


SYSTEM ADVERTISING COMMUNICATION

Advertising rates and formats of Il Sole 24 ORE



The Il Sole 24 ORE week

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Il Sole 24 ORE	Il Sole 24 ORE	Il Sole 24 ORE	Il Sole 24 ORE	Il Sole 24 ORE	Il Sole 24 ORE	Il Sole 24 ORE
NORME E TRIBUTI	FINANZA & MERCATI	FINANZA & MERCATI	FINANZA & MERCATI	FINANZA & MERCATI	FINANZA & MERCATI	DOMENICA
AFFARI PRIVATI	RAPPORTI	<ul style="list-style-type: none"> ● BOURSE ● LONDRESA ● CENTINERMI ● NEREPORT ● NEREORIST ● OLE 	nova		PLUS 24	
				Ventiquattro	MondoImmobiliare	

Il Sole 24 ORE – Circulation and readership



- **Highly educated** (30% of readers are university graduates).
- **High socio-economic class** (42% belong to the upper/upper-middle socio-economic classes).

⇒ High quality target audience



Total circulation: 344,521 copies

Source: ADS Media Mobile December 06 – November 07

Average no. daily readers

1,208,000 readers



800,000 men
408,000 women

Circulation throughout Italy

	North West	36%
	North East	22%
	Centre	27%
	South and Islands	16%



Source: ADS 2006

page 3



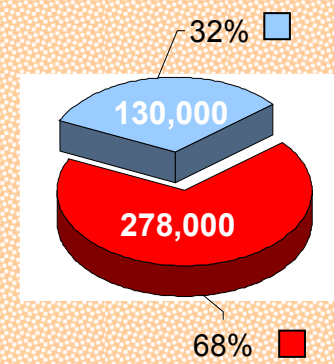
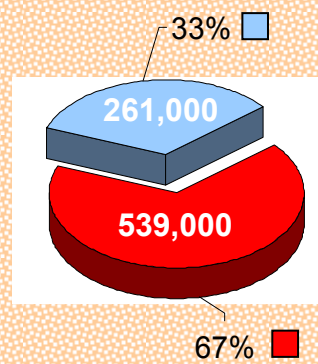
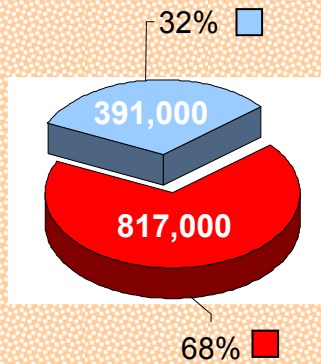
Source: Audipress 2007.1

Il Sole 24 ORE – exclusive readership

Total adult readers: 1,208,000
Total and **exclusive adult** readers

Total male readers: 800,000
Total **male** and **exclusive** readers

Total female readers: 408,000
Total **female** and **exclusive** readers



■ Readers of Il Sole 24 ORE and Il Corriere della Sera and/or La Repubblica

■ **Exclusive readers***

*exclusive readers are those readers who read neither Il Corriere della Sera nor La Repubblica.

Il Sole 24 ORE advertising rates

Since January 2008



Il Sole 24 ORE

A full colour daily newspaper with a flexible range of formats.

MODULE (mm h24 x w42)	Euro	B/W	Listing - Annual solar subscription	COST PER LINE (euro)
commercial advertising	1,770.00		<i>Rates valid as of 31st december 2008</i>	
corporate advertising	1,770.00		Luxembourg foreign funds	1,690.00
property (Thu-Sat)	1,750.00		foreign common funds and SICAV	1,690.00
special reports	1,770.00		Italian common funds and italian SICAV	900.00
tender	750.00	580.00	pension funds	960.00
pure financial	1,870.00	1,200.00	closed-end funds	960.00
expandi market, MTF	890.00	620.00	foreign actions	2,080.00
tombstone/financial highlights/budget abstracts	1,150.00	900.00	ETF - Exchange Traded Funds	1,690.00
2008 ISVAP rate	1,200.00	940.00	speculative funds	960.00
recruitment (Wed)	1,150.00	760.00	covered warrant	960.00
shipping: commercial	1,570.00	1,030.00	indexes	1,690.00
			Insurance Unit and Index Linked	960.00
WORD				
death notice	19.00			
classified advertising	9.00			
La Settimana Immobiliare - 20 words	250.00			
(supplement for word: bold-face type: + 100%)				
INSERTS (examples)				
inserts (total circulation)	163,530.00			
inserts (subscribers circulation)	87,450.00			
inserts (newsstand circulation)	87,450.00			
flexography	69,210.00			

Il Sole 24 ORE advertising rates and formats

Since January 2008

Guaranteed positions

Format 1, alone on page, 32 mod. footer, p.3	+ 40%
Format 2, alone on page, 32 mod., before p. 7	+ 30%
Format 3, alone on page, 50 or 56 mod. before p. 9	+ 30%
First full left-hand page, before p. 6	+ 30%
First full right-hand page, before p. 9	+ 30%
Back page	+ 30%
Consecutive positions	+ 50%
66 and 72 modules, alone on page	+ 30%

New

FIXED POSITIONS

		h x w	Euro
Both earpieces front page Mondo & Mercati (Mon-Sun)	mm	35 x 60	14,870.00
Both earpieces front page Finanza & Mercati (Tue-Sun)	mm	35 x 60	13,800.00
Both earpieces front page Mondo & Mercati (Tue)	mm	35 x 60	12,740.00
Both earpieces Sunday (supplement Domenica)	mm	35 x 60	12,740.00
Both earpieces Job24 (Wed)	mm	35 x 60	12,740.00
Both earpieces front page Affari Privati (Mon)	mm	35 x 60	12,740.00
Both earpieces Economia e Imprese (Tue-Sun)	mm	35 x 60	12,740.00
Both earpieces front page Norme & Tributi (Mon-Sun)	mm	35 x 60	12,740.00
Earpiece Casa & Case (Sat)	mm	88 x 87	12,740.00
Earpiece Dossier (Mon)	mm	88 x 87	12,740.00
Earpiece Rapporti (Tue)	mm	88 x 87	12,740.00
Earpiece Nòva24 (Wed)	mm	37 x 150	12,740.00
Earpiece Mare	mm	88 x 87	12,740.00
Earpiece Mondo Immobiliare	mm	88 x 87	12,740.00
6 modules window front page right (Tue-Sun)	mm	88 x 87	15,690.00
6 modules window front page left (Tue-Sun)	mm	88 x 87	15,690.00
6 modules window front page Finanza & Mercati (Tue-Sat)	mm	88 x 87	13,800.00
6 modules window Nòva24 (Thu)	mm	88 x 87	12,740.00
6 modules window Sunday (supplement Domenica)	mm	88 x 87	12,740.00
8 modules window front page Risparmio e Famiglia (Sun)	mm	120 x 87	16,990.00
8 modules front page Affari Privati (Mon)	mm	120 x 87	16,990.00
8 modules front page Finanza & Mercati (Sun)	mm	152 x 87	16,990.00
15 modules window front page Norme e Tributi (Mon)	mm	152 x 133	31,860.00
15 modules window front page (Mon)	mm	152 x 133	37,170.00
15 modules front page Mondo Immobiliare	mm	133 x 152	31,860.00
9 modules centre page Risparmio Gestito 2 (Tue- Sat)	mm	88 x 133	19,950.00
9 modules centre page Mercati Azionari Mondo (Tue-Sat)	mm	88 x 133	19,950.00
24 modules strip last page Finanza & Mercati (Tue-Sat)	mm	88 x 360	55,220.00

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Guaranteed positions – available from 02/01/08

New



WHERE

On the first pages of the newspaper.



WHY

To guarantee clients the certainty of appearing among the first pages.



page 7

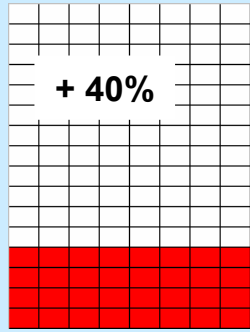


N.B. The following positions are not available in MONDAY's edition

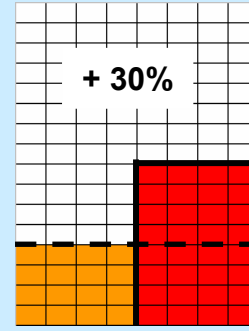
Premium positions (Tuesday – Sunday)

New

FIRST ADVERTISING POSITION - SOLUS



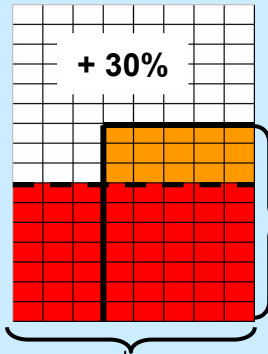
32 Modules STRIP
(PAGE 3)



32 Modules

OR

32 Modules STRIP
(PAGINA 5 OR 7)



50 Modules

OR

56 Moduli

NOT AFTER PAGE 9

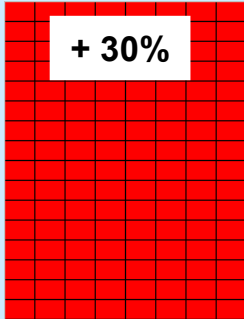
page 8



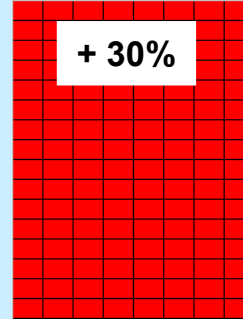
Premium positions (Tuesday – Sunday)

New

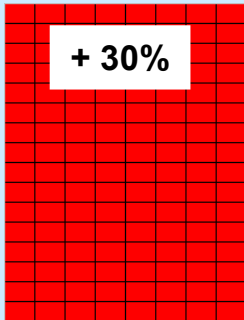
FIRST FULL PAGE POSITION (PAGE 4 or 6)



FIRST FULL PAGE RH POSITION (PAGE 7 or 9)



FIRST SECTION BACK COVER



page 9

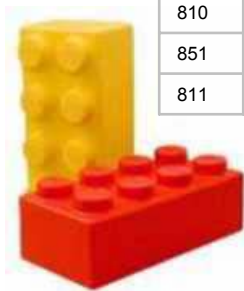


II Sole 24 ORE advertising formats



	Code	Modules	High x Width
STRIP 32 modules	844	32 MODULES (8X4)	120X360
FAKE HALF PAGE	834	56 MODULES (8X7)	215X360
HALF PAGE	838	64 MODULES (8X8)	247X360
JUNIOR PAGE	827	72 MODULES (6X12)	375X269
PAGE	835	128 MODULES (8X16)	502X360
50 MODULES	825	50 MODULES (5X10)	311X224
QUARTER PAGE	822	32 MODULES (4X8)	247X178
FAKE DOUBLE HALF PAGE	836	119 MODULES (17X7)	215X757
DOUBLE HALF PAGE	881	136 MODULES (17X8)	247X757
DOUBLE PAGE	837	272 MODULES (17X16)	502X757

807	4 MODULES (2X2)	056X087
808	6 MODULES (2x3)	088X087
809	8 MODULES (2X4)	120X087
810	10 MODULES (2X5)	152X087
851	12 MODULES (2X6)	184X087
811	16 MODULES (2X8)	247X087

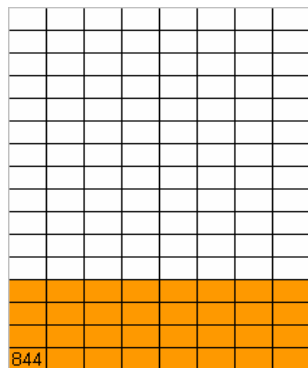


812	6 MODULES (3X2)	056X133
813	9 MODULES (3X3)	088X133
814	12 MODULES (3X4)	120X133
815	15 MODULES (3X5)	152X133
816	21 MODULES (3X7)	215X133
817	24 MODULES (3X8)	247X133
830	48 MODULES (3X16)	133X502
818	12 MODULES (4X3)	088X178
819	16 MODULES (4X4)	120X178
820	20 MODULES (4X5)	152X178
821	28 MODULES (4X7)	215X178
831	64 MODULES (4X16)	502X178
823	20 MODULES (5X4)	120X224
832	80 MODULES (5X16)	502X224

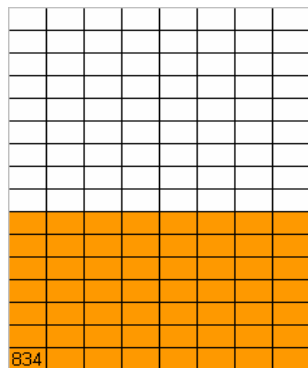
N.B. Only financial and legal ads.

802	2 MODULES (1X2)	056X042
803	3 MODULES (1X3)	088X042
804	4 MODULES (1X4)	120X042
805	5 MODULES (1X5)	152X042
806	8 MODULES (1X8)	247X042

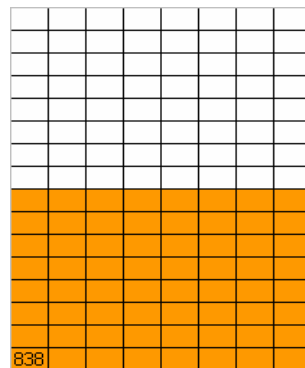
II Sole 24 ORE advertising formats



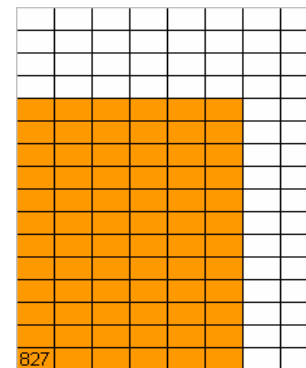
STRIP 32 modules



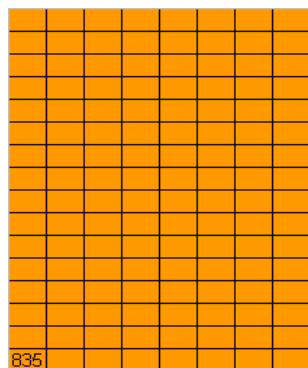
FAKE HALF PAGE



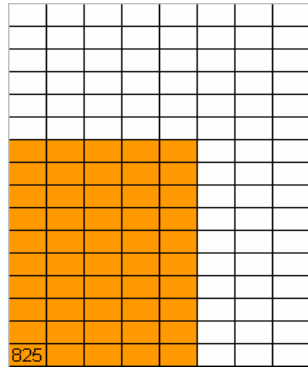
HALF PAGE



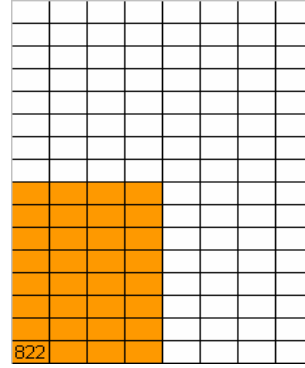
JUNIOR PAGE



PAGE

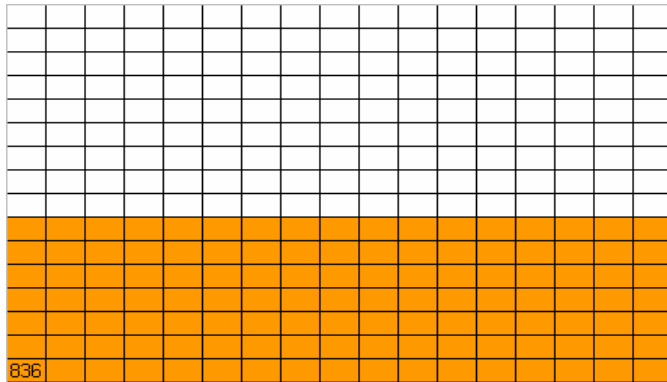


50 MODULES

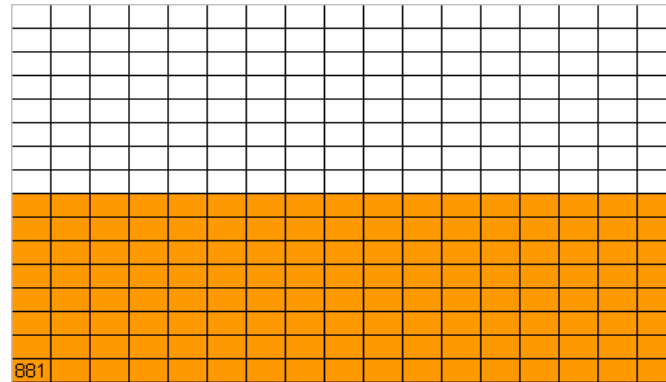


QUARTER PAGE

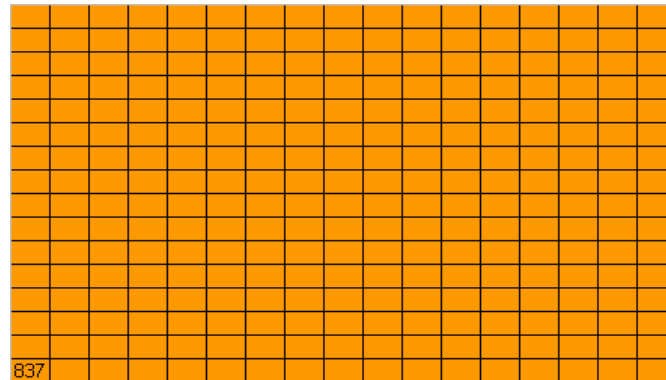
II Sole 24 ORE advertising formats



FAKE DOUBLE HALF PAGE SPREAD

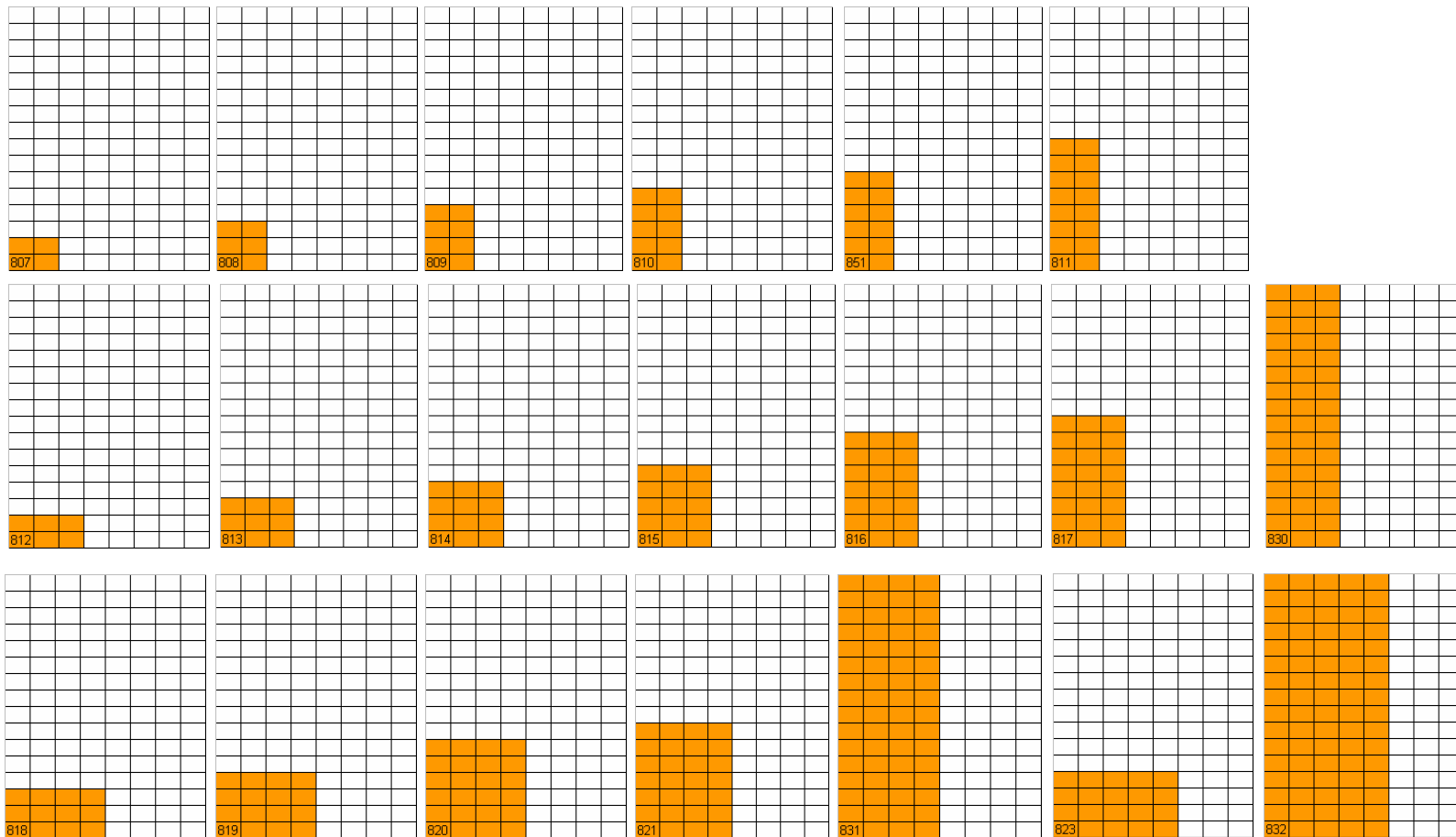


DOUBLE HALF PAGE SPREAD



DOUBLE PAGE SPREAD

II Sole 24 ORE advertising formats



Technical data



Printing process

Roto-offset printed in Milan, Bologna, Carsoli, Verona, Catania, Benevento, Cagliari and Brussels.

Page size: h502 x w360.

DIGITAL TECHNOLOGY ONLY

Please contact the International Department at + 39 02 30223809 or + 39 02 3022 3527

For tender advertisements:

Typewritten text and logos required, or word file testierized and correct, logo in .tiff and/or .jpg format.

Technical specifications for print:

Il Sole 24 ORE is printed with Roto-Offset technology coloured pink paper that weighs 42 g/mq.

Printing of advertisements must be in order to respect quality criteria:

Black/White

Min. dot percentage (lights): retino 5%

Max. dot percentage (blacks): retino 90%

Colour

For light subjects the values to follow are (min/max):

CYAN=6/90% MAGENTA=4/80% YELLOW=4/80% BLACK=0/80%.

For dark subjects use U.C.R. (Under Color Removed) with 250% total INK and a 100% black limit.

Copy deadline 4 days prior to publication date.

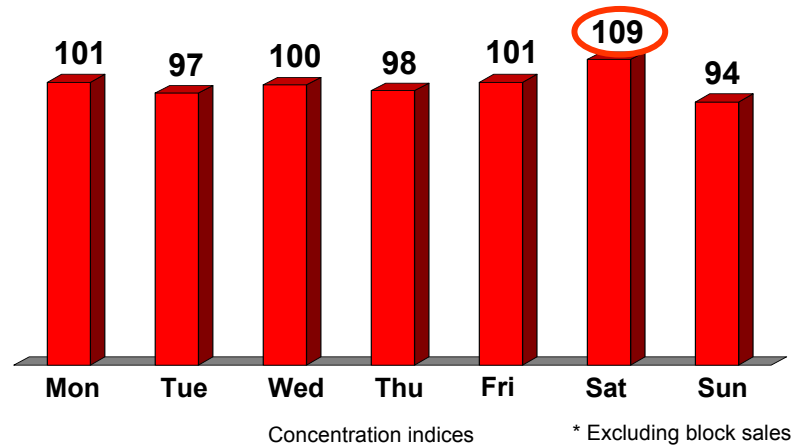
Plus24: useful advice for savers

Every Saturday, the tabloid supplement that casts a close eye on the world of finance: a clear, comprehensive and essential guide for savers looking for the investment options that best suit their needs.

ArtEcomony (from July 2007, the first Saturday of the month) is a new regular section in Plus24 focusing on the modern and contemporary art market.



Average paid* daily circulation of Il Sole 24 ORE
Period January – November '07 (Source: Publisher)



Plus24 advertising rates and technical data

Since January 2008

FORMATS		Euro
	mm (h x w)	COLOUR
Window front page	40 x 80	15,990.00
Single earpiece	33 x 56	5,330.00
Window third page	40 x 121	6,580.00
Strip	82 x 247	34,790.99
1/4 page	166 x 121	47,000.00
1/2 page	166 x 247	95,140.00
Page	346 x 247	189,190.00
DPS	346 x 514	370,750.00

We only accept digital material (see page 13)

Copy deadline 7 days prior to publication date.

Local supplements – National coverage – Flexible communication

Every Wednesday the local supplements provide valuable analysis to help readers understand increasingly complex local socio-economic issues.

They provide comprehensive and authoritative analysis of regulatory activity in the regions and other institutions, of economic and business issues, and of employment problems with particular focus on the younger sections of society.

^{24 ORE} NORDEST

Readers: 169,000
Circulation: 44,494

VENETO
TRENTINO A. A.
FRIULI V. G.

^{24 ORE} NORD OVEST

Readers: 138.000
Circulation: 36.673

PIEDMONT
LIGURIA
VALLE D'AOSTA

^{24 ORE} CENTRONORD

Readers: 281,000
Circulation: 87,581

EMILIA ROMAGNA
TUSCANY
MARCHE
UMBRIA

^{24 ORE} SUD

Readers: 226,000
Circulation: 38,907

CAMPANIA
PUGLIA
CALABRIA
BASILICATA
SICILY

From 7 November 2007

New

^{24 ORE} LOMBARDIA LOMBARDY

Readers: 261,000
Circulation: 86,554

From 10 October 2007

New

^{24 ORE} ROMA LAZIO

Readers: 84,000
Circulation: 36,345



With the Wednesday issue priced 1.50€



Local supplement advertising rates and technical data

Since January 2008

II Sole 24 ORE NORDEST / CENTRONORD

	<i>Euro</i>	
MODULE	COLOUR	B/W
Commercial	380.00	
Tender	300.00	220.00
FIXED POSITIONS		
Pair of ear-pieces front page	2.480,00	
Window front page 6 mod., left	3.470,00	
Window back page 6 mod., right	3.470,00	
Back page	58.370,00	

II Sole 24 ORE LOMBARDIA

	<i>Euro</i>	
MODULE	COLOUR	B/W
Commercial	400.00	
Tender	300.00	220.00
FIXED POSITIONS		
Pair of ear-pieces front page	2.600,00	
Window front page 6 mod., left	3.640,00	
Window back page 6 mod., right	3.640,00	
Back page	61.440,00	

Technical specifications for print:

II Sole 24 ORE is printed with Roto-Offset technology coloured pink paper that weighs 42 g/mq.

Printing of advertisements must be in order to respect quality criteria:

Black/White

Min. dot percentage (lights): retino 5%

Max. dot percentage (blacks): retino 90%

Colour

For light subjects the values to follow are (min/max):

CYAN=6/90% MAGENTA=4/80% YELLOW=4/80% BLACK=0/80%.

For dark subjects use U.C.R. (Under Color Removed) with 250% total INK and a 100% black limit.

Copy deadline 15 days prior to publication date, on digital support (cd-rom) or by email (pdf-jpg-tiff file)

II Sole 24 ORE NORDOVEST / SUD / ROMA

	<i>Euro</i>	
MODULE	COLOUR	B/W
Commercial	340.00	
Tender	300.00	220.00
FIXED POSITIONS		
Pair of ear-pieces front page	2.160,00	
Window front page 6 mod., left	3.030,00	
Window back page 6 mod., right	3.030,00	
Back page	52.220,00	