

240re

Podcast

**C'è un
nuovo
mondo da
ascoltare**



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.



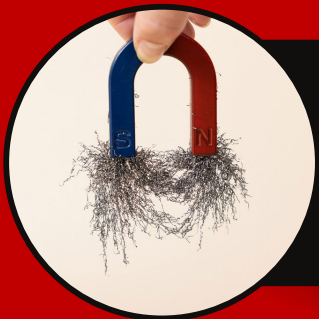
THE PODCAST CONTENT STRATEGY TOOL



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

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](#).

24ORE Podcast is launched, the new family brand that strengthens the 24 ORE Group's audio strategy.

There will be many new programmes on the Series front: starting with **“That's America”**, the Radio24 podcast hosted by Alessandro Milan and Andrew Spannaus dedicated to reporting the United States in the midst of the presidential race; continuing with **“HistoryTelling”** by Paolo Colombo. **Matteo Caccia's** new podcast series, **“Don't Tell My Mom”** with the best “stories our mums don't need to know” from Story Show to Podcast. **“24Reportage”**, great multimedia investigations that live through the website, the newspaper and the radio, with an original podcast at the centre created by Sole 24 Ore and Radio 24 reporter out in the field.

2022

“Materie”

2024

2023

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

“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.

APRILE 2024

24ORE PODCAST IS LAUNCHED

24Ore
Podcast

THE NEW **FAMILY BRAND** THAT STRENGTHENS THE 24 ORE GROUP'S AUDIO-VISUAL STRATEGY

A **new logo, visuals and sound**, new productions on the schedule and new opportunities for brands.

Il Sole 24 Ore, Radio24 and Radiocor consolidate their presence in the field of digital audio with the strength of the editorial brands, the synergies of co-productions and the extension of the audio offer with the contribution of 24 ORE Eventi and 24 ORE Cultura.



Sei nel podcast giusto.
C'è un nuovo mondo da ascoltare.



C'è un podcast per ogni momento della giornata con **24Ore Podcast**, la piattaforma che raccoglie il meglio della produzione di **Il Sole 24 Ore** e **Radio24**. News, serie, approfondimenti, storie. Tante voci, un ascolto unico.



Ascolta qui tutti i nostri podcast



24Ore
Podcast

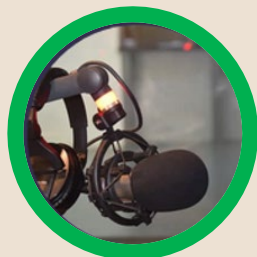
APRILE 2024

24ORE PODCAST IS LAUNCH

A choice aimed at strengthening continuous, daily and weekly productions.

But it is also aimed at the development of Series, many of them in collaboration between IlSole24ORE and Radio24, both journalistic and narrative, following editorial lines consistent with the identity of our Group.





RADIO24 PROGRAMME PODCASTS

Radio24

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:



ORIGINAL PODCASTS

EDITORIAL PODCASTS

24Ore
Podcast

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.

**SUPPORTED
BY**

**IN
COLLABORATION
WITH**

BRANDED PODCASTS

24Ore
Podcast

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

CREATED FOR

**PODCASTS
BRAND CONNECT**



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

▶ EDITORIAL PODCASTS

From the daily and weekly appointments of Il Sole 24 Ore to podcasts of all Radio24 programmes, from original series to video podcasts: the entire digital audio offer of the 24 ORE Group is aggregated within the new 24 Ore Podcast family brand to bring together an increasingly rich and structured audio content strategy, with all productions available on the ilsole24ore.com and radio24.it websites and apps, and on the main streaming platforms.

To ensure recognisability and distinctiveness of all the Group's productions, a new visual and sound logo will be featured on all podcast covers and intros and in all communication activities. To support the launch of the new logo, a dedicated campaign will be launched on all group channels.

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

SUPPORTED BY

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

IN COLLABORATION WITH

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 **embrace new podcast series ideas proposed by the editorial staff**.

ORIGINAL PODCASTS

▶ EDITORIAL PODCASTS

▶▶ SUPPORTED BY

Podcasts produced by editorial staff that can be sponsored by the brand interested in the themes covered and willing to invest in the editorial value of the content. These are editorial series produced and conceived by our editorial staff on editorially relevant topics, which may be in line with the values of the brand that decides to support them and will appear with 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. (TBD)

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.24ore.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.



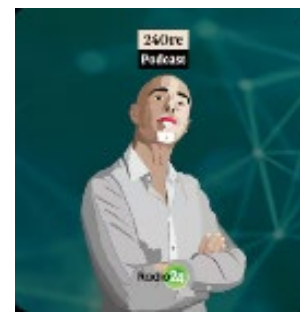
RE CARLO



AMERICANE - STORIE DI DONNE
INDIMENTICABILI



LA VARIANTE PARENZO



SMART CITY XL



2024 - SPECIAL
ARTIFICIAL INTELLIGENCE



Click on images to
listen

ORIGINAL PODCASTS

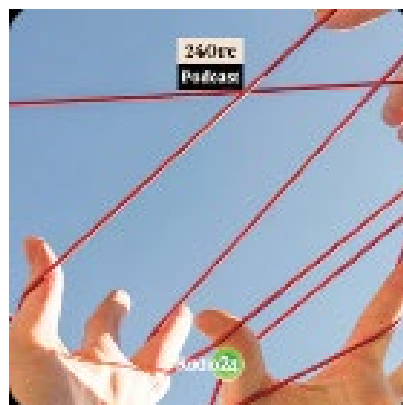
▶ EDITORIAL PODCASTS

▶▶ IN COLLABORATION WITH

Podcast series realised by the editorial staff on topics suggested by brand partners who decide to embrace topics that are important for 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 Ilsole24ore.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.



Click on images to listen

ORIGINAL PODCASTS

▶ BRANDED PODCASTS

CREATED FOR

Developed on the basis of the brand's initiatives of interest or values, on which storytelling is built on editorially relevant topics.

- ▶ BRAND CITATION IN THE OPENING/CLOSING OF THE EPISODE
- ▶ THEMATIC PUBLISHING SERIES
Thematic series produced by the editorial offices of Radio 24 and Sole24Ore

POWERED BY BRAND CONNECT

A podcast built with the customer for the customer. A new format that, through a comprehensive consultancy approach, guides brand partners from the concept phase to publication

- ▶ PUBLICATION ON THE DEALER'S WEBSITE
24OREPODCASTBRANDCONNECT.IT
- ▶ COMMUNICATION CAMPAIGN ON GROUP CHANNELS AND ALSO IN THE NEWSPAPER

ORIGINAL PODCASTS

▶ BRANDED PODCASTS

▶▶ CREATED FOR

They are developed on **ISSUES OF EDITORIAL RELEVANCE** to bring the target audience closer together, **QUOTING THE VALUES OF THE BRAND THAT WANTS TO PARTICIPATE OR ITS INITIATIVES OF INTEREST AND COMBINING THESE WITH THE AUTHORITATIVENESS OF THE EDITORIAL STAFF OF RADIO 24 AND IL SOLE 24 ORE.** For brands that want to talk about themselves through quality insights and content.

The brand is not mentioned in the episode but it 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.**

In order to retain listeners, **CREATED FOR** series have a minimum of **6 EPISODES** and can last between **5 and 10 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.



CREATED FOR UNICREDIT

SFIDE D'IMPRESA – QUANDO GLI ESPERTI ENTRANO IN GIOCO (BUSINESS CHALLENGES - WHEN



CREATED FOR TIM

RITRATTI DI FUTURO – (PORTRAITS OF THE FUTURE) I NUOVI ORIZZONTI DEL 5G



CREATED FOR VISA

SMARTER PAYMENTS - DIGITAL PAYMENTS FOR THE SOCIETY OF THE FUTURE



Click on images to listen

ORIGINAL PODCASTS

▶ BRANDED PODCASTS

▶▶ 24ORE PODCAST by BRAND CONNECT

24ORE PODCAST powered by BRAND CONNECT is a new format devised with the customer and for the customer. Through a comprehensive consultancy approach, it guides brand partners from the conception phase to the publication of the podcast.

A product that explicitly addresses brand values **by relying on the reliability of the 24 ORE GROUP's MEDIA FACTORY**. A new dimension of 100% tailor-made corporate storytelling for brands that want to transform their values and initiatives into authoritative and compelling narratives.

The plus of this new podcast product is that it **will be distributed on the main audio streaming platforms, by the 24Ore Podcast channels powered by BRAND CONNECT and directly on customer channels**.

Brand mention through '*PODCAST TITLE: A BRAND NAME podcast*' formula
They are distributed on the main audio platforms **on a dedicated channel - 24Ore Podcast Brand Connect** (e.g. Spotify, Amazon Music, Apple Podcasts..) which will be accessible from the dedicated page 24orepodcastbrandconnect.it/

The new format will be promoted through a communication campaign with dedicated formats on the Radio24 platform (on-air, online and via social media), on [IlSole24ore.com](https://www.ilsol24ore.com) and, in the integrated offer, also in the daily newspaper.

24Ore

Podcast



24Ore

Podcast

ORIGINAL PODCASTS

▶ BRANDED PODCASTS

▶▶ 24ORE PODCAST by BRAND CONNECT

24Ore
Podcast

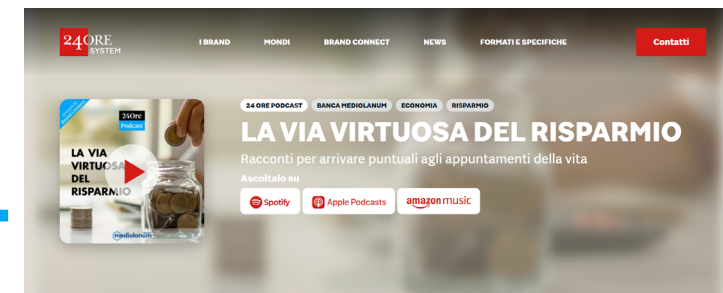
The **promotion** of the podcast product will take place through the 24 ORE SYSTEM **ecosystem** with customised digital campaigns on ilsole24ore.com and radio24.it, with social amplification, but above all with display positions.

The podcasts will be available on all podcasting platforms via the new **24 ORE PODCAST powered by BRAND CONNECT** channel (Spotify, Amazon Music, Apple Podcasts) and will be found in the new podcast section of the official 24 ORE SYSTEM website, **24OREPODCASTBRANDCONNECT.IT**.

The page dedicated to the customer podcast will be within the “24 ORE PODCAST powered by BRAND CONNECT” with:

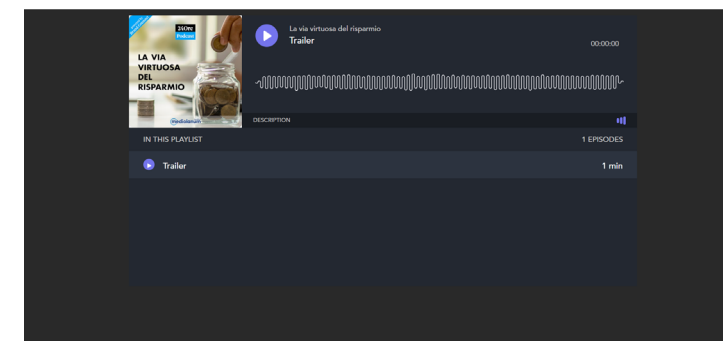
- **the original cover**
- **its synopsis**
- **the links to all platforms.**

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

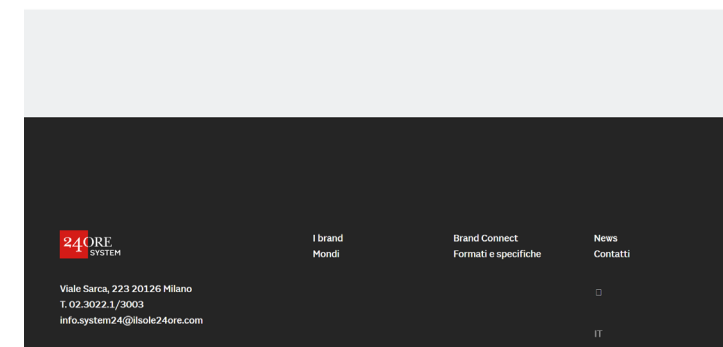


Sinossi

Attraverso i ricordi e le storie raccontate da Stefano Volpato, direttore commerciale di Banca Mediolanum, “la via virtuosa del risparmio” ci porta a riflettere sugli elementi economici e finanziari fondamentali per la vita delle famiglie italiane. In un viaggio tra passato e presente, Volpato ci porta ad analizzare le soluzioni per costruire un futuro più sereno, attraverso concetti fondamentali come pianificazione finanziaria, protezione del capitale umano, diversificazione e molti altri ancora.



COMING SOON...



24ORE PODCAST by BRAND CONNECT

PROMOTION OF THE PODCASTS:

The 24 ORE PODCAST powered by BRAND CONNECT 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

A BANNER POSITION will be designated ON THE HOMEPAGE OF THE RADIO 24 WEBSITE during the first two weeks of communication.

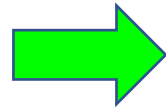
A LAUNCH CAMPAIGN WILL BE CARRIED OUT ON AIR ON RADIO 24 with wording “listen to seriesname, the podcast created by brandname on all major audio platforms”

A SOCIAL AMPLIFY CAMPAIGN will be carried out via RADIO 24's FACEBOOK page.

For podcasts produced with IlSole24ore.com, the adv campaign will include the presence of BOX BRAND CONNECT on the website's homepage.

24ORE PODCAST by BRAND CONNECT

PROMOTION OF THE PODCASTS:



Radio 24
Programmi Podcast Palinsesto Eventi Conduttori

I podcast originali di Radio 24

SCOPRI TUTTI I PODCAST

Madre Terra - L'agricoltura in...
La variante Parenzo
Videogame - Molto di più in gioco
Serpente Corallo Social Club
I lavori di domani
HOW TO LOOT?

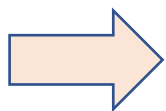
Americane

Storie di donne indimenticabili

Ascolta il podcast di Maria Latella

Le mini serie di Radio 24

Quando meno te lo aspetti
il quinto elemento - Storie africane di innovazione
Zitta e buona - Germana Stefanini e le donne vittime del terrorismo...
La Razzia - Cinque storie dal ghetto di Roma



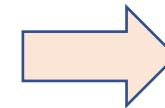
Italia Mondo Economia Finanza Mercati Finanza Personale Norme & Tributi Altre

Video Foto Podcast Lab24 24+

Brand connect

Una Silicon Valley per il vecchio continente
Carinzia, culla di innovazione e tecnologia nel cuore dell'Europa
Scopri di più

Le case funerarie sostenibili
Il percorso di Eurofunerali per la riduzione delle emissioni grazie a due strutture a impatto zero
Scopri di più



Podcast

Configura Range Rover Velar

Americane - Storie di donne indimenticabili

Notizie

Storie e reportage

Brand Connect

UNA TRIPLETTA DI CLASSICI. GRAZIE A HARARI IL MONDO HA PIÙ SENSO PER MOLTI DI NOI.
SAPIENS. DA ANIMALI A DEI DAL 16 DICEMBRE
HOMO DEUS DAL 23 DICEMBRE
23 LEZIONI PER IL XXI SECOLO DAL 30 DICEMBRE
IN EDICOLA CON IL SOLE 24 ORE A € 12,90

OUR COMMERCIAL OFFER

24Ore
Podcast

24Ore
Podcast



COMMERCIAL OFFER

ORIGINAL PODCASTS/THEMATIC EDITORIAL SERIES

SUPPORTED BY



24Ore

Podcast

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

SUPPORTED BY  **24ORE**
Il Sole **24ORE** Podcast

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 [ilssole24ore.com](https://www.ilssole24ore.com) and distributed on the main audio platforms (Spotify, Google Podcasts, Apple Podcasts, etc.)
- BOX BRAND CONNECT as planned support on [ilssole24ore.com](https://www.ilssole24ore.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 [ILSOLE24ORE.COM](https://www.ilssole24ore.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*

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***

*The offer does not include costs related to the participation of particular hosts/talent or any specialised scriptwriting costs.

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***

*The offer does not include costs related to the participation of particular hosts/talent or any specialised scriptwriting costs.

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***

*The offer does not include costs related to the participation of particular hosts/talent or any specialised scriptwriting costs.

COMMERCIAL OFFER ORIGINAL PODCASTS

CREATED
FOR ^{IlSole} 24 ORE

24Ore
Podcast

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 [Ilsole24ore.com](https://www.ilsol24ore.com)
- 250,000 Impr MPU Digital ([Ilsole24ore.com](https://www.ilsol24ore.com))
- 450,000 IMPS BOX BRAND CONNECT position on HOMEPAGE of [Ilsole24ore.com](https://www.ilsol24ore.com)
- VISIBILITY IN THE PODCAST SECTION of [Ilsole24ore.com](https://www.ilsol24ore.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***

*The offer does not include costs related to the participation of particular hosts/talent or any specialised scriptwriting costs.

COMMERCIAL OFFER ORIGINAL PODCASTS



24ORE PODCAST
BRAND CONNECT

Radio**24**

24Ore
Podcast

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 24OREPODCASTBRANDCONNECT.IT
- 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



24ORE PODCAST
BRAND CONNECT

IlSole
24 ORE

24Ore
Podcast

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 IlSole24ore.com (for 2 weeks)
- 1,000,000 impressions MASTHEAD position in ROS on Ilsole24ore.com (for 2 weeks)
- DEDICATED LANDING PAGE AND COVER PAGE CREATION on 24OREPODCASTBRANDCONNECT.IT
- 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



24ORE PODCAST
BRAND CONNECT

Il Sole
24 ORE

24Ore
Podcast

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 Isole24ore.com (for 2 weeks)
- 2 ads in the daily newspaper with HALF PAGE format
- DEDICATED LANDING PAGE AND COVER PAGE CREATION on 24OREPODCASTBRANDCONNECT.IT
- 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***