

DIGITAL DAY

D DAY .it

The most authoritative publication of the tech world

Digital Day – DDAY was founded in 2009 and soon became the most authoritative Italian publication in the tech world.

DDAY's mission is to enable a sustainable and positive "digital day" experience thanks to good and timely information.

DDAY originates from the prior extensive editorial experience of a group of **journalists, communicators and technicians, all sharing a great passion for everything related to technology and innovation.** Gianfranco Giardina is at the helm: a journalist, engineer, and science communicator, he founded the publication and is a **familiar figure and voice for Radio24 listeners, often featuring on "2024", the most popular radio show for technology aficionados** since its debut.

The expertise of Giardina and his team has over the years led **DDAY to become the publication that can boast the highest loyalty among tech publications**, as certified by its leadership in average user dwell time.



Publication	Average time 2025
DDay.it	02:41
HDblog.it	02:21
Tom's	02:11
Smartworld	01:46
Hardware Upgrade	01:39
Punto-Informatico.it	01:01
Wired.it	00:55
Softonic	00:48
Telefonino.net	00:34
TecnoAndroid.it	00:31

Source: – Audicom Media View, average January-December 2025

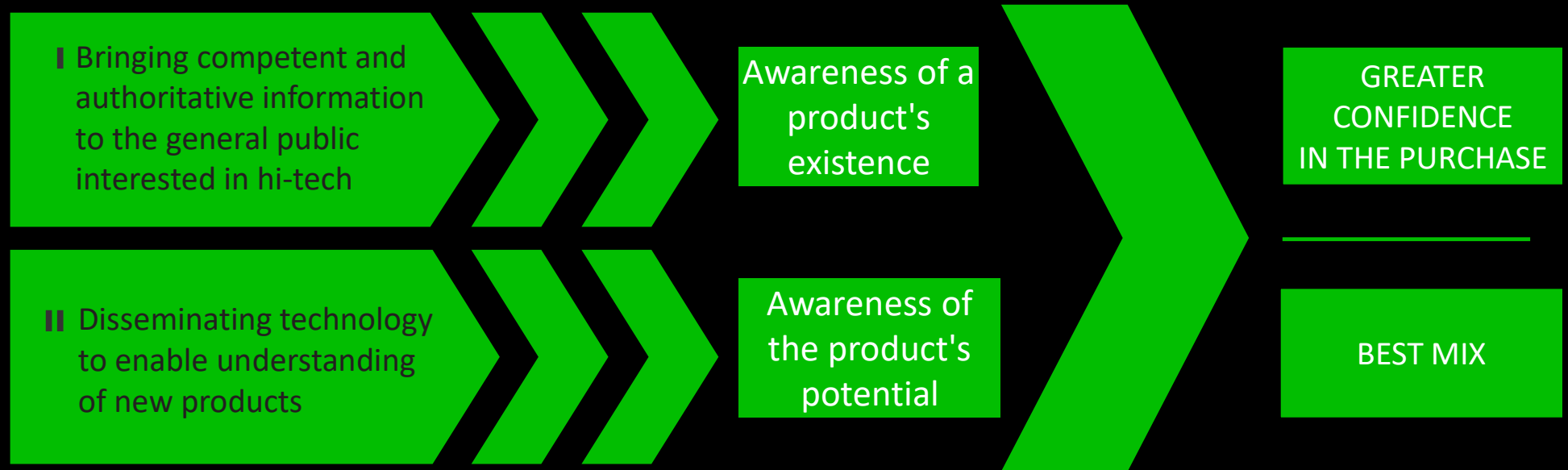
Mission and values

DDAY is a system of daily information designed to **empower a mature digital citizenship, disseminate knowledge of innovative technologies and tools, and assist the general audience in navigating and making decisions within the consumer electronics realm.**

DDAY acts as an educator – not a trivializer – and caters to everyone, not just the "experts" (see its famous "How it works" series, which explains all the main new trends and tech tools in a simple and clear way).

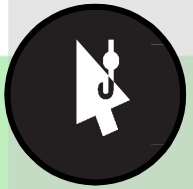
The audience for DDAY is made up of everyone interested in keeping up with the latest trends, upcoming products, connecting with fellow technology fans, and discovering all the details about their ideal product.

This all takes place in one virtual location with trusted reviews and the comments and advice of other users.

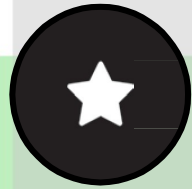


The 5 secrets of DDAY's success

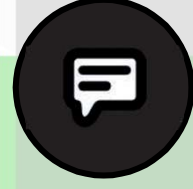
The growth and consolidation of DDAY's role in the tech information sector happened also due to a series of **core principles that the publisher set as the foundation of its relationship with its users and investors, generating a trust pact that has increasingly solidified year after year.**



**NO CLICKBAIT
TITLES**
transparency
and objectivity



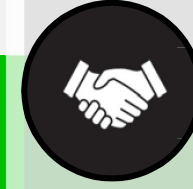
JUDGMENTS
always
balanced
and equidistant



**BRANDED
CONTENT**
coded and
identifiable



**BALANCED
TABULAR
PRESENCE**
uninflated,
unobtrusive



**LOYALTY PACT
WITH THE READERS**
which guarantees
excellent performance
even for advertising
inserts

What is DDAY.It about



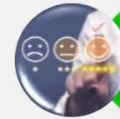
In what format does DDAY.It communicate?

The DDAY editorial team is a hub that boasts extensive and interdisciplinary knowledge in every realm of innovation. Their approach is tailored to finding **the ideal solutions to clearly convey or demonstrate each concept to their readers:**

- constant **news** about everything related to innovation/technology;
- **reviews** of upcoming products and services;
- **tests/proofs** of the main advantages of the products;
- **enquiries** on the tech world;
- **reportages** on the major trade fairs and events;
- **behind the scenes** of the companies;
- **guide to purchasing and using** devices being released on the market;
- **interviews** with leading industry players.



Steady stream of news



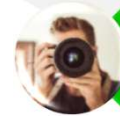
Product and service reviews



Laboratory testing



Enquiries



Reportages



Behind the scenes



Guide to purchasing and using

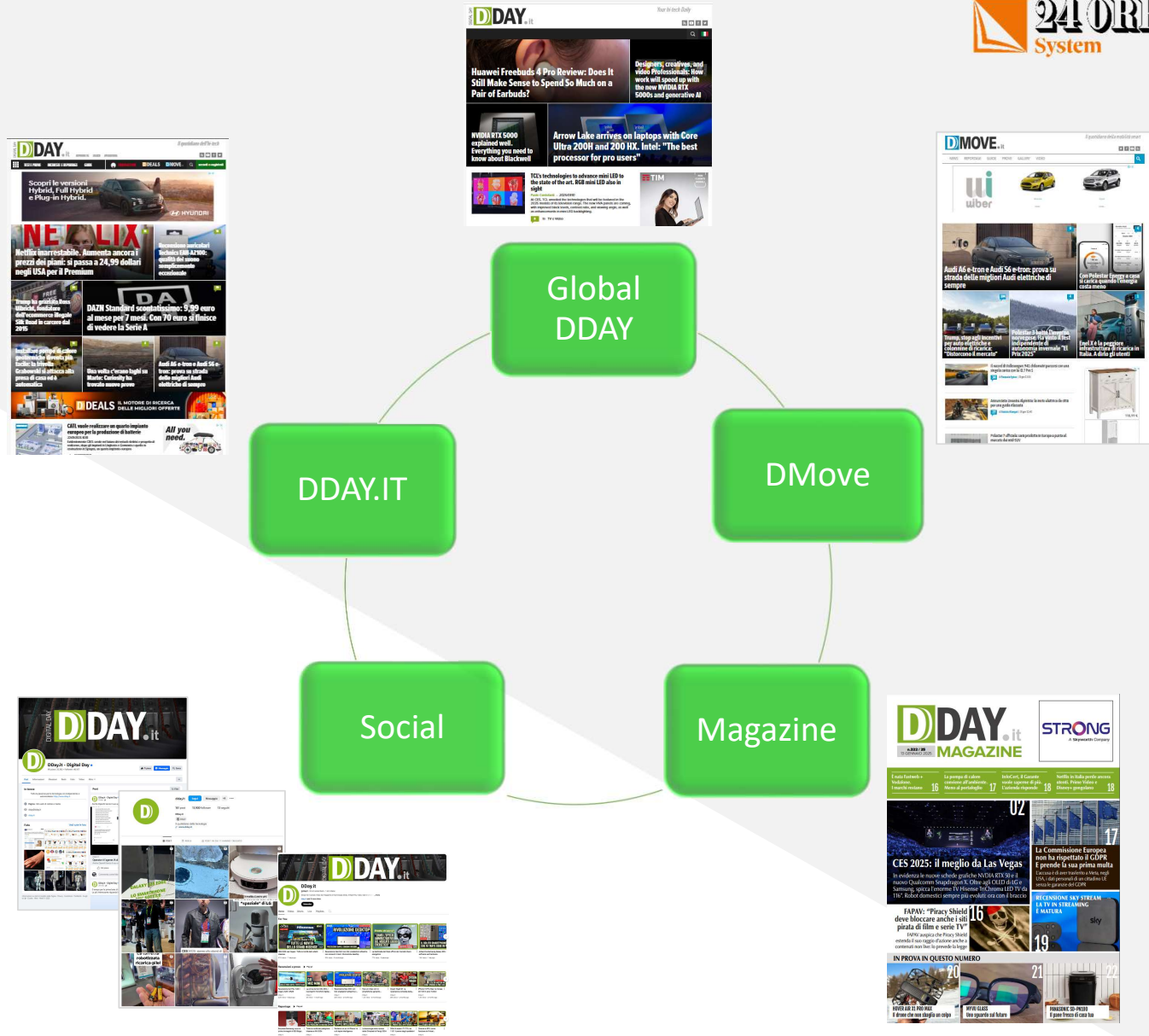


Interviews

DDAY network: the multimedia system

Over the years, the success of DDAY has considerably expanded its scope, evolving into a multimedia system that includes:

- the digital publication **DDAY.it**;
- the **DMOVE** portal dedicated to mobility;
- the international version **Global DDAY**;
- the print edition of the publication, i.e. **DDAY.it Magazine**;
- the **social communities** on all platforms.



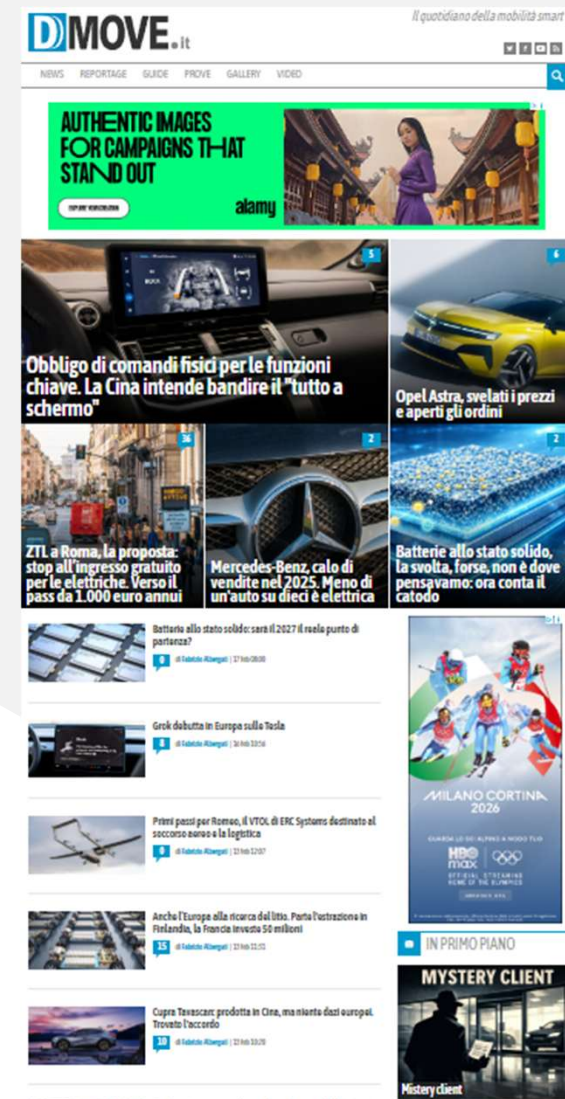
DMOVE: the tale of innovation on 2- and 4-wheels

[Dmove.it](https://dmove.it) serves as the go-to online daily for the world of innovative, technological, and smart mobility.

A benchmark for anyone keen on grasping and **anticipating how technology and the internet are revolutionising all paradigms within the two-wheeled and four-wheeled vehicle sectors and broader mobility.**

Every day, new articles, tests, insights, and reportages on cars, motorbikes, bicycles, and all means of transport regarding their hi-tech and digital components.

DMove targets all enthusiasts of the automotive world, with a **particular focus on sustainability, environmental conservation, and the smart city concept.**



Social magnification

In an increasingly connected world, the contribution that social media can provide to an authoritative publication like DDAY becomes ever more essential, **allowing it to reach (and expand) its followers and engage with them on all the major platforms:**

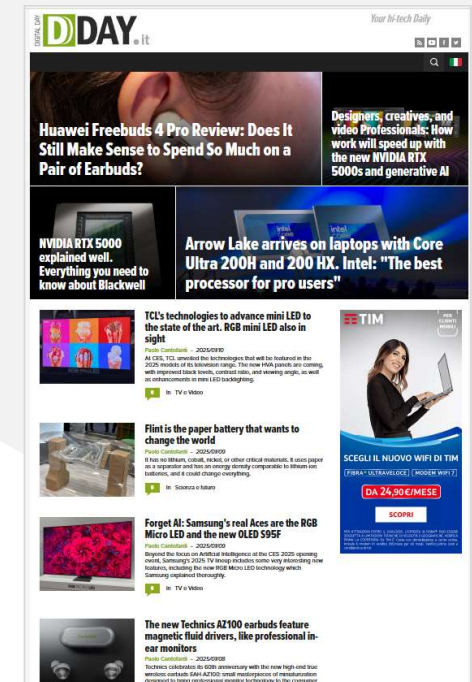
- **Facebook:** 57,000 followers;
- **YouTube:** 36,000 followers;
- **X-Twitter:** 8,000 followers;
- **Instagram:** 25,000 followers;
- **TikTok:** 30,000 followers;
- **WhatsApp:** 15,000 followers;
- **Telegram:** 2,000 followers;
- **Threads:** 2,000 followers.



DDAY magazine and global.DDAY.It

To complement the multimedia extension of DDAY are **the print and international editions of the publication:**

- **DDAY.it Magazine** is the print version of DDAY, which every 2 weeks gathers the best from the online publication and already boasts over 300 editions. It serves as the benchmark for the B2B and buyer community, directly reaching approximately 5,000 operators, buyers, and salespeople within the industry, alongside 4,000 downloads from the DDAY.it website;
- **Global.dday.it** is the international version of the website, which provides the most interesting articles in English for the global audience of the publication.



The numbers and profile of the DDAY network

PROFILE

GENDER 82% men
18% women



AGE RANGE 25-34 years 125 C.I.
35-44 years 139 C.I.
45-54 years 179 C.I.



QUALIFICATION Degree: 126 C.I.



PROFESSION Employees 146 C.I.
Professionals 156 C.I.
Managers 135 C.I.
Entrepreneurs 163 C.I.
Technicians 283 C.I.



NET MONTHLY INCOME (€) 1,200 to 2,200 > 121 C.I.
2,200 to 3,200 > 111 C.I.
greater than 3,200 > 123 C.I.



DDAY.it

DMOVE.it

NUMBERS

UNIQUE WEBSITE AUDIENCE: **1,265,000**

PAGES VIEWED ON THE WEBSITE: **2,287,222**

FACEBOOK: **57,000 followers;**

YOUTUBE: **36,000 followers;**

X-TWITTER: **8,000 followers;**

INSTAGRAM: **25,000 followers;**


TIKTOK: **30,000 followers;**

WHATSAPP: **15,000 followers;**

TELEGRAM: **2,000 followers;**

THREADS: **2,000 followers.**

Communication opportunities



The DDAY Network offers companies the opportunity to make targeted investments to access value-added services and create bespoke content. From single campaigns to medium to long-term planning, the DDAY hub **partners with businesses to develop communication strategies with clear goals and trackable results.**

Adv formats

Unlike many of their competitors, the portals Dday.it and Dmove.it choose to avoid cluttering by featuring a limited number of advertising positions on the page to guarantee better viewability and CTR.

Main schedulable formats:

- Skin
- Masthead 990x250
- Leaderboard 728x90
- Masthead Mobile 320x100
- Ticker 990x30
- Mpu 300x250
- Half Page 300x600
- Intro/Prestitial/Floorad
- Preroll



Special projects

DDAY, acting as a content marketing agency and partner, is a "one-stop-shop" handling everything from product conception to the production of texts, photos, and videos, culminating in the final packaging, with an emphasis on marketing strategy and technical dissemination.

From native written content to video productions (as the DDAY team includes a dedicated production unit for crafting videos and reels), and spanning from social media posts to co-branded initiatives and partnership guides, the DDAY hub is equipped to execute customised projects tailored to every need, starting from the client's communication objectives, with distribution via DDAY channels and/or the client's platforms.

