

# THE LOCAL SECTIONS IL SO

## IL SOLE 24 ORE





## THE EDITORIAL PROFILE

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.

Central to the story of the territory are **also the themes of work**, with particular attention to young people, the associative system, orders, colleges and social policies.





### TOPICS

- The role of **local authorities** and their relationship with the economy
- Information, interviews, analyzes and comments on local economic realities, on companies and on the associative system as well as on social policies
- o Indicators of economic and forecast trends
- The emerging sectors and characters of the economy
- o Service information for the business world
- o Service information on the professional association world

#### PROTAGONISTS

- Large, medium and small businesses
- Local Authorities and Public Administrations (Municipalities, Provinces and Regions)
- Operators of the **economic-productive categories** (Industry, Craft, Commerce, Tourism, Services)
- Associations, orders, colleges



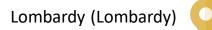




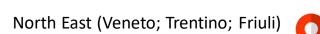
### **GEOGRAPHICAL AREAS**

#### THE LOCAL SECTIONS

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



North West (Piemonte; Liguria; Valle d'Aosta)



Centre (Emilia; Toscana; Lazio; Marche; Umbria; Abruzzo; Molise)



South (Campania; Puglia; Calabria; Basilicata; Sicilia; Sardegna)





### CIRCULATION

Lombardy (Lombardy)

Print run (paper) 15.600 copies + total digital circulation Italy (not distributable by area) of 82,004 copies

North West (Piemonte; Liguria; Valle d'Aosta) Print run (paper) 7.160 copies + total digital circulation Italy (not distributable by area) of 82,004 copies

North East (Veneto; Trentino; Friuli) Print run (paper) 10.590 copies + total digital circulation Italy (not distributable by area) of 82,004 copies

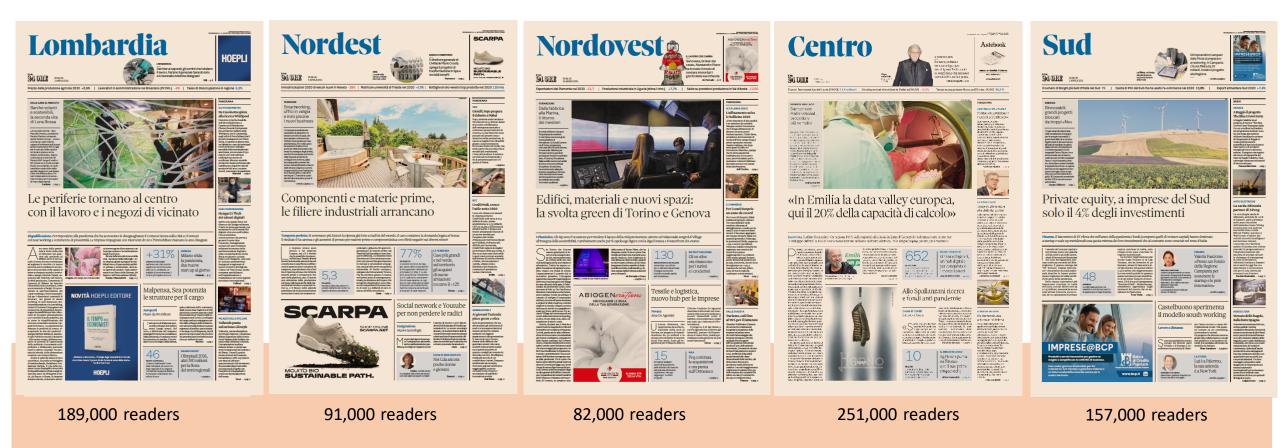
Centre (Emilia; Toscana; Lazio; Marche; Umbria; Abruzzo; Molise) 🌈 Print run (paper) 19.160 copies + total digital circulation Italy (not distributable by area) of 82,004 copies

South (Campania; Puglia; Calabria; Basilicata; Sicilia; Sardegna) 🦱 Print run (paper) 8.630 copies + total digital circulation Italy (not distributable by area) of 82,004 copies

Source: elaboration on ADS features –March 2024



### READERSHIP

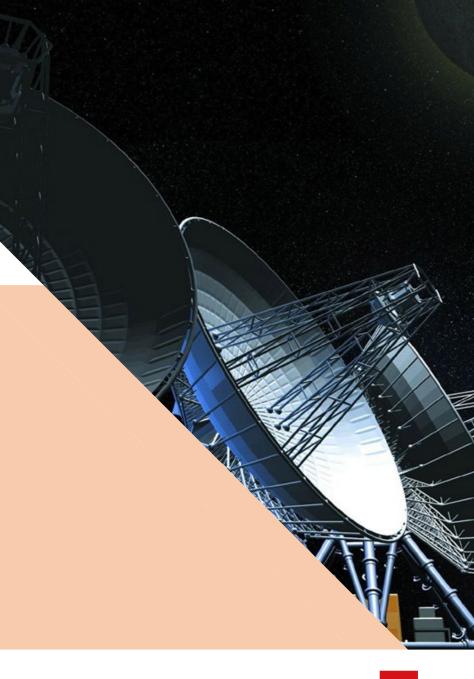




# COMMUNICATION OPPORTUNITIES

### **ADV FORMATS**

TRADITIONAL ADVERTISING FOR MULTIPLE FORMAT MEDIA PLANNING











PAGE

#### 25 centimetri Il lavoro che cambi Il broker del cacao che fa opere d'arte con i giochi d'infanzia nd e giocattoli: è esposto e acquistato in n Ho persato di usare lo atampo e la resina trasparente per rende immortali i giocattoli Serramenti d'eccellenza a metà prezzo -esia (An'opportunità per tutte ONE GIURIDICHE (ECOBONUS) ntribuenti, residenti e non residenti, tito ASSIGNATION I training and engineering of the second secon ERSONE FISICHE (ECOBONUS E BONUS CAS) LTRO (ECOBONUE) IACP ed enti con finalità sociali analogi proprietà o gestiti per conto dei Comur COOPERATIVE DI ABITAZIONE a pro ONLUS MALIANE ENTI PUBBLICI E PRNATI die i More info; fresial luminio.com

HALF PAGE

### DISPLAY ADVERTISING. AVAILABLE FORMATS.









### DISPLAY ADVERTISING. AVAILABLE FORMATS.



## AVAILABLE FORMATS

#### **FIRST PAGE**

- MANCHETTE (64X54)
- EARPIECE 3 solutions:
  - mm 132hx101w (6x2)
  - mm 109hx154w (5x3)
  - mm 86hx207w (4x4)

#### **INNER POSITION (\*)**

- STRIP (109hx312w) (5x6)
- QUARTER (222hx154w) (10x3)
- HALF PAGE (222hx312w) (10x6)
- JUNIOR PAGE (289hX207w) (13x4)
- PAGE (470hx312w) (21x6)

#### **BACK PAGE**

• PAGE (470hX312w) (21x6)

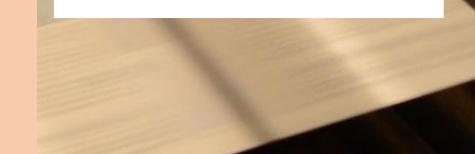


(\*) The first left and right pages are configured as premium positions; 1st, 2nd and 3rd format only on page



#### TECH SPECS

- Pink paper (as Il Sole 24 ORE)
- Rhenish format
- Separate section of 12 pages



## **2024 CALENDAR**

DATE (Friday)	RATIO	STATE
06-gen		suspended
13-gen		suspended
19-gen	South + Lombardy	
26-gen	Nord East	
02-feb	Center	
09-feb	North west	
16-feb	Sud + Lombardia	
23-feb	North East	
01-mar	Center	
08-mar	North West	
15-mar	South + Lombardy	
22-mar	North East	
29-mar	Center	
05-apr	North West	
12-apr	South + Lombardy	
19-apr	North East	
26-apr	Center	
03-may	North West	
10-may	South + Lombardy	
17-may	North East	
24-may	Center	
31-may	North West	
07-jun	South + Lombardy	
14-jun	North East	
21-jun	Center	
28-jun	North West	

DATE (Friday)	RATIO	STATE
05-jul	South + Lombardy	
12-jul	North East	
19-jul	Center	
26-jul	North West	
02-aug	South + Lombardy	suspended
09-aug	North East	suspended
16-aug	Center	suspended
23-aug	North West	suspended
30-aug	South + Lombardy	suspended
06-sept	North East	
13-sept	Center	
20-sept	North West	
27-sept	South + Lombardy	
04-oct	North East	
11-oct	Center	
18-oct	North West	
25-oct	South + Lombardy	
01-nov	North East	
08-nov	Center	
15-nov	North West	
22-nov	South + Lombardy	
29-nov	North East	
06-dec	Center	
13-dec	North West	
20-dec	South + Lombardy	
27-dec	Nord Est	suspended





### DIGITAL

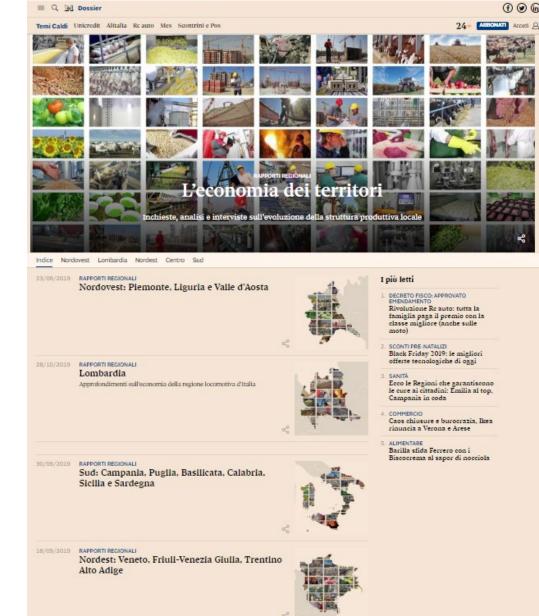
On the occasion of the release of each local paper report, the contents are also transposed online, specifically within the Index Dossier dedicated to *"L'economia dei territori*" hosted in the Economia section of Sole24ore.com.

Both the "*L'Economia dei territori*" Index Dossier and each of the individual *Reports* that compose it, are driven by dedicated editorial positions on the Home Page of the site, in the area dedicated to the Dossiers and on the Home Page of the Economy section.

**Online sponsorship** takes place through the client's display monographic (100% Sov) within all the pages of the dossier.

The formats foreseen for sponsorship are:

- SKIN
- MASTHEAD 990x250 and LEADERBOARD 728x90
- MPU TOP 300x250 or HALF PAGE 300x600



18/09/2019 RAPPORTI REGIONALI

Centro: Emilia Romagna, Toscana, Marche, Umbria, Lazio, Abruzzo e Molise

240RE