



**HD NETWORK**

**HD**BLOG.it  
**HD**MOTORI.it

**24**ORE  
SYSTEM



# HD NETWORK: THE 2 PORTALS

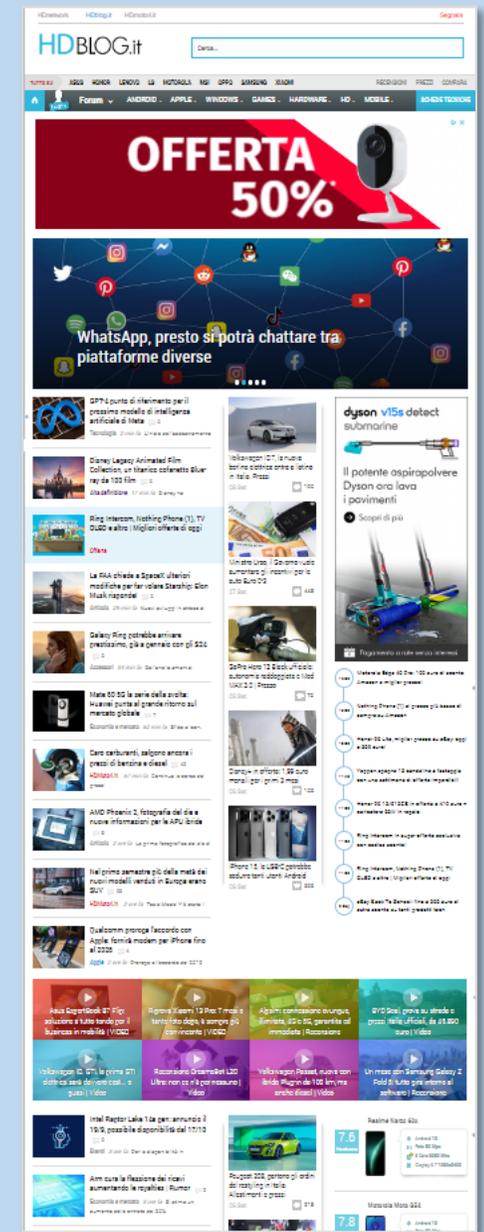
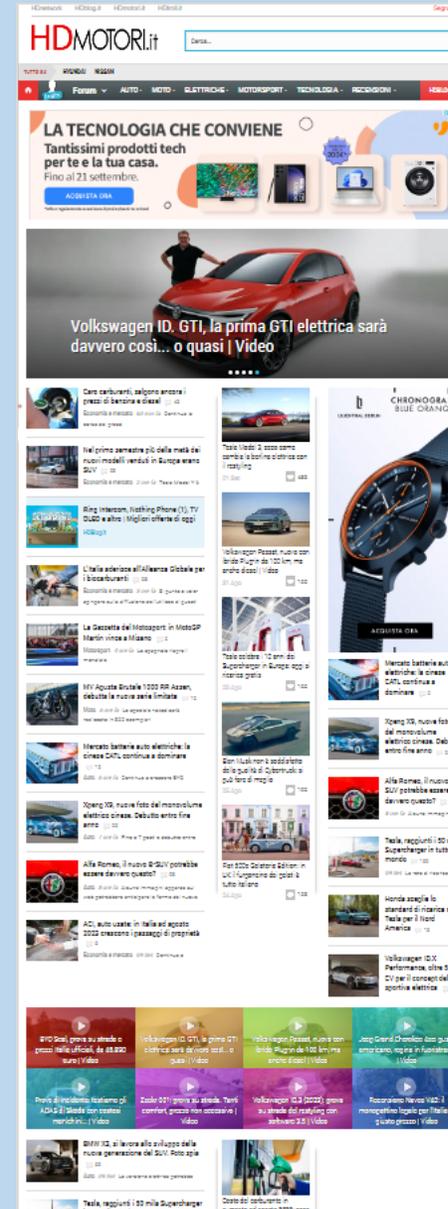
For more than 10 years HD Network has represented the Italian reference point for the world of innovation through its 2 following portals:

## HD BLOG

Leader in Italy in the hi-tech sector, HDblog.it is the web site linked to the world of technology with the greatest growth in the last 5 years in our country. Millions of users rely on services every month, read the contents and choose what to buy based on the advice, guides and reviews of this portal.

## HD MOTORS

The recipe is simple: to combine experience in the world of engines with knowledge of technology resulting from the cultural background of HDblog.it, a knowledge unattainable by traditional automotive competitors. Electric, self-driving and infotainment are the main topics of the portal, but the editorial team also includes experts in Motorsport, Off-road and Design



# HD BLOG: LEADER IN THE HI-TECH

Becoming a leader (both for unique users and for page views and average time spent) is not easy in a crowded market such as that of sites focused on hi-tech. **4 fundamental characteristics are needed to do so:**

- **QUALITY:** quality content, timely analysis, unique services, detailed reviews and plurality of information.
- **PUNCTUALITY:** Daily articles, news, **updates every 15 minutes (for an average of over 60 news per day)**, constant and continuous coverage with presentations, live and streaming followed from all over Italy.
- **USABILITY:** Maximum usability of the contents thanks to clean, immediate, simple and easy to read graphics. Full optimization for smartphone and mobile reading. First to apply the "better ads" policy for user-friendly advertising.
- **INDEXING:** thanks to a deep SEO work HDblog boasts the best positioning of the technical data sheets on search engines

	Ranking	Unique Audience (000)	Total Page Views (000)	Time Spent per Person (Text)
<b>HDblog.it</b>	<b>1</b>	<b>3,165</b>	<b>14,033</b>	<b>00:03:07</b>
Tom's	2	2,136	7,476	00:01:28
Telefonino.net	3	1,935	23,461	00:05:01
Smartworld	4	1,931	3,547	00:01:56
Passione Tecnologica	5	1,899	4,521	00:01:12
Webnews.it	6	1,784	18,465	00:01:55
Punto-Informatico.it	7	1,678	9,085	00:03:19
Navigaweb.net	8	1,216	2,166	00:01:25
MagNews	9	1,111	2,576	00:00:12
YourLifeUpdated.it	10	1,065	2,820	00:01:26



# HD BLOG: THE REAL INFLUENCER IN A BIG COMMUNITY

In a period in which everyone defines themselves as an "influencer", HD Blog really likes to present itself as an **"influencer" of millions of people**: through reviews, contents, publications, recommendations, offers, product sheets, price research, buying guides, technical analyzes, videos and "frontmen" with their private accounts, **HDblog determines the choices and purchases of tens of millions of unique users every year (almost 1 per minute, about 45 every hour)**.

It is no coincidence that **HDblog boasts the largest and most active community of users in Italy**. There are about **300,000** (source: Disqus) comments that are generated every month within the news, articles and reviews. A report confirmed by the constant double-digit growth of all social channels, with a sum that is close to one million contacts, and to which we can add the **150,000** followers of HDBlog signatures.

The relationship with this community is constant and continuous and is not limited to the site and social networks but also becomes "live" through **Live Streaming and Fan Meet (see next slides) and international fairs and events: the presence on the field is one of the main factors on which it has focused since the beginning**, fans will always be able to find the signatures of HDblog at the main world events in the sector.

HD BLOG.it

1 MILIONE DI FOLLOWER



520K



200K



110K



70K



50K

# HD NETWORK FIGURES

UNIQUE AUDIENCE: **3,455,000**

PAGE VIEWS: **8,952,648**

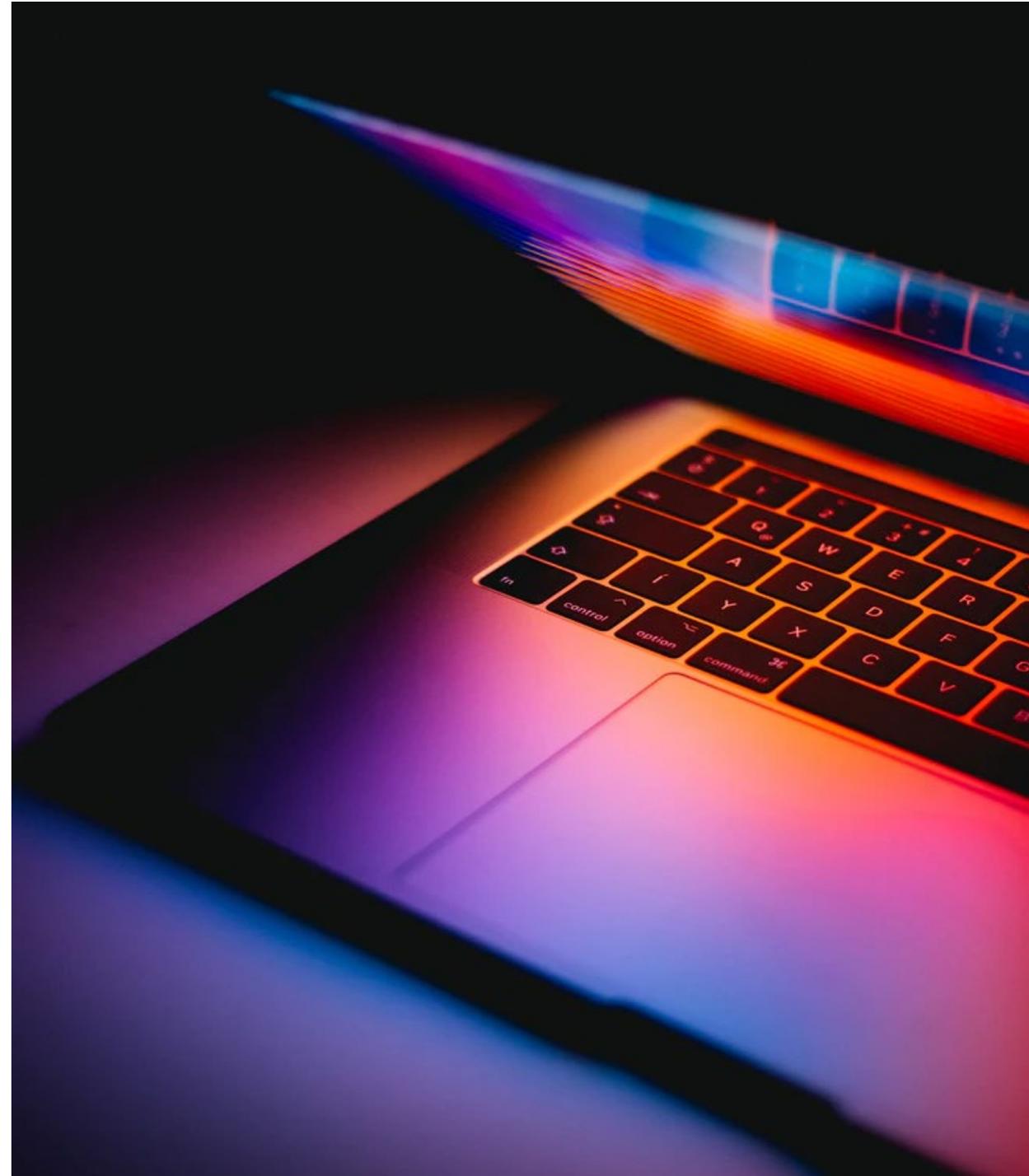
YOUTUBE: **520,000**

FACEBOOK: **200,000**

INSTAGRAM: **110,000**

TWITTER: **72,000**

TELEGRAM: **50,000**

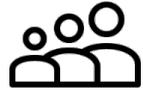


# AUDIWEB PROFILE

**GENDER** 71% man  
29% woman



**AGE** 25-34 years 123 C.I.  
35-44 years 157 C.I.  
45-54 years 172 C.I.



**EDUCATION** Degree: 141 C.I.



**OCCUPATION** Employee 156 C.I.  
Professionals 181 C.I.  
Manager 152 C.I.  
Entrepreneurs 175 C.I.  
Technicians 238 C.I.



**NET MONTHLY INCOME (€)** from 1.200 to 2,200 > 118 C.I.  
from 2.200 to 3,200 > 124 C.I.  
Over 3,200 > 125 C.I.



# HD MOTORI: THE STORY OF 4-WHEEL INNOVATION

Today the car has changed, in the future it will change even more. We need a new way of narrating because technology in cars and motorcycles will play an ever-greater role. In this transition phase, **the mission of HD Motori is precisely this: to speak to the public, including Millennials and Generation Z, with a new language and to talk about cars, motorcycles, services, connectivity, mobility and more.**

Every day there are many updates published on all upcoming products and on the most futuristic ones still in the design phase; product tests, videos, tests and reviews: **HD Motori wants to be a complete guide to the world of 4 and 2 wheels.**

**Great following on all the main social platforms and on the official Youtube channel of the magazine.**



200 K FOLLOWER



162K



25K



16K

# COMMUNICATION OPPORTUNITIES



HD Network offers companies the opportunity to make targeted investments to access value-added services and create customized content. From individual campaigns to medium / long-term planning, the HD Network crew works **alongside partner companies to develop communication activities with clear objectives and monitorable results.**

# ADV FORMATS

## DISPLAY AND VIDEO

Unlike many of their competitors, the **HDBlog.it** and **HDMotori.it** portals prefer to avoid *cluttering* by inserting a limited number of advertising positions on the page to ensure better viewability and ctr.

### Main format available:

- Skin
- Masthead 990x250
- Leaderboard 728x90
- Masthead Mobile 320x100
- Ticker 990x30
- Mpu 300x250
- Half Page 300x600
- Intro/Prestitial/Floorad
- **Preroll (ONLY FOR CLIENTS OF THE SAME SECTOR)**

The screenshot displays the HDMotori.it website interface. At the top, there is a navigation bar with the site logo and search bar. Below this, a large advertisement for the Volkswagen Golf 8 ibrida is featured, showing the car in a yellow color and including the text 'Da 199 € al mese' and 'Configurala'. The main content area contains a news article titled 'Hummer elettrico pronto al debutto, le consegne del pickup partiranno a dicembre', dated 28 Novembre 2021. The article includes a large image of the Hummer electric pickup truck and several paragraphs of text. To the right of the main article, there is a sidebar with various promotional banners and news snippets, including one for the Dacia Duster and another for the BMW M. The website layout is clean and professional, with a focus on automotive news and advertising.

# SPECIAL PROJECTS

HD Network designs, creates and publishes contents intended to meet the needs of companies wishing to amplify the messages of their communication. The specials, insights and videos always handled with quality and direction, are 5 to 10 times more viewed, shared and commented on than normal articles.

The goal is to work closely with brands to build content that is primarily useful and interesting for users. To do this, a real "content farm" has been set up in which a team of journalists, authors, editors and technical managers work every day to create truly special contents, whether we are talking about one-shot operations or ongoing partnerships (see following slide).

In 90% of cases, those looking for a product on HDblog and HDmotori do so because they are interested in buying. For this reason, a system of technical data sheets and affiliations has been built to enable the user to switch from information to online purchase in a single click.



# SPECIAL PROJECTS: FORMAT — KEYWORD - COMPONENTS



TITLE	KEYWORD	FORMAT
<a href="#"><u>DEEP REVIEW</u></a>	Review	Article + Video
<a href="#"><u>HDCHALLENGE/</u></a> <a href="#"><u>LIVE BATTERIA</u></a>	Test	Article + Video (liveblogging available)
<a href="#"><u>RIPROVATI PER VOI</u></a>	Tested	Article + Video
<a href="#"><u>UN CAFFÈ CON</u></a>	Interview	Video
<a href="#"><u>INTERVALLO PODCAST</u></a>	Podcast	Podcast
<a href="#"><u>PROMO ARTICLES</u></a>	Offers	Article
<a href="#"><u>SHOWCASE</u></a>	Video setup	Video
<a href="#"><u>LIVE STREAMING</u></a>	Twitch	Live Streaming
<a href="#"><u>FAN MEET</u></a>	Meetings	Live on the territory
<a href="#"><u>PACCHETTO SEO</u></a>	Indicization	Articles package

# SPECIAL PROJECTS: THE LONG-TERM PARTNERSHIPS

## ACCESS TO THE BEST OF HDNETWORK:

Being a partner of HDnetwork does not mean being simple advertisers but accessing the best services offered by HDblog and HDmotori in terms of visibility, SEO and eCommerce. Dedicated support - both on a technical and editorial level - is the key to supporting companies that want to maximize their traffic and reach objectives. Being a top brand, having a branded page, accessing the offers sections and buying guides, represent the key to take advantage of the best positioning within the pages of HDblog and HDmotori

## A BOOST FOR VISITS (AND FOR CONVERSIONS):

The ability to access dedicated services and content allows HDblog partners to have an advantage in terms of visits ranging from 25 to 150% more than non-partner companies.

