Il Sole24Ore.com is the 24 ORE Group’s digital access channel for content and economic and financial services designed to meet the needs of a variety of stakeholders: from the professional to the saver, from the private to the company thanks to its exclusive publishing offer.

An entirely cross-device editorial system in line with the most important Italian and international market trends.

Il Sole 24 ORE website is designed from a mobile first perspective and represents a unique updating and deepening tool, thanks to the coverage in real time of the news to which the authoritativeness of the content is added, available in all new forms of engagement and easily shared on social platforms.

Furthermore, ever increasing vertical content and tools determine an increasingly rich editorial offer with a view to widening the target audience but without, of course, neglecting the historical “core” target of the BUSINESS COMMUNITY and PROFESSIONALS.
The Sole24ore.com is full responsive and declined in four viewports - smartphones, tablets, desktops and large desktops - to take full advantage of the potential of increasingly mobile and cross device traffic.

It is direct, clear and recognizable, able to convey to users the value of a unique product in Italian digital economic and financial information.

The work of curation, deepening and fact checking of the main issues of economic policy, finance, savings, norms and foreign policy is the main vocation of a site aimed at a new digital reader.
The homepage has been redesigned to achieve ever-changing needs of readers-users and to keep up with the new formats and the new ways to consult of the information.

The strategic choice was to move along three very clear lines in the new architecture: **flexibility, rationality, visual power**.

Flexibility in the hierarchy of contents, rationality in the organization of editorial spaces, visual power in the increasingly digital representation of information.
THE AUTHORITATIVENESS
OF IL SOLE 24 ORE

By choosing our brand, users embrace the values of credibility, reliability and authoritativeness, as well as entering a context of reading and information in which they are positively involved.

A long-established and award-winning newspaper which, by its very nature, guarantees total extraneousness from the world of fake news.

In a difficult period with the fight against coronavirus, it is important being able to have access to clear, authoritative and well-structured information to fight the fake news circulating on the net, and to get an idea of what is really going on in the various countries.

THE TRUST PROJECT

Joining the Trust Project is the result of a review process that has touched many aspects of the editorial work: ethical reflections, changes in the way in which we present and organize news, graphic interventions that go in the name of clarity and transparency and more.

Il Sole 24 Ore has chosen to join the Trust Project - a project born at the University of Santa Clara and wanted by a group of international publishers - which aims to enhance the journalism that can be trusted in the digital ecosystem.

The common belief is that through the adoption of ethical rules and editorial guidelines, the level of trust of users with respect to digital information can be increased.

Created by award-winning journalist Sally Lehrman, it is hosted by the Markkula Center for Applied Ethics at Santa Clara University.
FEATURES AND TRAFFIC DEVICE

LEADER IN AUDIWEB MEDIA VIEW IN THE SUB-CATEGORY FINANCE NEWS & INFORMATION

BROWSER UNIQUE: **22,6 Mln.**

MEDIA VIEWS: **21,6 Mln.**

* UNIQUE AUDIENCE: **899 Mln.**

* ACTIVE REACH: **22,6%**

* UNIVERSE REACH: **16,9%**

Desktop
Page Views on total: **60%**

Tablet
Page Views on total: **2%**

Smartphone
Page Views on total: **38%**

Page Views: **147.0 Mln.**

Sources: Mapp october 2023 and *Audiweb september 2023*
OUR TARGET

A product that is aimed at its historical audience made up of professionals, entrepreneurs and managers without renouncing new vertical and specific targets stimulated and involved by a complete editorial offer not only "finance oriented".

The profile of Ilsole24ore.com users has always had a privileged position, characterized by high income concentrations, high instructions and recognized professional status.

<table>
<thead>
<tr>
<th>GENDER</th>
<th>64% man</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>36% woman</td>
</tr>
<tr>
<td>AGE</td>
<td>25-34 years 141 C.I.</td>
</tr>
<tr>
<td></td>
<td>35-44 years 153 C.I.</td>
</tr>
<tr>
<td></td>
<td>45-54 years 131 I.C.I.</td>
</tr>
<tr>
<td></td>
<td>55-64 years 130 I.C.I.</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>Degree 131 C.I.</td>
</tr>
<tr>
<td>OCCUPATION</td>
<td>Manager 180 C.I.</td>
</tr>
<tr>
<td></td>
<td>Professional 161 C.I.</td>
</tr>
<tr>
<td></td>
<td>Clerk 136 C.I.</td>
</tr>
<tr>
<td>NET MONTHLY INCOME(€)</td>
<td>From 3.251 to 3.850 &gt; 132 C.I.</td>
</tr>
<tr>
<td></td>
<td>From 3.851 to 5.000 &gt; 120 C.I.</td>
</tr>
<tr>
<td></td>
<td>Over 5.000 &gt; 134 C.I.</td>
</tr>
</tbody>
</table>

Sources: home features and Audiweb september 2023
SOCIAL FEATURES

Great growth on social networks in particular on Instagram and LinkedIn on which the Group is moving in the context of great experiments.

We are the first Italian publisher for followers on LinkedIn

* data of June 2023
CONSUMPTION ATTITUDES

PURCHASE BEHAVIOUR
- I prefer to buy premium products, the top of the range 142 C.I.
- I prefer unique / exclusive products (limited edition) 166 C.I.

ATTENTION TO ADVERTISING
- High attention 161 C.I.

FINANCIAL ATTITUDES
- In the financial field I feel quite competent 238 C.I.
- I follow the stock market prices 289 C.I.
- I buy and sell financial products online 285 C.I.
- I follow with interest the advertising on financial services 255 C.I.
- I'm often asked by others for my views on financial products to be subscribed 307 C.I.

Survey: TSSP SNT 2023A (January 2022 - December 2022), data based on targets over 35 with high-medium-high income.
The editorial offer of sole24ore.com presents focus and insights both on issues of an economic, financial, and tributary nature that has always been the "core" of the 24 Ore world, and vertical insights on variegated themes, treated and deepened according to exclusive and typical reading keys of the editorial staff.

The use of the contents of Il Sole 24 Ore is also possible on mobile, thanks to a full responsive site and an APP, which can be fully browsed by smartphones and tablets. App restyling will come soon.

The online offer of Sole24ore.com is composed not only by the thematic editorial sections, but also by a series of vertical products - by subscription - such as the vertical digital newspapers and 24plus, an online reference point for professionals in the sector.

In the slides in the appendix, we will show some insights about vertical sections.
THE APP

First App on the Italian market with unique access to all the contents of the site and to browse in pdf of newspaper, inserts and magazines. IOS and Android technology for both tablets and smartphones.

Sponsorship is possible in the app browser, with attention to ensure a correct user experience. The available advertising formats are:

- 320x50 TINDER
- 768x74 (tablet version)
- 300x250 MPU 300x250 IN ARTICLE
- 1024x768 SPLASH PAGE
- 768x1024
- 320x460 o 320x480 (smartphone version)
- 460x320 o 480x320 (smartphone version)

- SPLASH «IN PAGE» (DISCOVER Area)
  Every six content in feed.
  Same specs of splash page.

NEW DOWNLOAD 93.605
[From december ‘22 from october ‘23]
ILSOLE24ORE.COM

CORE TARGET & AUDIENCE - SMARTPHONE + TABLE SITE

GENDER
62% man
38% woman

AGE
25-34 years 129 C.I.
35-44 years 146 C.I.
45-54 years 133 C.I.

EDUCATION
Degree 129 C.I.

OCCUPATION
Professional 150 C.I.
Clerk 138 C.I.
Manager 185 C.I.

NET MONTHLY INCOME(€)
from 3,251€ to 3,850€ 132 I.C.I.
from 3,851 to 5,000€ 120 I.C.I.
over 5,000€ 133 I.C.I.

Source: Audiweb Media View september 2023
COMMUNICATION OPPORTUNITIES

ADV FORMATS
EASY PLANNING

DISPLAY AND VIDEO ADVERTISING
A complete offer thanks to the main formats available on the market that can be planned at the site even in rich media mode, all totally compliant with the industry guidelines.

BRANDED CONTENT
Production of original content thanks to our media factory, through which to tell and represent the values of the brand in coherence with a high quality editorial context.

GEOTARGET AND CROSS-DEVICE PLANNING
We meet the different planning requirements with respect to the required Kpi delivery, based on logics, for example of geo and device targeting.

E-MAIL MARKETING
Possibility to plan profiled DBs either through DEM 100% advertising, or through the sponsorship of editorial newsletters.
DISPLAY ADV

ILSOLE24ORE.COM

Skin (desktop)
Masthead 990x250 (desktop)
Masthead Mobile 320x100
Leaderboard 728x90 (desktop)

Mpu Top 300x250
Half Page 300x600 (in HP from Mpu Middle)

Mpu Middle 300x250
Mpu Bottom 300x250 (only in HP)

Prestitial full screen (cap.1)
Side To Side

All the formats are cross-device, except where indicated and the most part of them can be also Video.
The Pre/Post-Roll Videos on Sole24ore.com can be planned in general rotation as they are delivered before editorial content Videos within the articles - where a Video is embedded - and within the Stream Video are (the repository of all the videos of the site https://stream24.ilsole24ore.com/videos ).

With the release of the new site, the "feature" has been provided according to which during the scrolling of the page by the user the Video player re-positions itself, anchoring, at the bottom right.

"Anchoring" is also designed to guarantee and satisfy the main KPIs related to video Adv, such as Viewability and Vtr. The formats are distributed throughout the site in general rotation and in cross-device mode.
PRESTITIAL DESKTOP EXAMPLE

cross device planning or per single device

EX. PRESTITIAL SMARTPHONE

* The format is available also in the video version
1) DEM:
Sent on Tuesday and Thursday to about 450,000 subscribers.
It is available profiled target emailing.

2) NEWSLETTERS:
- MORNING 24 sent every day to about 250,000 contacts (targeting is not available)

For Newsletter is available sponsorship with Adv Box 990x250* and with client logo (120x60) and the indication «sponsored by».

* rendering of 540 px width and proportional height.
BRANDED CONTENT

SPONSORED CONTENT

BRANDED CONTENT made in a predefined manner by the client or with material supplied in full by the brand. It is not a journalistic product but a totally advertorial product and therefore it will be identified with the pre-established and pushed wording with agreed advertising formats. It is published in the most relevant editorial sub-section chosen by the editors. It is possible to insert a link to the customer’s web page.

CREATED FOR

BRANDED CONTENT created internally by the publisher who creates the «commercial content» by mixing materials supplied by the client with editorial contributions. It is packaged according to the strict quality standards of the head, and always presents new features. Contributions are viewed by the Brand partner before publication. It is published in the most relevant editorial sub-section, chosen by the editorial staff itself. It is possible to insert a link to the customer’s web page.

Original content through which to narrate and represent the values of the brand in coherence with the editorial context within which they are hosted.

The content marketing proposed by 24ore System is the native evolution of an advertising offer that wants to respond with agility and effectiveness to the changes taking place in the market, thanks also to amplification strategies for the distribution of content on social platforms.
“ITALIA” AND “MONDO” SECTIONS

ILSOLE24ORE.COM

https://www.ilsole24ore.com/sez/italia
https://www.ilsole24ore.com/sez/mondo

“Italia” and “Mondo” are vertical sections of the site with the highest traffic thanks to the in-depth news that are published daily. The news are also organized into thematic sub-sections.

Topics ranging from current affairs to politics (including economics) to international insights on issues relating to Europe, the USA, Asia & Oceania and the Middle East.

The 2 sections represent the showcase of IlSole24ore.com on issues and events at the center of current affairs not only in Italy.
“Mercati” and “Finanza” Sections

Mercati is one of the most visited sections of the site and allows users to stay up-to-date in real time on stock and bond markets, also offering a selection of the most significant trends in progress.

A new structure of contents more in line with the users’ research needs and indispensable for search engine indexing. The section Mercati with the new release is enriched with content thanks to a greater supply of data and the expansion of the information perimeter with «other markets» and «other indices» In addition, the advanced features of interactive graphics, such as the intersection of data and news, the selection of time interval, the comparison with other indexes find space.

The “Finanza” section integrates and enriches the vertical sections dedicated to the world of finance on IlSole24ore.com thanks to the contents and insights on listed companies in Italy and in the world (two dedicated sub-sections) and thanks also to other contents, for example the sub-section on Fintech and Start-Up. 

During 2022, the 24 ORE Group launched a large project related to the world of FINANCE AND SAVING which provides for the amplification of the contents and services of financial information starting from the new and consolidated information needs of the various target audiences.

Part of the project resulted in the strengthening of the «Plus24» brand, already a reference point for savings and personal finance, through the creation of greater synergy between paper and digital, thanks also to a «more structured information platform».

The restyle of the “Risparmio” section which has become FINANZA PERSONALE BY PLUS 24 is triggered by this process thanks to a new treatment of the section and an increase in the production of contents.
The Economia section is dedicated to the real economy and all sectors of activity, with particular regard to its protagonists:

- Business stories
- Transformations and evolutions of the productive sectors
- Innovation
- Work and training

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

There are also editorial sub-sections such as: "ENERGY & ENVIRONMENT" as well as seven other sub-sections that address further issues, from tourism to industry to consumption.

Norme & Tributi focuses on the evolution of Italian and European laws on tax, work, justice, public administration and economic law, without neglecting the condominium, home, school and incentives. All looking at the new laws but also at the administrative circulars and sentences.

The main recipients of the section are professionals but not only; in fact, the in-depth analysis of Rules and Taxes also looks to entrepreneurs, jurists who work for companies, public administration officials and all those who work with the regulatory interpretation for work.
The introduction of regulatory and financial parameters and objectives for businesses and countries has brought the issue of sustainability to the center of the national and international political and economic agenda.

Even Sole24Ore.com, which has always been a point of reference for companies, professionals, institutions and citizens, intends to promote the culture of sustainability as a competitive and growth tool for the country’s entrepreneurial sector.

Permanently online since June 5, 2020, the section is composed of five sub-sections made of news and insights on the topic, edited by the editorial staff thanks to data analysis, opinions and videos.
“Cultura” is the editorial section of Ilsole24ore.com dedicated to cinema, books, shows, music and theater, but also to visual arts, science, ideas and free time.

It is aimed at Il Sole24ore.com usual readers and it deals with news, insights, photos and video galleries.

An authoritative vertical channel and a point of reference for reviews and events related to the world of Culture (books, exhibitions, festivals), in continuity with the newspaper insert that has always been particularly appreciated within the world of the Italian cultural information.

Within the section, editorial dossiers concerning the main cultural events are periodically published, such as for example: "Matera European capital of culture" or the special on the "Venice Film Festival" which has just ended.
Section dedicated to the topics of the School, from primary education to university to Technical Schools and training in general with content intended for all the stakeholders.

The new section, interactive and updated in real time, puts readers at the center of the education system: students and their families.

The section structure is composed by three main sub-sections:

- Primary and secondary school
- University
- Training and Technical schools

It is also provided a dedicated weekly newsletter sent on Mondays and intended for professionals, managers and teachers but also students and families. The Newsletter can be sponsored with the client logo 200x42px and the wording «sponsored by». 
It is the editorial section of IlSole24ore.com dedicated to the world of innovation and technology that leads both consumer and business users to the main market news.

An authoritative point of reference for reviews of new Products, Apps and services without neglecting an important focus on the world of Start-ups and innovations.

Solutions and innovations - that can facilitate and improve the life of organizations, managers and employees of all companies in the IT sector - are analysed with a descriptive and informative approach.

The sub-sections dedicated to Fintech and the world of Videogames (Games) are covering an important role.
Motori is the vertical channel of Sole24Ore and part of the lifestyle segment dedicated to the world of cars and engines, with the main market news and regulations for the entire sector. Totally renewed in graphics and in line with the latest graphic concept of Sole24ore, it also gives great evidence to galleries, videos and insights.

Nine editorial sub-sections that make up the entire editorial offer of the channel, including the area dedicated to COMPANY FLEETS https://www.ilsole24ore.com/sez/motori/flotte-aziendali
It is the editorial section of Sole24Ore.com dedicated to the news of Sport and others content.

The section structure is composed by **seven main sub-sections**:

- Calcio
- Olimpici
- Invernali
- Motori
- Industry
- Fitness & Welness
- Bike

Totally renewed in graphics and in line with the latest graphic concept of Sole24ore, it also gives great evidence to **galleries, videos and insights**.
The Health project aims to constitute a reference point for all the **protagonists** and **stakeholders of the Industry** through the quality and exclusivity of the contents, declined in a vertical section designed and developed for **companies, institutions and professional categories**, but at the at the same time aimed at consumers.

**Salute** is organized in **six sub-sections** (Health, Territories, Medicine, Innovation, Research places, Companies and startups) as well as a dedicated home page in line with the graphic concept of the other vertical channels of the site.

A **channel** that gives space to the protagonists with interviews, surveys, case histories and areas dedicated to sector reports and exclusive studies.

The channel offers **space for the change** taking place throughout its supply chain: from the world of decision-makers and the numerous representative associations in the sector, to the many industrial players and the protagonists of research and innovation.
Moda is the section of Ilsole24ore.com dedicated to the world of fashion and luxury and the whole sector, which has always been a driving force and among the most important for Italy and beyond.

The channel is aimed at a B2B and B2C target and finds its essence within the 6 editorial sub-sections that make it up:

- Economy and Finance
- Business stories
- Innovation
- Beauty and Wellness
- Luxury
- Fashion shows
The section of **HOW TO SPEND IT** is 100% integrated within ILSole24ore.com, while maintaining the distinctive features of one of the most recognized periodicals on the Italian and international scene.

Inside there are many contents that give space to fashion, cosmetics but also to all the extra-sector, from design, to art, from auctions to collecting, but also travel, technology, cars, boats, haute cuisine and wines. Alongside the articles and services strongly marked by EXPERIENCE, the two specific features of the channel are also VIDEO STORIES and GALLERY.

The magazine in .pdf format is always available in the digital newsstand within Il Sole 24 Ore App thanks to a dedicated web browser. Instagram, on the other hand, is the best place for expanding creativity and digital planning.
“Viaggi” is one of the sections of ILSole24ore.com relating to lifestyle, with periodic updates and insights. It deals with a series of issues about the tourism sector and industry, always explained with the typical features of our editorial staff.

The section is mainly made up of six areas / subsections on a series of topical content based on the macro themes of reference: not only proposals on destinations, but also tips and ideas for sustainable tourism as well as insights into the whole sector and the supply chain from an economic point of view.

«Grandi Viaggi», «Weekend», «City Break», «Idee e Luoghi», «Mostre & Eventi», «Diari di Viaggio» are the main sections where all the contents are organized. The galleries and videos also enrich and expand the editorial offer of the section.
Food is the vertical channel of IlSole24Ore.com about the world of agri-food, from the supply chains of quality food and wine to news on companies and products, from trends to successful case histories.

There are stories of excellence, but space is reserved for stories and surveys too.

All the vertical subsections enrich the section:

• FOOD ECONOMICS
• AGRI-FOOD
• MADE IN ITALY
• WINE
REAL ESTATE

ILSOLE24ORE.COM

https://www.ilsole24ore.com/sez/casa

Real Estate is the channel of IlSole24ore.com which was born as a reinterpretation of Casa 24 and which has an all-round view of the real estate sector; from the residential market (including tourism and luxury) to the world of professionals, with in-depth information on financial issues, the relevant regulatory aspects and the latest trends in furniture and design.
ArtEconomy is Il Sole 24 ore channel dedicated to the art market. Born in 2007 as a specialized channel, in recent years it has undergone not only graphic restyling.

Analyzing and investigating the different sectors of the art economy is the editorial purpose of the channel.

From an advertising point of view, all the main display positions provided on ilSole24ore.com website are present, including the ability to plan Branded Content / Native Advertising activities within the relevant sub-sections.

With a view to synergy, Arteconomy is also the monthly appointment on Plus24.
24+ is the Sole24Ore platform that aims to guide readers by providing them with the tools to understand and analyze the reality that surrounds them through the prism of the economy.

An editorial product whose full use includes a monthly or annual subscription, the contents of which are identified thanks to an ad hoc label next to the title of the articles.

24+ is aimed at a generalist public interested in current affairs, in-depth analysis and explanatory journalism and who loves to enjoy structured content.

In addition to a dedicated home page, the contents are collected and organized in several macro-areas: from the big topics to fact-checking, to surveys, to opinions and stories.

* In Advertising terms, it is possible to plan exclusively on the area's home page through the Side To Side format
Lab24 is the section of IlSole24ore.com with a strong visual connotation dedicated to vertical thematic insights especially designed to be accessed through smartphones.

Infographics, graphics, data and experimentation in the videos represent the main characteristics of the area, composing a mix of skills that find a digital evolutionary space in Lab24.

Within Lab24 there is space for thematic “long forms” suitable for sponsorships in fact there is a variety of vertical themes that present all the typical elements of the area. They can also be promoted editorially on social networks and on site Hp.
24ORE System is the advertising agency of the 24ORE Group and a selected group of third-party publishers, both in the Italian and international markets. The quality and the authoritativeness of 24ORE 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.

THANK YOU