





MEDIAKIT 2026

24 ORE System





















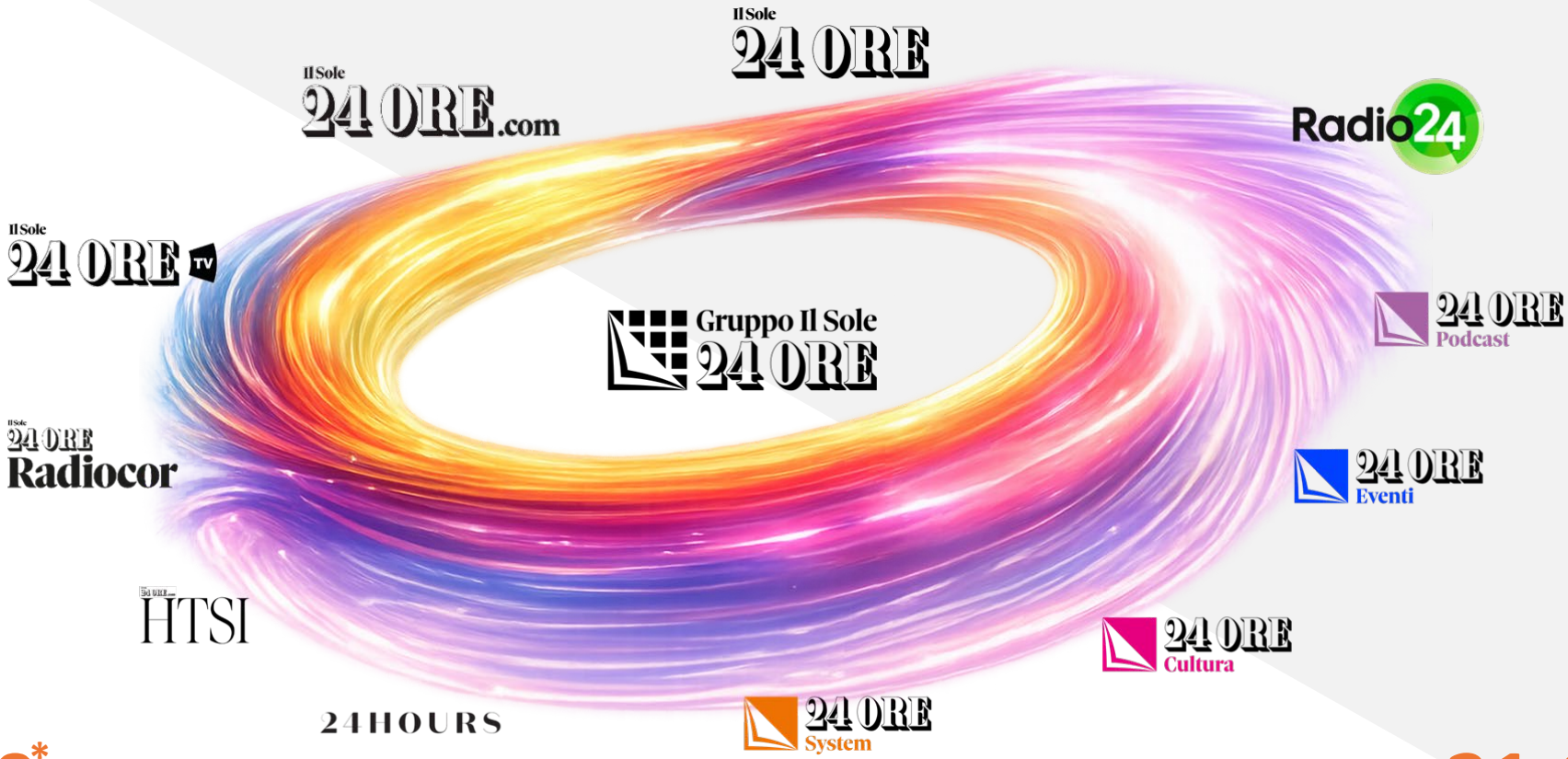




Gruppo Il Sole 24 ORE is the first Italian publishing hub specializing in economics, finance and professional publications to own a complete multimedia information platform, equipped with all media: daily newspaper, periodicals, digital platforms, press agency, radio, events and now also TV. Founded 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



4.195.000*

Average daily audience

21.064.000*

Montlhy audience

A SYSTEM WITH AND OVERLA ONLY 12,6% BETWEEN IL SOLE 24 ORE, RADIO 24, ILSOLE24ORE.COM AND ILSOLE24ORETV*

**Sources Il Sole 24 Ore; ilsole24ore.com; Radio24 e IlSole24OreTV: Audicom print 2026.1, Audicom digital march 2026, RadioTER 2025 year; IlSole24OreTV estimation 24 ORE System; processing of media overlap on a basis Sinottica Tssp 2026A.*

Print and digital audiences

Il Sole 24 ORE

698.000
Daily readers[1]

66% man
34% woman

13-24 y.o.: **7%**
25-44 y.o.: **34%**
45-54 y.o.: **22%**
55-64 y.o.: **28%**
> 64 y.o.: 9%

Degree: **48%**

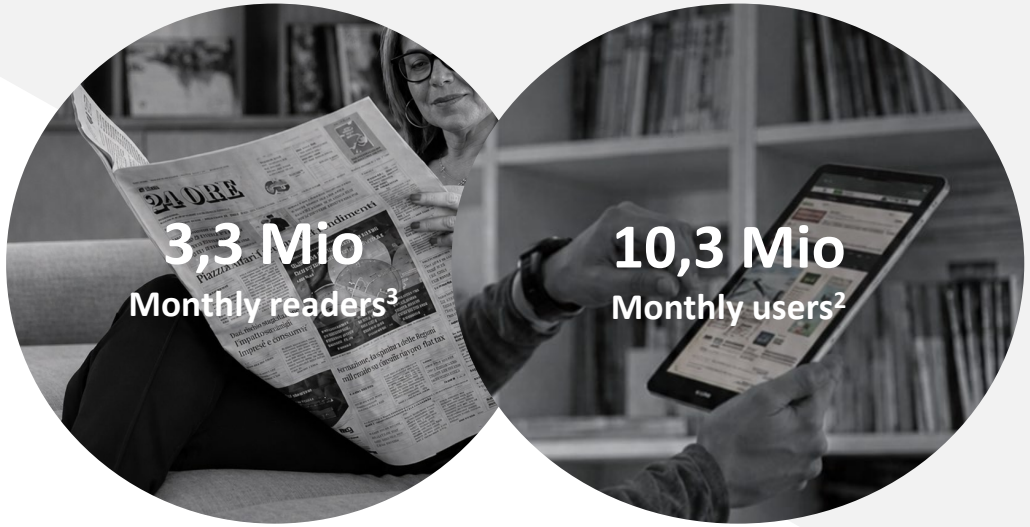
upper/middle class: **30%**
Empl./managers/freelance: **36%**
income > 3.250€: **43%**

AFFINITY TARGET BUSINESS

414 i.c.	218 i.c.	210 i.c.
ILSOLE24ORE	CORRIERE	REPUBBLICA

ESCLUSIVES TARGET BUSINESS*: 35%

73% ESCLUSIVES TOTALS (513.000 ind)
vs Corriere della Sera e La Repubblica



9% **OVERLAP FOR MAXIMUM COMPLEMENTARITY FOR A TOTAL OF 12,5 Mio OF USERS[4]**

Il Sole 24 ORE.com

702.000
Average daily users[2]

54% man
46% woman

35-44 y.o.: **140 C. I.**
45-54 y.o.: **110 C. I.**
55-64 y.o.: **156 C. I.**

Master Degree: **144 C.I.**

manager **122 C.I.**
professionals **170 C. I.**
Employee-Administrative **149 C.I.**
teacher / professor**153 C.I.**

MONTHLY NET INCOME (€)

da 3.251 a 3.850 > **133 C. I.**
da 3.851 a 5.000 > **132 C. I.**
oltre 5.000 > **123 C. I.**

MONTHLY ACTIVE REACH 21,5%
MONTHLY UNIVERSE REACH 17,7%

Fonti: (1) Audicom Print 2026.1; (2) Audicom Digital march '26; (3) Audicom, print monthy march '26; (4) Audicom Digital + Print march '26
Target Business: for Il Sole 24 Ore: entrepreneurs/landowners/managers/freelancers; for Il Sole 24 Ore.com: craftsman/manager/professional/salesperson/representative/technician/self-employed;

Radio, Podcast e TV audiences

Radio24

2,6 Mio listeners GMI[3]

76% man
24% woman

14-24 anni **9%**
25-34 anni: **9%**
35-54 anni: **34%**
55-64 anni: **21%**
Oltre 64: **27%**

Degree or diploma **65%**

241.000 PERSON **AQH**
(06:00-00.00)

AFFINITY TARGET TOP BUSINESS

Radio 24	**228**
Capital	**166**
Virgin	**164**

LISTENING FIDELITY: 48%
3 listening days per week

24Ore Podcast

- **67** podcast Radio 24 programs
- **over 65** ilsole24ore.com Podcast

19 Million audio inventory impressions on average per month[4]

9,4 Approximately millions of downloads every month[5]

Available from the website, app and main audio distribution platforms

Il Sole 24 ORE TV[6]

57% man
43% woman

Medium / high profesional level **20,8%**

High School / Degree **57,9%**

SOCIO-ECONOMIC CLASS
HIGH / MEDIUM-HIGH 60%

available on DTTV, HbbTV, online streaming and Fast platforms

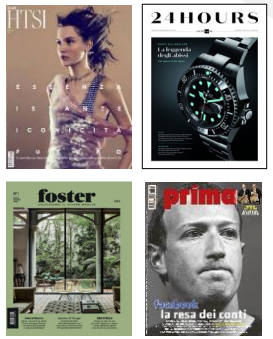
Sources: (3) Audiradio 2025 Anno, (4) Adswizz – net spotify; MAPP; Megaphone – inventory net series «in collaborazione con» e «creato per» monthly average '25 net august (5) Audiometrix, Spotify Metrics, Apple Analytics, Amazon Analytics (6) estimation 24 ORE System
Target Business: for Radio 24: imprenditori/liberi professionisti/dirigenti/ quadri/ funzionari

THE QUALITY NETWORK

QUOTIDIANO



MAGAZINES



RADIO

NETWORK SYSTEM 24

PODCAST

AGENCY

CULTURE & EVENTS

TV

DIGITAL NETWORK

INTERNATIONAL NETWORK

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

5.412.000*
Average daily audience

27.385.000*
Monthly audience

*Sources per Il Sole 24 Ore; ilsole24ore.com; Radio24 e IlSole24OreTV: Audicom print 2026.1, Audicom digital march 2026, RadioTER 2025 Year; IlSole24OreTV estimation 24 ORE System; processing of media overlap on a basis Sinottica Tssp 2026°.

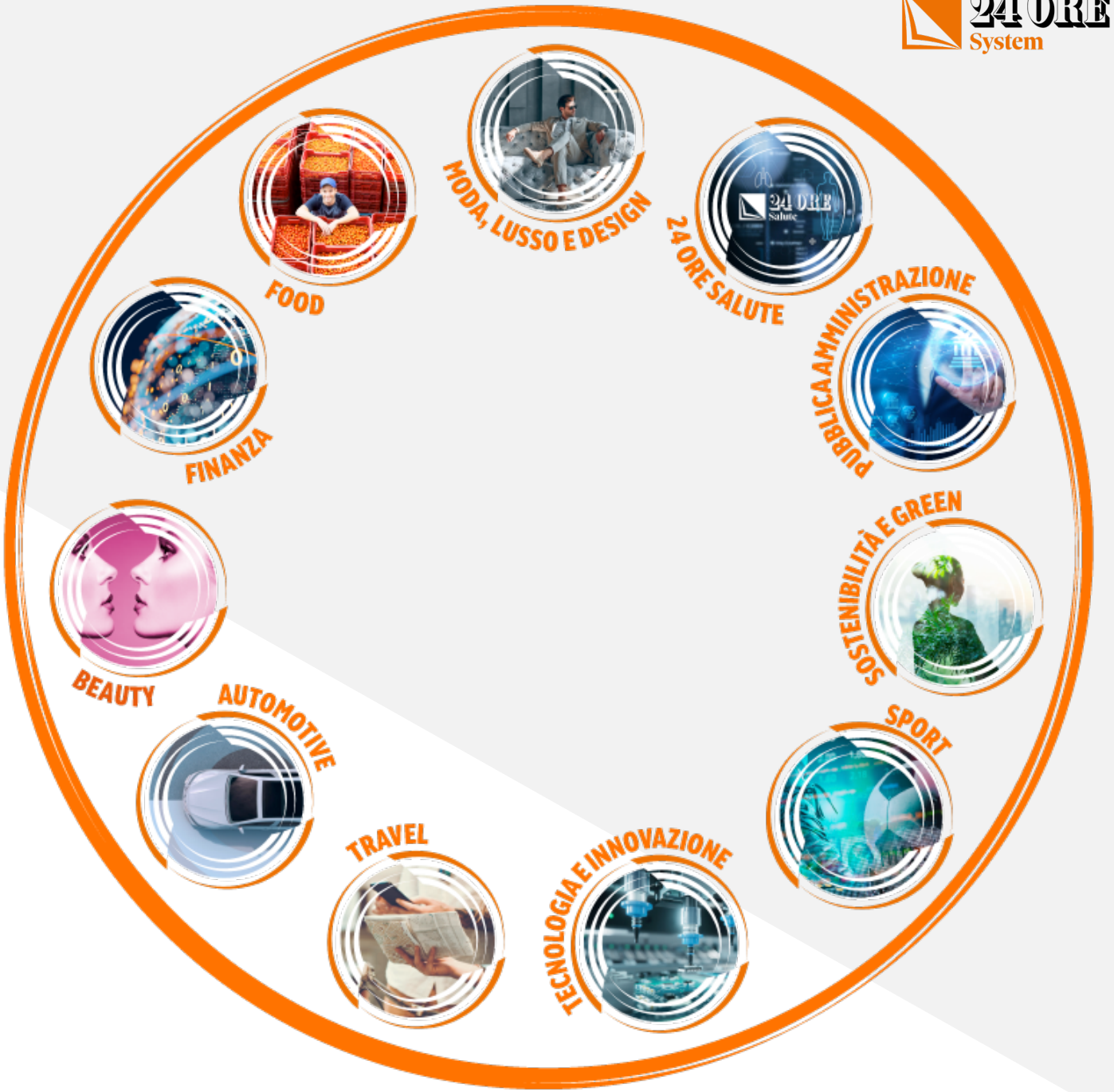
Worlds



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.





24 ORE System

IL SOLE 24 ORE



























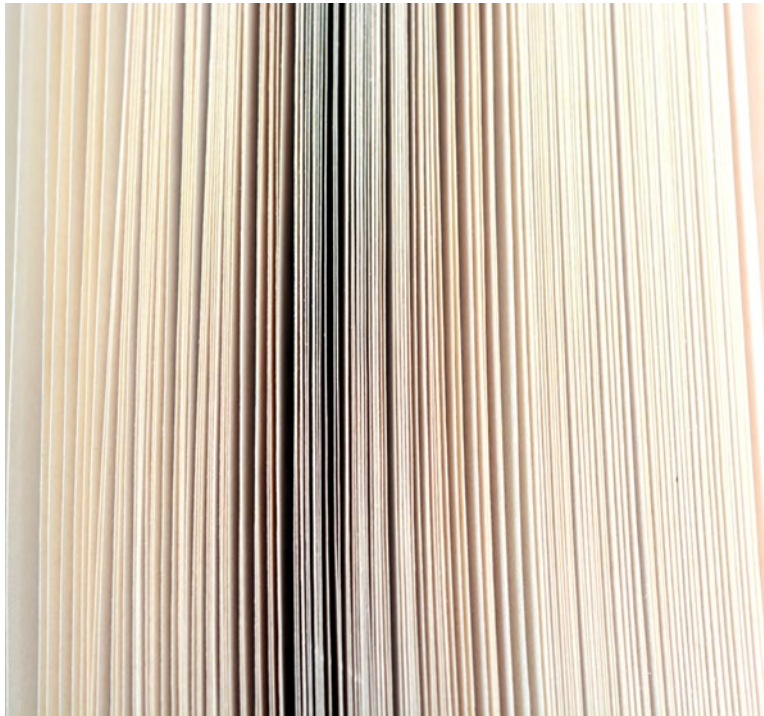












Top daily newspaper for reliability

For the ninth consecutive year, **Il Sole 24 Ore is the first daily newspaper in Italy for reliability**, as certified by the **Digital News Report 2026** conducted in 48 countries by the **Reuters Institute** of the University of Oxford.

With **64% in the "brand trust rating", we record a significantly higher performance than other large international newspapers.**



REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM

UNIVERSITY OF OXFORD

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
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

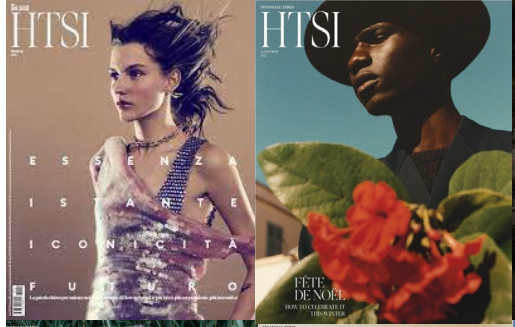
The editorial dossiers are produced by the most experienced names at Il Sole 24 ORE, which guarantees that the product is high-quality and authoritative. The themes will be shared with the client but the informative and topical value will be handled independently by the editorial staff of Il Sole 24 ORE.



24 ORE System

HTSI – 24 HOURS











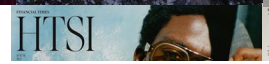




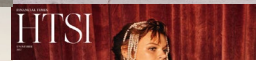


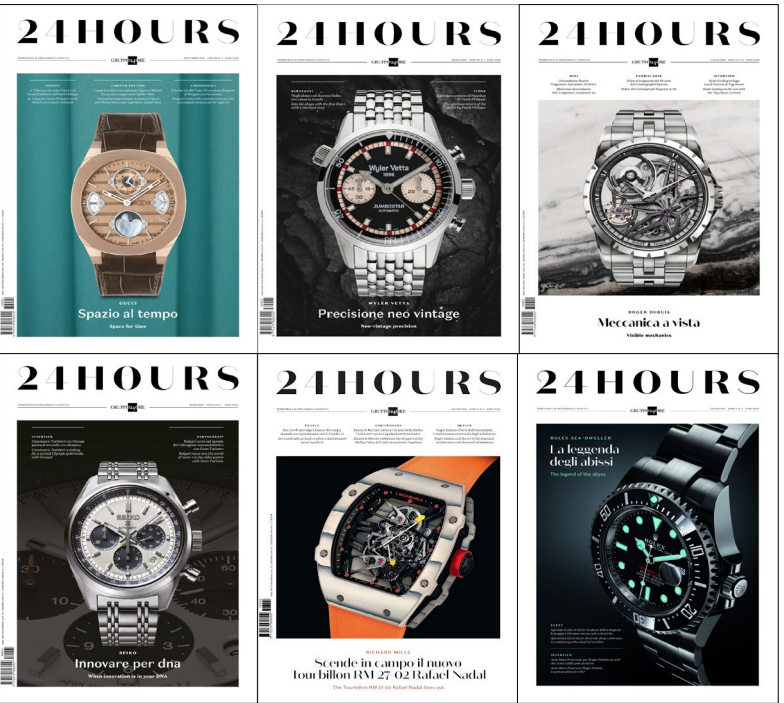
















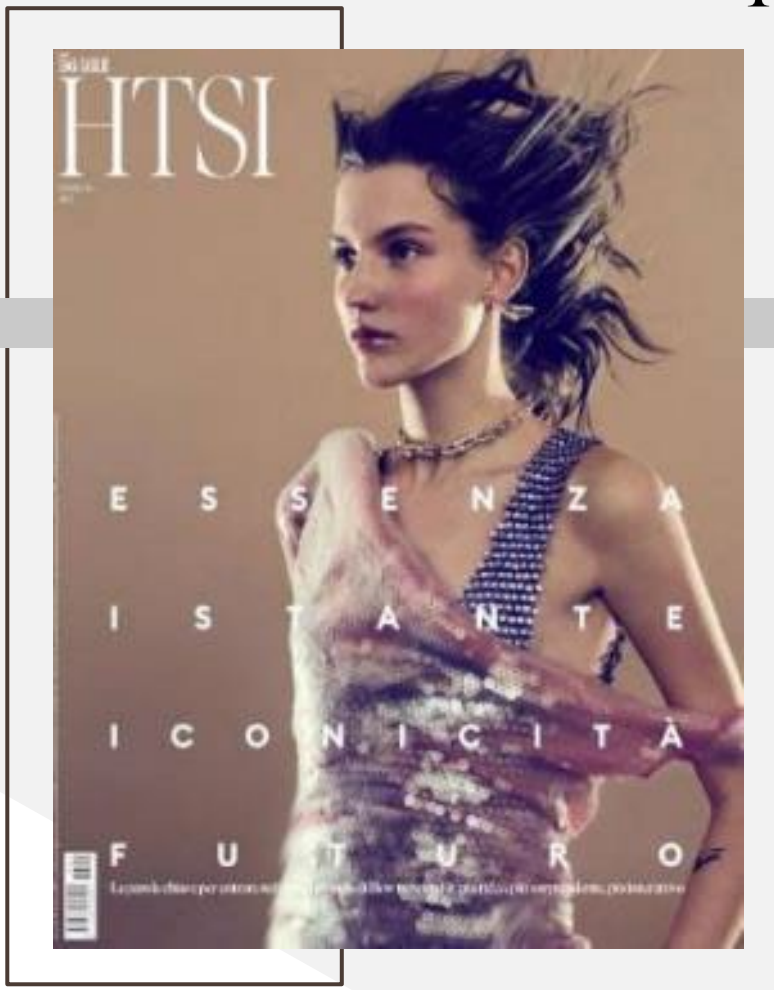
HTSI – monthly periodical

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.



398,000 READERS/ NUMBER

99,000 DISTRIBUTED COPIES (print + digital)

Source: Publisher and advertising agency estimates, July 2026

HTSI PLATFORM



Periodical



Specials



Section on ilsole24ore.com, app, social



Book 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)

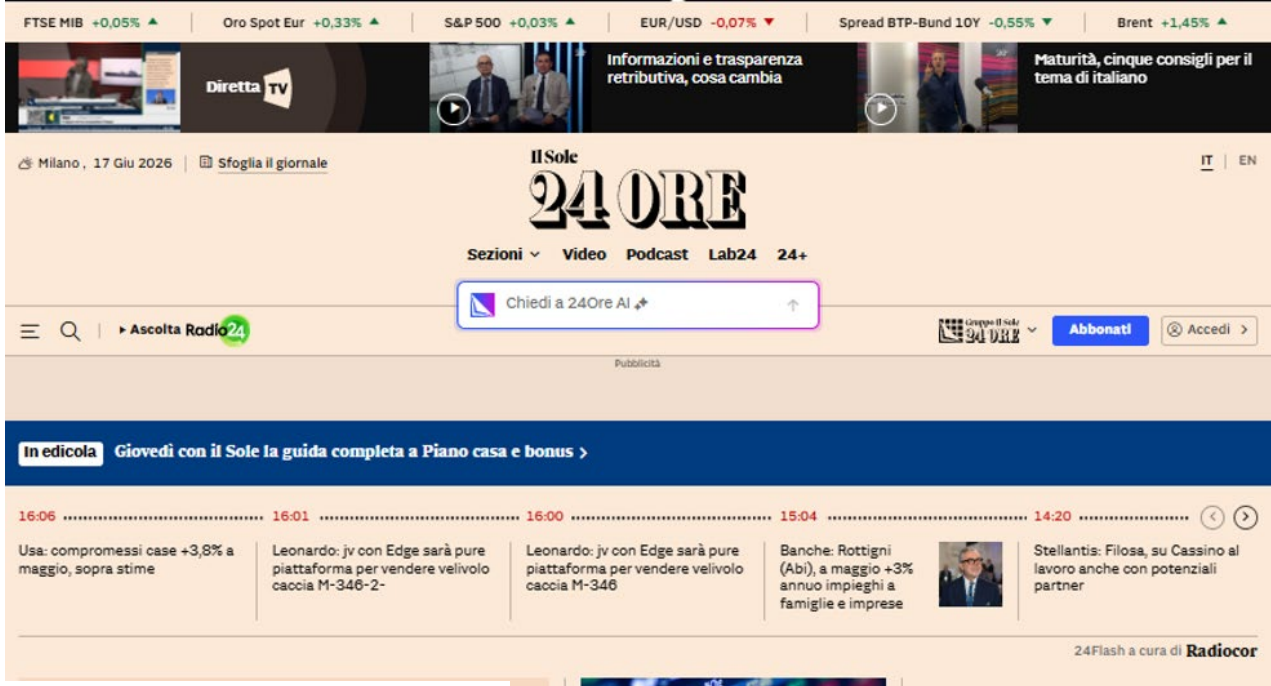
24 HOURS is the quarterly publication completely dedicated to the world of watches and is available in two languages, Italian and English, so that it can be distributed in all the most important settings related to the world of watchmaking, even at an international level.



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

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.

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.

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.

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.

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

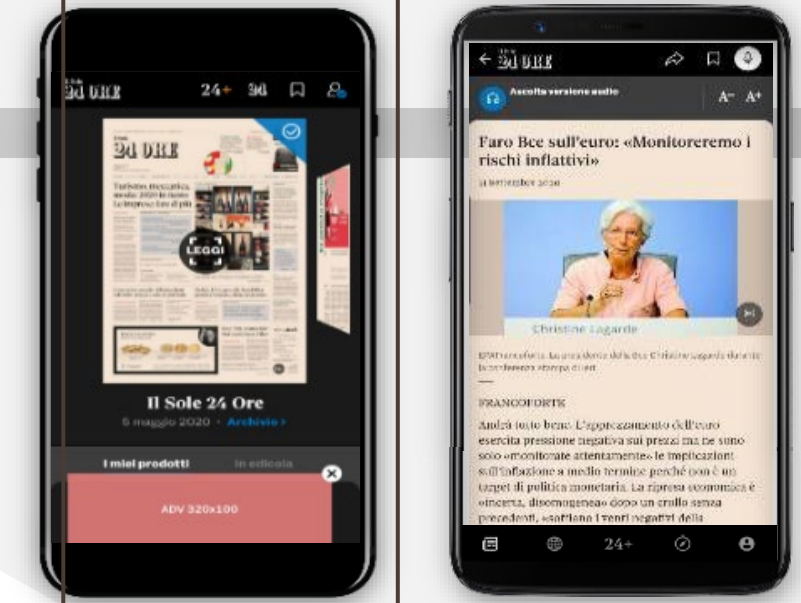
- improved reading of the digital copy and more organised access to the archive
- one-tap access to the newspaper, website, 24+ and daily brief
- new configuration of the “My products” page.

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:

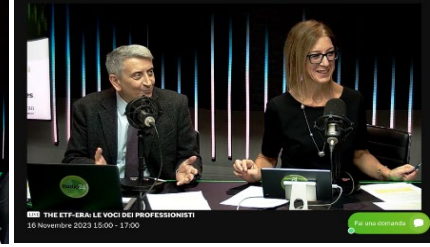
- **ticker on page**
- **MPU 300x250 in an “exploded” article**
- **splash page**

24 ORE System

RADIO 24

























Multi-themed programming

SOME PROGRAMMES MONDAY - FRIDAY

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

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

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

FOCUS ECONOMIA
Economics and Finance
S. Barisoni

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

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

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

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

NON-DISPLAY ADVERTISING OFFERING
- Programme sponsorship and programme's podcast on demand
- Top Brand Position
- Domination

ONLINE DISPLAY ADVERTISING OFFERING
Radio24.it
APP SPONSORSHIP OFFER
ONLY SOCIAL OFFER

IMPLEMENTATION OF AD HOC PROJECTS

AUDIO CONTENT STRATEGY

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

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

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**



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

136.000
AVERAGE ACTIVE USERS
MONTHLY
(App, source*: Firbase 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 –2026 calendar

MARCH

Management systems, AI and security: the new challenges facing companies
Enrico Pagliarini
March 26

APRIL

MAY

JUNE

Energy Future and Green City
Maurizio Melis
June 10

Banking Reinvention
Sebastiano Barisoni
June 1

SEPTEMBER

Factory 5.0, the
Enrico Pagliarini
September 23

Longevity: live better, live longer
Debora Rosciani and Nicoletta Carbone (Marialuisa Pezzali)
September 30

OCTOBER

The extra retirement plan
Debora Rosciani and Mauro Meazza
08 october

Heat pumps evolution: renewing energy
Maurizio Melis
October 21

Meeting with savings
Debora Rosciani and Mauro Meazza
October 27

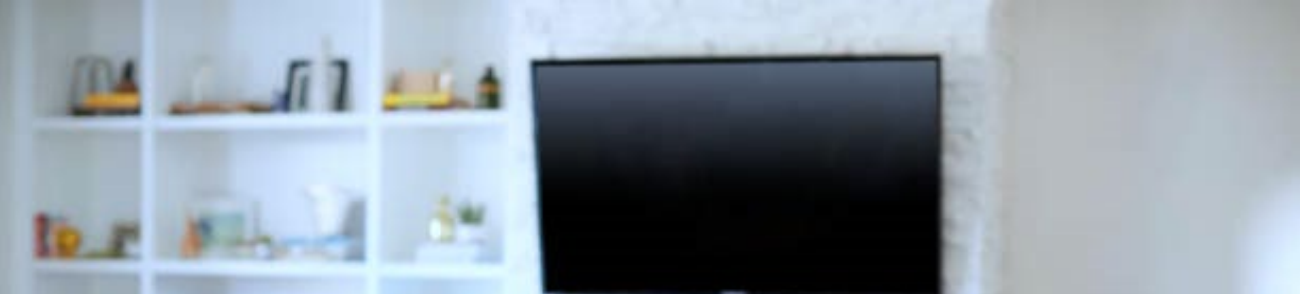
NOVEMBER

ETF in plain
Debora Rosciani and Mauro Meazza
November 11

Mental health
Nicoletta Carbone
November 24

DECEMBER

A compass for investment
Debora Rosciani and Mauro Meazza
December 03



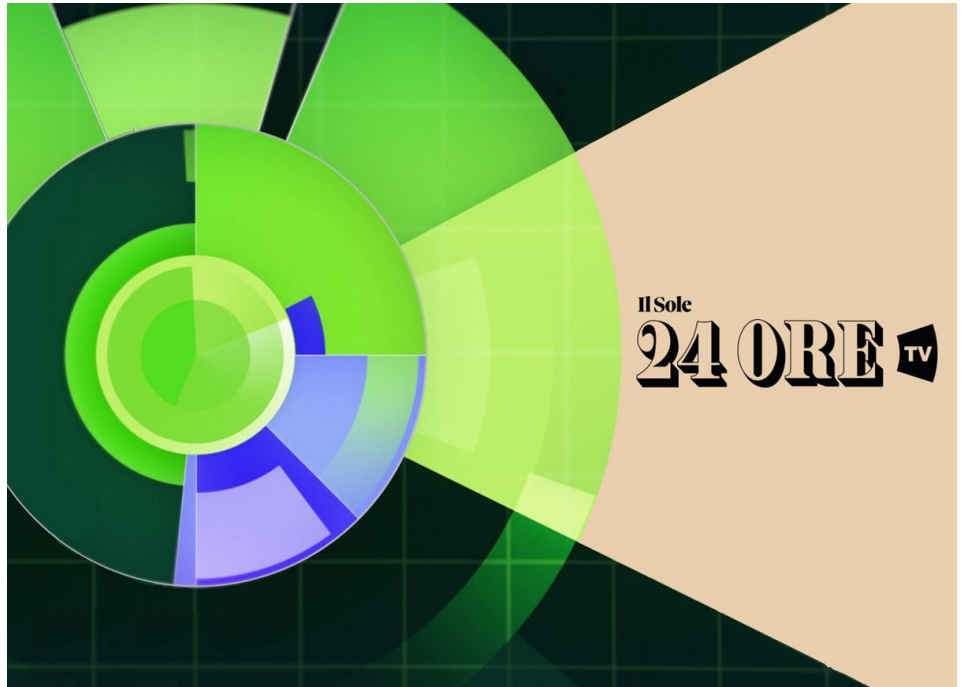
24 ORE System

ILSOLE24ORETV











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 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 offer is enriched by the content broadcast in collaboration with partners of excellence: ***ilmeteo.it*** for weather forecasts in graphics and videoweather updates; ***Tuttomercatoweb*** which integrates the sports information offer; ***Boat Show Television*** for in-depth information on boating and ***Quattroruote*** to stay up to date on the automotive world



An expanding ecosystem

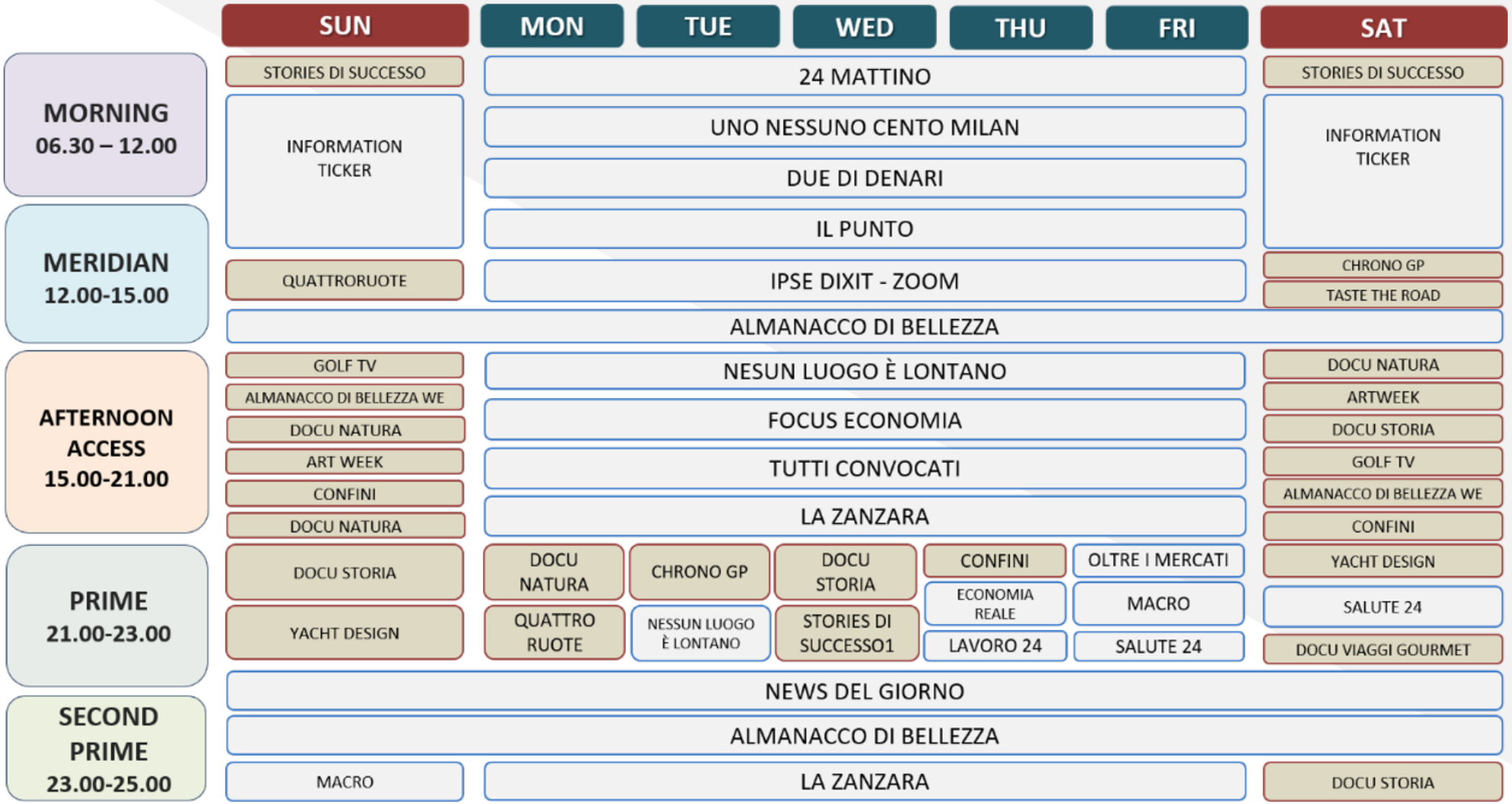
Since autumn, the schedule has been further enriched with numerous contributions, such as the **special programs by 24 ORE Eventi and HTSI**, **live broadcasts from ilsole24ore.com**, **special projects**, and the **sections dedicated to the Group's exclusive professional content**, featuring brands 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



Communication opportunity autumn

Valid from 30 August 2026

PACKAGES	TOT. SPOTS	FREE PLANNING
• *Day 24*	119	
• *Top Time*	126	WEEKLY **SUN-SAT**
• *Biz News*	112	
• *Safe Time*	126	

SPECIAL FORMAT PACKAGES		
• *Diari*	168	WEEKLY **SUN-SAT**
• *5 cose da sapere TV*	140	BI-WEEKLY **SUN-SAT**

BRANDED CONTENT SPECIAL INITIATIVES

- *On Stage*
- *Mondo imprese*
- *Alla luce del sole*
- *HTSI Special Features*

24 ORE System

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.

Calendar 2026 – I° semester

JANUARY

29
Private Equity Days
Emilia Romagna
NEW

FEBRUARY

18
Private Equity Days
Veneto
NEW

25
7^ Welfare & Hr Summit
Milano

MARCH

18
Private Equity Days
Lombardia
NEW

19
8^ Real Estate & Finance Summit
Milano

25
Road To Trento
Brasil

APRIL

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

15
Artigianalità in Italia
Firenze
NEW

22
3^ FITI
Forum Internazionale del Turismo italiano - Piemonte

28
8^ Innovation Days
Lombardia

MAY

4
Road To Trento
Vietnam

5
6^ Merger & Acquisition Summit
Milano

20-24
XXI Festival Dell'Economia di Trento

JUNE

16
8^ Innovation Days
Veneto

17
2^ Acqua Summit
Roma

18
3^ Credit Management Summit
Milano

23
Smart Retail
Milano

25
Logistics Day
Milano
NEW

30
3^ Payments Summit
Milano

Calendar 2026 – II° semester

JULY

2
5^ Economia Del Mare
Genova

7
Italian Waste Economy NEW

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

27
8^ Innovation Days
Puglia

29
6^ Forum Sostenibilità
Roma

NOVEMBER

3
Stati Generali Della Cultura
TBD

3
5^ Global Inclusion
Milano

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
Quantum Revolution NEW
TBD

25
15^ Healthcare Summit
Roma

DECEMBER

3
8^ Innovation Days
Lazio











24 ORE System

24 ORE CULTURA







24 ORE Cultura

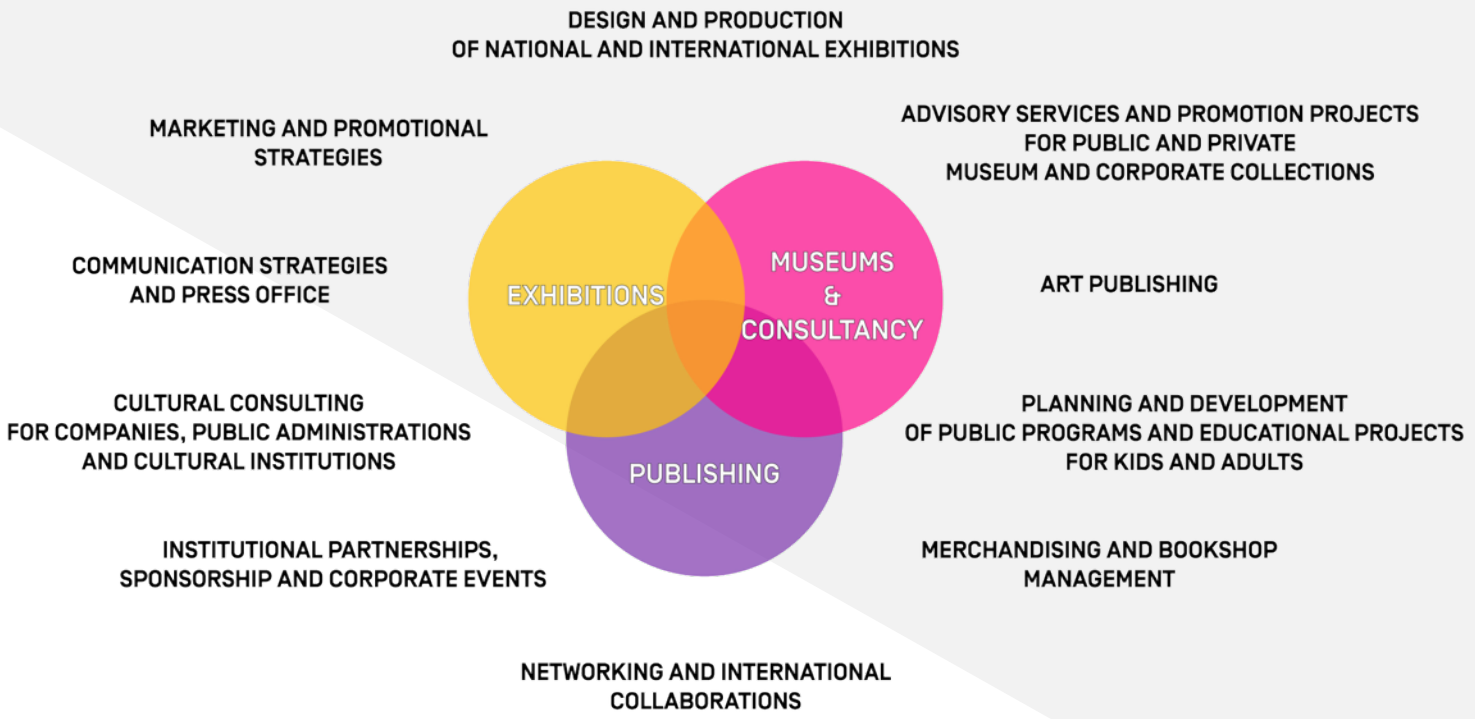
24 ORE Cultura is a market-leading company in the design and creation of art exhibitions and cultural projects.

24 ORE Cultura is a comprehensive strategic cultural partner, capable of supporting public and private institutions as well as national and international companies in promoting and showcasing their heritage, and in implementing projects that view culture as a strategic vehicle for positioning, communication, promotion and CSR, in line with the partners' strategic objectives and the needs of local communities.

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 supports public and private institutions, both national and international, as well as businesses and clients, in promoting and showcasing their archival, artistic and cultural heritage.

MUSEUMS AND CONSULTANCY

24 ORE Cultura is involved in the management of public and private museums and art collections.

A unique case in Italy is the management model of the Mudec – Museum of Cultures, which opened in 2015 and was designed by the renowned architect David Chipperfield.

International exhibitions, **educational activities**, **special events**, **auditorium performances** and **themed stores** can all be found at the MUDEC 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



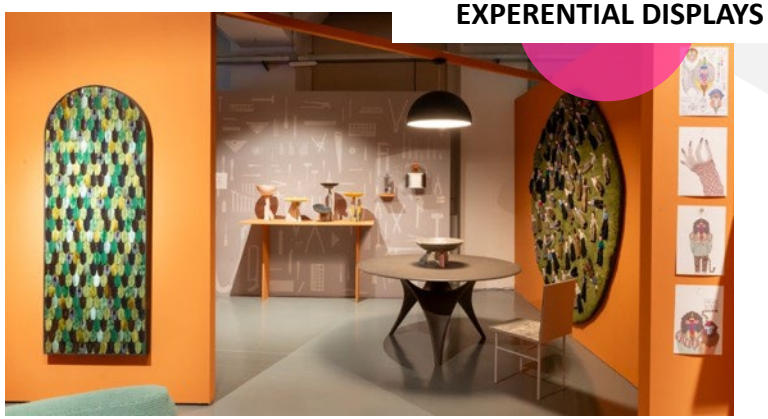
INTESA SANPAOLO S.P.A – IMPRESE VINCENTI
2024

SPECIAL PROJECTS – GIVE AWAY



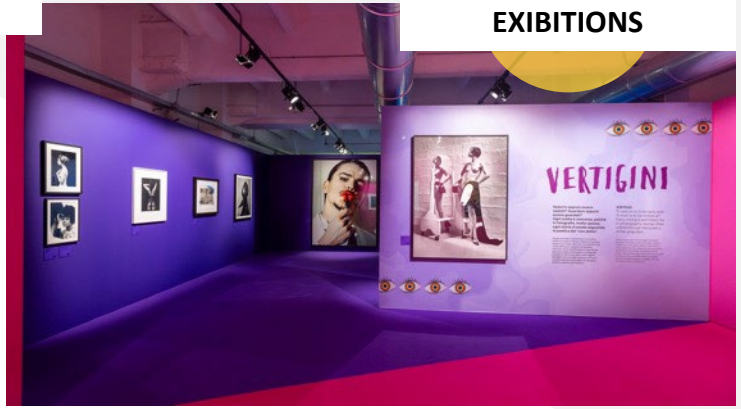
GUESS – WORKSHOP FOTOGRAFICO
MUDEC | January – February 2025

EXPERENTIAL DISPLAYS



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

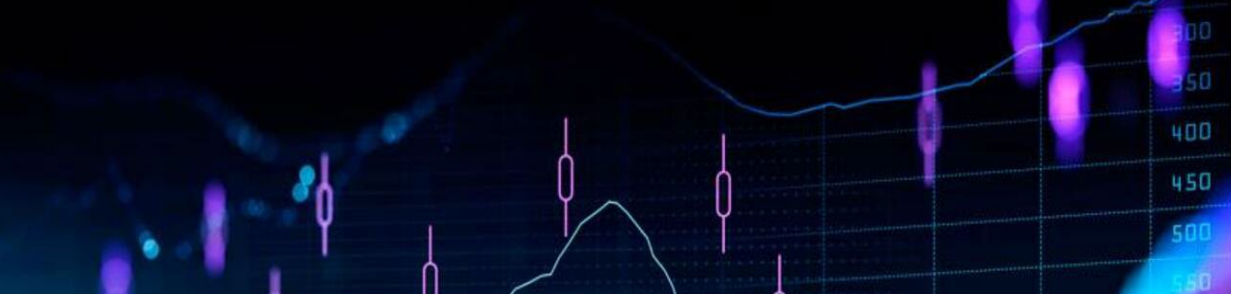
CORPORATE EXIBITIONS



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

Exibitions calendar | 2026

	MUDEC	PALAZZO REALE
SPRING 2026	7 March – 28 June 2026 **100 FOTOGRAFIE PER EREDITARE IL MONDO**	3 February – 14 June 2026 **I MACCHIAIOLI**
AUTUMN 2026	8 October 2026 – 21 February 2027 **MATISSE. SGUARDI SUL MONDO**	1 October 2026 – 31 January 2027 **I BRUEGHEL. UNA DINASTIA DI ARTISTI IN EUROPA**



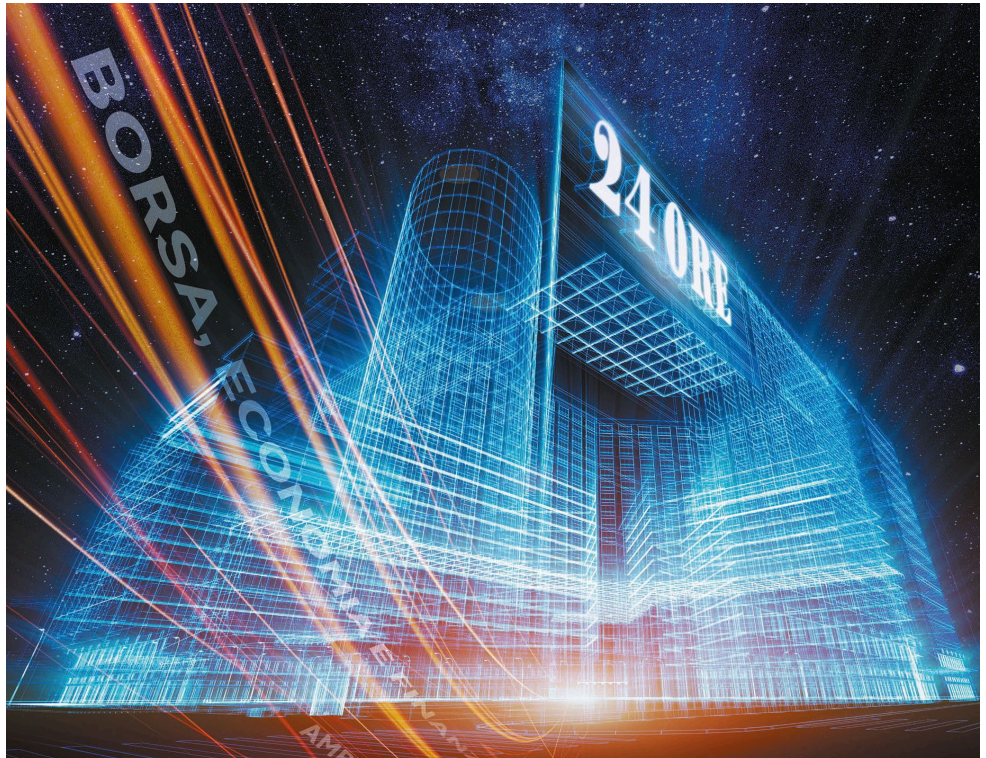
24 ORE System

RADIOCOR











Radiocor

UNI EN ISO 9001:2015 certification - Design and provision of national and international integrated communications press agency services and multimedia editorial information services (AF39)

- **Real-time** political, economic and financial news from Il Sole 24 ORE is provided by Il Sole 24 ORE Radiocor, the news agency of Il Sole 24 Ore, which for over 70 years has been gathering, processing and distributing news.
- Radiocor's news service is delivered to more than **100 national media outlets** and is used by **Italian and European institutions**, **listed companies and banking groups**, as well as **media relations agencies**. Through partnerships with **Dow Jones Newswires** and **Bloomberg**, it reaches investors, traders and finance and economics professionals **worldwide**.
- Radiocor provides **reliable news, data and analysis** on key topics such as politics, economics and finance, global economic outlook, equity and bond markets, corporate and institutional finance, corporate events and IPOs, regulation and policy.
- The offering is complemented by **customised editorial products and tailor-made content** designed to update and enrich clients' communication channels.

3 Newsroom in Milan, Rome and Brussels

The organisation includes **8** offices in Italy and **4** abroad

700 stories
More than 500 in Italian and 200 in English per day

2M
articles in the Radiocor archive (since 2000)

1,2M
users across 192 countries

Group social channels reach at least **4 million** followers. From 2025 also via **DTT channels and streaming platforms**

International distribution & partnerships

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

News distributed via websites reaching an average of **5M** page views/day and/or **1M** daily unique browser

Audio, video and multimedia content



24 ORE System

24 ORE PODCAST



























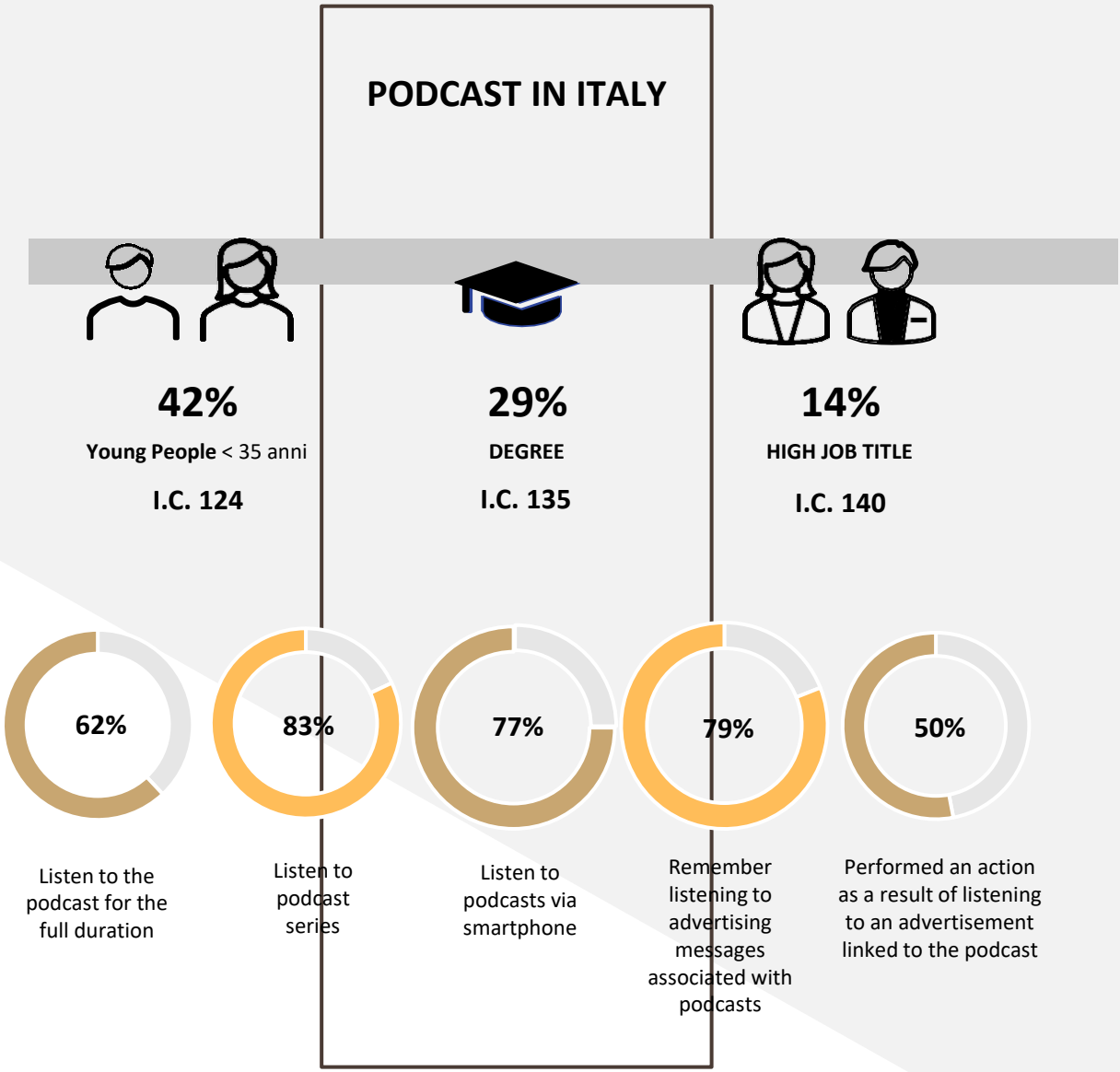
Podcast

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.

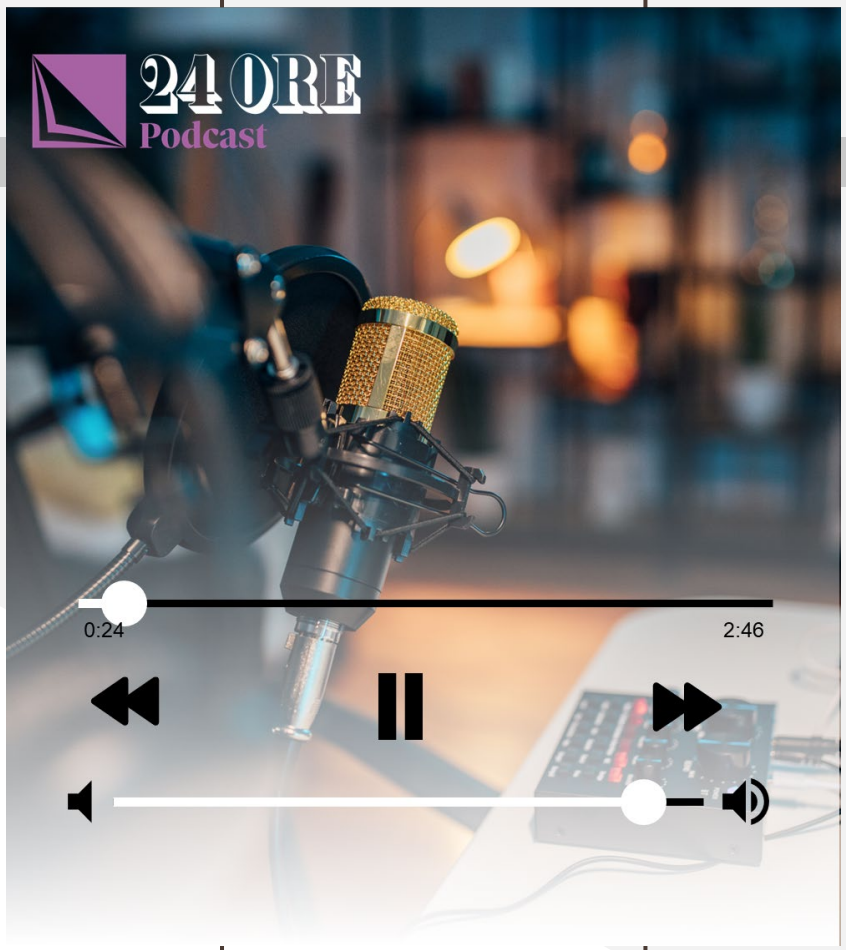
Within the **podcasts, the 'content' is the key to building a product** that combines **EDITORIAL QUALITY** and **ENTERTAINMENT**. The expertise in podcast production is characterised by **in-depth**, **vertical** and **high-quality content**.



Source: Ipsos Digital Audio Survey 2025

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

24Ore Podcast: digital audio and sponsorship offers

DIGITAL AUDIO NETWORK IN GR

Radio24

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

18 MIO AUDIO IMPS MEDIA/ MESE*

Il Sole 24 ORE.com

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

1 MIO AUDIO IMPS MEDIA/ MESE**

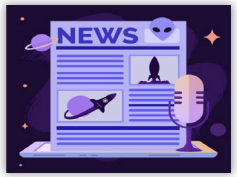
TUTTOmercatoWEB.com

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



Radio24
- 24 Mattino
- La Variante Parenzo*
- Uno, nessuno, 100 Milan
- Nessun luogo è lontano
- That's America*

Il Sole 24 ORE.com
- Start
- Macro

ECONOMIA & RISPARMIO



Radio24
- Focus Economia
- Due di Denari

Il Sole 24 ORE.com
- Crypto
- Market Mover

SPORT



Radio24
- Tutti convocati
- In campo con Pardo

TUTTOmercatoWEB.com AUDIO NETWORK
- TMW GR

PODCAST SPONSORSHIP PROGRAMMES AND ORIGINAL SERIES

Il Sole 24 ORE.com
- Start
- Macro
- Crypto
- Market Mover

Radio24
- Fallo!
- 2024 Speciale Intelligenza Artificiale

FORMAT AVAILALBE 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.





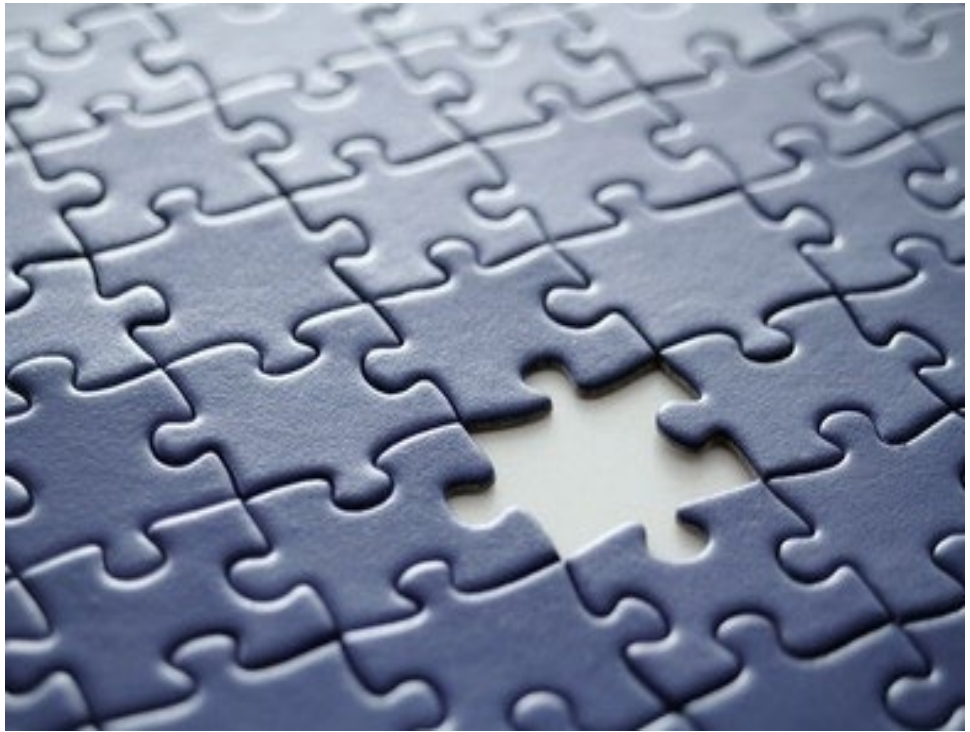


24 ORE System

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**.

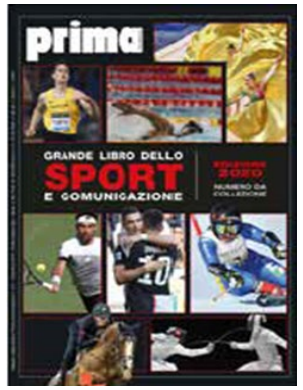
With 10 issues per year, Prima Comunicazione has about 9,000 copies distributed at newsstands and about 2,500 copies in print + digital subscription**.**



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

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.

19 Mio Unique Users*

- **8,8 Mio** women
- **10 Mio** men
- **4,5 Mio** < 35y.o.
- **7,4 Mio** professional***

357 Mio Page Views**

77 Mio Video Views**

*Fonte: *Audicom Digital– Jan 2026; ** Google Ad Manager Mar 2026; *** Audicom Digital: administrative employees, managers, professionals, self-employed workers, and entrepreneurs*

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.

735.000 UU
413.000 PV
1.044.000 PRE-ROLL

LAPRESSE
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.

418.000 UU
999.000 PV
329.000 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.

772.000 PV
485.000 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.

1.5 MILIONI UU
3.9 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

2.2 MILIONI UU
83.8 MILIONI PV
17.3 MILIONI PRE ROLL

ticketone

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

5.3 MILIONI UU
23.4 MILIONI PV

DAGOSPIA.com

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

1.3 MILIONI UU
74.8 MILIONI PV
786.000 PRE-ROLL

Source: Audicom Sistema Audiweb - January 2026 (Unique Users); GAM March 2026 (PV e Preroll)

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.

535.000 UU
1.0 MILION PV
2.7 MILION PRE-ROLL

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.

5.1 MILION UU
45.2 MILION PV (SITO)
25.9 MILION 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

1.7 MILION UU
4.4 MILION PV
1.0 MILION 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.

132.000 UU
176.000 PV
720.000 PRE ROLL

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.

1.3 MILION UU
2 MILION PV
444.000 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.

Source: Audicom Sistema Audiweb - January 2026 (Unique Users); GAM March 2026 (PV e Preroll)

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

1.476.000
Listeners
AYF

119
AFFINITY WITH HIGH-PROFILE TARGET AUDIENCE**

Source: Audiradio 2025 Year. ***Target: people over 35 years old, man 70 women 30, Business + emplyees

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.





24 ORE System

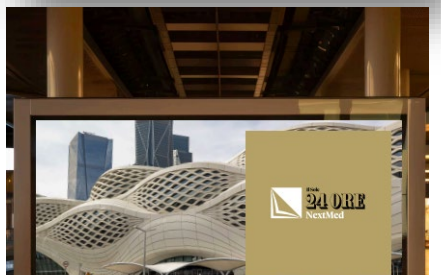
EDITORIAL PROJECTS



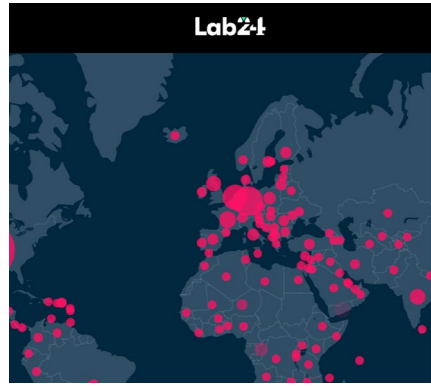


















24 ORE SALUTE

Our presence: unique in the diversity of our content

Healthcare Summit
Insurance Summit
Salute in azienda
Proteggi oggi il tuo domani
Tailor Made Events

Editorial Podcast

Branded Content

Newspaper, website and Related initiative
- Dedicated page on tuesday
- Rapporti e dossier
- I quaderni di sanità
- Guides
- Book
- Enigmistica24 "Prevention through play"

Obiettivo Salute
(*3 daily dates*)
DRT «Salute Mentale»
DRT «Longevity: Vivere Meglio, Vivere A Lungo»
Tailor Made Projects

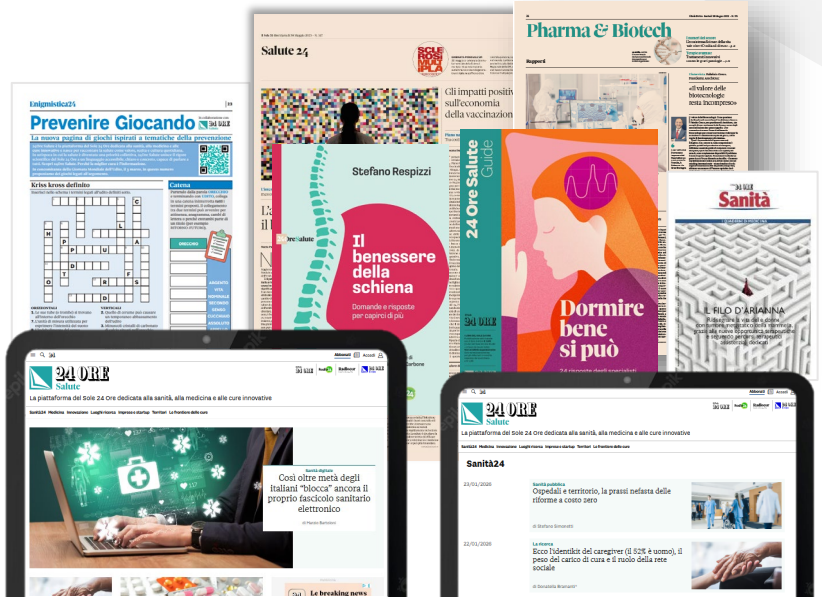
Obiettivo Salute
Salute 24
Special Events

Radiocor Bulletin
Plus Health
Tailor Made Projects













ONLINE SECTIONS
Salute e Sanità24
Thematic Lab24 long-form features
Association Platform
Video series"La prevenzione in pillole"

24 ORE NextMed

Il Sole 24 Ore's platform dedicated to the Wider Mediterranean



NEWSPAPER

ONLINE SECTION
24orenextmed.com

THE MANIFESTO AND THE OBSERVATORY

MULTIMEDIA AND TV DEVELOPMENT

- TV
- PODCAST
- SOCIAL

INFOGRAPHICS

- AM^ND REPORTS

EVENTS

- Main Event «Mediterraneo»
- Webinar
- Tailor made

AGENCY

- AD HOC Radiocor Bullettin
- Videointerviews
- Video reports

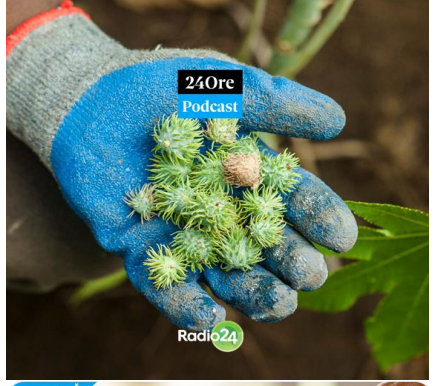


24 ORE System

COMUNICAZIONE SU MISURA















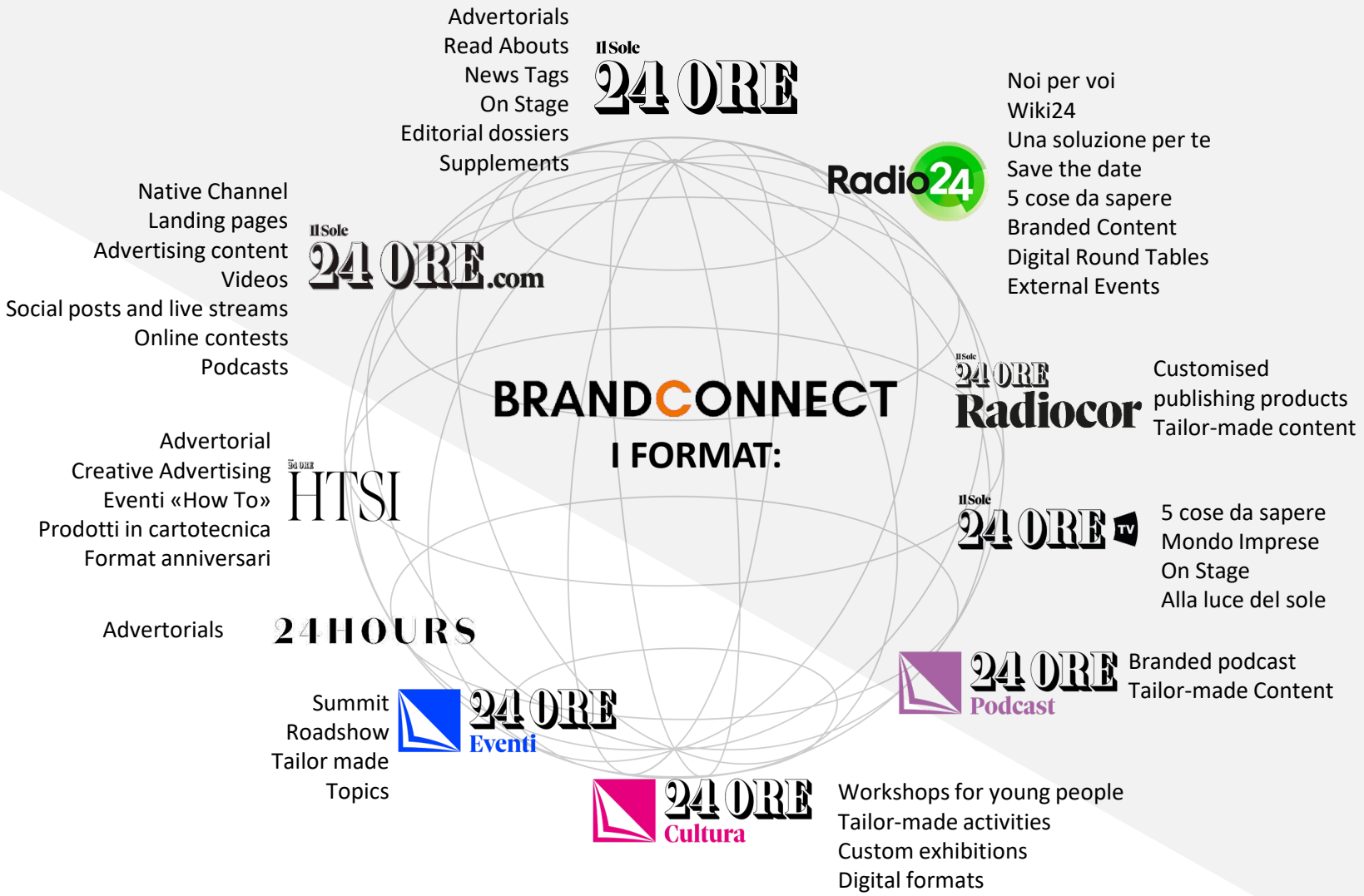






Project opportunities

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.

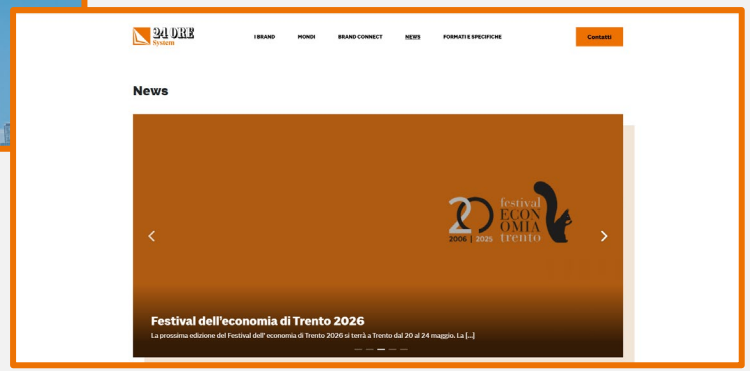


The website





BRAND



NEWS



WORLDS



BRAND CONNECT

https://24oresystem.ilsole24ore.com







THANK YOU

24 ORE System























