

Rinnovabili



MEDIA KIT

2024-2025



Target Audience

Newspaper

550K

Monthly Visitors

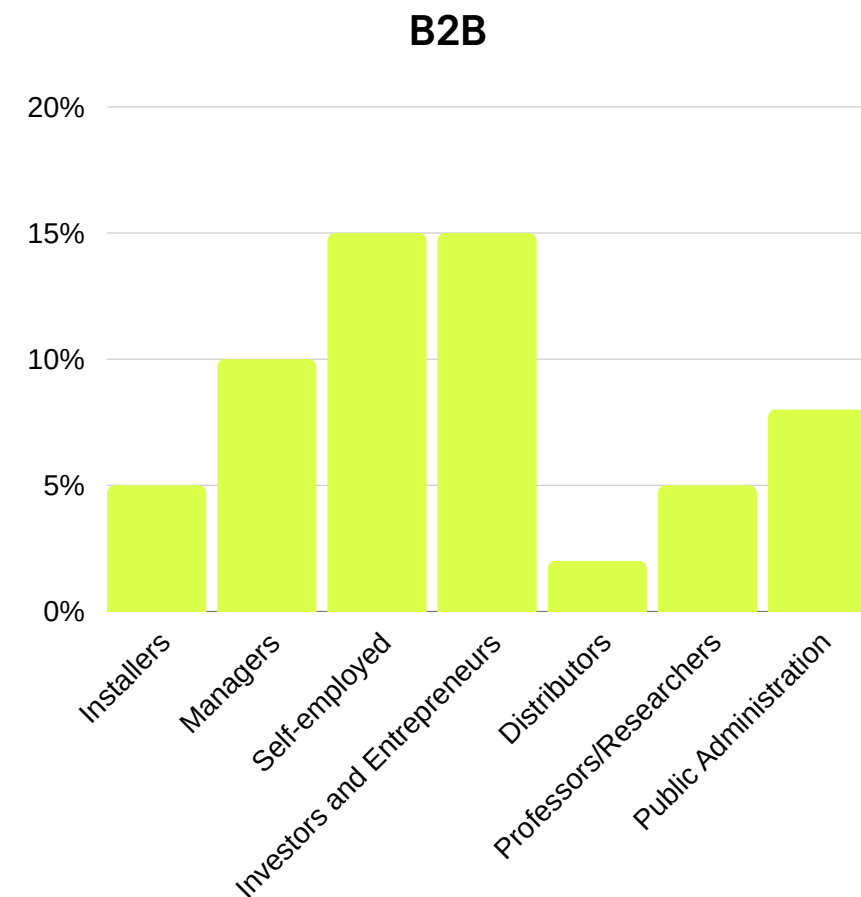
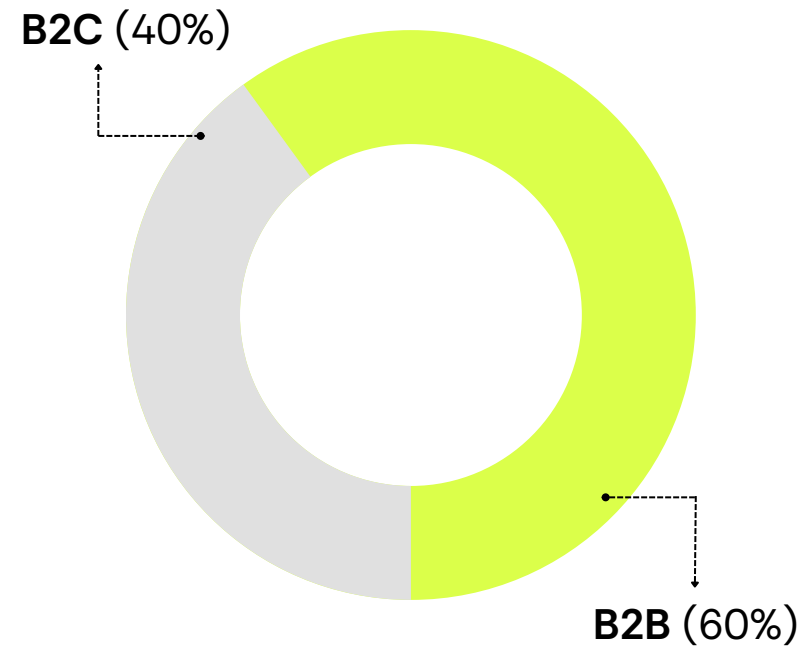
1.6M

Monthly Views

1m 29s

Average session duration

Segmentation



Newsletter

27k+
total subscribers

26%
Open Rate

3.5%
Click Rate

DEM

7k+
selected
subscribers

25%
Open Rate

1.3%
Click Rate

Social Media followers

60k
Facebook

47k
Linkedin

19k
X (Twitter)

Multichannel Solutions



NEWSPAPER

- Articles
- SEO Boost
- Banners
- Video



SOCIAL

- Facebook
- LinkedIn
- X (Twitter)
- Instagram



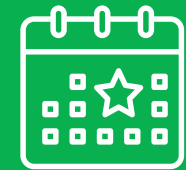
EMAIL MARKETING

- Weekly and vertical newsletters
- DEM



PODCAST

*On Spotify
with our expert
Silvia Lanzarotto*



EVENTS

- Partnership
- Media Coverage
- Sponsorship

PARTNERSHIP

- Dedicated brand content section and advertising package benefits*
- branded thematic magazine for enhanced communication and SEO
 - exclusive sponsorship of existing sections to maximize the brand's recognition



Articles

Interview

Highlight your company's strategies and innovations through **in-depth dialogue** with our **expert journalists**

Featured Editorial

A platform to **showcase your expertise**, turning **technical complexities** into engaging and informative narratives capable of capturing the interest of the industry

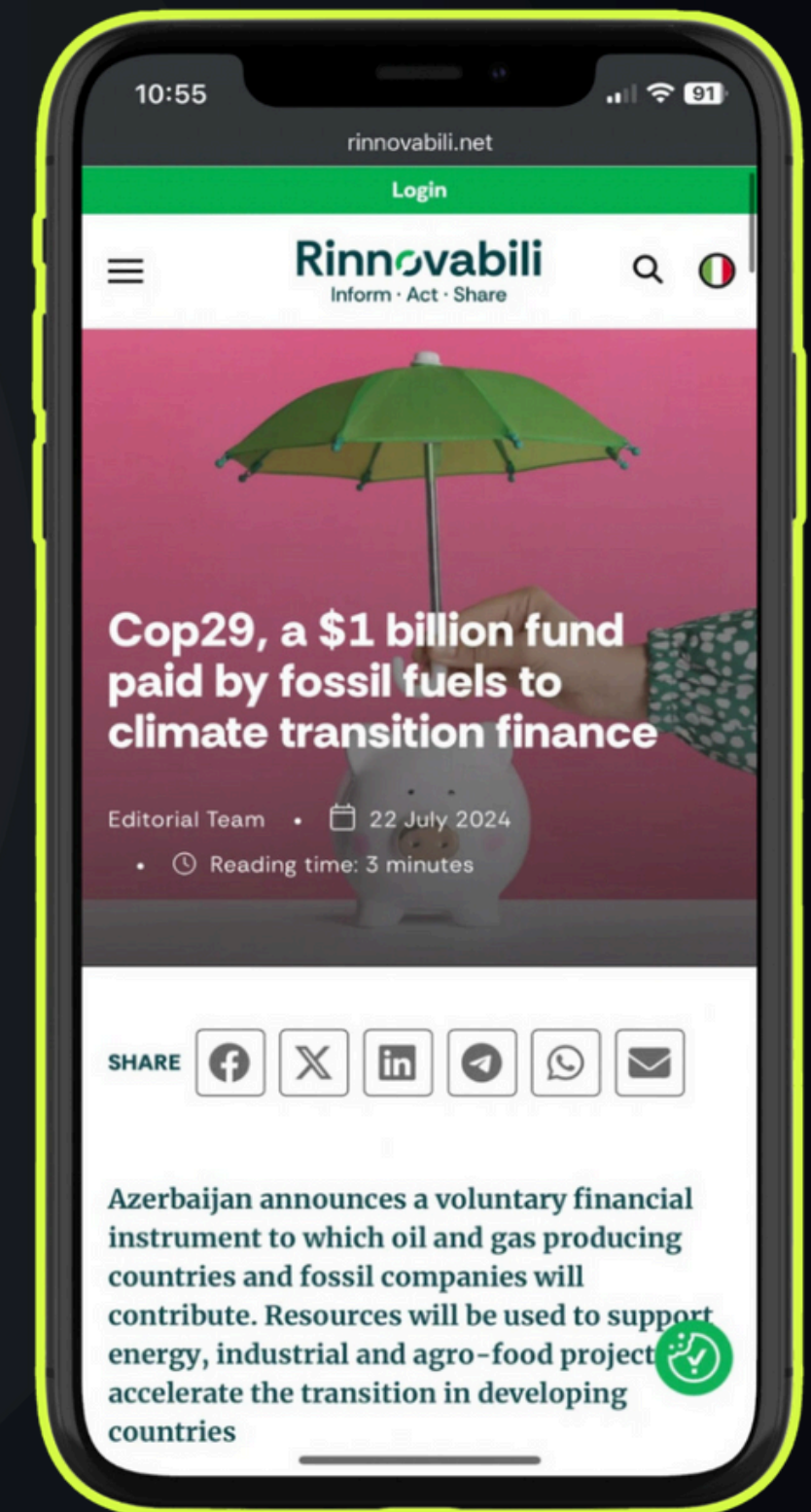
Advertorial

Advertising article **written by the customer** and approved by the editorial staff, complete with text and images

✓
**Excellent
Visibility**

✓
**Expert
Storytelling**

✓
**High Editorial
control**



SEO Boost

Media Press Service

We provide a media press service to **90 news aggregators**, enhancing web reputation and driving traffic directly to your website.

Tips and Insights - Linkbuilding

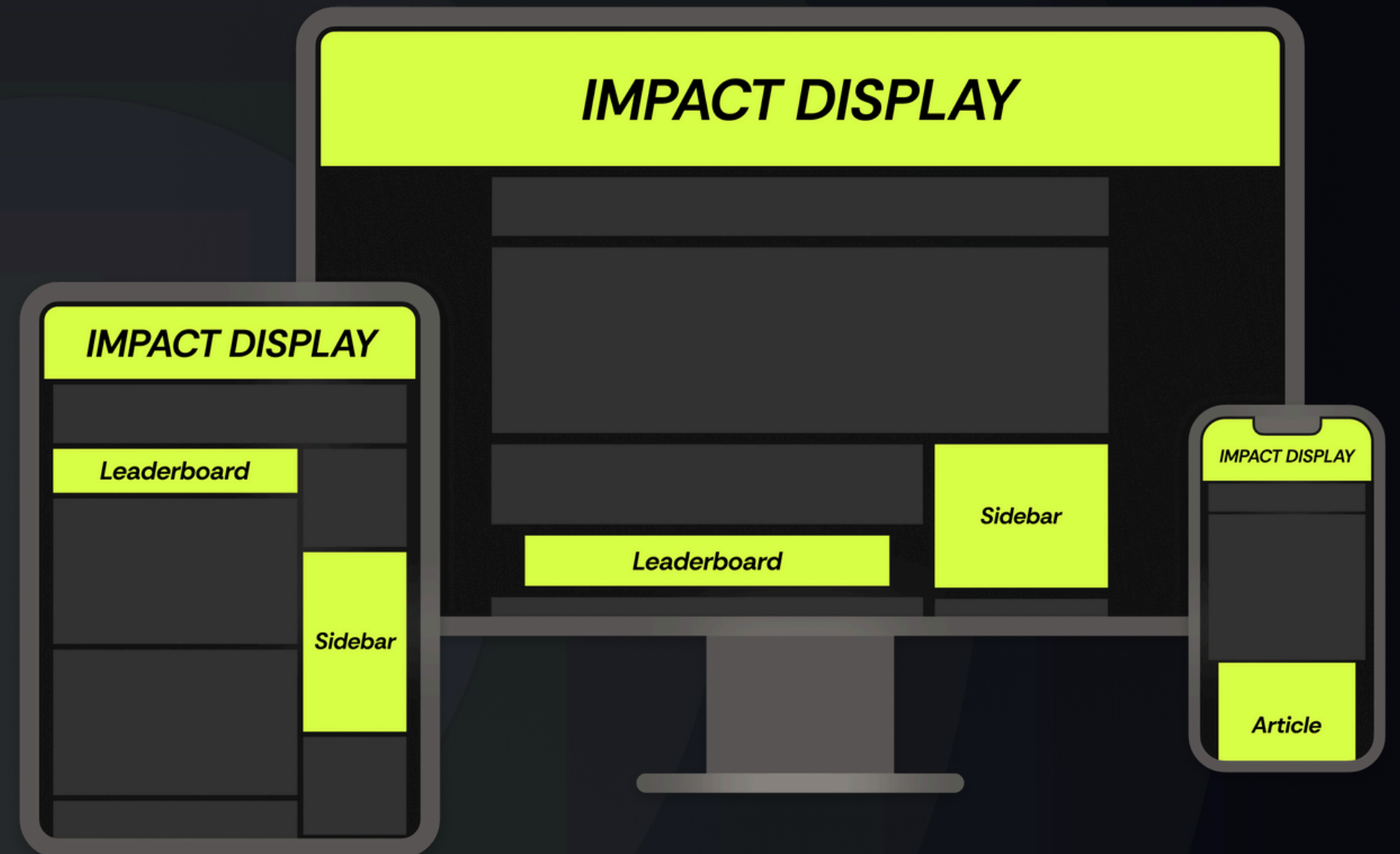
Quality content to boost your backlink profile and SEO



Display Campaign

Increase your Visibility through

- **Impact Display:** exclusive positioning on top of the page run of site (1920x120px)
- **Leaderboard** on the homepage for maximum visibility (700x120px)
- **Article Banner** integrated into the text for direct engagement (550x120px)
- **Sidebar**, present in every section of the website (300x250px)



Average Monthly Views

- Impact Display on Homepage: + **1.683.516**
- Leaderboard on Homepage: **493.516**
- Banner Article: **227.052**
- Banner Sidebar: **447.227**

Newsletters

Reach a broader audience through our high-impact banner or engaging article placement

- **Banner:** Stand out in our Newsletters (300x250px)
- **Article:** Get your article noticed by a wide audience of readers

8 Vertical Newsletters

- Weekly Newsletter (every Saturday)
- Circular Economy (2/month)
- Agrifood (2/month)
- Greenbuilding (2/month)
- Legal (2/month)
- Premium Subscribers (2/month)
- Mobility (2/month)
- B2C (1/month)



Display Campaign

Direct Email Marketing

Bypass the noise

Send your message directly to the inboxes of thousands of qualified leads

Ideal for:

- Unveiling new products
- Announcing special event
- Sharing exclusive content



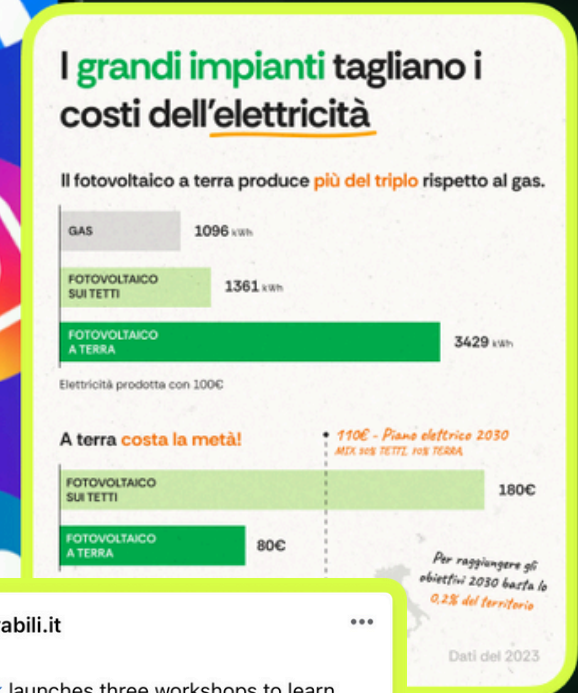
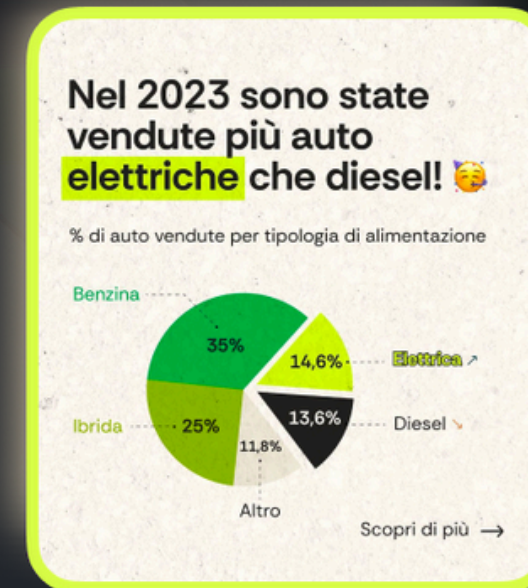
Social Media Content

Make an impact through our dynamic social media presence

Combined with editorial content, we reshare the contents on our social media platforms to multiply its impact and visibility :

- ReSharing of the Articles
- Carousels with graphics and data
- Reels created by our editorial team reshared on Instagram and TikTok

Possibility to publish in **co-branding!**

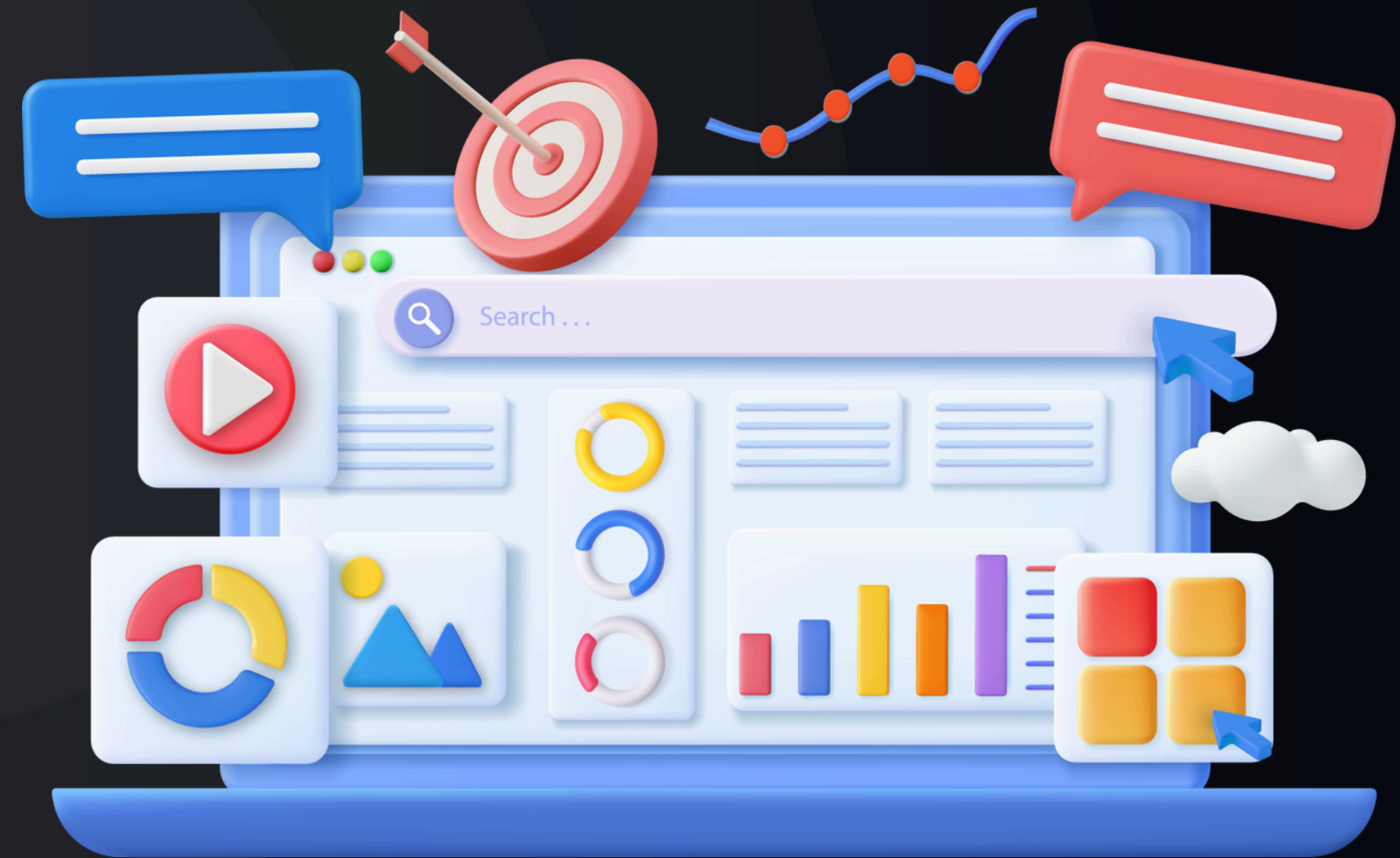


Reports

We analyze detailed and high-profile reports to:

- Document the state of cutting-edge technologies
- Disseminate and make sector-specific information accessible

Choose a key report for your industry, and we'll take care of sharing and disseminating it.



Visuals

Data doesn't have to be dull 🙄

We create eye-catching infographics that convert complex information into easily digestible content to maximize the impact of your message 👍

Shared on our Media Platform and on Social Media



Podcast



Join an episode of your favorite podcast: Scorci Verdi

- Discuss sustainability news with our journalist, Silvia Lanzarotto
- Address selected topics with experts from our editorial team
- Share your opinion and your company's view with our audience



Events

Let our expertise help you organizing and promoting your events

➤ Online and Live

Partnership Organization

From ideation to execution of your exclusive event comprehensive support for webinars or in-person events, flawless management and extensive visibility



Media Coverage

Dedicated articles, Events directory, livestream, and promotion on social media



Sponsorship

Exclusive visibility opportunities, from being featured on our stages to being the official sponsor of forums and talks



Video

Grow your audience and boost engagement

- **Branded Corporate Video:** Showcase your story with our corporate video
- **Spotlight Interview:** A professionally edited six-minute interview, with targeted questions to highlight your unique perspective
- **Multi-Platform Distribution:** Broadcast your video through our network and social channels

RinnovabiliTV



Annual Partnership

The **Annual Partnership** includes:

- A **dedicated section** for content related to your brand
- **Advertising Package Benefits**

Additionally, we offer our annual partners:

- The opportunity to enhance communication and SEO with a branded thematic magazine
- The opportunity to sponsor existing sections to maximize the brand's impact on your target audience

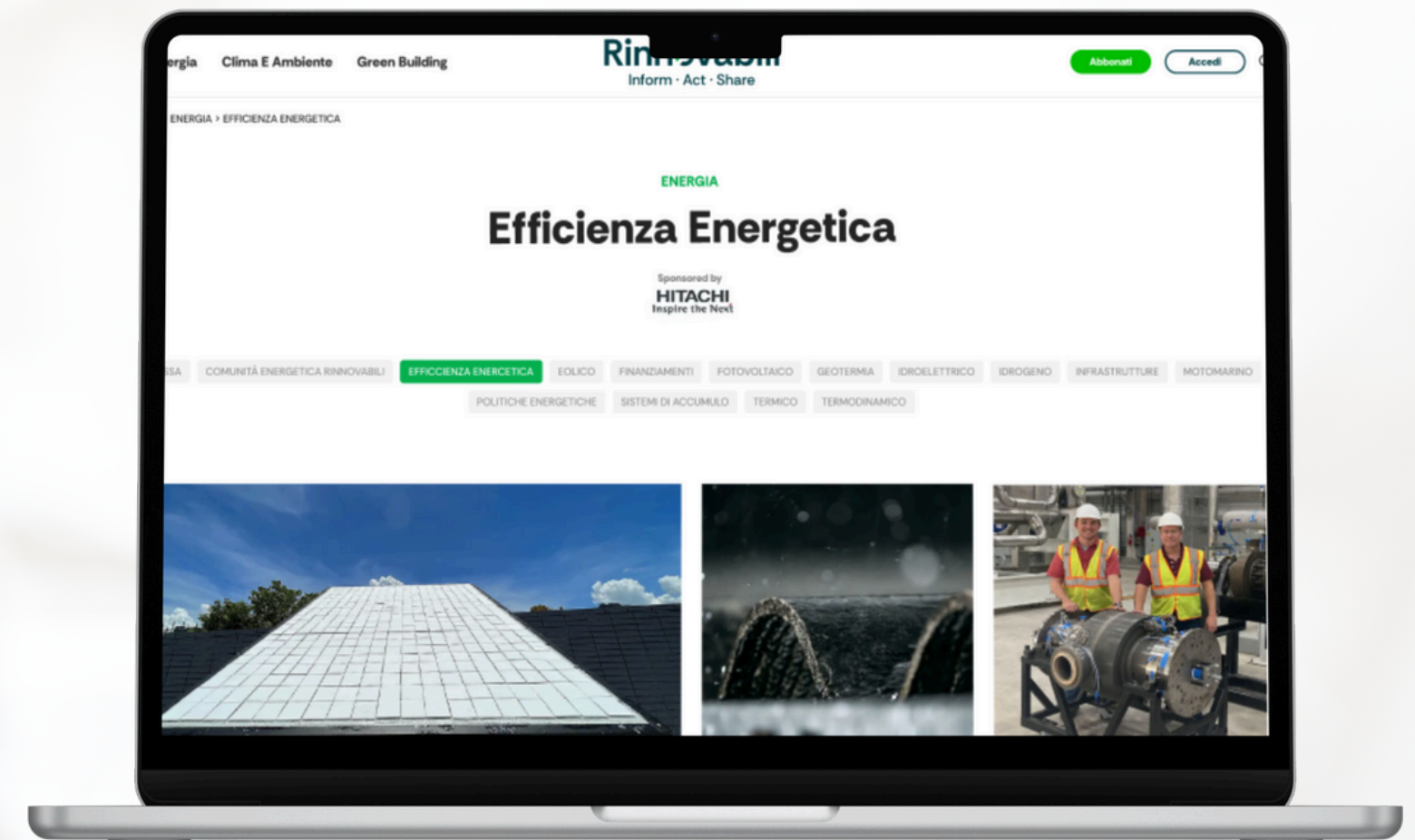


Sponsored Section

Amplify brand awareness by sponsoring one of our existing sections

This **exclusive add-on** to the Annual Partnership allows you to associate your brand with sections already popular and appreciated by our audience, such as Green-Building or Energy

It's an effective way to increase visibility and brand association with important themes, **building authority and trust** in your industry



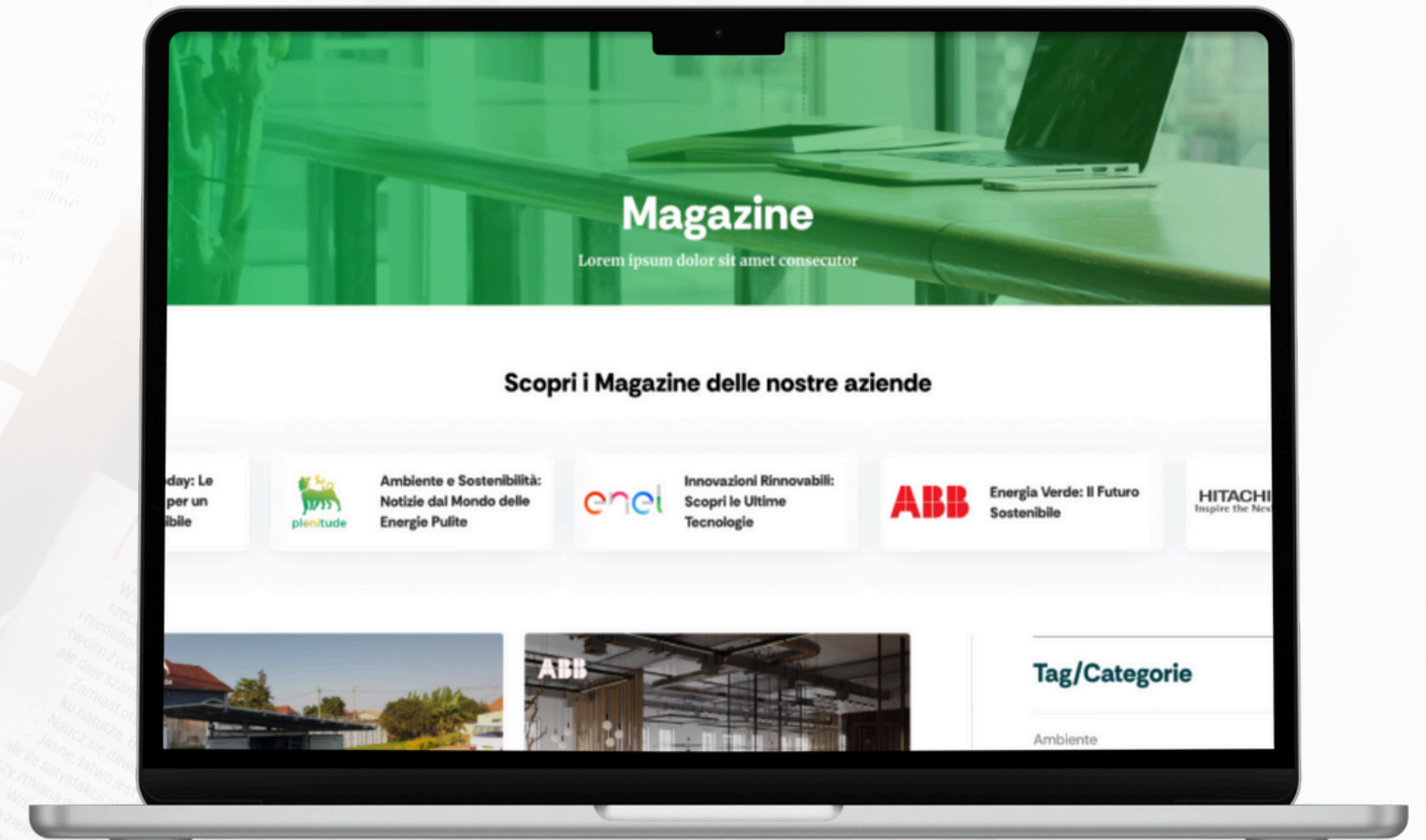
Annual Partnership

Branded Magazine

Step directly into your customers' world with the Branded Magazine

This **add-on** to the Annual Partnership allows you to create a **fully customized**, thematic magazine aligned with your brand image.

It's the ideal tool to tell your story, showcase your successes, and associate your company with a specific theme important to you, ensuring deep and lasting engagement with your audience.



Annual Partnership

Premium

Empower your company's leadership team with Rinnovabili Premium

Exclusive vertical insights include:

- **Market Analysis**
- **Technological Innovation Analysis**
- **Up-to-date regulatory analysis**
- **Reports and scenarios**

We offer individual subscriptions or discounted team packages, providing detailed vertical insights to drive strategic decisions and distinguish your company from the competition





Rinnova**v**abooli