and essay writing; it deals with contemporary socio-economic themes, essential to understand our present.

Domenica is the ideal planning context for companies willing to catch a target of higher socio-economic profile, eager to learn about cultural events and regular consumer of high level cultural contents, thus for those companies expecting from this medium the confirmation of the authoritativeness and prestige of their own brand.





# **DIGITAL VERSION**

Il Sole 24 Ore is also digital, with the *llsole24ore.com* website that deepens and broadens in real time the content offer of the newspaper in a desktop and mobile version.

#### **IL SOLE 24 ORE APP**

#### AN UNICUM IN THE ITALIAN MARKET

In one place the readers can find the richness of the daily in .pdf version together with the updating news and multimedia of ilsole24ore.com



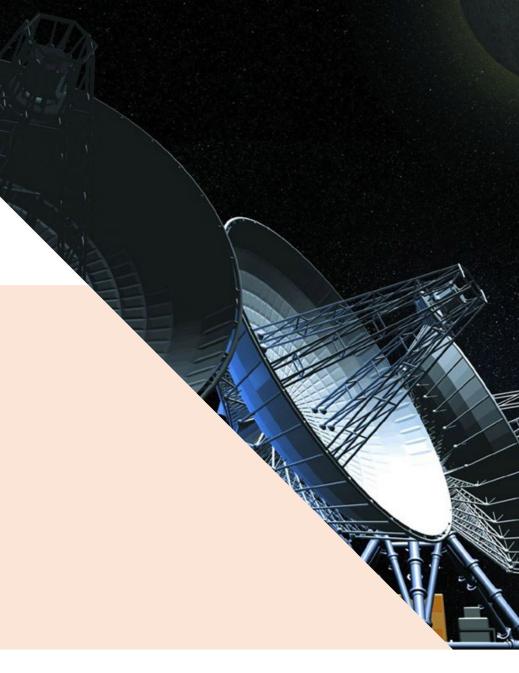


# COMMUNICATION OPPORTUNITIES

#### **ADV FORMATS**

TRADITIONAL ADVERTISING FOR A PLANNING IN MORE FORMATS AND IN CONTEXT POSITIONING







SIMEST sostiene il Made in Italy nel mondo. Affianchiamo le impressi taliane lungo tutto il percorso di crescita internazionale con Finanziamenti agevolati, Contributi all'export e Investimenti nel capitale. Lo facciamo con risorse proprie e grazie ai fondi che gestiamo in convenzione con il Ministero degli Affari Esteri e della Cooperazione Internazionale.





PAGE



#### HALF PAGE

JUNIOR PAGE

Recarlo ANNIVERSARY LOVE

2 milioni

ni docenti, alle forne dell'ordine e agli over

1.330.000

Avanti il piano delle consegne ai 5.700 militari all'estero

Rischio vaccini, in frigo 800mila dosi

15,694,99

6.715.732

Primo Piano La lotta al Covid

#### **DISPLAY ADVERTISING: AVAILABLE FORMATS**





#### **DISPLAY ADVERTISING: AVAILABLE FORMATS**



Elizaber 24 Care

Primo Piano

La lotta al Covid



15.267as 🚍

AstraZeneca, stop precauzionale

dell'Agenzia del farmaco



STRIP



#### #Sule Bi-Ore Martedl 16 Marco 2021-3023 Sianno una bano che fa case nam Ma insierne faccianno case straordinaria. Imprese & Territori cobpn.it BANCO BPM Steflantis lancia i nuovi robot collaborativi di Comau --p20 Recovery Fund, Prime apertun del Governo, serve sbloccare 1,8 miliardi il progetto» per gli invasi di montagna L'intervista Ettore Prandini Dissesto idrico, conto da oltre 11 miliardi Siamo una banco che fa cose normali. Ma insieme facciame cose straordinarie. ancohom it BANCO BPM La banca di Ariola

#### THEMATIC FRONT PAGE



#### **DISPLAY ADVERTISING: AVAILABLE FORMATS**

SECTION FRONT PAGE

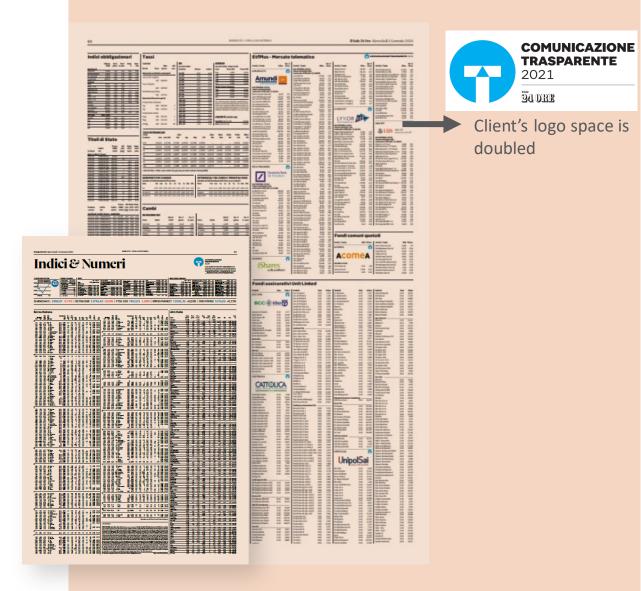


# TRANSPARENCY MARK PROJECT

A new initiative of the 24ORE Group that will allow the activation of a virtuous communication system both in our print and digital newspaper

The purpose is to become the reference point for transparency in financial communications, providing the companies that will join the possibility of continuing to communicate to strengthen one's image towards investors, the financial market and our readers.

The project «Comunicazione Trasparente» Is aimed at: • Insurance Funds • Other Funds





#### **BRANDED CONTENT**

#### **READ ABOUT**

An original Brand Connect format that allows the reader to find, even within the display adv, interesting information in a «Sole24ORE» language. An explosion of content created by the Media Factory of 24ORE Group and integrated into an impact visual suitable for the host section.

#### ADVERTORIAL

The advertorial is a tool of communication much appreciated by companies that want to promote themselves. It is presented as an advertising information shown and similarly written to a normal article of the newspaper. The customer provides texts and photos necessary for the realization of the articles themselves.

#### DOSSIER

The editorial dossier are created by the most expert journalists of Il Sole 24ORE, this to guarantee the quality and authoritativeness of the product. The issues will be shared with the client but the information and current relevance will be guaranteed by the autonomy of the editorial staff of Sole 24 ORE.





### **MULTIMEDIA ENRICHMENT**

**Multimedia enrichment** is activated when the newspaper is viewed through the application of SFOGLIO of II Sole 24 ORE.

The multimedia element, which enriches the print creativity, will consist of a reference to the customer page (native, landing page, institutional website).

All "enriched" adv are characterized by a red icon that signals the presence of other content visible after TAP or click.

