



REPORTS

IL SOLE 24 ORE



REPORTS

The editorial profile

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

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

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



REPORTS

THE FEATURES



770.000 DAILY READERS



HIGH LOYALTY TO THE BRAND

% subscription on total circulation

80%

46%

47%

ILSOLE24ORE

Corriere

Repubblica

IL SOLE 24 ORE OCCUPIES THE 2ND POSITION FOR DIGITAL CIRCULATION IN THE PANORAMA OF DAILY PRESS *

126,619

TOTAL CIRCULATION

print + digital



DIGITAL COPIES

86,449



REPORTS

The target and the readers

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

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

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

Source: Audi press 2023.2



REPORTS

2024 Calendar *

09/01/2024	Men fashion
30/01/2024	Exhibitions
06/02/2024	Motori tech eanddesign
15/02/2024	Welfare&Hr
20/02/2024	Women fashion
27/02/2024	Private Banking
05/03/2024	Design
12/03/2024	Sustainable development
20/03/2024	Statista: Southern Stars
22/03/2024	GPTW ranking
26/03/2024	Car of the year/ Engines/Company cars/
14/04/2024	Wine
16/04/2024	Design
18/4/2024	PET
25/04/2024	Mechanical engineering/4.0
30/04/2024	Moto&Scooter
08/05/2023	Road haulage and logistics
16/05/2024	Leader of sustainability
20/05/2024	Legal studies/Statista
21/05/2024	Jewellery
29/05/2024	Beauty
30/05/2024	Cars and corporate mobility
06/06/2024	Watches
11/06/2024	Men fashion
18/06/2024	Private banking
27/06/2024	Emilia Romagna

02/07/2024	Engines
09/07/2024	Sustainable development
16/07/2024	Watches
23/07/2024	Exhibitions 2
18/09/2024	Women fashion
19/09/2024	Nautical industry
23/09/2024	Ceramic industry
25/09/2024	Sustainable development
01/10/2024	Cars and corporate mobility
08/10/2024	tbd
15/10/2024	Design
22/10/2024	Beauty
23/10/2024	Private Banking
05/11/2024	Sustainable development
12/11/2024	Growth leader
13/11/2024	Sustainable evelopment
14/11/2024	A.I. & Cybersecurity
22/11/2024	Watches
26/11/2024	Engines/Autumn news/Eicma
27/11/2024	Payment exhibition
03/12/2024	Aerospace industry
05/12/2024	Company Motors/Cars
06/12/2024	Jewellery
10/12/2024	Consutants of the years

CASE HISTORY

Some Reports issues scheduled

Reports can be:

-Inside Il Sole 24 Ore

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

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

(for example. Motori, Orologi, Gioielli)



DIGITAL Economics

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

Sponsorship can take place in different ways:

- **PACKAGE 1 - 6K**

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

- **PACKAGE 2 - 8K**

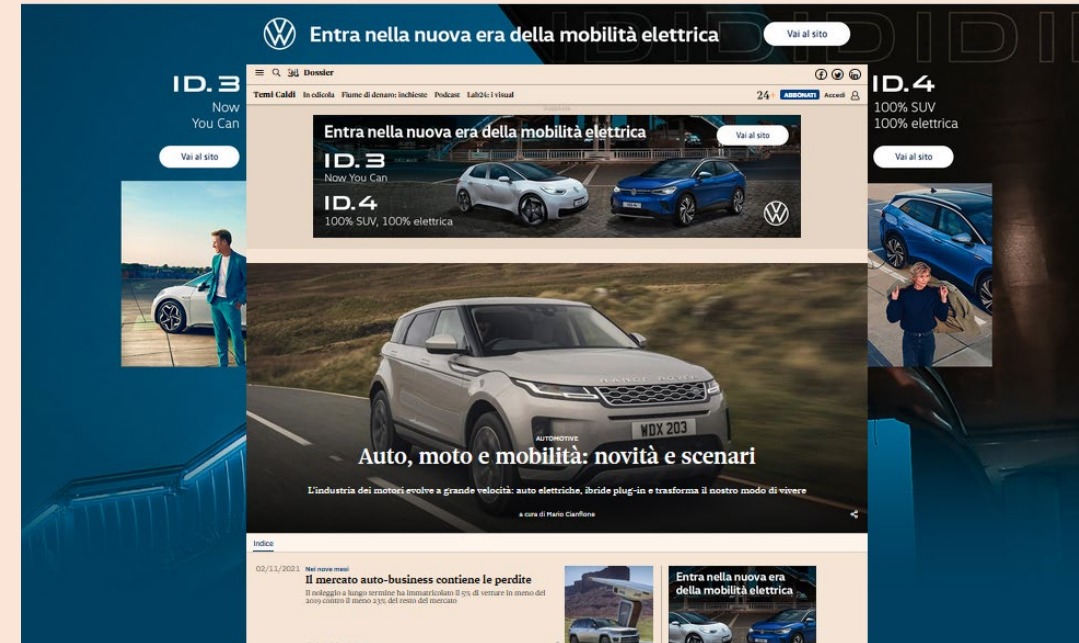
- **Monographic Display** in page (100% Sov) Skin, Masthead, Mpu Top
- **Push support planning** in Brand Connect band position (3,5 MIO Imps)

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

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

Gold and Platinum offers include :

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



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