



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 Il 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 Il Sole 24 Ore as a **complete, very reliable and authoritative work tool**, far more than the average of competitor newspapers.

Il 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

77%

ILSOLE24ORE

45%

Corriere

50%

Repubblica

130,963

TOTAL CIRCULATION

paper + digital



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.

HIGH CONCENTRATION OF BUSINESS TARGET READERS

(ENTREPRENEURS / EXECUTIVES / SELF-EMPLOYED)



32%



476

ILSOLE24ORE

252

CORRIERE

224

REPUBBLICA

GENDER

33%



67%



GRADUATES

44%



AGE

8%

14-24

35%

25-44

26%

45-54

20%

55-64

11%

>64

GEOGRAPHIC AREA

56%

NORTH

22%

CENTRAL

22%

SOUTH
ISLANDS

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)



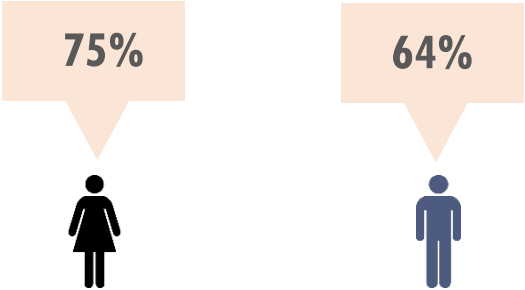
67%



**EXCLUSIVE
ADULT READERS**

520,000

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%



Source: Audipress 2023.1 Paper and/or replica (absolute values, %)

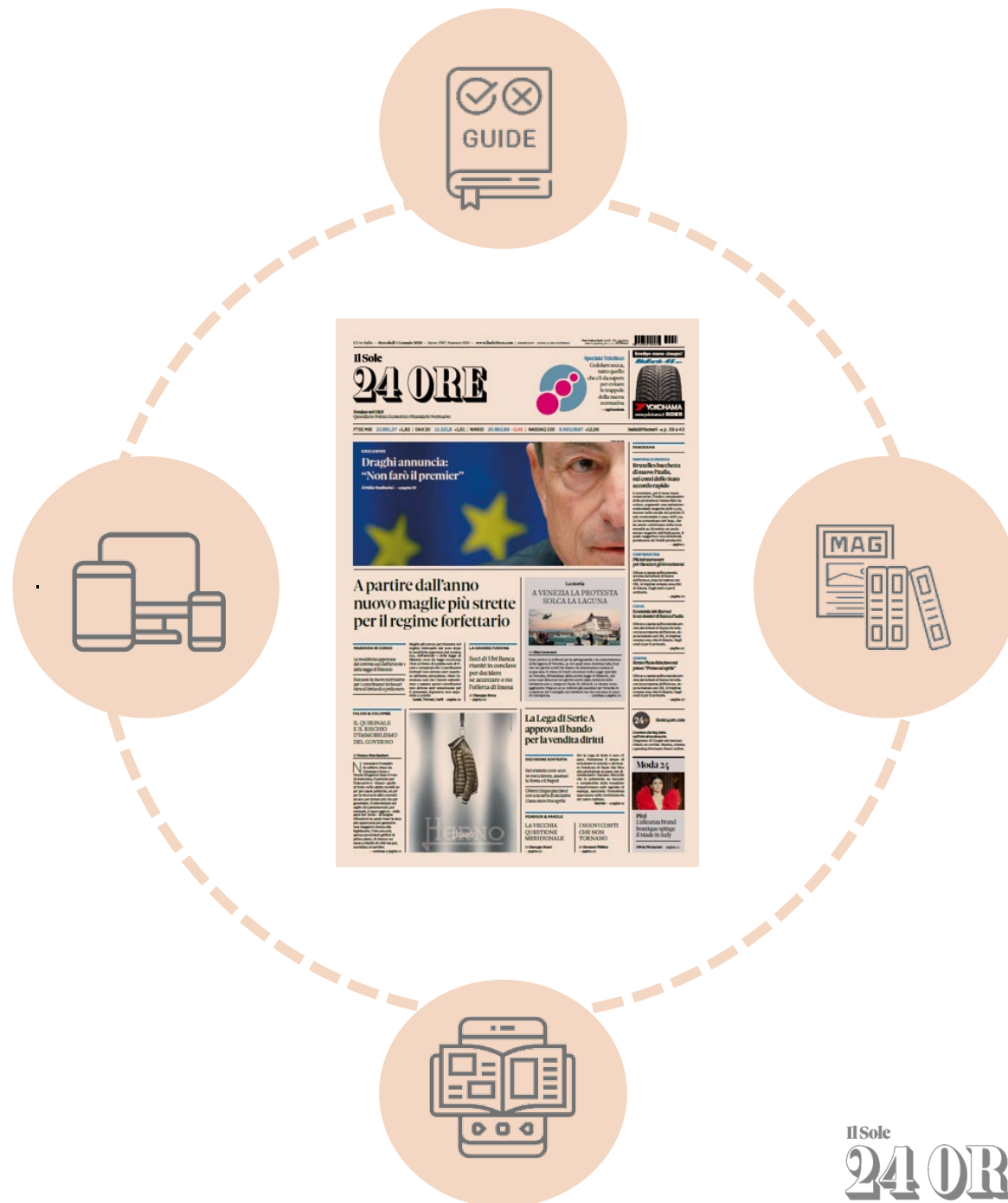
THE SYSTEM

The newspaper, **everywhere**.

At the heart of the Il 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**.



CONTENTS



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



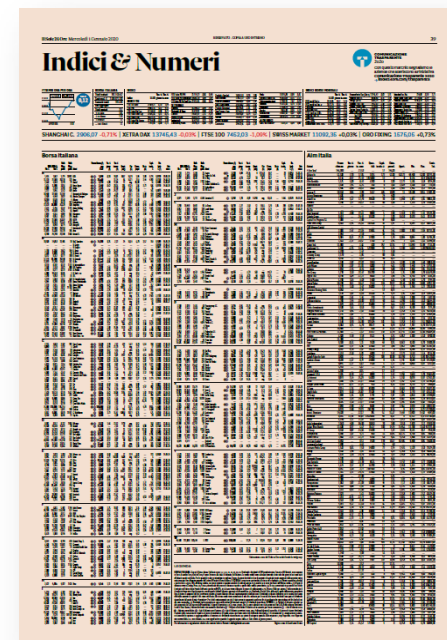
Imprese & Territori enters the heart of the real economy with particular regard to its protagonists.



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

24ORE
SYSTEM

- 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.

[illegible]

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 **Il Sole 24 ORE**.

Finanza & Mercati



Atlantia, proroga su Aspi
Al cda della holding la decisione sulla richiesta di Gap - p.20

Leonardo, via all'Ipo di Ders
A Wall Street fino al 25% della partecipata. - p.31



I mutamenti possibili

Creazione di valore derivante dalle sinergie in caso di integrazione tra alcuni di questi



Fonte: Thomson Reuters

UniCredit, su Piazzetta Cuccia il primo bivio di Andrea Orcel

Il rischio alle porte

Rischio di utili al lavoro
su un'operazione in grado di creare 3 miliardi di valore

Modifiche più severe
l'alternativa a Iper. Su Mps decisa la fusione del Tesoro

Maraglio, il segretario

Epilato il segretario, per ora il Tesoro è il più grande compromesso in carta nel bilancio del Tesoro italiano. E il Tesoro è il più grande compromesso in carta nel bilancio del Tesoro italiano. E il Tesoro è il più grande compromesso in carta nel bilancio del Tesoro italiano.

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E in estate arrivano i test più difficili di sempre

La Vigilanza

La Vigilanza

Il Tesoro è il più grande compromesso in carta nel bilancio del Tesoro italiano. E il Tesoro è il più grande compromesso in carta nel bilancio del Tesoro italiano. E il Tesoro è il più grande compromesso in carta nel bilancio del Tesoro italiano.

IN MEDIOBANCA

Il fondo della Bce
vota Blue Bell

Il Tesoro è il più grande compromesso in carta nel bilancio del Tesoro italiano. E il Tesoro è il più grande compromesso in carta nel bilancio del Tesoro italiano. E il Tesoro è il più grande compromesso in carta nel bilancio del Tesoro italiano.



Prenditi cura di chi ami, giorno dopo giorno.

Con i piani di Accumulo di Fidelity puoi investire a lungo termine in un unico strumento di investimento.

Realizza con regolarità nel tempo più piccoli versamenti e lascia che il capitale che li forma si accresca nel tempo. Il tuo capitale si accresce nel tempo. Il tuo capitale si accresce nel tempo.

PIANI DI ACCUMULO

Fidelity

WEEKLY OFFER

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Weekly, monthly INSETS	<ul style="list-style-type: none"> • L'esperto risponde 	<ul style="list-style-type: none"> • Rapporti tematici e territoriali 	<ul style="list-style-type: none"> • Focus N&T 	<ul style="list-style-type: none"> • Guide 	<ul style="list-style-type: none"> • HTSI • Rapporti locali • Enigmistica 	<ul style="list-style-type: none"> • Plus24 	<ul style="list-style-type: none"> • Domenica
VERTICAL PAGES	<ul style="list-style-type: none"> • PROFESSIONI 24 • REAL ESTATE 24 • SCUOLA 24 • MARKETING 24 	<ul style="list-style-type: none"> • SALUTE 24 	<ul style="list-style-type: none"> • LAVORO 24 	<ul style="list-style-type: none"> • NOVA 24 	<ul style="list-style-type: none"> • MODA 24 	<ul style="list-style-type: none"> • FOOD 24 • MOTORI 24 	<ul style="list-style-type: none"> • VIAGGI 24 • TECH 24 • NOVA FRONTIERE 24 • SPORT 24 • ARREDO DESIGN24

IN-DEPTH

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

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

PROFESSIONI 24

MARKETING 24

SALUTE 24

LAVORO 24

NOVA 24

MODA 24

FOOD 24

VIAGGI 24
WEEKEND

ARREDO DESIGN 24
WEEKEND

REAL ESTATE 24

- CASA

- RISTRUTTURAZIONI

MOTORI 24

TECH 24
WEEKEND

SPORT 24

SCUOLA 24

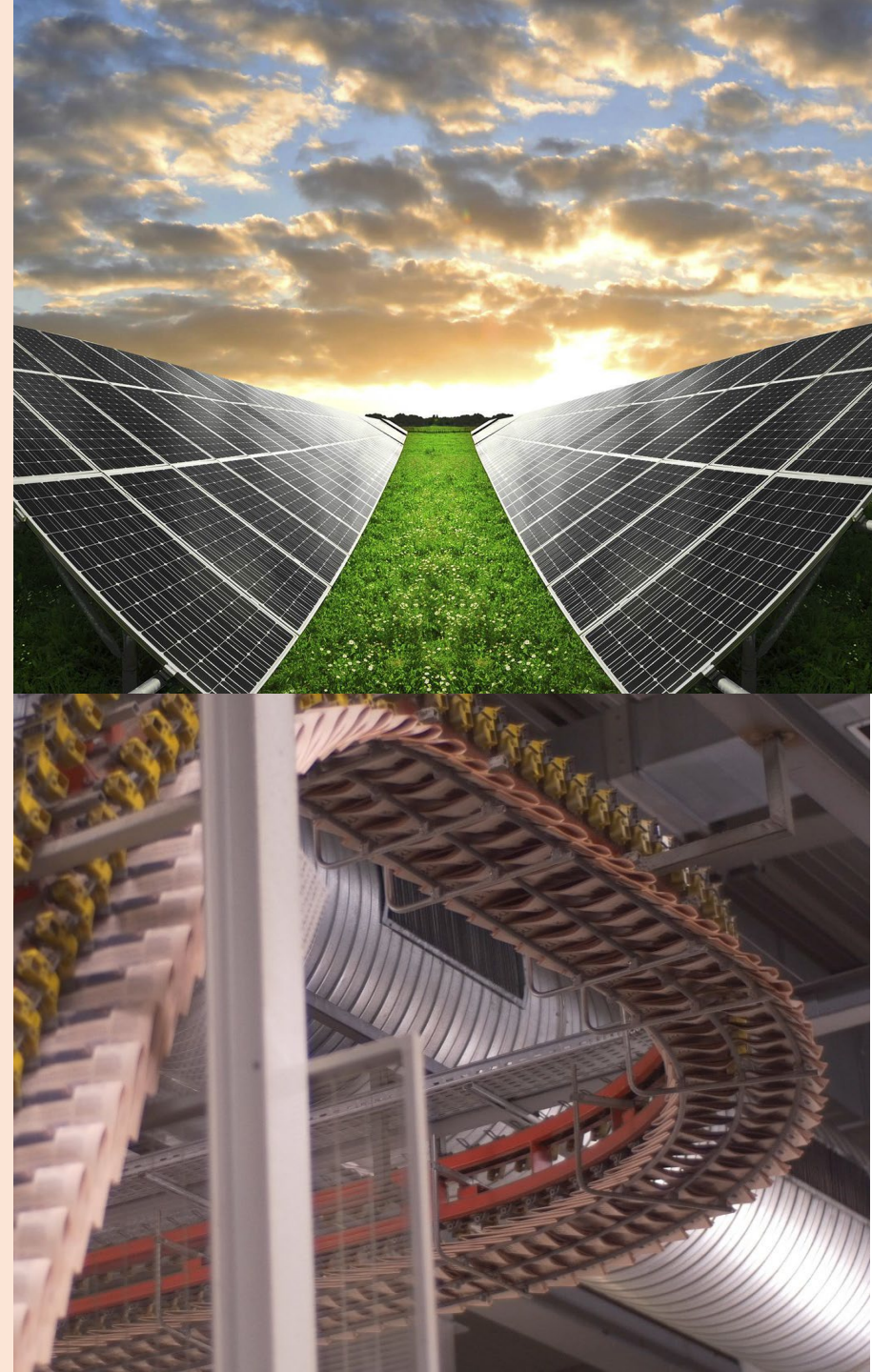
NOVA 24
FRONTIERE



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 **Il 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.

LA RIPRESA DIFFICILE

Il superlavoro degli studi per i crediti da sbloccare

Raffaello Rizzardi

Chi ha deciso di concentrare nel mese di giugno sia i pesanti adempimenti ordinari, che il recupero di quelli rinviati per l'emergenza sanitaria, pensa forse che tutti i professionisti, che assistono persone fisiche o società negli adempimenti tributari, siano dotati dei superpoteri che, purtroppo, appartengono solo agli eroi dei fumetti.

GLI ALTRI ADEMPIMENTI

1 Molti studi professionali sono ancora alle prese con gli adempimenti connessi all'approvazione dei bilanci del 2019: il lavoro in smart working non è sempre stato possibile, e spesso i documenti erano negli uffici amministrativi delle aziende, ai quali non si è potuto accedere per almeno un paio di mesi.

L'OSTACOLO COMPENSAZIONI

2 Salva la possibilità di versamento a luglio con la maggiorazione dello 0,40%, particolarmente onerosa rispetto ai tassi di interesse vigenti, e di rateizzazione sino a novembre,

NORME & TRIBUTI FOCUS

Il Sole 24 ORE

Mercoledì 10 Giugno 2020
www.ilsol24ore.com/focus

DALLE COMPENSAZIONI AL REGIME FORFETTARIO

Redditi 2020 persone fisiche



IRI DETRAIBILI
Le deduzioni scolastiche
sono fissate
a 10 euro

Stefani e Tarabusi - pagina 10

I BENI STRUMENTALI
Superammortamento
per gli acquisti
da aprile 2019

Giorgio Gavelli - pagina 11

IL MONITORAGGIO FISCALE
Le criptovalute
non sfuggono
al quadro RW

Benigni e Tomassini - pagina 15

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.



DOMANDARE
È LECITO,
RISPONDERE
È DA ESPERTI.



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.

Plus24

La settimana di finanza e risparmio

8 VOL
34 DRE

20/03
2022

Risparmio titoli:
Crack bancari e default finanziari: quali carte hanno i risparmiatori
Pagina 6

Investimenti:
Strategie ESG, i fondi sostenibili costano meno della concorrenza
Pagina 11



Produttori:
Risa, le compagnie di assicurazione ora puntano sugli anziani
Pagina 16



Strumenti per investire
Indice e sotto le lenze
Pagina 21

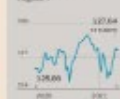
Editoriale
Una bussola indispensabile per investire e risparmiare

di Christian Martini

Caratteristiche e contenuti, oggi abbiamo il nuovo Plus24. È un settimanale di risparmio e finanza. Che si rinnova e si rinnova i suoi contenuti. Plus24 è un settimanale per aiutarvi a decidere e a scegliere il miglior modo di investire i vostri soldi. Plus24 è un settimanale per aiutarvi a decidere e a scegliere il miglior modo di investire i vostri soldi. Plus24 è un settimanale per aiutarvi a decidere e a scegliere il miglior modo di investire i vostri soldi.

— Con la sua pagina 2

Investimenti per la vita
Fondi bilanciati penalizzati dalle obbligazioni
Pagina 9



Onorari del FIR:
Raccolta in rosso per 113 milioni a febbraio
Pagina 11

Prova del risparmio:
Il trasferimento dei fondi Arca al ralenti
Pagina 12

Truffe e consensi:
Caso Sofia Sgr, risparmiatori per oltre 4 milioni
Pagina 17



PIMCO
INVESTIMENTI SU CUI PUOI CONTARE

Settimanale pubblicato in formato elettronico. Prima della pubblicazione leggere il Progetto a pagina 2. PIMCO 2022. A cura di PIMCO.

DOMENICA

Domenica is the **cultural section of Il 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.



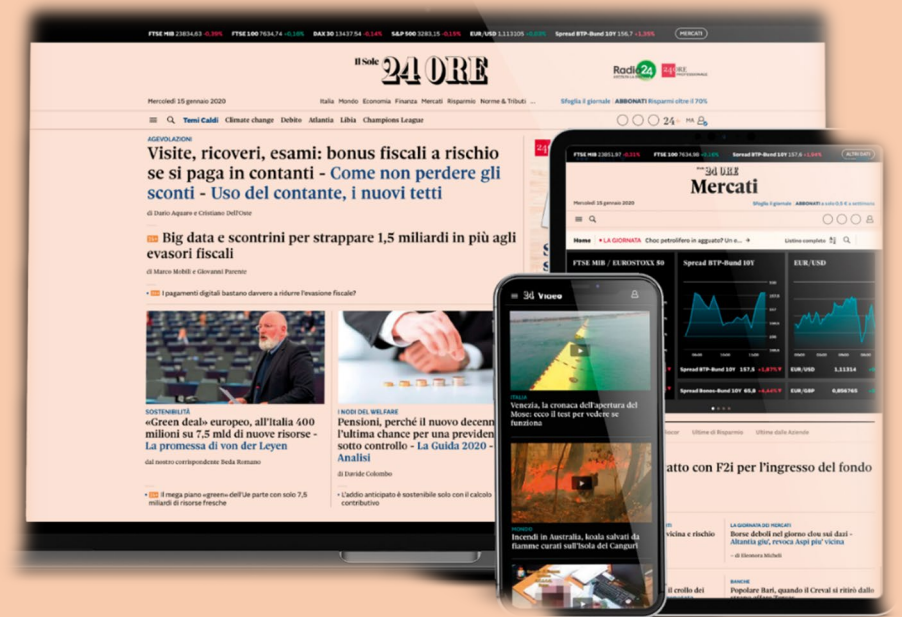
DIGITAL VERSION

Il Sole 24 Ore is also digital, with the **ilsole24ore.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

TRANSPARENCY MARK PROJECT

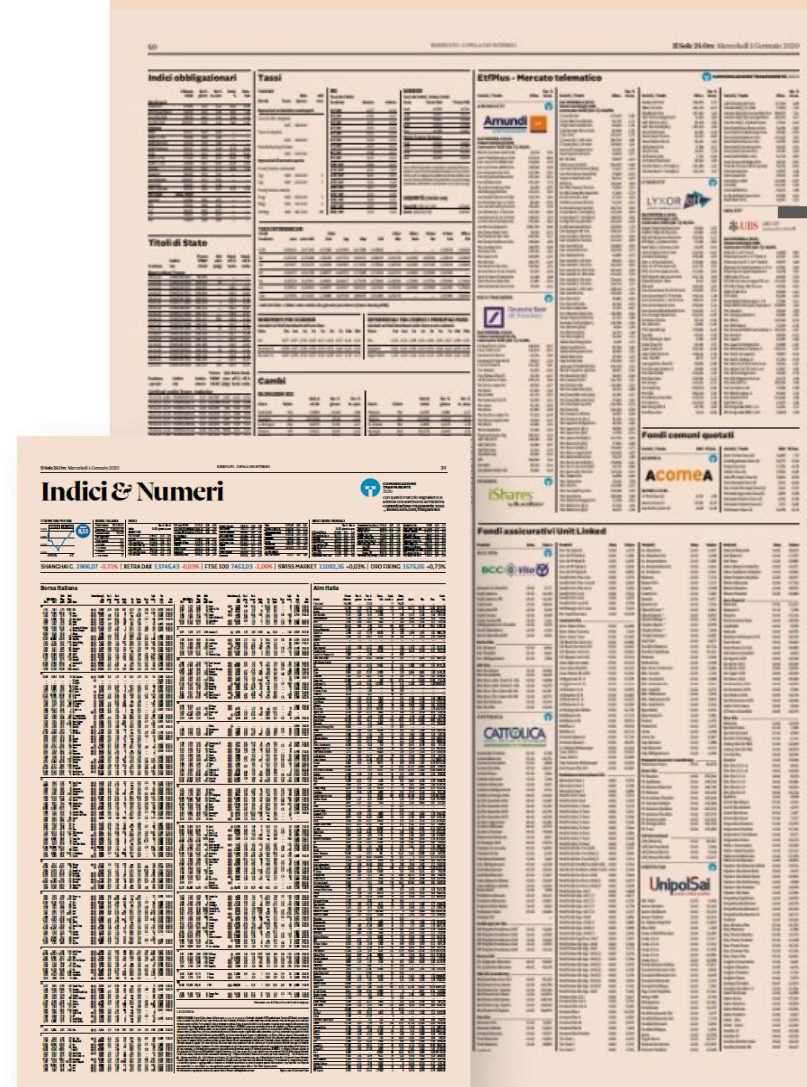
A new initiative of the 24ORE Group that will allow the activation of a virtuous communication system both in our print and digital newspaper

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



Client's logo space is doubled



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 Il 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.

