



MEDIAKIT 2026



Gruppo Il Sole 24 ORE is the first Italian publishing hub specializing in economics, finance and professional publications to own a complete multimedia information platform, equipped with all media: daily newspaper, periodicals, digital platforms, press agency, radio, events and now also TV. Founded around the newspaper, the Group is a European benchmark for the Italian productive sector. Its products and services are essential informative and updating tools for entrepreneurs, managers and professionals.

24 ORE System is the advertising agency of the Gruppo Il Sole 24 Ore and a selected group of third-party publishers, both in the Italian and international markets. The quality and prestige of the 24 ORE System media portfolio, together with its ability to provide exclusive support, projects and creativity, are the strengths of an innovative and constantly evolving communication offering, which operates through a multimedia platform to guarantee effective ways of engaging with and using content.

THE FIRST ALL-MEDIA COMPANY IN ITALY

Il Sole
24 ORE

Il Sole
24 ORE.com

Il Sole
24 ORE TV

Radio24

Il Sole
24 ORE
Radiocor

Gruppo Il Sole
24 ORE

24 ORE
Podcast

24 ORE
Eventi

24 ORE
Cultura

24 ORE
HTSI
24 HOURS

24 ORE
System

3.254.000*

Average daily audience

18.815.000*

Monthly audience

ONLY 9%

OVERLAP BETWEEN MEDIA OF
SOLE SYSTEM*



THE QUALITY NETWORK



THIRD PARTY PUBLISHER SITES ALLOW
TO EXPAND AUDIENCE BASE UP TO:

4.119.000*
Average daily audience

28.513.000*
Monthly audience

Broadening the audience

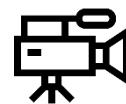
The community of Gruppo Il Sole 24 Ore is extensively complemented by social activities, live and/or digital events and exhibitions and initiatives for 24ORE Culture. Il Sole 24 Ore recognises the value of new languages and dissemination tools to effectively engage new target groups through all communication levers.



TV



More than 30 programmes in a weekly schedule



About 130 hours broadcast



With over 40 presenters and journalists

EVENTI

130 events organised
2.203 speakers
790.000 participants
70.000 social interactions



CULTURE

In 25 years of activity..
Over 250 exhibitions
Over 2.500 illustrated books
In 9 years of activity at Mudec over 40 exhibition projects, Over 3 million visitors



RADIO

For each DRT, on average:

1.000 subscribers

600 participants

Outdoor events:

Over 20 outdoor events per year



SOCIAL AUDIENCE*

6.342.000

Follower



24%



19%



24%



31%



2%

FIRST PUBLISHER BY NUMBER OF FOLLOWERS

A complete platform serving an exclusive target group

#ESCLUSIVE

A reference point for the Italian business community thanks to its exclusive target audience

#MULTIPLATFORM

PRESS, DIGITAL, RADIO, TV AND EVENTS - to ensure effective engagement anytime, anywhere

#TRADITION AND INNOVATION

Able to customise content, ensuring diversity of use

#DEPTH & SPEED

Different ways of handling content from in-depth to real-time updates, to meet all audience requirements

#AUTHORITY & INVOLVEMENT

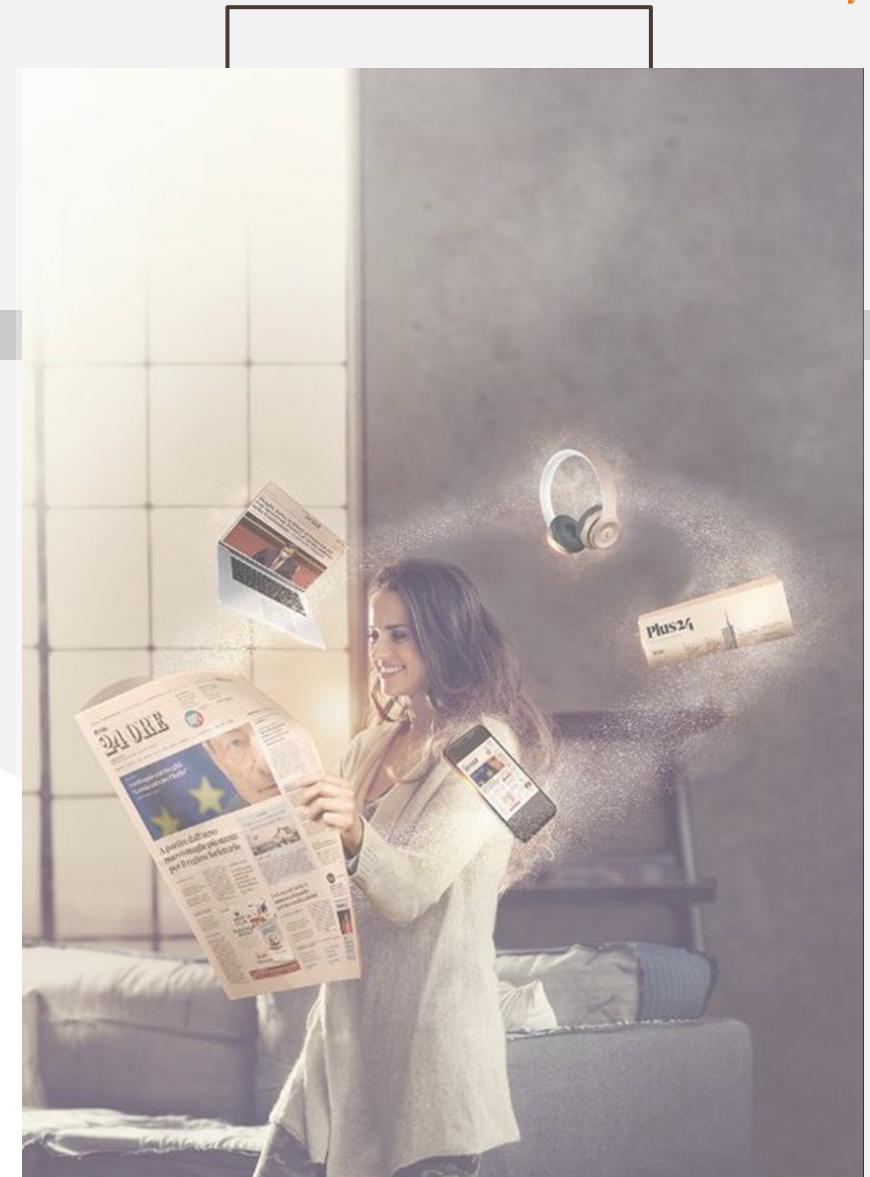
Long-standing credibility and reliability

#TRASVERSAL & REGIONAL

Covering all economic sectors across the board and represents the whole country without neglecting local economic situations

#HUMAN TALENT & TECHNOLOGY

Represents the whole country without neglecting local economic situations



Audience features



657.000
readers



70% men
30% women

14-24 years: 8%
25-44 years: 32%
45-54 years: 22%
55-64 years: 26%
> 64 years: 12%



degree: 41%



Upper class/upper middle class: 27%
Entrepr./managers/prof.: 29%
income > 3.250€: 32%

TARGET BUSINESS*: 31%

379 i.c.

231 i.c.

228 i.c.

ILSOLE24ORE

CORRIERE

REPUBBLICA

72% exclusive readers (472.000 ind)
vs Corriere della Sera and La Repubblica



10 Mio
users



59% men
41% woman

35-44 years 124 I.C.
45-54 years 144 I.C.
55-64 years 144 I.C.



Master degree: 145 I.C.



manager 156 I.C.
professionals 168 I.C.
Administrative clerk 136 I.C.
Teacher /professor 138 I.C.

REDDITO NETTO (€) MENSILE

da 3.251 a 3.850 > 128 I.C.
da 3.851 a 5.000 > 136 I.C.
oltre 5.000 > 127 I.C.

ACTIVE REACH 22,6%
UNIVERSE REACH 17,1%



2,6 Mio
Listeners (GMI)



76% men
24% woman

14-24 years 9%
25-34 years: 9%
35-54 years: 33%
55-64 years: 21%
over 64 years: 28%



Degree / graduated 65%

247.000 LISTENERS AQH
(06:00-00:00)

TARGET AFFINITY TOP BUSINESS

Radio 24	220
Virgin	163
Capital	161

LISTENING LOYALTY: 48%
3 Listening day per week

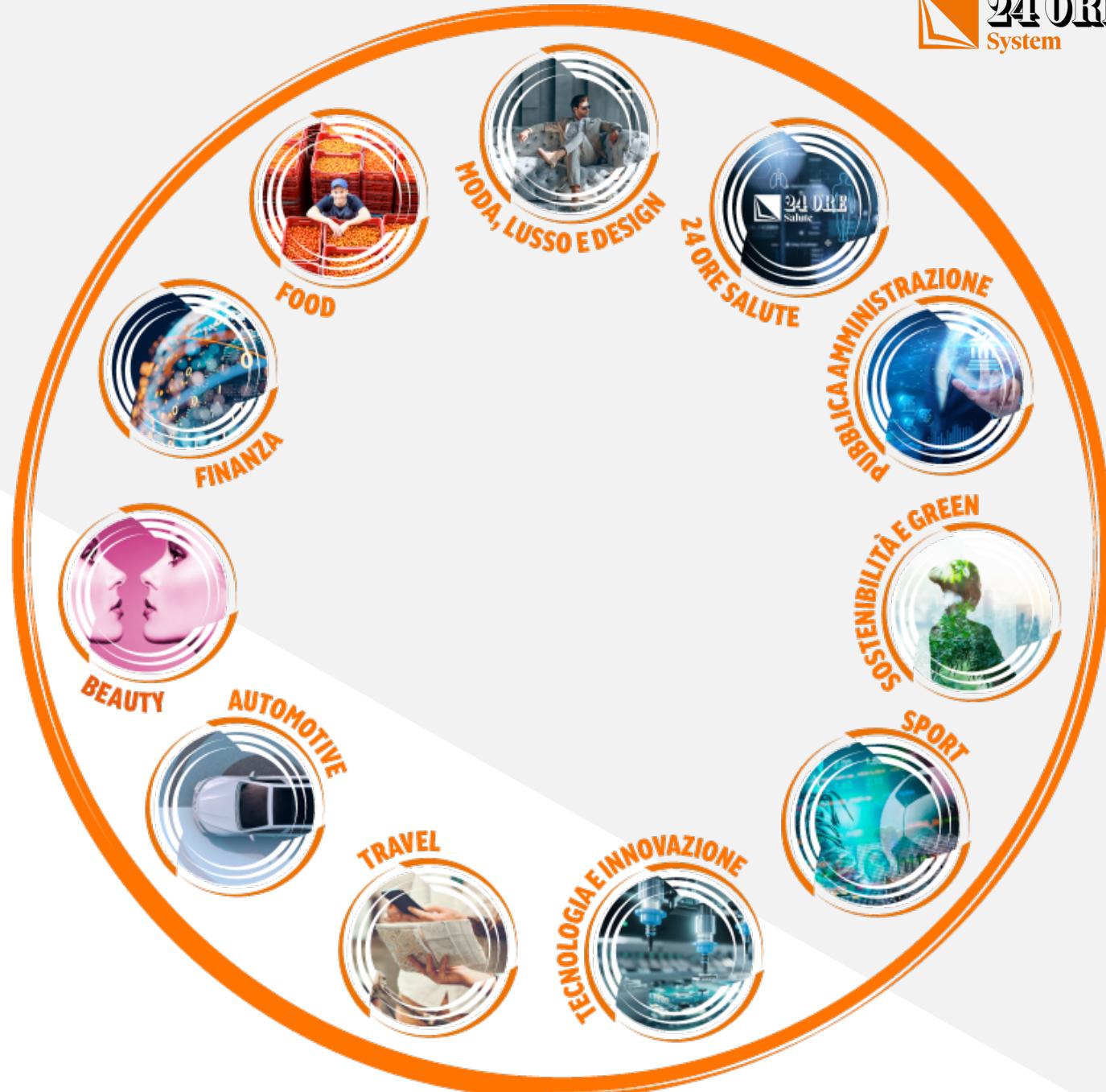
Worlds



The choice of communication on cross-media platforms such as that of the Gruppo Il Sole 24 ORE becomes a useful tool for integrating and amplifying industry topics through structured and innovative communication systems.

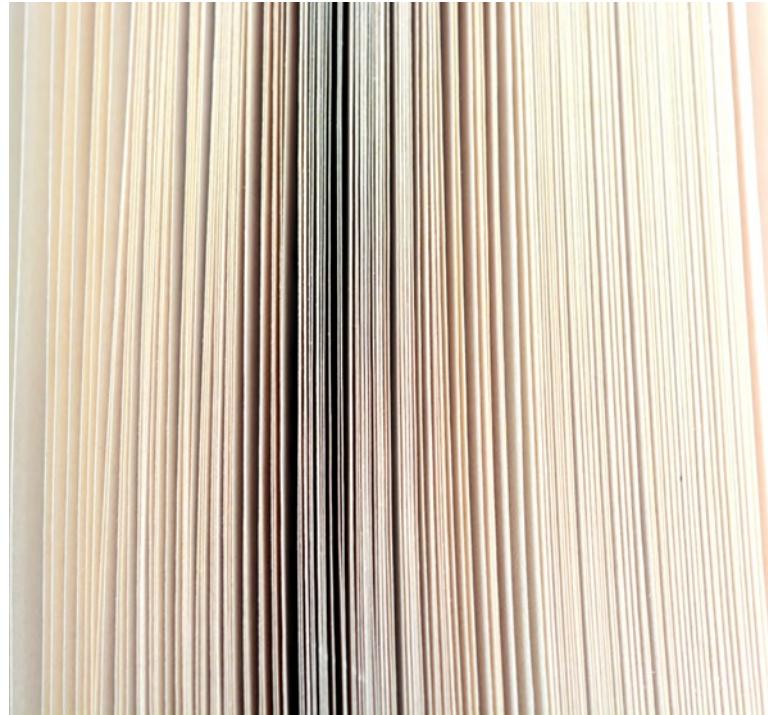
The audience and the worlds of the 24 ORE System

The worlds of the 24 ORE System are a structured and innovative communication choice to meet the needs of the audience, which in the platforms dedicated to them are a credible tool for in-depth analysis and expansion of topics of interest.





IL SOLE 24 ORE



Top daily newspaper for reliability

For the eighth consecutive year, **Il Sole 24 Ore is the first daily newspaper in Italy for reliability**, as certified by the **Digital News Report 2025** conducted in 48 countries by the **Reuters Institute** of the University of Oxford.

With **67%** in the “brand trust rating”, we record a significantly higher performance than other large international newspapers.



The week

	MONDAY	TUESDAY	WEDNSDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
PERIODICAL SUPPLEMENTS	L'esperto risponde	RAPPORTI TEMATICI E TERRITORIALI	FOCUS N&T	GUIDE	 HTSI Rapporti locali Enigmistica	Plus 24	Domenica 24 ORE
VERTICAL PAGES	Real Estate 24 Scuola 24 Marketing 24 Professioni 24	Salute 24	Lavoro 24	Nòva 24	Moda 24	Motori 24 Food 24	Sport 24 Viaggi 24 Weekend Arredo Design 24 Weekend Tech 24 Weekend Nòva 24 Frontiere

Communication Opportunities

FORMATI TABELLARI

-  PREMIUM Front page - Section front page - Thematic front page
-  ROP Page - Half page - Junior page - Quarter page - Footer

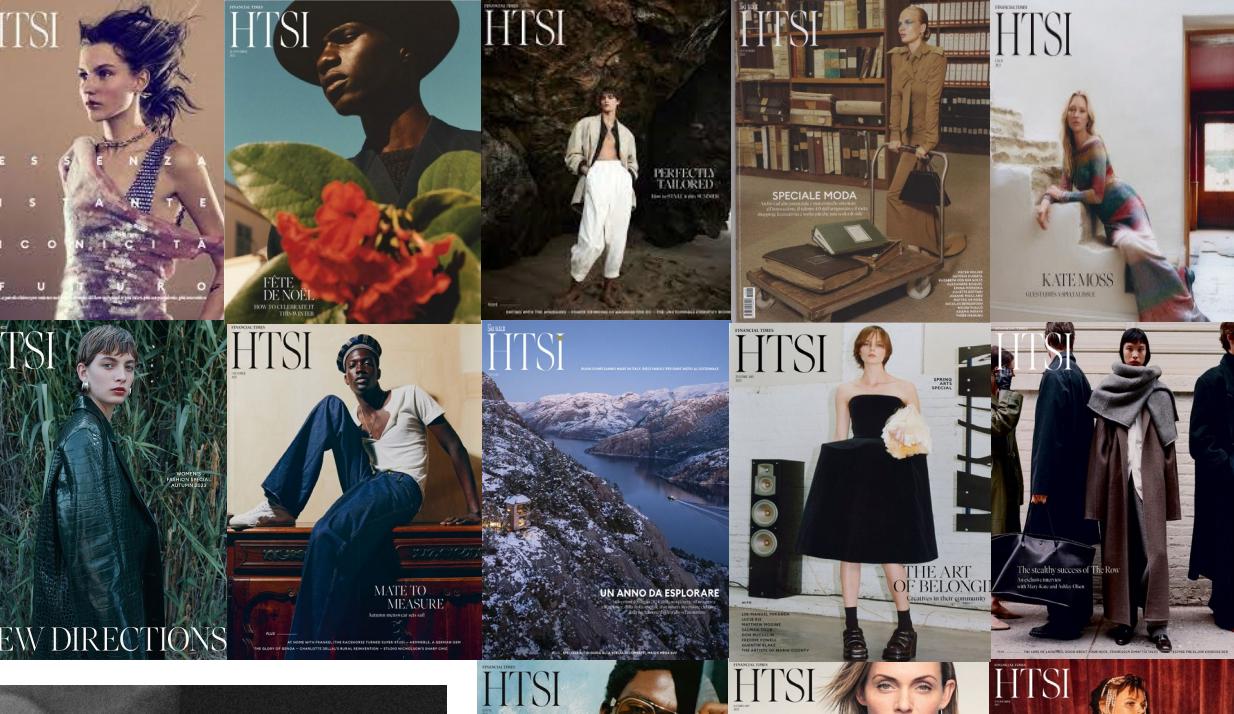
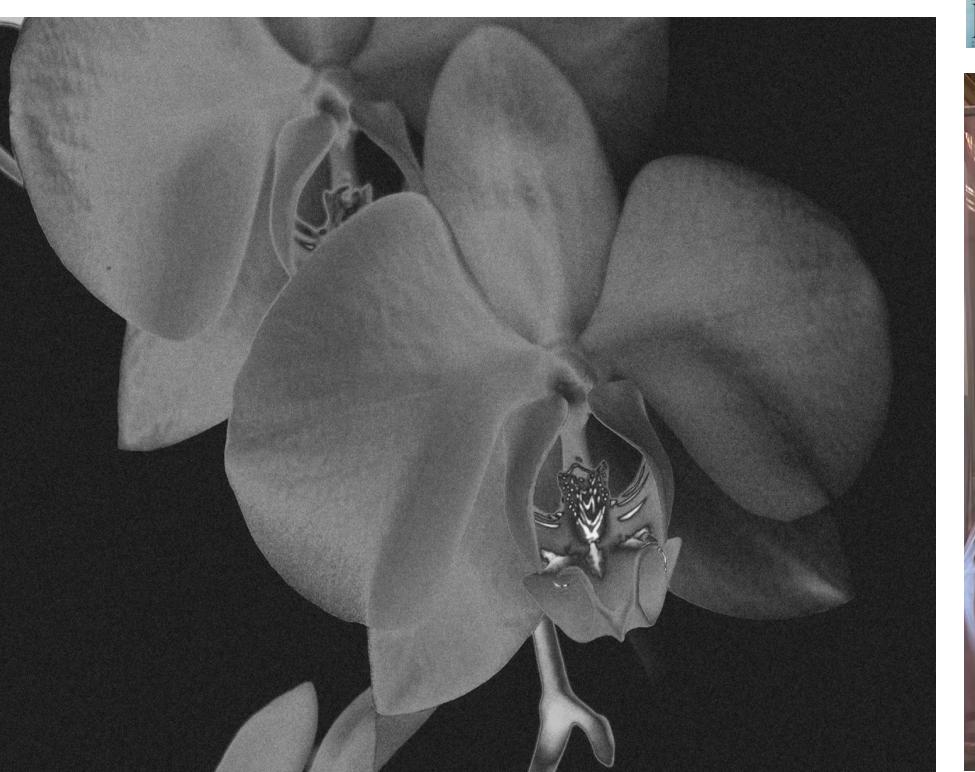
BRANDED CONTENT

-  **READ ABOUT**
An original Brand Connect format that allows the reader to find interesting and consistent information in the 'Sole 24 ORE' language, even within the display advertising space. An explosion of content created by the Gruppo Il Sole 24 ORE's Media Factory and integrated into a high-impact visual appropriate to the host section. The ideal tool for a customised print presence in our multimedia projects. The graphic format includes either an image or a coloured background and can include the customer's logo if required.
-  **NEWS TAG**
A new format originating from the Read ABOUT concept that accommodates customers' needs to make creativity more similar to standard advertorials. It includes an ad hoc frame, coloured backdrop and footer with the customer logo, accompanied by copy or a call to action.
-  **ON STAGE**
A new format for all those customers who want to communicate content for events and other OTG activities.
-  **PUBBLIREDAZIONALI**
The advertorial is a popular means of communication for companies that want to promote themselves. It is presented as advertising information which is formatted and edited similarly to a normal newspaper article. The customer provides the texts and photos that are necessary for the creation of the articles themselves.
-  **DOSSIER REDAZIONALI**
The editorial dossiers are produced by the most experienced names at Il Sole 24 ORE, which guarantees that the product is high-quality and authoritative. The themes will be shared with the client but the informative and topical value will be handled independently by the editorial staff of Il Sole 24 ORE.



24 ORE
System

HTSI – 24 HOURS



HTSI – monthly periodical

HTSI is the **monthly periodical** that stands out due to its **unique positioning** and high **visual impact**. It is an all-round newspaper with a large format and big names. The magazine is, since its launch, a **UNIQUE EXAMPLE** in the **Italian market** and the **benchmark for the luxury lifestyle of Il Sole 24 Ore**.

HTSI addresses the **business elite** and the **top spenders** and speaks to influential people in a language consistent with their habits and lifestyle.

The **reader is active, involved and aware**, with a **high socio-economic and asset position** and a **high sensitivity to stimuli and signals**, including **advertising ones**. The typical reader has a **high level of education** (40% university graduates).

Through the **“HOW TO” FORMAT**, HTSI provides an opportunity for dialogue with a brand with a strong experiential component reserved for an audience profiled by target group and interests.

**405.000 READERS/ NUMBER
104.000 DISTRIBUTED COPIES (print + digital)***

HTSI PLATFORM



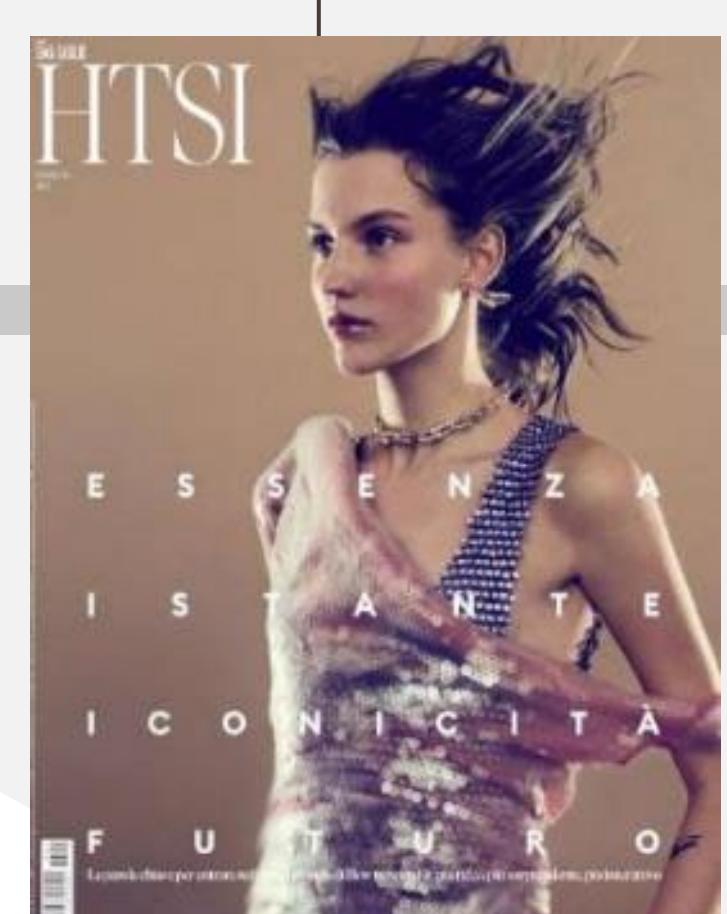
Periodical



Specials

Section on ilsole24ore.com,
app, socialBook and
podcast

«how to»

Cross media format Video:
TV e digital

24 HOURS – quarterly periodical

Market- renowned watch editor.

A **unique and authoritative product** on the Italian publishing scene in terms of content type and **internationality**. A product that connects companies in the sector with a **highly qualified and profiled target audience**; a true “**watchmaking lifestyle**” **magazine**, which features an **accurate and comprehensive focus** accompanied by **high-impact images**, as well as a **large format** and **high-quality paper**.

Distribution in elite settings: the most important trade fairs, the most prestigious golf clubs and the best goldsmiths and watchmakers.

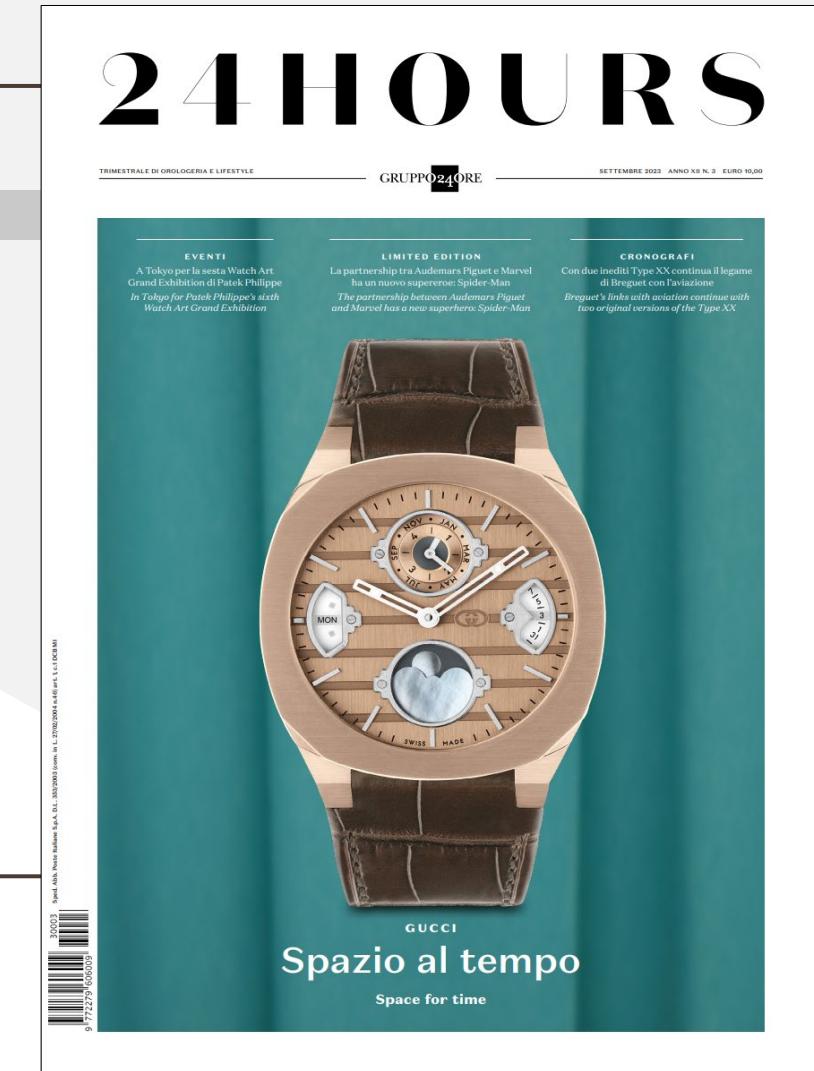
Use of the Il Sole 24 ORE browser from the next issue → becomes the vertical title with the widest distribution.

It is in the **Il Sole 24 ORE Watch System** with specials in the newspaper.

15.000

DISTRIBUTED COPIES
(print + digitale)

24 HOURS is the quarterly publication completely dedicated to the world of watches and is available in two languages, Italian and English, so that it can be distributed in all the most important settings related to the world of watchmaking, even at an international level.





24 ORE
System

ILSOLE24ORE.COM



Communication opportunities

DISPLAY FORMATS

DIRECT/PROGRAMMATIC

- Standard display advertising and rich media
- Tailor-made engaging formats
- Instream and Outstream
- Audio display
- Newsletters and DEM

SUPPORTED BY

The products sponsored are **entirely editorial, guaranteeing** the informative and topical value typical of Il Sole 24 Ore.

It is the optimal solution for the client who wishes to push Brand Awareness by associating with the Sole 24 Ore brand and theme, without being mentioned.

CONTENUTO PUBBLICITARIO

Created in a predefined way by the customer or with material supplied in full by the brand. It is a **fully advertorial product** that will be identified with the pre-established wording and promoted with agreed advertising formats.

It is published in the most relevant editorial sub-section chosen by the editors, with a possible link to the client's webpage.

CONTENT AND SOCIAL SUPPORT

The **native** evolution of an advertising offering responds in an agile and effective way to market changes, supported by content **amplification** strategies on social platforms.

IN COLLABORAZIONE CON

An **editorial** product created by the editorial team at the request and with the collaboration of the Brand, which suggests the themes and becomes a partner in the content production.

CREATO PER

The Media Factory creates content by mixing customer-supplied material with editorial contributions. Packaged according to the quality standards of the newspaper, **it has newsworthy features**. Contributions are viewed by the partner prior to publication in the most relevant editorial sub-section, with a possible link to the client's webpage.

The APP

The first app on the Italian market with single access to all the website's content and pdf browsing of newspapers, supplements and periodicals, it is developed for iOS and Android in Tablet and Smartphone versions.

The main features of the latest release include:

SPEED AND EFFICIENCY

- improved reading of the digital copy and more organised access to the archive
- one-tap access to the newspaper, website, 24+ and daily brief
- new configuration of the "My products" page.

NEW FORMATS

- the Brief: an innovative app-only recap of the day's events
- fast access to podcasts through a redesigned listening experience
- new advertising formats

INNOVATIVE EXPERIENCE

- New voice commands to open and use the app
- personalisation of the opening page of the app
- new notifications that are more suitable for meeting user requirements



ADV FORMATS

The app sponsorship is planned in the browser, brief and podcast area with a focus on user experience through the delivery of splash ads every 15 minutes. The planned formats are:

- ticker on page**
- MPU 300x250 in an "exploded" article**
- splash page**



RADIO 24



Multi-themed programming

SOME PROGRAMMES MONDAY - FRIDAY

24 MATTINO
News, current affairs and politics
S. Spetia with P. Mieli

UNO, NESSUNO, 100MILAN
Information and entertainment
A. Milan and L. Manera

TUTTI CONVOCATI
Chat and humour about sporting events
C. Genta and P. Pardo

NESSUN LUOGO È LONTANO
Recounting what is happening outside Italian borders
G. Musumeci

DUE DI DENARI
Money management
D. Rosciani and M. Meazza

FOCUS ECONOMIA
Economics and Finance
S. Barisoni

LA ZANZARA
Taboo-free news
G. Cruciani with D. Parenzo

BORSE IN DIRETTA
Eight daily events dedicated to the stock exchange

SOME PROGRAMMES SATURDAY - SUNDAY

LEONI PER AGNELLI
M. Agnelli

IN CAMPO CON PARDO
Pre-match chats and predictions
P. P. Pardo

IL CACCIATORE DI LIBRI
UN LIBRO TIRA L'ALTRO
A. Tedesco and S. Carrubba

VOCI D'IMPRESA
The weekend programme dedicated to businesses
A. Scaglioni and A. Marino

LA ROSA PURPUREA
Films and news
F. Dassisti

AMICI E NEMICI
Information of the week
M. Aprile and D. Bellasio

2024
Technology
E. Pagliarini

OBIETTIVO SALUTE
Health and well-being
N. Carbone

GRAN TOUR
The weekend programme dedicated to travel and the beauty of Italy
V. De Rosa with A. Schepisi and S. Lorenzi

RADIOTUBE
News about the shows
M. Cagnola

Communication opportunities



DISPLAY ADVERTISING OFFERING

- Promo 24 and single positions
- Editorial modules
- Standard modules



AUDIO CONTENT STRATEGY



NON-DISPLAY ADVERTISING OFFERING

- Programme sponsorship and programme's podcast on demand
- Top Brand Position
- Domination



EVENTS

- Outdoor events / Fairs
- B2B trade fairs
- Digital Round Tables



ONLINE DISPLAY ADVERTISING OFFERING

Radio24.it

APP SPONSORSHIP OFFER

ONLY SOCIAL OFFER



RADIO24 FORMATS

- Noi Per Voi / Wiki24
- Una soluzione per te
- Save the date
- 5 cose da sapere
- Radio Workshop
- Viaggio nelle eccellenze italiane
- Storie di successo
- Themed Special



IMPLEMENTATION OF AD HOC PROJECTS

Radio 24 4.0 platform

Radio 24- **Piattaforma 4.0**, Radio 24's digital destination, offers a **new listening experience that can be enjoyed from any device, in any place, and at any time**.

The platform brings online all the station's information in a setting that **plays in advance, follows and relaunches the radio programme schedule, enriching it with:**

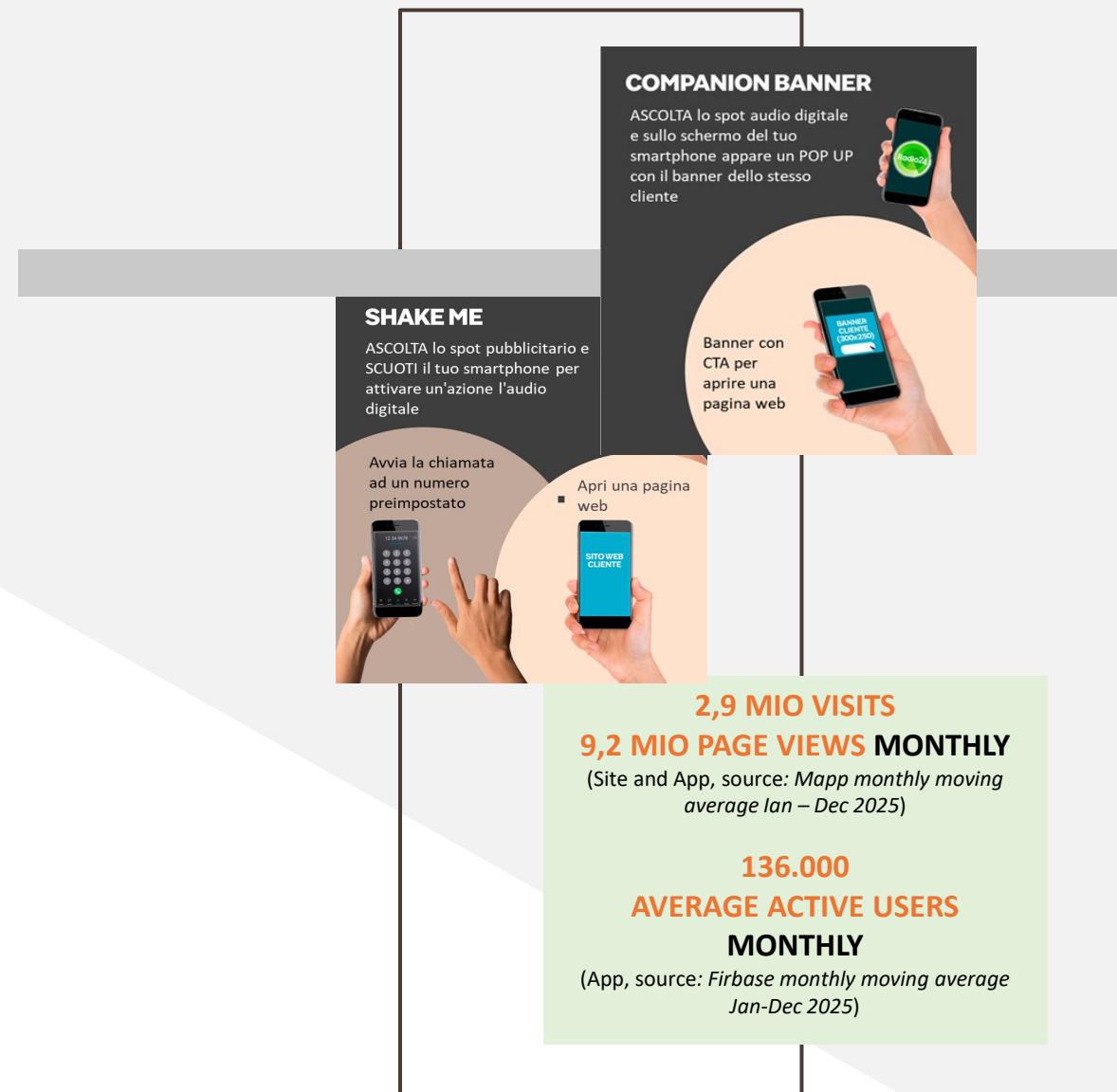
**615 new podcast episodes
(Programmes + Original)**
monthly published

540 hours live streaming
each month from radio
studios
and external events

over 170 titles
including on-demand
programmes, miniseries
and original podcasts

The new platform offers advertisers extensive **communication opportunities**:

- **exclusive pre- and post-roll audio sponsorships** of podcasts in Radio 24's most popular programmes
- **pre-, mid- and post-roll audio in general rotation** on the impressive inventory of **21 million monthly audio impressions** (average Jan-Dec 2025).
- an expanded offering of **banners and video displays** throughout the website
- **innovative interactive audio formats available in the app**, which extend user engagement beyond the duration of the audio ad: **SHAKE ME** and **COMPANION BANNER**



COMPANION BANNER
ASCOLTA lo spot audio digitale e sullo schermo del tuo smartphone appare un POP UP con il banner dello stesso cliente

SHAKE ME
ASCOLTA lo spot pubblicitario e SCUOTI il tuo smartphone per attivare un'azione l'audio digitale

Avvia la chiamata ad un numero preimpostato

Apri una pagina web

Banner con CTA per aprire una pagina web

2,9 MIO VISITS
9,2 MIO PAGE VIEWS MONTHLY
(Site and App, source: *Mapp monthly moving average Jan – Dec 2025*)

136.000
AVERAGE ACTIVE USERS
MONTHLY
(App, source: *Firebase monthly moving average Jan-Dec 2025*)

Live events and presence at trade fairs

LIVE PROGRAMMES WITH AUDIENCE PARTICIPATION:

- at trade fairs or events
- at Sponsor locations
- at the affiliate offices of Il Sole 24Ore

ENSURE A HIGH LEVEL OF PARTICIPATION OF LOYAL LISTENERS.

TRADE FAIR PRESENCE:

Ad hoc 'mobile' radio studio set up inside the fair or on the Sponsor's stand

ENSURE HIGH VISIBILITY OF THE EVENT THEMES



Digital Round Table

- **Highly recognisable programmes and presenters**
Not only a 'voice' for listeners but often also a recognised 'face'
- **Radio presenting style**
A presenting mode that puts the listener and guests "at ease", creating a relationship of confidence
- **Strong user interaction**
Option to intervene during the event with questions and requests for further information on the topics discussed
- **Reaching the final target (BTC)**
A large number of participants attentive to the content and interested in the specific topics at the event

In addition to Radio24.it, the live broadcast of the Digital Round Table can be followed on air by listeners on Radio 24 + 1.



Digital Round Table – il calendario 2026

MARCH

APRIL

MAY

JUNE

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Software gestionali
Conductors
Enrico Pagliarini
24 March

Incontri con il Risparmio
Conductors
Debora Rosciani and Mauro Meazza
2 April

Salute mentale
Conductor
Nicoletta Carbone
6 May

Energy future
Conductor
Maurizio Melis
10 June

Valore casa, dall'investimento alla sostenibilità
Conductors
Debora Rosciani and Maurizio Melis
23 June

Fabbrica 5.0, l'industria di domani
Conductors
Enrico Pagliarini and Pepe Moder
22 September

Longevity: vivere meglio vivere a lungo
Conductors
Debora Rosciani and Nicoletta Carbone
30 September

La pensione in più
Conductors
Debora Rosciani and Mauro Meazza
8 October

L'evoluzione delle pompe di calore: energia che si rinnova
Conductors
Maurizio Melis
21 October

ETF in chiaro
Conductors
Debora Rosciani and Mauro Meazza
11 November

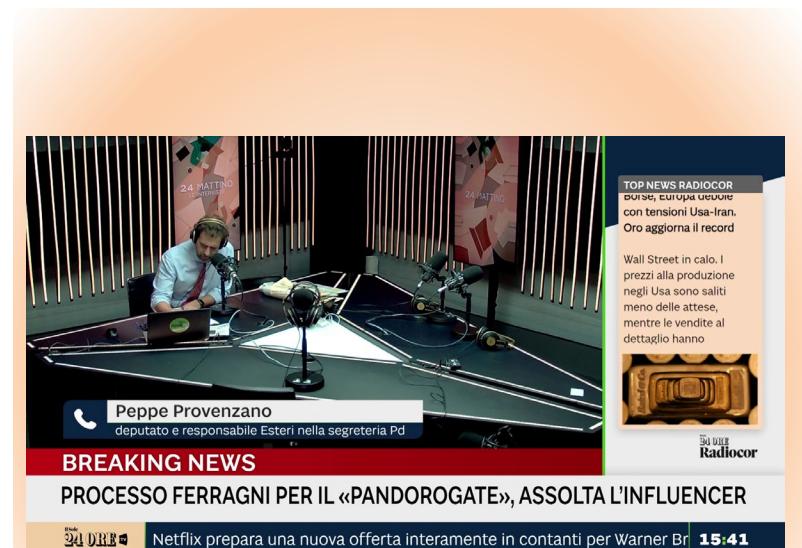
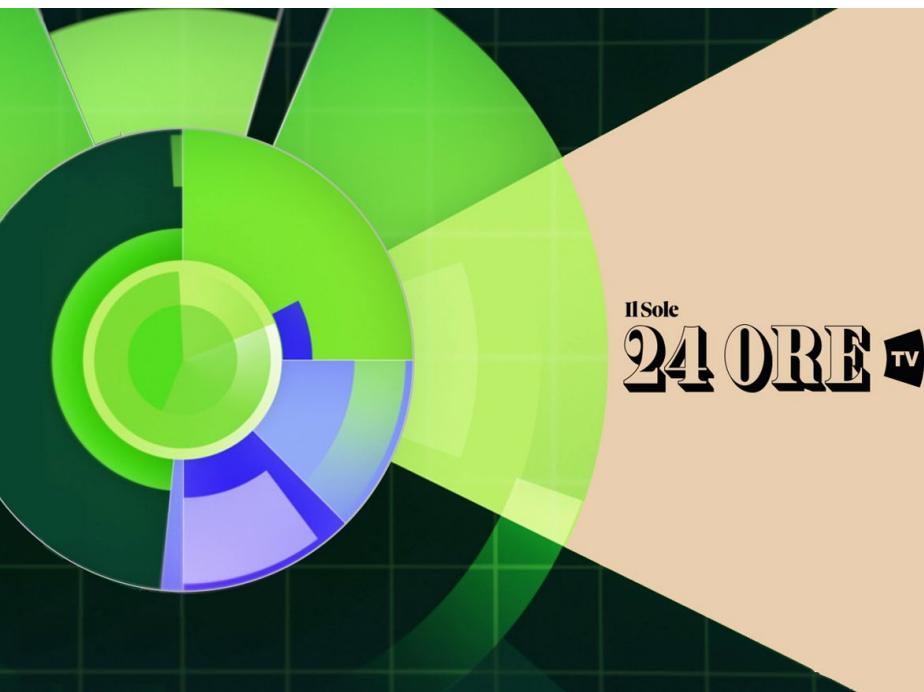
Una bussola per investire
Conductors
Debora Rosciani and Mauro Meazza
3 December



IL SOLE 24 ORE TV



DIGITAL TERRESTRIAL TV



IlSole24OreTV

A next-generation platform for linear and non-linear fruition

With IlSole24OreTV, the Gruppo Il Sole 24 ORE becomes the first Italian media hub with a comprehensive and integrated news platform, taking a strategic step toward the future of news and strengthening its leading role.

A cross-cutting news channel featuring a rich and diverse programming schedule that satisfies the general public's need for information and intelligent entertainment, while maintaining the principles of authoritativeness and reliability that have always distinguished the Gruppo Il Sole 24 Ore. IlSole24OreTV is a benchmark for in-depth news, thanks to the synergistic integration of **high-quality content** produced by the Group's various divisions.

The platform is designed with a next-generation architecture that allows for access across all major channels: **Smart TV, mobile app, web, and, of course, linear viewing on digital terrestrial TV, channel 246.**

From November 2025, IlSole24OreTV will also be available on **TCL and in the News section of Samsung TV Plus**, a further step in the **Advanced TV footprint**, making content accessible live and on demand in a cross-media and multi-device manner.



An evolving channel

IlSole24OreTV broadcasts content dedicated to economic and financial news and more.

The schedule **offers** everything from Radio 24's most popular programs to the extensive daily in-depth coverage of Il Sole 24 Ore and the Radiocor news agency, along with the Group's exclusive professional content segments, such as "**L'Esperto Risponde**" contributions from **24 ORE Cultura** on major cultural events, and **24 ORE Eventi**, with its over 120 events per year, starting with the Trento Economics Festival.

An authoritative narrative that gives voice to the complexity of the present: news, current affairs, sports, culture, and society, offering space for ideas and debate, also featuring contributions from Gruppo Il Sole 24 ORE journalists.

The offering is further enriched by **content broadcast in collaboration with** top-tier partners: **ilmeteo.it** for both graphic weather forecasts and video weather updates. Finally, the collaboration with **Tuttomercatoweb** complements the sports information offering.



An expanding ecosystem

Since autumn, the schedule has been further enriched with numerous contributions, such as the **special programs by 24 ORE Eventi and HTSI**, **live broadcasts from ilsole24ore.com**, **special projects**, and the **sections dedicated to the Group's exclusive professional content**, featuring brands of extraordinary renown that provide in-depth information and updates on **key fiscal, regulatory, and tax topics**.

From December 2025, in collaboration with Cetilar Racing – a leading company in endurance racing – the 2025-2026 Asian Le Mans Series races will be broadcast, the first production of an international event, a significant new step in IlSole24OreTV's strategy.

In addition, new projects and future collaborations with **new partners** are already being developed, which will further evolve the platform, **seamlessly integrating it into the Gruppo Il Sole 24 ORE ecosystem** and offering an ever more **complete and distinctive experience**.



Multi-themed programming

SOME PROGRAMMES MONDAY - FRIDAY

 **24 MATTINO**
News, current affairs and politics
S. Spetia with P. Mieli

 **UNO, NESSUNO, 100MILAN**
Information and entertainment
A. Milan and L. Manera

 **TUTTI CONVOCATI**
Gossip and irony about sporting events
C. Genta and P. Pardo

 **PLUS 24** 
Money management
Editorial Staff Il Sole 24 Ore

 **DUE DI DENARI**
Money management
D. Rosciani e M. Meazza

 **FOCUS ECONOMIA**
Economics and finance
S. Barisoni

 **LA ZANZARA**
Taboo-free news
G. Cruciani con D. Parenzo

 **START** 
Current affairs and news
Editorial Staff Il Sole 24 Ore

SOME PROGRAMMES SATURDAY - SUNDAY

 **UP&DOWN**
P. Ruffini e F. Parlanti

 **YOUNG FINANCE** 
Money management
M. Lo Conte, G. Ballarini ed E. Bombardelli

 **#STORIEDISUCESO**
Economy
A. Tripodi

 **#CRYPTO** 
Informed to invest
V. Lops

 **OBIETTIVO SALUTE**
Health and well-being
N. Carbone

 **LA ZANZARA**
Taboo-free news
G. Cruciani con D. Parenzo

 **FUORI CAMPO** 
Cinema
C. Battocletti

 **MACRO** 
News
A. Migliorisi

Communication opportunity

Valid until 28 march 2026

PACKAGES

- *All Day*
- *Higher*
- *Actuality and finance*
- *Insight*
- *Boost*

TOT. SPOTS

110
90
100
106
150

FREE PLANNING

WEEKLY SUN-SAT

DOMINATION PACKAGES

- *Gr news*
- *Borse in diretta*

110
70

WEEKLY MON-FRI

SPECIAL FORMAT PACKAGES

- *Diari*
- *5 cose da sapere TV*

175
140

WEEKLY SUN-SAT
BI-WEEKLY SUN-SAT

BRANDED CONTENT SPECIAL INITIATIVES

- *On Stage*
- *Mondo imprese*
- *Alla luce del sole*



24 ORE EVENTI



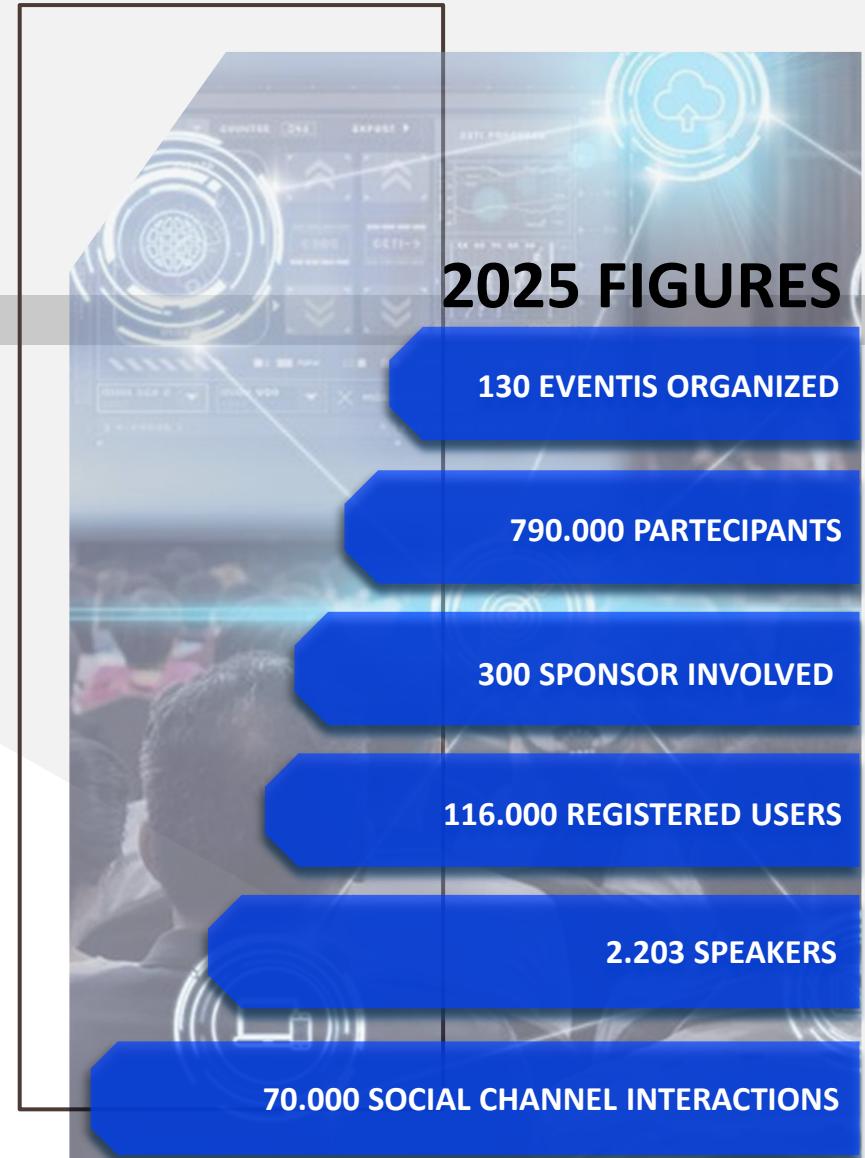
24 ORE Eventi

24 ORE Eventi is the Company of the **Gruppo Il Sole 24 ORE** that designs and creates **events** to meet the needs of **customers** and disseminate the **information assets** of **Il Sole 24 ORE**.

The various initiatives originate from constant internal discussions with the different elements of the Group, such as Editorial and Marketing, as well as stimuli from customers, suppliers and possible partners wishing to create a joint project.

There are **conference-style** events moderated **by the journalists of Gruppo Il Sole 24 ORE** but also **tailor-made projects** designed and created to meet the needs of different targets, both **BTB and BTC**.

In order to provide better usability of the content, **24 ORE Eventi** proposes **different types of formats: full-digital events (interative and Live Streaming 24), in-person events (LIVE EVENTS), hybrid events (LIVE&DIGITAL)** that combine the **potential of live streaming** with the **effectiveness of an in-person audience**,



Products and formats

EDITORIAL CALENDAR EVENTS

SUMMIT



Vertical annual **conferences** for the **reference market** with the aim of creating an **interactive comparison** on economic and market trends, and on **strategies for growth and change**.

ROADSHOW



Touring events aimed at engaging local business communities with related topics.

- opportunities for **networking**
- **plenaries** with institutions and houses
- **workshops** at the discretion of partners

ONE-OFF EVENTS

TAILOR MADE



Co-branded events with **customisation of content** and **speakers**, **ad-hoc created multimedia communication campaigns**. Events that can be held in the territory in the form of roadshows. Possible **WEB CONFERENCES** (advanced webinars) on vertical topics.

TOPICS



Events designed around **themes of topical issues** and with **strong informative relevance** to convey **immediate content** to the Gruppo Il Sole 24 ORE audience, thus enabling partner companies to increase their visibility to their target audience.

Opportunities for brand partner

SPONSORING

Strengthening the **positioning and brand perception** through involvement in an **event aimed at the Business target market, with authoritative and innovative content**, moderated by Gruppo Il Sole 24 Ore's journalists.

INTEGRAZIONE CONTENUTI

Identifies **new ways and areas** to convey the brand, **product and company stories** by integrating the content with market scenarios, interacting with **institutions and stakeholders in the economic-entrepreneurial scene**.

COMUNICAZIONE

Communicating the distinctive elements of its **corporate identity** by contextualising them on the Group's Media, **reaching decision makers in the various sectors**.

RACCOLTA LEAD

From entrepreneurs to professionals, and from top managers to institutions: the initiatives by 24 ORE Eventi address the core target market of the Gruppo Il Sole 24 ORE, allowing companies to **come into direct contact** with a **qualified audience** which is interested in the products and services offered.

Calendario 2026 – I° semestre

JANUARY

29
Private Equity
Days
Emilia Romagna

FEBRUARY

18
Private Equity
Days
Veneto

MARCH

18
Private Equity
Days
Lombardia

APRIL

14
2^ Transizione Energetica e
l'Industria del Nucleare
Milano

MAY

4
Road To Trento
Vietnam

JUNE

16
8^ Innovation Days
Veneto

17
2^ Acqua Summit
Roma

25
7^ Welfare & Hr Summit
Milano

19
8^ Real Estate &
Finance Summit
Milano

15
Artigianalità in Italia
Firenze

5
6^ Merger & Acquisition
Summit
Milano

25
Road To Trento
Brasil

22
3^ FITI
Forum Internazionale del
Turismo italiano - Piemonte

20-24
XXI Festival
Dell'Economia di
Trento

18
3^ Credit Management
Summit
Milano

23
Smart Retail
Milano

28
8^ Innovation Days
Lombardia

25
Logistics Day
Milano

Calendario 2026 – II° semestre

JULY

2
3[^] Payments Summit
Milano

7
Italian Waste Economy NEW

8
5[^] Economia Del Mare
Genova

SEPTEMBER

22
8[^] Innovation Days
Toscana

29-30
26[^] Italian Energy Summit
Milano

OCTOBER

6-7-8
7[^] Made In Italy Summit
TBD

14
Stati Generali della Cultura
TBD

15
3[^] Job Evolution
Milano

20
Stati Generali della Cultura
TBD

22
8[^] Innovation Days
Puglia

29
6[^] Forum Sostenibilità
Roma

NOVEMBER

3
Stati Generali Della Cultura
TBD

5
8[^] Innovation Days
Emilia Romagna

6
Open Innovation Summit
TBD

10
6[^] Investire In Milano
Milano

12
28[^] Insurance Summit
Milano

17
2[^] Defence Summit
Roma

19
4[^] Women At The Top
Milano

24
5[^] Global Inclusion
Milano

25
15[^] Healthcare Summit
Roma

DECEMBER

1
Quantum Revolution
TBD

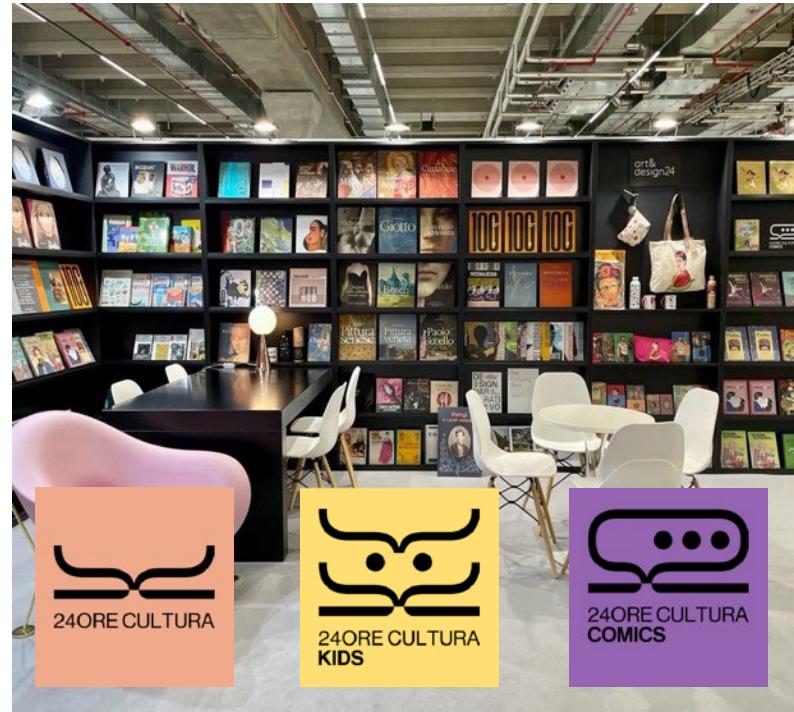
3
8[^] Innovation Days
Lazio

NEW



24 ORE
System

24 ORE CULTURA



24ORE CULTURA
KIDS

24ORE CULTURA
COMICS

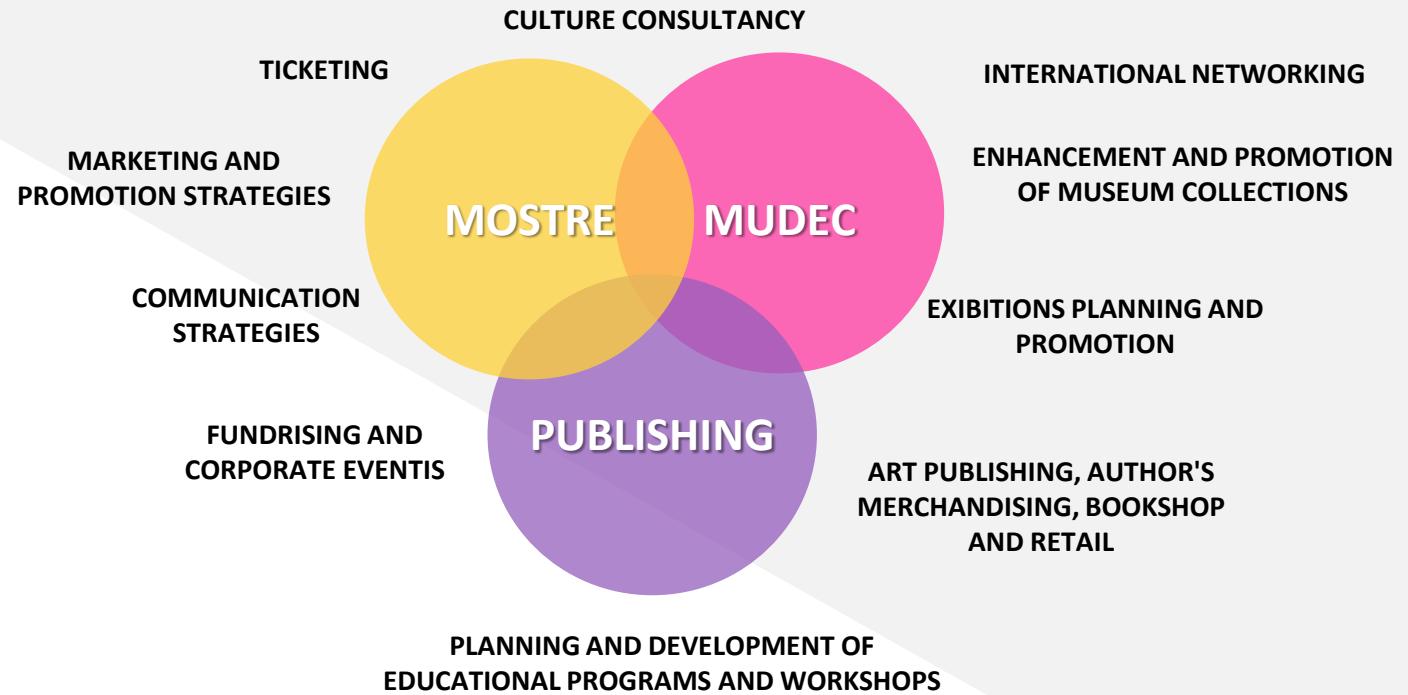
24 ORE Cultura

24 ORE Cultura is a market-leading company in the design and creation of art exhibitions and cultural projects.

In over **twenty years** of business, it has created more than **250 exhibitions** in Italy and abroad, **thousands of events**, and published over **2500** titles of **illustrated volumes**.

Since 2015, it has been managing MUDEC - Museo delle Culture according to an innovative public-private governance model with the Municipality of Milan.

3 BUSINESS AREAS



Le aree di business

EXIBITIONS

The company's core business is the production of large art, multidisciplinary, edutainment, entertainment and digital **exhibitions**.

Over the past twenty-five years, the company has become one of the leading producers and organisers of exhibitions in Italy and abroad, collaborating with major national and international public and private collections.

In addition to being produced for the Italian market, many of the exhibition projects are exported abroad.

24 ORE Cultura carries out consultancy activities, designing and developing cultural projects tailored to the needs of partner institutions.

MUDEC

The **Museo delle Culture in Milan** was created from the recovery of an industrial archaeological site, thanks to the intuition of the English designer **David Chipperfield**.

International exhibitions, educational activities, special events, auditorium performances and themed stores can all be found at the MUDEC, the museum of cultures that 24 ORE Cultura has managed together with the City of Milan since 2015.

The **MUDEC** is not only one of the most important museums in the city of Milan, but also acts as a **cultural centre for exhibitions and interaction** with the activities and events in the city itself.

PUBLISHING & RETAIL

24 ORE Cultura was founded as a publishing house in 1989. The editorial brand publishes illustrated **books on art, fashion, design, architecture and photography**. It distributes its editions in Italy through bookstores, museum bookshops and online, also producing commissioned publishing products.

24 ORE Cultura manages bookshops at exhibitions and permanent stores, such as the Design Store at the MUDEC and, from September 2022, the TAM Shop, a store located in the Teatro degli Arcimboldi in Milan.

In 2021 it relaunched its proprietary brand; **Libri Scheiwiller**, a leader in art non-fiction, and has created a line of 'author's' objects with the Art&Design24 brand.

24 ORE Cultura for partners

24 ORE Cultura offers its **Partners** and **Sponsors** the opportunity to convey themselves in an exclusive cultural context and to communicate through the valuable contents of **tailor-made projects**, **inside museums or cultural spaces, or within urban space**, with great prestige and visibility, to benefit from the **integration of different business areas** and the **multi-channel nature** of its services.

Exhibitions and corporate events (with the option of customising dedicated spaces within the MUDEC), **sponsored and tailor-made books** for the partner's needs, and in-person and digital **educational projects** complete the commercial offering of 24 ORE Cultura.



TAILOR MADE VOLUMES

INTESA SANPAOLO S.P.A – IMPRESE VINCENTI
2024



SPECIAL PROJECTS – GIVE AWAY

Workshop fotografico gratuito

GUESS MY STORY
Crea il tuo diario fotografico e racconta la tua storia

**25 GENNAIO
8 e 22 FEBBRAIO
ORE 15.00-16.30**



EXPERIENTIAL DISPLAYS

MARIE CLAIRE MAISON – LE CASE DI CARTA
MUDEC PHOTO | NOVEMBER 2023



CORPORATE EXHIBITIONS

KIKO – DEEP BEAUTY. IL DUBBIO DELLA BELLEZZA
MUDEC PHOTO | APRIL – MAY 2025

Exhibitions calendar | 2026

SPRING 2026

MUDEC

SCONFINAMENTI. 100 FOTO PER CONOSCERE IL MONDO

Autumn 2026

AUTUMN 2026

HENRI MATISSE: OPEN WINDOWS

PALAZZO REALE

3 February – 14 June 2026

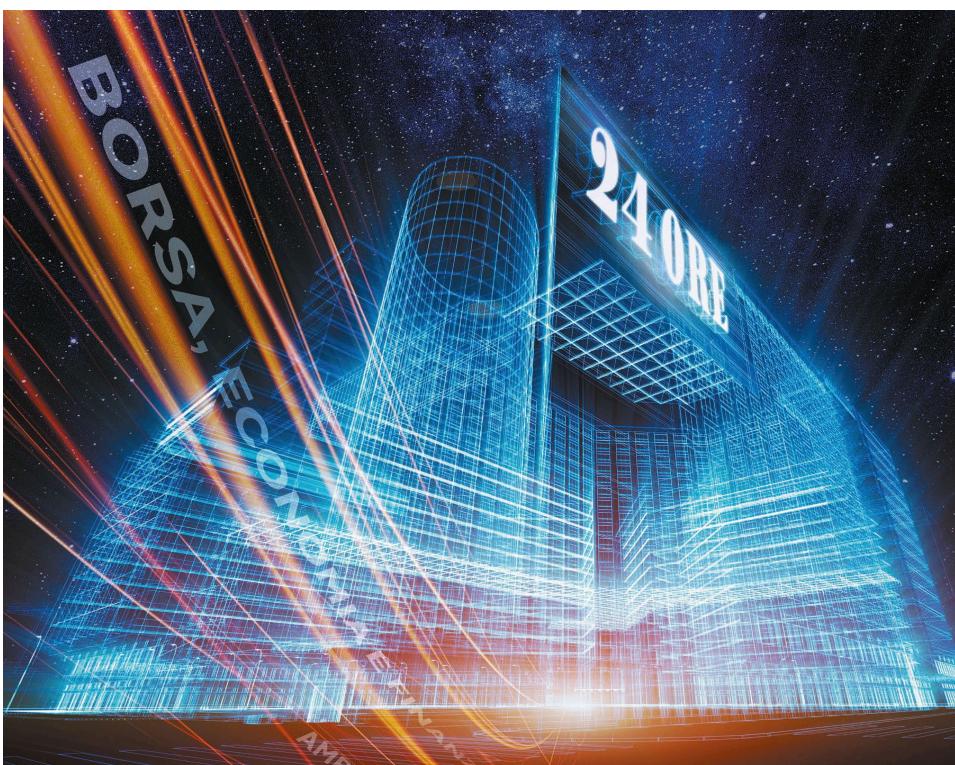
I MACCHIAIOLI

Autumn 2026

I BRUEGHEL. LE ORIGINI DEI GENERI PITTORICI IN EUROPA



RADIOCOR



Radiocor



UNI EN ISO 9001:2015 Certification – Design and delivery of national and international news agency services, integrated communication services, and multimedia editorial information services (AF39).

- The **real-time** political, economic, and financial news coverage of Il Sole 24 ORE is entrusted to the **News Services of Il Sole 24 ORE Radiocor News Agency**, which boasts 70 years of experience in the collection, processing, and dissemination of information.
- The Radiocor News Service is featured on over **100 national media outlets** affiliated with the Agency, and is present within **Italian and European institutions, banking Groups and media relations corps**. Thanks to its partnership with **Dow Jones Newswire and Bloomberg**, it reaches investors, traders, financial and economic professionals worldwide.
- The offering is further enhanced by a range of **customized content providing and publishing tailor-made content**
 - Texts
 - Publications
 - Video formats
 - Multimedia integrated content
 - Editorial support for event

3 editorial offices
in Milan, Rome
and Brussels



International contributors from the
United States and Eastern Europe

700

Over 500 news items per day
in Italian and 200 in English

2MLN

news items in the RCO News Service
archive (since 2000)

1,2MLN

terminals in 192 Countries

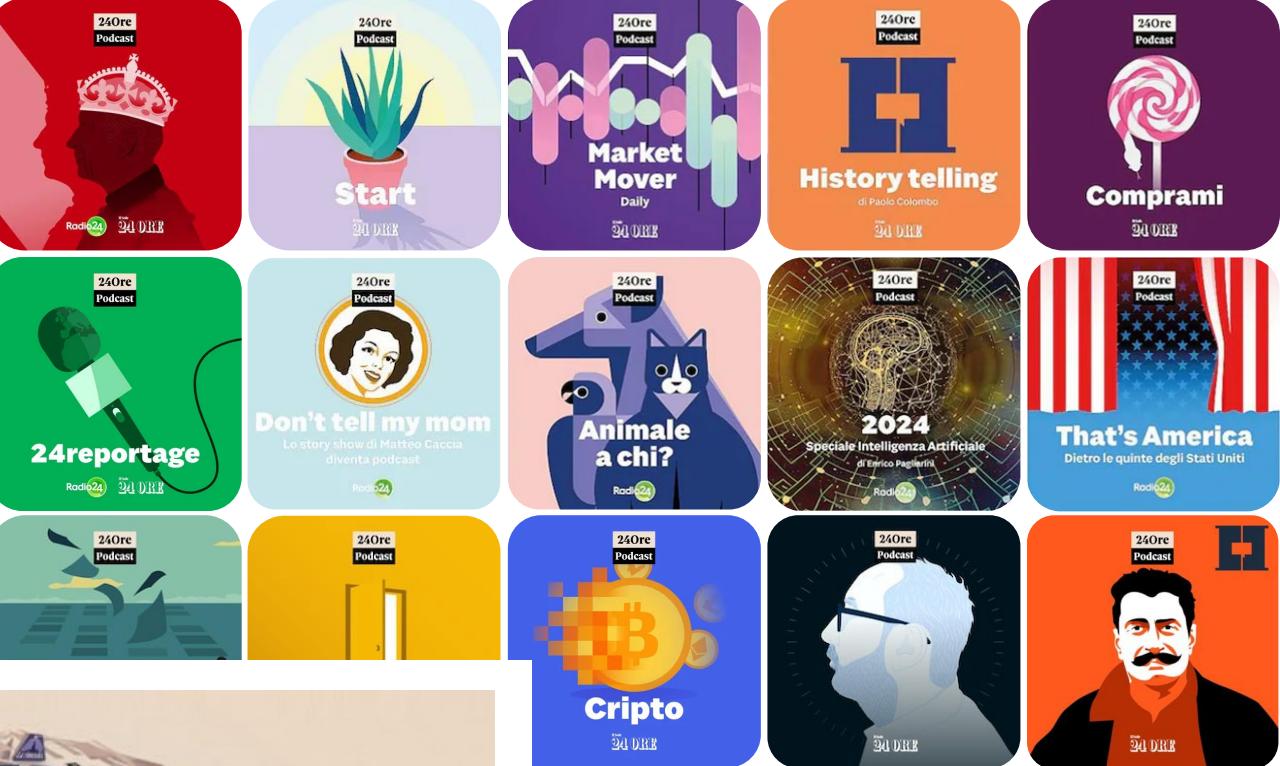
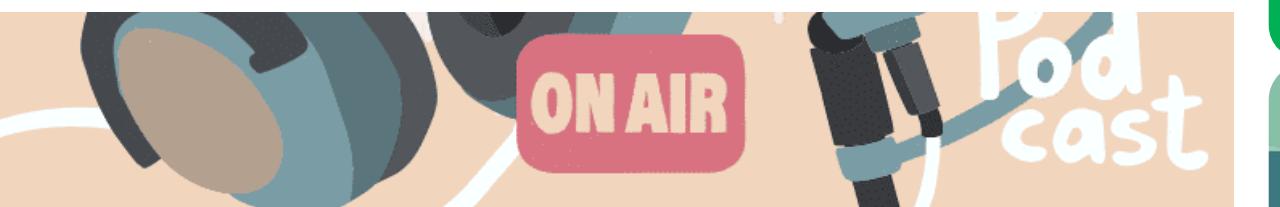
International distribution
and partnership

London Stock Exchange,
Borsa Italiana, Bloomberg
LP, Dow Jones- Factiva,
Dow Jones Newswire,
Agence France Presse

Audio, video and
multimedia content



24 ORE PODCAST



Podcast

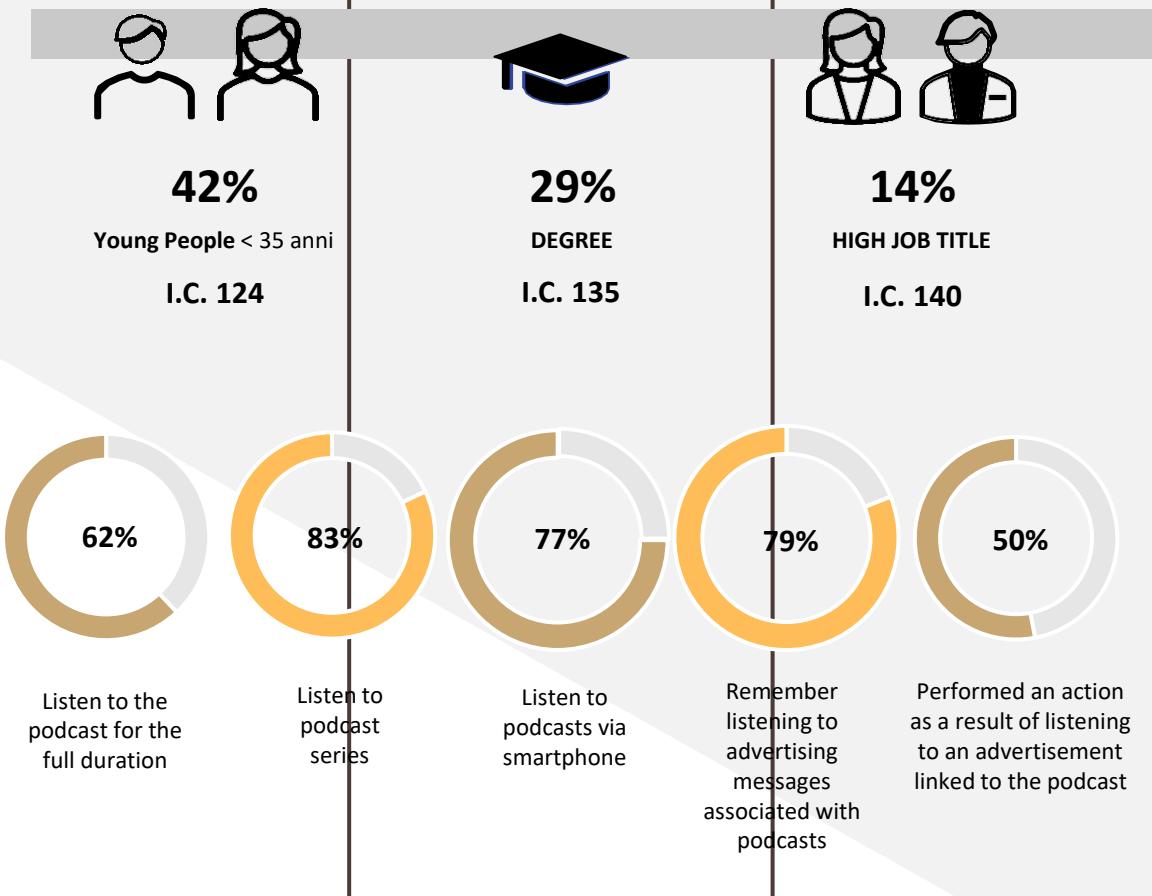
Digital audio is a truly new media that encompasses all audio content that can be enjoyed through network-connected devices.

Radio content that already been published and made available for use by individual broadcasters and/or on streaming platforms are also considered to be podcasts.

The Gruppo Il Sole 24 ORE has a **media factory** that produces podcasts and experiments with new forms of audio content. Thanks to its editorial expertise, it narrates and builds **customised audio storytelling proposals** providing its partners with innovative communication opportunities, using a comprehensive and effective audio language to build **BRAND STORYTELLING**.

Within the **podcasts**, the 'content' is the key to building a product that combines **EDITORIAL QUALITY** and **ENTERTAINMENT**. The expertise in podcast production is characterised by **in-depth, vertical and high-quality content**.

PODCAST IN ITALY



24Ore Podcast

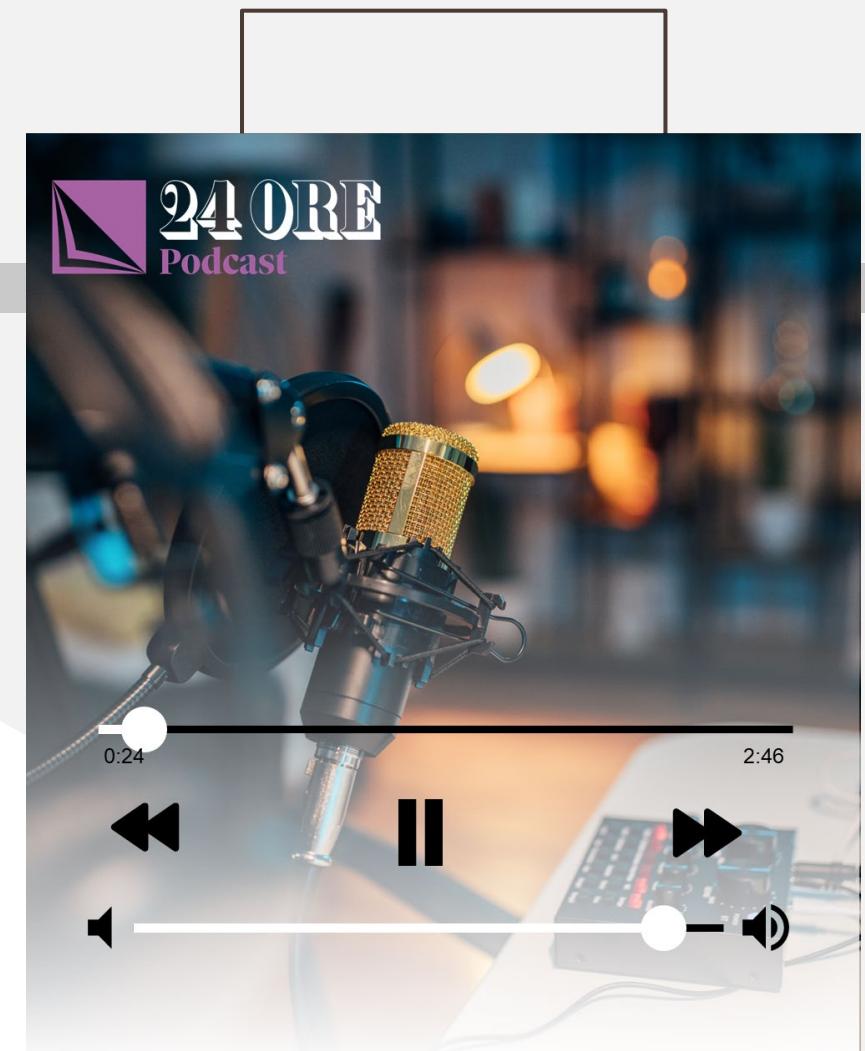
You are in the right podcast

The **24Ore Podcast** audio offering **includes a broad library of programs, original editorial series, and branded series.**

Productions are available **on demand on the website, app, and major audio distribution platforms.**

The offering includes ongoing daily and weekly productions and the development of series produced by Il Sole 24 Ore and Radio 24, in accordance **with editorial guidelines consistent with the Group's identity.**

It represents an **authoritative editorial environment, closely followed and actively chosen by listeners.**



Il Sole 24 Ore, Radio 24 e TMW: audio library



The audio content on ilsole24ore.com covers economics, politics, stories, current affairs, and investigations.

Among the most popular series are **Start**, the newspaper's daily podcast; **Market Mover**, best Business Podcast 2023; **Comprami**, winner of the Il Pod award for best podcast of the year at the Italian Podcast Awards; and the investigative series **Sex & Economy**, winner of the bronze medal in the Podcast Documentary category at the Lovie Awards (2024).



Radio 24, the Gruppo Il Sole 24 ORE news and talk station, offers on-demand audio content for its programs.

145 weekly episodes, 615 monthly episodes including on-demand and original programs, covering current affairs, economics, technology, health, food, motoring, sustainability, and more.

Average listening time: 54 minutes



The TMW Audio Network is a hub for football fans.

The sports network's audio offering includes streaming/podcasts of broadcasts from its 4 radio stations (TMW Radio, Radio BiancoNera, Radio Napoli, and Radio FirenzeViola) + podcasts produced by the individual vertical brand* of the TMW Network.

24Ore Podcast: digital audio and sponsorship offers

DIGITAL AUDIO NETWORK IN GR



67 programs available on demand via the website, app and all major audio distribution platforms

18 MIO AUDIO IMPS MEDIA/ MESE*



Over 65 podcasts available on the website, app and all major audio distribution platforms

1 MIO AUDIO IMPS MEDIA/ MESE**



Podcasts and streaming of visual radio available from the website, app and the main audio distribution platforms

5 MIO AUDIO IMPS STIMATE*

DIGITAL AUDIO THEME GR

NEWS



24 Mattino
La Variante Parenzo*
Uno, nessuno, 100 Milan
Nessun luogo è lontano
That's America*



Start
Macro

ECONOMIA & RISPARMIO



Focus Economia
Due di Denari



Crypto
Market Mover

SPORT



Tutti convocati
In campo con Pardo



TMW GR

PODCAST SPONSORSHIP PROGRAMMES AND ORIGINAL SERIES



Start
Macro
Crypto
Market Mover



Fallo!
2024 Speciale
Intelligenza Artificiale

FORMAT AVAILABLE FOR PLANNING: PRE ROLL, MID ROLL E POST ROLL

*Source: Adswizz – Spotify delivery is not counted and is not guaranteed

** Source: Megaphone – Plannable inventory does NOT include "in collaboration with" and "created for" series

24Ore Podcast: Branded Podcast

Our standard format features a **six-episode production**, designed to ensure narrative continuity and maximum engagement.

Each episode has an approximate run time of 15 minutes, a strategic timeframe that optimizes listening, even on the go.

Distribution occurs across a broad and integrated ecosystem:

Il Sole 24 Ore website and app

Radio 24 – 4.0 platform: website, mobile and automotive app, Google and LG CTV apps, Alexa smart speakers

Main audio streaming platforms: Spotify, Apple Podcasts, and Amazon Music to reach a broad, cross-sectional, and targeted audience.

Episodes are published in a one-off, indicative format.

Advertising Planning includes support for the episode publication phase and the subsequent push phase, with timing to be determined.

Any project can be customized for each individual brand.





 **24 ORE**
System

EDITORI TERZI



Foster

An editorial communication system

A system that integrates a high-quality bimonthly magazine with a dynamic digital experience, made up of a constantly updated website, a profiled newsletter and a content network that expands on social media and in new forms of communication such as podcasts, videos and exclusive events.

An elegant, refined and collectible editorial experience that combines quality and innovation.

A point of reference for those who love lifestyle, good living and good manners, with an attentive eye to contemporary elegance, culture and the pleasure of things done well.

Our goal is to be a point of reference for those looking for new, curated and stimulating content, to read and experience within a sophisticated design.



Prima Comunicazione

Monthly magazine

Prima Comunicazione is the monthly magazine about the communication society. Founded in 1973, the magazine is an essential tool for understanding what is happening in the world of newspapers, television, advertising and new media.

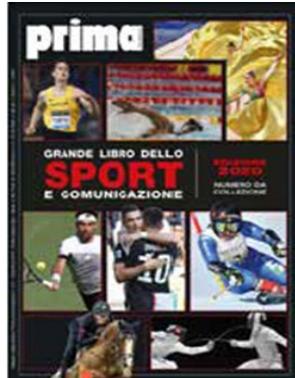
With surveys, interviews and documentation services, Prima Comunicazione connects those who work, invest, plan and make decisions in the media world.

With 10 issues per year, Prima Comunicazione has about 9,000 copies distributed at newsstands and about 2,500 copies in print + digital subscription.

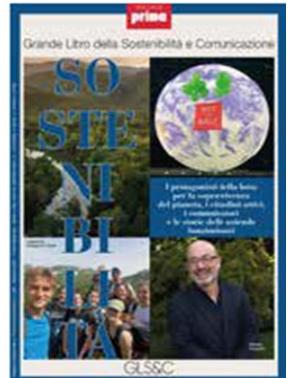
SUPPLEMENTS:



Grande Libro
dell'Informazione
stampa e online



Grande Libro della
Sostenibilità e
Comunicazione



Grande Libro
dello Sport e
Comunicazione



Grande Libro dello
Sport e
Comunicazione

ANDREA IMPERIALI RACCONTA LA SUA AUDITEL:
STRAORDINARIO PATRIMONIO DI INFORMAZIONI AL SERVIZIO DEL PAESE

DATA DI PRIMA PUBBLICAZIONE IN EDICOLA: 1 MAGGIO 2024

405 CP

9 770590 35008

prima

Comunicazione

BROS

ERY

Da sinistra: Gerhard Zeller, chairman Wbd International, Fabio Fazio, David Zaslav, president and ceo Warner Bros. Discovery, Maurizio Crozza, Alessandro Araimo, managing director Wbd, e la new entry Amadeus

ALESSANDRO ARAIMO

A CACCI DI GLORIA

PRIMA COMUNICAZIONE N° 549 APRILE-MAGGIO 2024 - MENSILE - EURO 10,00 - Pagine italiane Spese di spedizione comprese

Qualità, libertà ideativa e nessuna pressione politica: ecco la ricetta applicata al Nove da Alessandro Araimo, ad del Gruppo Warner Bros. Discovery in Sud Europa, puntando su fuoriclasse come Crozza, Fazio e adesso Amadeus. WBD in Italia vede crescere ascolti e fatturati pubblicitari. E la concorrenza comincia a preoccuparsi

WARNER BROS DISCOVERY

The digital Network and its worlds

The brands of the Gruppo Il Sole 24 Ore - Il Sole 24 ORE, the printed daily newspaper and digital version, Radio 24, Radiocor, 24 ORE Eventi and 24 ORE Cultura - are set alongside national and international titles by third-party publishers, radio and digital press.

The quality and authority of 24 ORE System's **multi-platform network**, together with the ability to offer exclusive media, projects and creativity are the strengths of an innovative and constantly evolving communication offering.



digital network websites

In addition to the **group websites**, the digital network consists of **third-party publisher websites**.

The 24 ORE System's digital network allows customers to communicate in themed and highly authoritative editorial contexts, reaching out each month.

NETWORK
15 Properties
3 APP

AUDIENCE
21 MIO Monthly Unique Users
45% Users on total active reach

DEVICE
88% Mobile



digital network third party websites - Overview | 1

FAMIGLIA CRISTIANA

This is the official website for the magazine of the same name, a leader in the high-quality family magazine sector, which is popular due to its ability to interpret all events using a value lens.

215.000 UU

535.000 PV

828.000 PRE-ROLL

LA PRESSE

WHERE THE NEWS IS

LaPresse is a multimedia press agency founded in 1938 that produces text, photographic and video news in real time and has a network of over 250 journalists in Italy, and even more all over the world.

215.000 UU

749.000 PV

186.000 PRE-ROLL

IL GIORNALE D'ITALIA

Il Quotidiano Indipendente

Ilgiornaleditalia.it is an independent national news daily with real-time news, in-depth reports, behind the scenes, gossip and comments.

689.000 PV

481.000 PRE-ROLL

IL FOGLIO

quotidiano

Il Foglio is the 'happy anomaly' in the Italian news scene, a place that influences single thought and, for this reason, it attracts readers who are independent thinkers and have a strong critical mind.

1.3 MILIONI UU

2.9 MILIONI PV

TIM

TIM Mail is the webmail service offered by TIM for consumer customer emails, constituting one of the largest customer bases in the Italian mail market

2.5 MILIONI UU

120 MILIONI PV

33 MILIONI PRE ROLL

ticketone

TicketOne is Italy's leading ticketing company for music, entertainment, sports, cinema and culture events.

4.8 MILIONI UU

27 MILIONI PV

DAGOSPIA.

A native digital news website, it is the undisputed leader in the world of 'sensationalist' information, it is also authoritative at the same time.

1.5 MILIONI UU

70 MILIONI PV

19 MILIONI PRE-ROLL

digital network third party websites - Overview | 2



Calcio e Finanza (Football and Finance) is the first Italian online newspaper dedicated to the economic-financial aspects of football and sport. It is unique on the Italian digital information scene and a go-to resource for people involved in the Italian sports industry.

571.000 UU
1.7 MILIONI PV
8.9 MILIONI PRE-ROLL



Primaonline.co.uk is an opportunity to reflect and stay updated about the media world. It is only online newspaper with an integrated system.

96.000 UU
165.000 PV
565.000 PRE ROLL

TUTTOmercatoWEB®.com

Founded in 1996, TuttoMercatoWeb, the main portal of the TC&C Network, is one of the leading resources in the sports world. The website offers the latest real-time football news, as well as editorial insights and columns.

3.4 MILIONI UU
62 MILIONI PV (SITO)
29 MILIONI PRE-ROLL



Green Me is an online newspaper with information and opinions on green issues, created in March 2009, and is now a reference point for many users who want to live a more environmentally-friendly life

1.3 MILIONI UU
2.8 MILIONI PV
1.3 MILIONI PRE-ROLL

DDAY.it DMOVE.it

DDAY is a daily information system capable of enabling mature digital citizenship, spreading knowledge of innovative technologies and tools, and helping the general public to orient themselves and choose in the world of consumer electronics.

713.000 UU
2 MILIONI PV
161.000 PRE-ROLL



A new digital-native publishing brand, across genres, ages, topics, and channels. Available on newsstands every two months and online every day. A single style: the Foster style.

Network System 24

Un'offerta altamente qualitativa

The Network System 24 was created in order to provide **high quality communication solutions** in terms of advertising space placement, coverage and target reached:

- **Radio news:** clusters at end/during radio news bulletins on the hour
 - *GR News 8.00 a.m. – 12.00 p.m. and 3 p.m. – 7 p.m. Mon-Fri (6 clusters) and Sat-Sun (4 cluster)*
- **LIMITED CROWDING:** short advertising clusters because during radio news
- **NARROW TIME SLOTS:** communications go on air between 8.00 and 19.00
- guaranteeing **GREATER ATTENTION LEVELS** among listeners.

In addition:

- the **VERY LOW OVERLAP (5,9%)** between **Radio 24** and **Network** listeners

result in a significant **INCREASE IN THE COVERAGE** achieved with Radio 24.

34

EMITTENTI

Covering all Italy

1.472.000

Listeners
AYF

111

AFFINITY WITH HIGH-PROFILE TARGET AUDIENCE**

The foreign media market

To meet customers' communication needs across the board, 24ORE System has expanded its editorial offering exclusively to a selection of outstanding international print, digital and radio media: significant market-leading publishers in their country of reference, featuring top-level readership with high purchasing power.





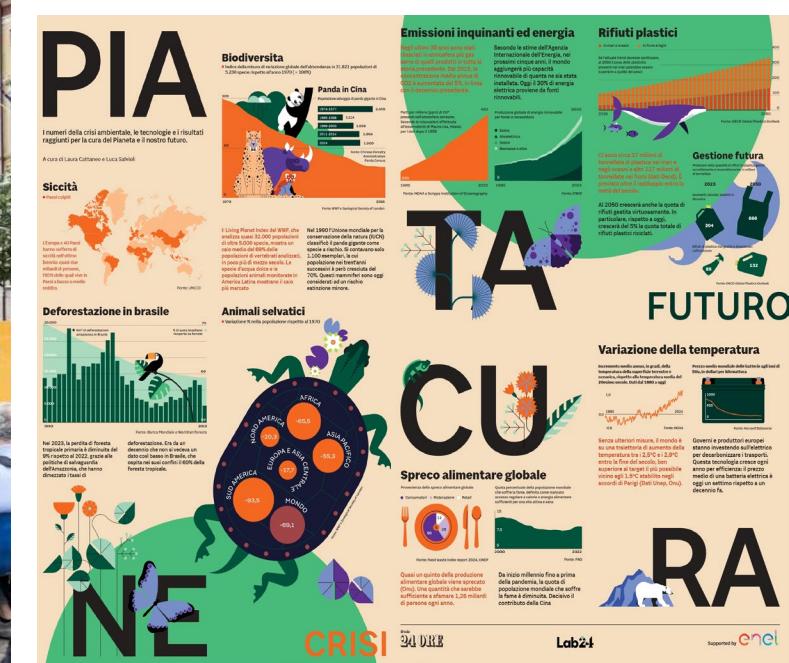
COMUNICAZIONE SU MISURA



Sei passi per il domani
SECONDA STAGIONE



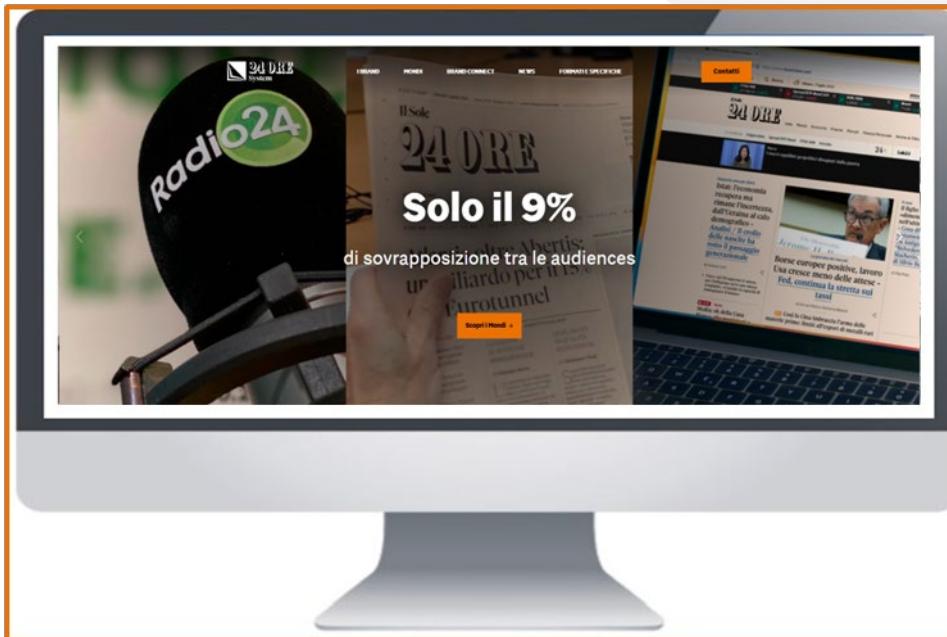
Ritratti di futuro
I nuovi orizzonti del 5G



Project opportunities

BRANDCONNECT is the tailor-made communication service from 24 ORE System. A team that makes **creativity, content and audio** available to customers, to find the best solutions within a **cross-media project** and propose **innovative and high-impact formats** to the market, providing the option of **projects tailor-made** to the customer's needs. The main objective of **BRANDCONNECT** is to enhance content by creating branded audio, video and text material designed for partner brands, positioned in authoritative contexts and related to clients' communication strategies.

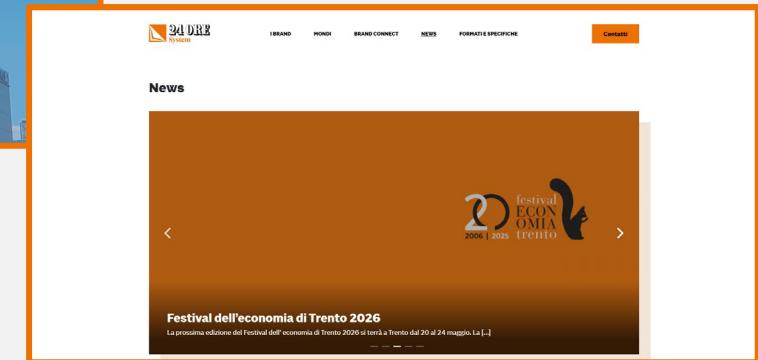
The website



<https://24oresystem.ilsole24ore.com>



BRAND



NEWS



WORLDS



BRAND CONNECT



THANK YOU

