

Radio **24**

GRUPPO **24** ORE

Il Sole  
**24 ORE**



# AUDIOCONTENT STRATEGY

# PODCASTS: ANOTHER WAY OF COMMUNICATING

**Digital audio is a truly new media that encompasses all audio content that can be enjoyed through network-connected devices.**

**Podcasts are original, unedited audio content with a predetermined beginning and end, which can be enjoyed on-demand and accessed via an Internet connection.**

*Also commonly referred to as podcasts is radio content that has already been edited and made available for use by individual broadcasters and/or on streaming platforms (more appropriately, the so-called catch-up content).*



**39%**

< age 35

**28%**

Graduates

**9%**

Students

**12%**

Professionals/executive  
s/managers

# THE PODCAST MARKET IN ITALY

## A LARGE AND GROWING AUDIENCE

**approximately 12 MILLION**  
individuals listen to podcasts,  
more than one third of Internet users



**57%**

Listen to the  
podcast for the full  
duration

**78%**

Listen to podcast  
series

## **THE PODCAST MARKET IN ITALY A HIGH LEVEL OF ENGAGEMENT**

**The PODCAST audience maintains its listening for the entire duration of the episode and the preference for listening to the entire series, an important lever for listener loyalty, is consolidated**



# 78%

Of podcast users remember listening to advertising messages associated with podcasts

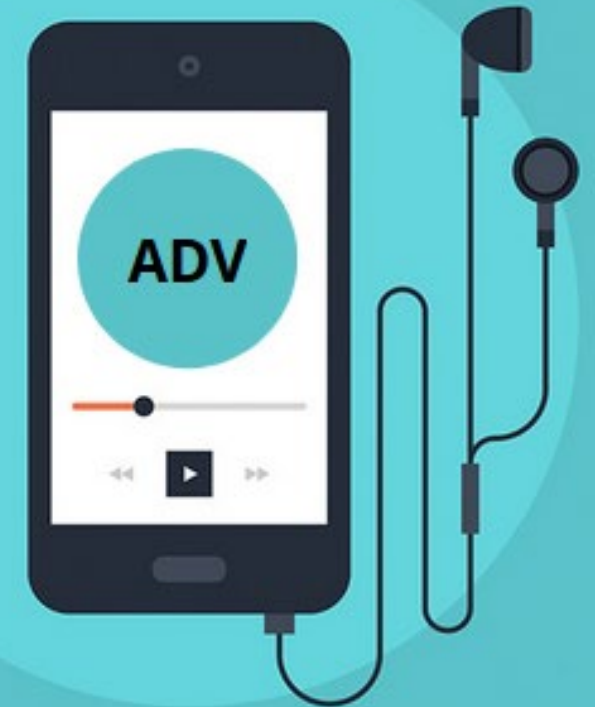
# 56%

Performed an action as a result of listening to an advertisement linked to the podcast

## THE PODCAST MARKET IN ITALY

### ATTENTION TO THE ADVERTISING MESSAGE

Ad recall associated with podcasts grows and the call-to-action capacity of the ADV (the search for information about the service/product, word of mouth and purchase) increases.





# 75%

listen to podcasts via  
smartphone  
(followed by  
computer 33%,  
tablet 23%,  
smart TV 20%,  
smart speaker 13%,  
smartwatch 6%)

# 37 min

The average daily  
listening time of  
podcasts

## THE PODCAST MARKET IN ITALY A MULTI-DEVICE AND DYNAMIC FRUITION

**The multi-device use of podcasts increases the opportunities for listening during the different activities of the day, making it possible to reach the most dynamic segments of the population.**



# THE PODCAST CONTENT STRATEGY TOOL



WIDE  
AUDIENCE



ATTENTION TO  
ADVERTISING



ENGAGEMENT

The 24 ORE Group, a leader in quality information, has had an in-house media factory producing podcasts and experimenting with new forms of audio content for years. Thanks to its editorial expertise, it is able to inform, narrate and build customised audio storytelling proposals providing its partners with innovative communication opportunities.

Audio language is decisive for the construction of a complete and effective BRAND STORYTELLING. Within podcasts, 'content' is the fulcrum around which the construction of a product that is able to provide both EDITORIAL QUALITY AND ENTERTAINMENT revolves.

# AUDIO CONTENT STRATEGY POSITIONING AND TARGETS

The 24 Ore Group's expertise in podcast production is characterised by

- **IN-DEPTH STUDY**
- **VERTICALITY**
- **HIGH QUALITY OF CONTENT**

The Premium positioning of the 24 Ore Group in the Audio world consolidates **presence towards the Business Community but at the same time amplifies coverage towards different targets.**

In fact, the **multi-device and on-demand** use of podcasts, as well as the possibility of using them also from **third-party audio distribution platforms**, makes it possible to reach the **youngest and most active segment of the population**, which chooses this format as a mode of information and entertainment and which can find in the podcasts of the 24 Ore Group a guarantee of authoritative content.



**TARGET  
BUSINESS  
COMMUNITY**



**TARGET  
YOUNG PEOPLE  
AND  
CROSS-SECTIONS**



# AUDIO CONTENT STRATEGY

## AN EVOLVING PLATFORM

# 2022

Radio 24 and Il Sole 24 ORE have produced over 30 new original podcast series, including exclusive and Group products, varying in format and subject matter. These are supplemented by continuous, weekly or daily series such as [La Variante Parenzo, Start, Market Mover, Punto di Orioli, Vaccini and Borse](#).

**Radio 24 and Il Sole 24 ORE's original co-productions** come about, enriching the Group's already extensive library of original podcasts with 10 new original podcast series of stories, reports and in-depth analyses on the year's main trend topics

# 2023

["I Soldi Del Calcio" \(The Money in Football\)](#), Il Sole 24 ore and Radio 24 try to explain in a simple way what there is to know about modern football, its industrial dynamics and its future. Talking about stadiums, super league, balance sheets, the transfer market and hosting the key figures of this aspect of the sport.

["MATERIE" \(MATERIALS\)](#) from gold to silver, via lithium, cobalt and plastic, which are created through a global network of cultivation, extraction, storage and trade of raw materials, the podcast co-produced by Radio 24 and Il Sole 24 Ore, takes us on a discovery of the raw materials that move the world.

["RE CARLO" \(KING CHARLES\)](#) A king who ascended to the throne after a lifetime, a protagonist of events that were not always positive, often in the spotlight but for some aspects not entirely known. This podcast, co-produced by Radio 24 and Il Sole 24 Ore, tells us about Charles of England from different points of view, from the best known to the most original.



## RADIO24 PROGRAMME PODCASTS



## ORIGINAL PODCASTS

Radio 24's ON AIR schedule events available on demand. Our broadcasts turned into podcasts for enjoyment whenever and wherever you want.

All ORIGINAL audio productions can be enjoyed on demand on the Group's websites and apps and on the main audio distribution platforms. They are categorised in:



### EDITORIAL PODCASTS

Daily or weekly series, thematic podcasts, with series created by individual editorial offices or co-produced by several Group brands, expanding the offer by creating a complete and synergistic editorial plan.



### BRANDED PODCASTS

Opportunities for Brands to become partners of 24 Ore Group's authoritative content





## RADIO24 PROGRAMME PODCASTS

Radio 24's ON AIR schedule events available on demand. Our broadcasts transformed into podcasts for use whenever and wherever you want, without the interruptions of daily live radio (commercial breaks, news...).

Radio 24 podcasts are distributed on the station's website and app and on all major on-demand platforms: Spotify; Google Podcasts; Apple Podcasts; Amazon Podcasts and many others. Podcast programmes can be sold in reservation, private deal or guaranteed mode, or can be sponsored by title or thematic series.

**147** PODCASTS EVERY WEEK

**620** PODCASTS PER MONTH (BETWEEN PROGRAMME PODCASTS AND ORIGINAL PODCASTS)

**51'** AVERAGE LISTENING TIME

**7.4 M** MONTHLY LISTENING SESSIONS (PLAYED + DOWNLOADED)

**19 M** MONTHLY AUDIO IMPRESSIONS (PRE/POST/MID-ROLL)



# ORIGINAL PODCASTS

## Integration of business partners

Original podcasts can be supported by commercial partners with the following wording integrated into the product:



EDITORIALI :

## EDITORIAL PODCASTS



BRANDED :

## BRANDED PODCASTS



## ORIGINAL PODCASTS

### ▶ EDITORIAL PODCASTS



Can be sponsored by the Brand interested in the **themes covered** and willing to invest in the **editorial value** of the content.

▶ **DAILY/WEEKLY/CONTINUOUS**  
produced by the editorial offices of Radio24 and Sole24Ore.com

▶ **THEMATIC PUBLISHING SERIES**  
Thematic series produced by the editorial offices of Radio 24 and Sole24Ore



Podcast series realised with the collaboration of the Brand at its request.

The brand can suggest themes by becoming a true partner in the production of the content or can **accept new podcast series ideas** proposed by the editorial team.



## ORIGINAL PODCASTS



Podcasts produced by editorial offices that can be sponsored by brands interested in the themes covered and willing to invest in the editorial value of the content.

Sponsorship of editorial series produced and conceived by editorial staff on editorial themes, supported by brands in the 'supported by' mode.

The brand is mentioned through pre- and/or post-roll delivery. Podcasts can also be relaunched within the programmes of Radio 24's schedule that are more consistent with the themes covered.

They are included in the original podcasts section on the Radio 24 website and app and/or in the Podcasts area of the Stream 24 platform of [Ilsole24ore.com](https://www.ilsolo24ore.com)

They are shared on the main audio platforms (e.g. Spotify, Google Podcasts, Apple Podcasts, Amazon Music, etc.) and enjoy promotional support with dedicated digital and/or radio communication.



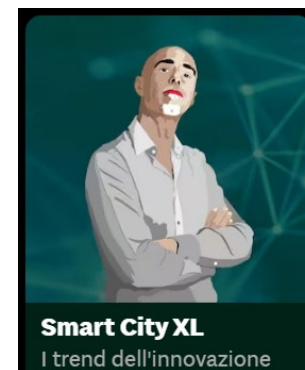
RE CARLO



AMERICANE - STORIE DI DONNE  
INDIMENTICABILI



La variante PARENZO



Smart City XL  
I trend dell'innovazione



2024 - Speciale  
Intelligenza artificiale



Click on images to  
listen

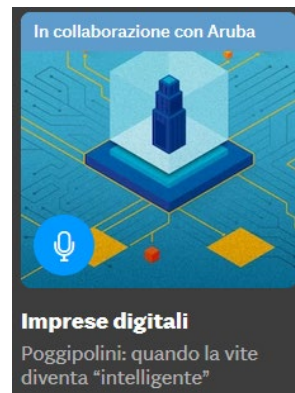
## ORIGINAL PODCASTS



Podcast series created by the editorial staff at the request of the Brand, which suggests themes to the editorial staff and thus becomes a real partner in the production of the content or can accept new series ideas proposed by the editorial staff.

The brand is mentioned through the 'In collaboration with' formula in the episode's opening/closing. Podcasts can also be relaunched within the programmes of Radio 24's schedule that are more consistent with the themes covered. They are included in the original podcasts section on the Radio 24 website and app and/or in the Podcasts area of the Stream 24 platform of [Isole24ore.com](http://Isole24ore.com)

They are shared on the main audio platforms (e.g. Spotify, Google Podcasts, Apple Podcasts, Amazon Music, etc.) and enjoy promotional support with dedicated digital and/or radio communication.



 **Chiesi PAZIENTI IN RETE**



**TRACCE - L'IMPRONTA DEGLI  
ESSERI UMANI SULLA TERRA**



Click on images to  
listen

## ORIGINAL PODCASTS



Podcast series created ad-hoc for a brand partner who wants to talk about topics of its interest through storytelling or popularisation. For brands that want to talk about themselves through quality insights and content. The brand is not mentioned in the episode.

The brand is present with the 'created for' formula in the episode's opening and closing. They are podcasts that CONVEY THE VALUES OF THE PARTNER BY TELLING 'INTERESTING STORIES' for the target audience, WITHOUT EXPLICITLY QUOTING PRODUCTS/SOLUTIONS. They are developed on ISSUES OF EDITORIAL RELEVANCE to bring the target audience closer together.

In order to retain listeners, CREATED FOR series have a minimum of 6 EPISODES and can last between 5 and 20 minutes.

They are included in the original podcasts section on the Radio 24 website and app and/or in the Podcasts area of the Stream 24 platform of lsole24ore.com

They are shared on the main audio platforms (e.g. Spotify, Google Podcasts, Apple Podcasts, Amazon Music, etc.) and enjoy promotional support with dedicated digital and/or radio communication



[ONLINE NOW](#)



[CREATED FOR TIM](#)



[CREATED FOR VISA](#)



Click on images to listen

# BRANDED



## ORIGINAL PODCASTS



Tailor-made content, created for our customers.

Ad hoc productions published on all platforms with 24 ORE Group media promotion.

A different form of storytelling for companies that want to use the podcast as a new customised way of illustrating their initiatives, with the **added bonus of being able to distribute the podcast on their own channels as well.**

Brand mention through *'PODCAST TITLE: A BRAND NAME podcast'* formula

They are distributed on the main audio platforms in a **dedicated channel - 24Ore Special** (e.g. Spotify, Amazon Music, Apple Podcasts..) which will be accessible from a dedicated page on the 24ORESsystem website

They will be promoted by the Radio 24 and Sole24ore.com editorial sites with positions dedicated to the communication of podcast specials.

They will be communicated through a dedicated media plan on the Group's channels



# COMMERCIAL PACKAGES

Radio24

GRUPPO24ORE

Il Sole  
24 ORE



**AUDIOCONTENT**  
STRATEGY



# COMMERCIAL OFFER ORIGINAL PODCASTS/THEMATIC EDITORIAL SERIES



**TYPE:** 'SUPPORTED BY' EDITORIAL PODCASTS

**NUMBER OF EPISODES:** MINIMUM 5 EPISODES (episode length: 10 to 20 minutes - variable according to series)

**VISIBILITY FOR THE CUSTOMER:**

- 42 Special Advertising 30" radio spots (3 spots per day for 2 weeks)
- 300,000 IMPS DIGITAL AUDIO (150,000 per week)
- VISIBILITY ON RADIO24.IT IN THE ORIGINAL PODCAST SECTION
- SOCIAL AMPLIFY CAMPAIGN ON RADIO 24'S FACEBOOK PAGE WITH POINTING TO THE SERIES PAGE

**DISTRIBUTION:** ON RADIO24.IT AND THE MAIN AUDIO PLATFORMS (SPOTIFY, GOOGLE PODCASTS, APPLE PODCASTS, ETC.)

**TOTAL PACKAGE  
STARTING FROM  
€ 25,000 NET NET\***

\*CONTENT PRODUCTION COSTS ARE EXCLUDED . THE PRODUCTION COST IS INDICATED ON THE DETAIL SHEET OF EACH TITLE.  
There are dedicated offers for daily or continuous series

# COMMERCIAL OFFER ORIGINAL PODCASTS / THEMATIC EDITORIAL SERIES



**TYPE:** 'SUPPORTED BY' EDITORIAL PODCASTS

**NUMBER OF EPISODES:** MINIMUM 6 EPISODES (episode length: 10 to 20 minutes - variable according to series)

**VISIBILITY FOR THE CUSTOMER:**

- 'SUPPORTED BY' label and 'CUSTOMER NAME' on the audio player
- 'SUPPORTED BY' label and 'CUSTOMER NAME' wording in PRE AND POST ROLL mode on the podcasts of the series being sponsored published in the podcast area of IISole24ore.com and distributed on the main audio platforms (Spotify, Google Podcasts, Apple Podcasts, etc.)
- BOX BRAND CONNECT as planned support on IISole24ore.com pointing to the series (1,500,000 Imps) FOR 3 WEEKS
- ADV MONOGRAPH on the homepage and all episodes of the series (Skin/Masthead/MPU) FOR 3 WEEKS
- 1 LINKEDIN AND FACEBOOK POST IN ORGANISATION WITH AMPLIFY FB CAMPAIGN IN SPONSORED PARTNERSHIP AT THE PUBLICATION OF THE 4TH EPISODE to amplify awareness of the series already on air and come before subsequent episodes

**DISTRIBUTION:** ON RADIO24.IT AND IN THE PODCAST SECTION OF IISOLE24ORE.COM AND ON THE MAIN AUDIO PLATFORMS (SPOTIFY, GOOGLE PODCASTS, APPLE PODCASTS, ETC.)

**TOTAL PACKAGE  
STARTING FROM  
€ 15,000 NET NET\***

*\*There are dedicated offers for daily or continuous series*

# COMMERCIAL OFFER ORIGINAL PODCASTS



**TYPE:** EDITORIAL PODCASTS 'IN COLLABORATION WITH'

**NUMBER OF EPISODES:** MINIMUM 6 EPISODES (10 minutes max.)

**VISIBILITY FOR THE CUSTOMER:**

126 RADIO PROMO SPOTS of 30" with 5" CUSTOMER SPOTS (6 SPOTS PER DAY FOR 3 WEEKS)

600,000 DIGITAL AUDIO IMPS (200,000 IMPS EACH WEEK)

VISIBILITY ON RADIO24.IT IN THE ORIGINAL PODCAST SECTION

SOCIAL AMPLIFY CAMPAIGN ON RADIO 24'S FACEBOOK PAGE WITH POINTING TO THE SERIES PAGE

**DISTRIBUTION:** ON RADIO24.IT AND THE MAIN AUDIO PLATFORMS (SPOTIFY, GOOGLE PODCASTS, APPLE PODCASTS, ETC.)

**OFFER FOR 6 EPISODES  
STARTING FROM  
€ 55,000 NET NET\***

# COMMERCIAL OFFER ORIGINAL PODCASTS



**TYPE:** EDITORIAL PODCASTS 'IN COLLABORATION WITH'

**NUMBER OF EPISODES:** MINIMUM 6 EPISODES (episode length: 10 min max)

**VISIBILITY FOR THE CUSTOMER:**

- 3,000,000 IMPS MASTHEAD desktop and mobile on ilsole24ore.com
- 800,000 IMPS BOX BRAND CONNECT on ilsole24ore.com HOMEPAGE
- SOCIAL AMPLIFY CAMPAIGN ON RADIO 24'S FACEBOOK PAGE WITH POINTING TO THE SERIES PAGE

**DISTRIBUTION:** ON ILSOLE24ORE.COM PODCAST AREA AND ON THE MAIN AUDIO PLATFORMS (SPOTIFY, GOOGLE PODCASTS, APPLE PODCASTS, ETC.)

**OFFER FOR 6 EPISODES  
STARTING FROM  
€ 55,000 NET NET\***

# COMMERCIAL OFFER ORIGINAL PODCASTS



**TYPE:** 'CREATED FOR' BRANDED PODCAST

**NUMBER OF EPISODES:** MINIMUM 6 EPISODES (episode length: 5 to 10 minutes - variable according to project)

**VISIBILITY FOR THE CUSTOMER:**

- 84 Special Advertising 30" radio spots (4 spots per day for 3 weeks)
- 250,000 Impr MPU Digital (Radio24)
- 450,000 IMPS DIGITAL AUDIO (150,000 each week)
- VISIBILITY ON RADIO24.IT IN THE BRANDED PODCAST SECTION with 'CREATED FOR' banner
- SOCIAL AMPLIFY CAMPAIGN ON RADIO 24'S FACEBOOK PAGE WITH POINTING TO THE SERIES PAGE

**DISTRIBUTION:** ON RADIO24.IT AND THE MAIN AUDIO PLATFORMS (SPOTIFY, GOOGLE PODCASTS, APPLE PODCASTS, ETC.)

**OFFER FOR 6 EPISODES  
STARTING FROM  
€ 48,000 NET NET\***



# COMMERCIAL OFFER ORIGINAL PODCASTS



**TYPE:** 'CREATED FOR' BRANDED PODCAST

**NUMBER OF EPISODES:** MINIMUM 6 EPISODES (episode length: 5 to 10 minutes - variable according to project)

**VISIBILITY FOR THE CUSTOMER:**

- 2,000,000 IMPS MASTHEAD desktop and mobile on [Isole24ore.com](http://Isole24ore.com)
- 250,000 Impr MPU Digital ([Isole24ore.com](http://Isole24ore.com))
- 450,000 IMPS BOX BRAND CONNECT position on HOMEPAGE of [Isole24ore.com](http://Isole24ore.com)
- VISIBILITY IN THE PODCAST SECTION of [Isole24ore.com](http://Isole24ore.com)
- SOCIAL AMPLIFY CAMPAIGN ON THE FACEBOOK PAGE of Il sole 24 ore with POINTING TO THE SERIES PAGE

**DISTRIBUTION:** ON STREAM24 AND THE MAIN AUDIO PLATFORMS (SPOTIFY, GOOGLE PODCASTS, APPLE PODCASTS, ETC.)

**OFFER FOR 6 EPISODES  
STARTING FROM  
€ 48,000 NET NET\***



# 24 ORE PODCAST SPECIAL I NUOVI PODCAST DI 24 ORE SYSTEM



# WHY

## A NEW PRODUCT FOR NEW NEEDS

Listening to audio content has now become a habit and an integral part of the media diet for Italians.

Audio-entertainment is a great opportunity for both publishing groups and companies. More and more companies are relying on podcasts to communicate and tell their stories. Hence the need to offer increasingly 'tailor-made' podcast products.

24 ORE SYSTEM thus expands its offer with a new branded podcast to create quality content for use on our audio distribution platforms but also on our customers' proprietary channels.

# WHAT

## THE NEW 24 ORE SYSTEM PODCASTS

This product is proposed as a different form of storytelling for companies that want to use the podcast as a new customised way of narrating values and initiatives, with the added bonus of being able to **distribute the podcast on their own channels as well.**

A consultancy and production approach that accompanies the customer from conception to creation and publication of the branded podcast.

An advertising product that narrates the brand, its history, its values and its products and themes, even if not directly covered by the Group's media.\*

\*No interviews are planned for this type of podcast

# WHO

## THE KNOW-HOW OF A LARGE GROUP

The **know-how** of the 24 ORE Group in the production of podcasts (radio24 and ilsole24ore.com podcasts) is finally available to our customers thanks to the supervision of the **Media Factory of the 24 ORE GROUP** and 24 ORE SYSTEM.

Authors and audio production experts and collaborators specialised in various fields will follow the customer in the realisation of the content.

The **promotion** of the podcast product will take place through the 24 ORE SYSTEM **ecosystem** with customised digital campaigns on ilsole24ore.com and radio24.it, with social amplification, but above all with display positions.



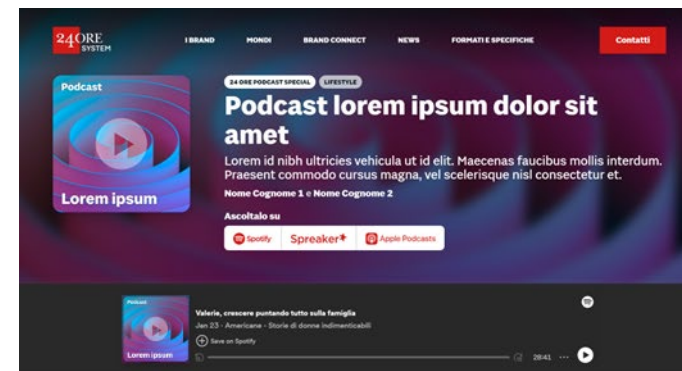
# WHERE DISTRIBUTION OF THE PODCAST

The podcasts will be available on all podcasting platforms via the new **24 ORE PODCAST SPECIAL** channel (Spotify, Amazon Music, Apple Podcasts) and will reside in the new podcast section of the official 24 ORE SYSTEM website.

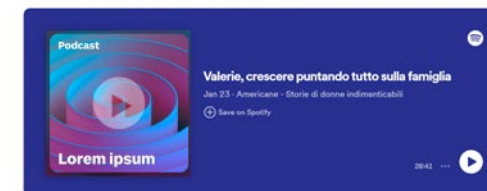
The page dedicated to the customer podcast will be within the '24 ORE PODCAST SPECIAL' section with:

- **the original cover**
- **its synopsis**
- **the links to all platforms.**

In addition, the customer **may distribute the podcast on its own proprietary channels at its discretion.**



## Sinossi lorem ipsum dolor sit amet



Sinossi del podcast lorem id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas sed diam eget risus varius blandit sit amet non magna. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Maecenas sed diam eget risus varius blandit sit amet non magna. Sed posuere consectetur est at lobortis. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Curabitur blandit tempus porttitor. Cras mattis consectetur purus sit amet fermentum. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

### CREDITS:

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Maecenas sed diam eget risus varius blandit sit amet non magna. Sed posuere consectetur est at lobortis. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Curabitur blandit tempus porttitor. Cras mattis consectetur purus sit amet fermentum. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.





# HOW

## PROMOTION OF THE PODCAST SPECIAL

The 24 ORE PODCAST SPECIAL podcasts will be promoted, depending on the chosen format, through:

- PODCAST push positions on Radio24.it and Ilsole24ore.com
- ADV communication campaign\* with Radio24 promo special and ADV positions on Ilsole24ore.com
- Newspaper promo pages\*\*
- Social Amplify activities

- \*The creativity of the communication campaign is handled by the Il Sole 24 ORE media factory.
- \*\*Press promotion only available in the CROSS MEDIA commercial offer

# HOW

## PROMOTION OF THE PODCAST SPECIAL

### DETAIL: RADIO24

- A BANNER POSITION will be designated ON THE HOMEPAGE OF THE RADIO 24 WEBSITE during the first two weeks of communication.
- A LAUNCH CAMPAIGN WILL BE CARRIED OUT ON AIR ON RADIO 24 with wording *“listen to seriesname, the podcast created by brandname on all major audio platforms”*
- A SOCIAL AMPLIFY CAMPAIGN will be carried out via RADIO 24's FACEBOOK page.



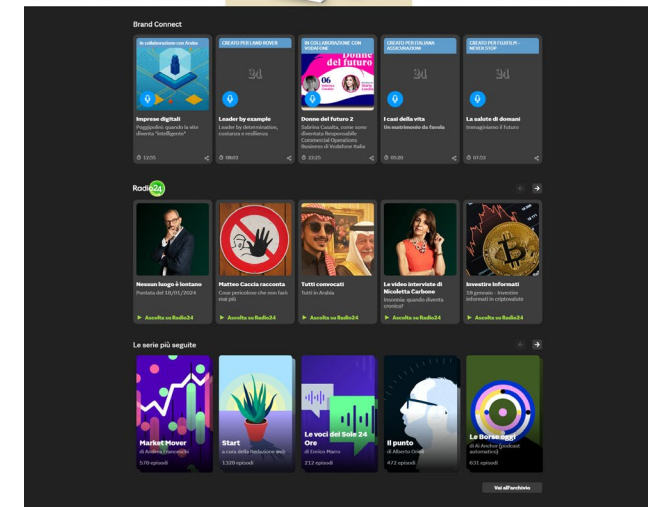
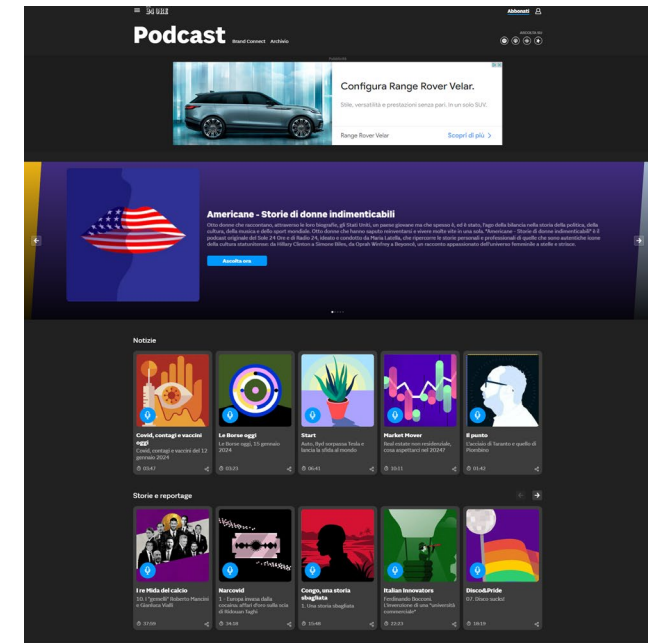
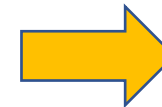
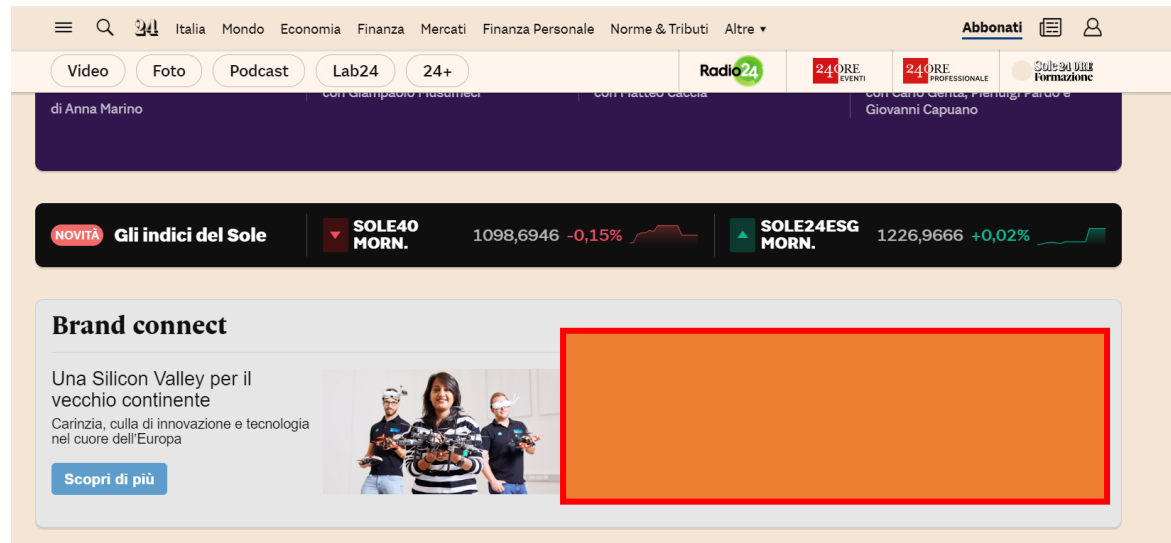
The screenshot shows the Radio24 website homepage. At the top, there is a navigation bar with the Radio24 logo, the date 'Oggi alle 16:09', and links for 'Programmi', 'Podcast', 'Palinsesto', 'Eventi', and 'Conduuttori'. There are also social media icons for LinkedIn, X, Facebook, and Instagram. Below the navigation bar, there is a section titled 'I podcast originali di Radio 24' with a button 'SCOPRI TUTTI I PODCAST'. This section features six podcast thumbnails: 'Madre Terra - L'agricoltura in...', 'La variante Parenzo', 'Videogame - Molto di più in gioco', 'Serpente Corallo Social Club', 'I lavori di domani', and 'HOW TO LOOT?'. Below this section is a large blue banner for the podcast 'Americane Storie di donne indimenticabili' by Maria Latella. The banner features two American flags and a button 'Ascolta il podcast'. Below the banner is a section titled 'Le mini serie di Radio 24' with four thumbnails: 'Quando meno te lo aspetti', 'Il quinto elemento - Storie africane di innovazione', 'Zitta e buona - Germana Stefanini e le donne vittime del terrorismo...', and 'La Razzia - Cinque storie dal ghetto di Roma'.

# HOW

## PROMOTION OF THE PODCAST SPECIAL

### DETAIL: ILSOLE24ORE.COM

- A BANNER POSITION will be designated ON THE PODCAST SECTION of the website.
- ADV campaign to support and create BRAND BOX CONNECT on the website homepage.
- A SOCIAL AMPLIFY CAMPAIGN will be carried out via IL SOLE 24 ORE's FACEBOOK page.



# COMMERCIAL OFFER ORIGINAL PODCASTS



**TYPE:** 24 ORE SPECIAL/BRANDED PODCAST

**NUMBER OF EPISODES:** MINIMUM 6 EPISODES

**CONCEPTION AND PRODUCTION OF THE PODCAST PRODUCT**

**PROMOTION OF THE PODCAST:**

- 42 Special Advertising 30" radio spots (3 spots per day for 2 weeks)
- 500,000 IMPS DIGITAL AUDIO ROS RADIO24 (250,000 each week)
- DEDICATED LANDING PAGE AND COVER PAGE CREATION on 24 ORE SYSTEM website
- DEDICATED DISPLAY POSITION ON RADIO24.IT
- SOCIAL AMPLIFY CAMPAIGN ON RADIO 24'S FACEBOOK PAGE WITH POINTING TO THE SERIES PAGE

**DISTRIBUTION:** ON THE MAIN AUDIO PLATFORMS (SPOTIFY, GOOGLE PODCASTS, APPLE PODCASTS, ETC.)

THE CUSTOMER MAY PUBLISH THE PODCAST **ON ALL ITS PROPRIETARY PLATFORMS** AND/OR USE THE PRODUCT IN BUY-OUT MODE FOR COMMUNICATION ACTIVITIES

**OFFER FOR 6 EPISODES  
STARTING FROM  
€ 40,000 NET NET\***

# COMMERCIAL OFFER ORIGINAL PODCASTS



**TYPE: 24 ORE SPECIAL/BRANDED PODCAST**

**NUMBER OF EPISODES: MINIMUM 6 EPISODES**

## **CONCEPTION AND PRODUCTION OF THE PODCAST PRODUCT**

### **PROMOTION OF THE PODCAST:**

- 1,000,000 impressions BOX BRAND CONNECT position on HOMEPAGE of II Sole24ore.com (for 2 weeks)
- 1,000,000 impressions MASTHEAD position in ROS on Isole24ore.com (for 2 weeks)
- DEDICATED LANDING PAGE AND COVER PAGE CREATION on 24 ORE SYSTEM website
- SOCIAL AMPLIFY CAMPAIGN ON FACEBOOK PAGE OF ILSOLE24ORE WITH POINTING TO THE SERIES PAGE

**DISTRIBUTION: ON THE MAIN AUDIO PLATFORMS (SPOTIFY, GOOGLE PODCASTS, APPLE PODCASTS, ETC.)**

**THE CUSTOMER MAY PUBLISH THE PODCAST ON ALL ITS PROPRIETARY PLATFORMS AND/OR USE THE PRODUCT IN BUY-OUT MODE FOR COMMUNICATION ACTIVITIES**

**OFFER FOR 6 EPISODES  
STARTING FROM  
€ 40,000 NET NET\***

# COMMERCIAL OFFER ORIGINAL PODCASTS



**TYPE: 24 ORE SPECIAL/BRANDED PODCAST**

**NUMBER OF EPISODES: MINIMUM 6 EPISODES**

**CONCEPTION AND PRODUCTION OF THE PODCAST PRODUCT**

**PROMOTION OF THE PODCAST:**

- 42 Special Advertising 30" radio spots (3 spots per day for 2 weeks)
- 500,000 IMPS DIGITAL AUDIO (250,000 each week)
- 800,000 impressions MASTHEAD position in ROS on [lsole24ore.com](http://lsole24ore.com) (for 2 weeks)
- 2 ads in the daily newspaper with HALF PAGE format
- DEDICATED LANDING PAGE AND COVER PAGE CREATION on 24 ORE SYSTEM website
- SOCIAL AMPLIFY CAMPAIGN ON THE FACEBOOK PAGE OF ILSOLE24ORE AND RADIO24 WITH POINTING TO THE SERIES PAGE

**DISTRIBUTION: ON THE MAIN AUDIO PLATFORMS (SPOTIFY, GOOGLE PODCASTS, APPLE PODCASTS, ETC.)**

THE CUSTOMER MAY PUBLISH THE PODCAST **ON ALL ITS PROPRIETARY PLATFORMS** AND/OR USE THE PRODUCT IN BUY-OUT MODE FOR COMMUNICATION ACTIVITIES

**OFFER FOR 6 EPISODES  
STARTING FROM  
€ 65,000 NET NET\***