



# Inform Media Kit

## 2025

Rinnovabili

Inform · Act · Share



# Rinnovabili in numbers

## Community



350 K

Newspaper monthly viewers



2.5 M

Monthly community

### Newsletter and DEM



+40 K

Contacts database



+30 %

Open rate\*



+17 K

Selected DEM contacts

### Social Media



61K



51K



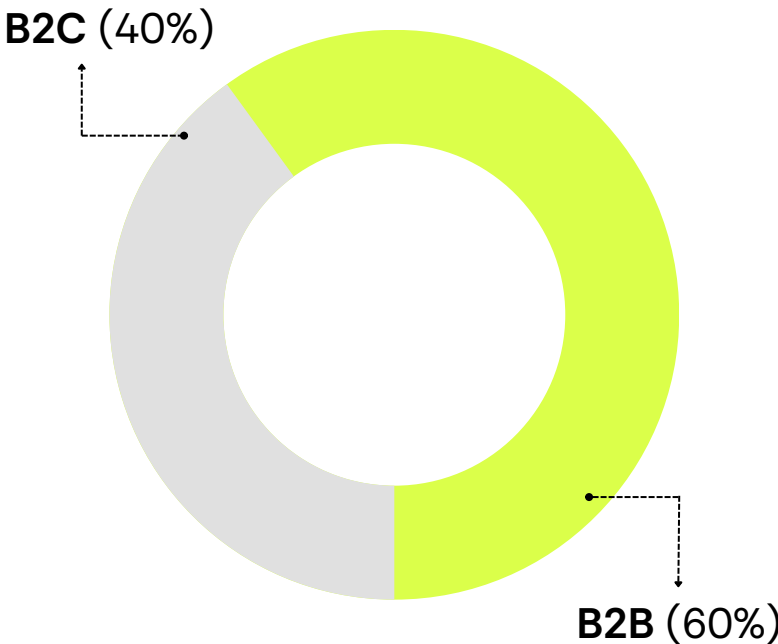
19K



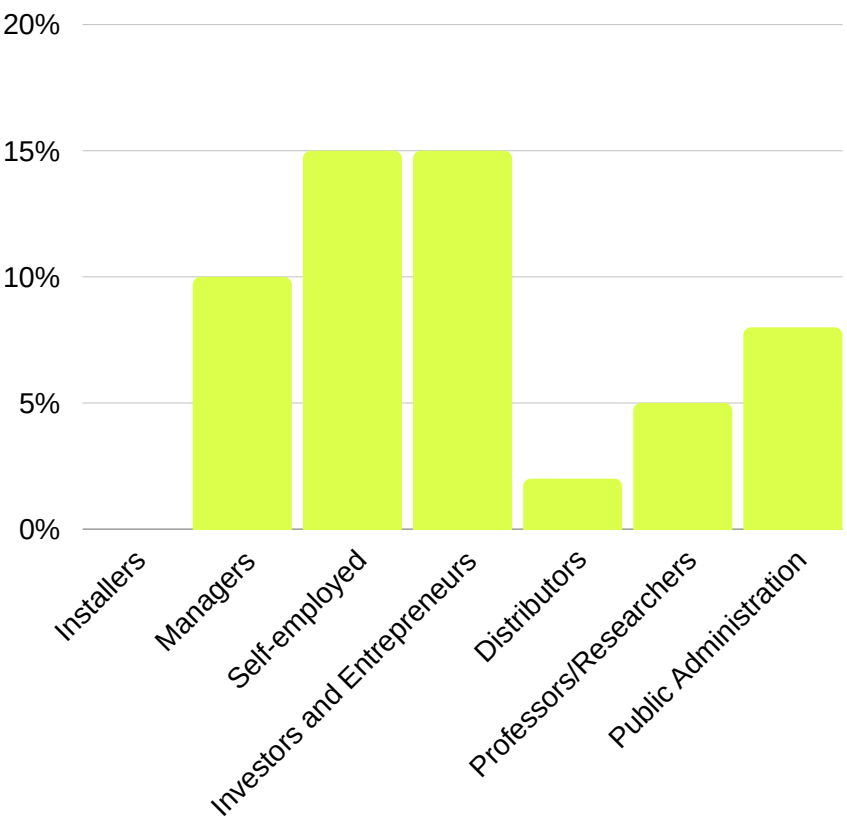
10K

## Audience

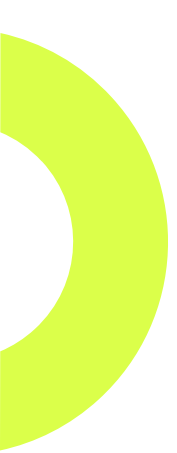
### Segmentation



### B2B



\*Newsletters' average open rate



# Multichannel solutions



## NEWSPAPER

- > Articles
- > Banners
- > Report & Visual
- > SEO Boost



## SOCIAL MEDIA

- > Customized content
- > Co-Branded social Content



## EVENTS

- > Partnership
- > Press coverage
- > Sponsorship
- > Webinar



## E-MAIL MARKETING

- > 8 vertical Newsletters
- > Direct Email Marketing



## PODCAST

- > Participation in one of our podcasts
- > Customized podcast show



## PARTNERSHIP

Annual partnership with a branded section and ongoing visibility.  
Optional add-on:

- > Branded thematic magazine
- > Sponsorship of a section of the newspaper





# Articles

## Interview

Showcase your company's strategies and innovations through comprehensive discussions with our expert journalists.

## In Depth Article

A platform designed to highlight your expertise by converting technical complexities into captivating and informative narratives that attract industry attention.

## Advertorial

Customized advertising information article developed by the client and reviewed by the editorial team, featuring text, images, and strategic links.



**Enhancing Brand Authority**



**Authoritative storytelling**



**Stringent editorial oversight**



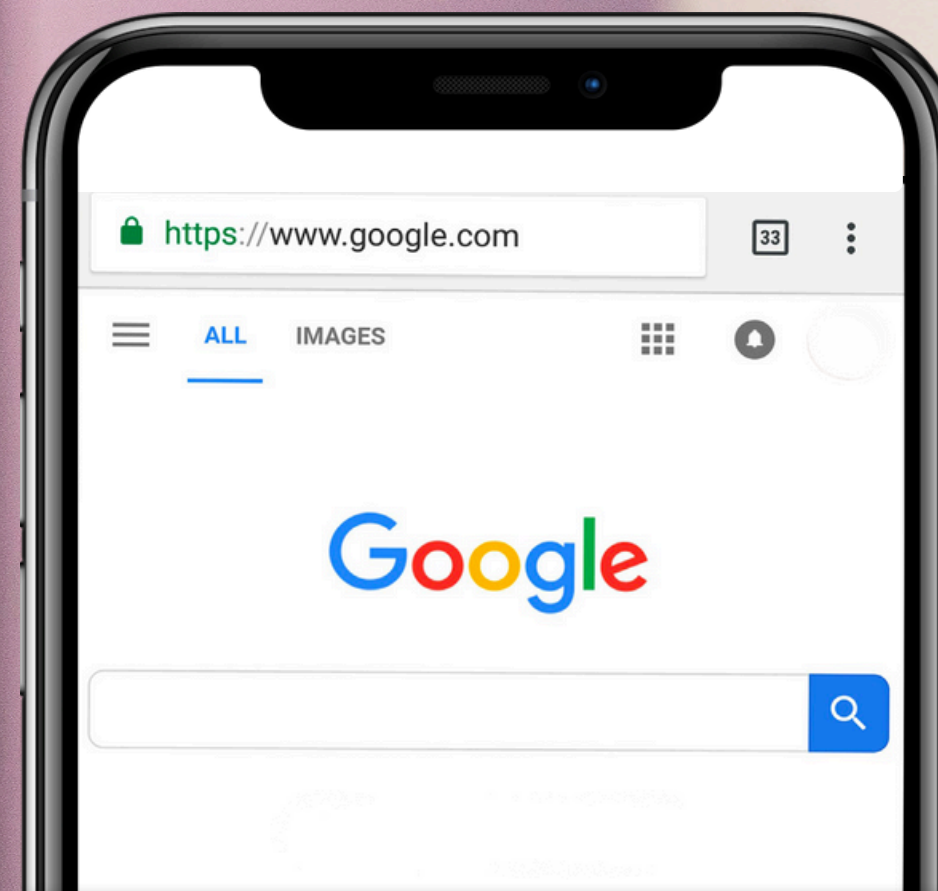
# Seo Boost

## Media Press

We spread a press release on 90 news aggregators, improving web reputation and bringing traffic directly to your site

## Tips and Linkbuilding

Quality content to boost your back-link profile and SEO



### Your press release

May 8th, 2025 - laborum mollit veniam  
veniam consequat quis incididunt aliqua et empor  
tempor cillum voluptate quis elit irure ad excepteur  
exercitation est reprehenderit dolor occaecat aute  
esse cupidatat cupidatat consectetur anim minim  
sint tempor non adipisicing minim sit mollit in  
pariatur aliqua





# Display Campaigns

**Enhance your visibility  
across our channels:**

Header Homepage (1920x120px)

Leaderboard Homepage (700x120px)

Article Banner (550x120px)

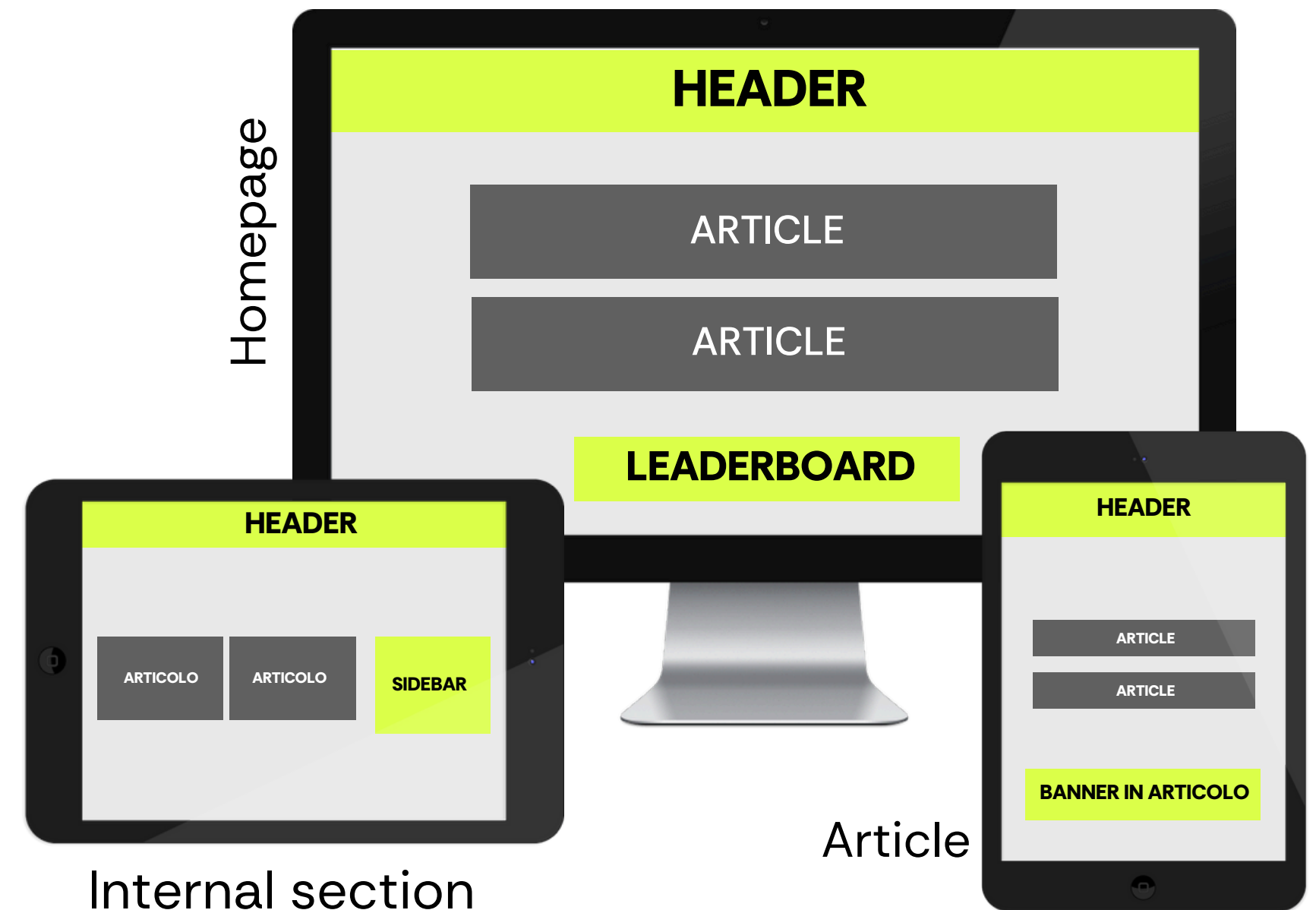
Newsletter Banner (300x250px)

Section Sidebar (300x250px)

**Average monthly impressions**

Header: 130.959 | Leaderboard: 13.429

Sidebar: 2.418 | Article: 55.310





# Newsletter

## 9 Strategic Newsletters to Communicate with a Qualified Target

General

**WEEKLY TIME**

Greenbuilding

**ECOHABITAT**

Mobility

**NEXTMOBILITY**

Legal

**ECOPOLICY**

International Newsletter

**THE NEXT WAVE** Rinnovabili

Energy

**ENERGYREVOLUTION**

Circular economy

**SECONDLIFE**

Agrifood

**MYPLANET**

Consumers and passionates

**PLANET TOMORROW**



**Position your brand with:  
Banner in Newsletter  
(300x250px)**

**Insertion of an article in  
the newsletter**

To get it noticed by  
a wide readership

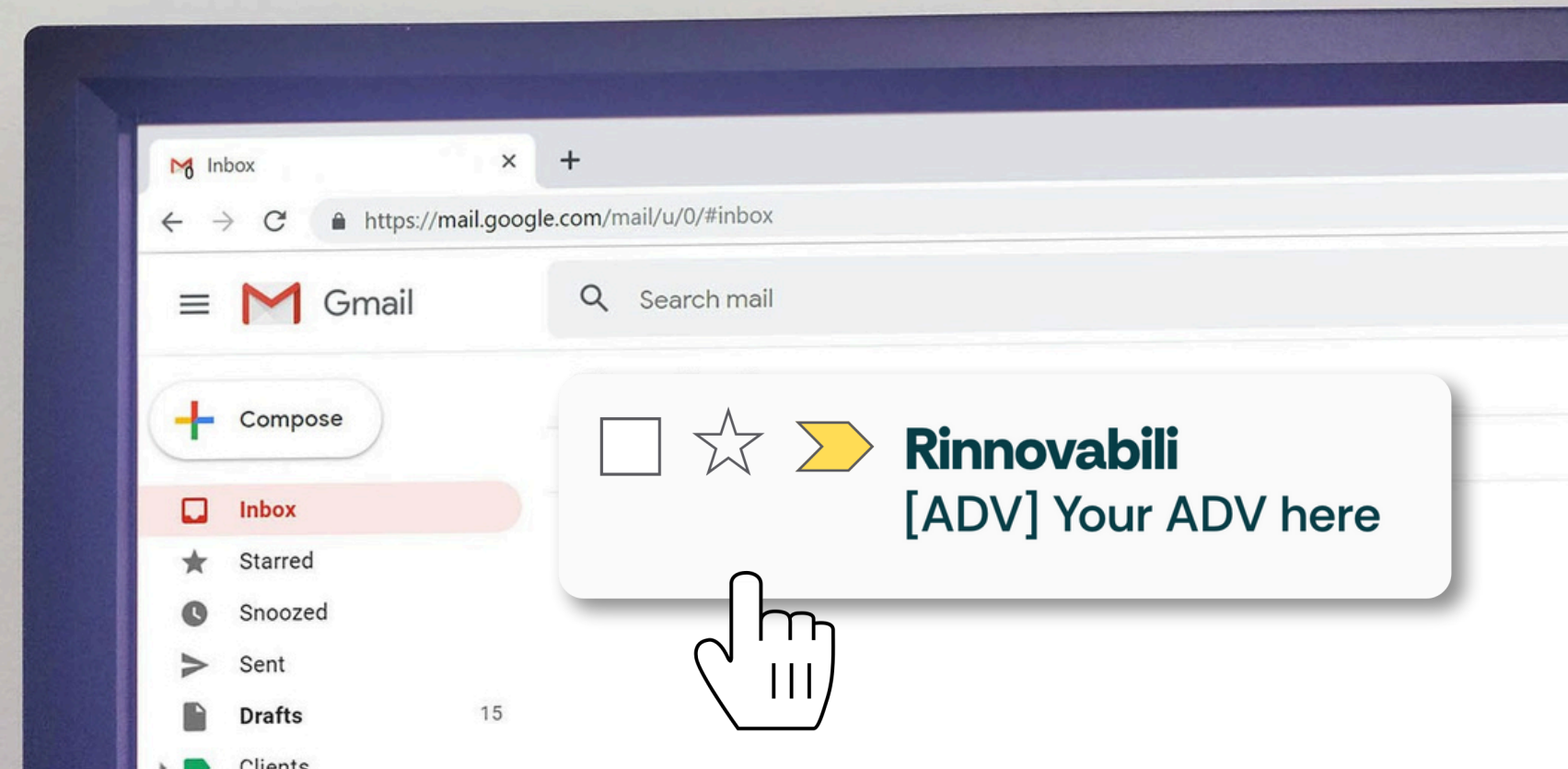


# Direct Email Marketing

Reach thousands of contacts with your message, choosing the ideal audience from 9 profiled databases to maximize the impact.

## Ideal for:

- Promoting new products
- Announcing events and webinars
- Sharing exclusive content





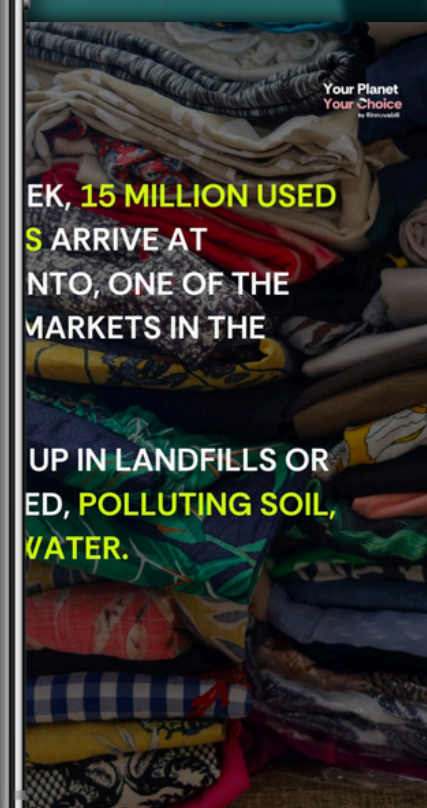
# Social Media

## Content Creation tailored for you

- Articles sharing to increase reach
- Engaging carousels with graphs and data
- Infographics
- Reels created by our editorial team

### Co-Branded Social Content:

Maximize your brand visibility with content ready to be customized with your company logo and the “In collaboration with” tag, leveraging the value of co-branding to increase your credibility and authority.





# Reports & Visuals

We analyze and communicate  
in an engaging way highly  
relevant detailed Reports to:

- Document the status of advanced technologies.
- Disseminate and provide access to industry-specific information.



## Visual Infographics

We create visuals that transform complex information into engaging content to maximize the impact of your message



# Podcast

**Join** an episode of one of our podcasts and **share your message** with an sensitive and interested audience.

Or, create a **tailored podcast series** with the support of **our Editorial Team**.

**Strengthen** your positioning in the industry by **sharing the content through our channels**.





# Events



## Partnership Organization

We collaborate to organize successful events, meticulously attending to every detail, both online and in presence



## Media Coverage

We provide visibility through dedicated articles, videos, and social media promotion, guaranteeing the appropriate attention to your event



## Sponsorship Opportunities

Become a sponsor of our premier events and position your company in the spotlight with exclusive visibility



## Webinar

Our Editorial Team develops Webinars or Webinar series to educate our community about pertinent and groundbreaking topics





# Video

Enhance your visibility  
with a Spotlight Interview  
on RinnovabiliTV:

- > Questions to emphasize your company's distinctive viewpoint
- > Professional editing
- > Distribution throughout our multi-channel network

RinnovabiliTV







# Annual Partnership

## **The Annual Partnership encompasses:**

- A dedicated and branded section for content pertaining to your brand.
- Ongoing visibility and positioning within the outlet channels.

## **Possible add-on:**

- Branded thematic magazine designed to enhance communication and SEO.
- Sponsorship of a magazine section to reinforce the association of your brand with pertinent themes and strengthen your Brand Authority.



# Rinnovabili

## PREMIUM

Only in Italian

**Empower your organization's leadership team with Rinnovabili Premium:**

- Exclusive Vertical Insights
- Market Analysis
- Updated Regulatory Review
- Technological Innovation Analysis
- Reports and Scenarios
- Premium Events and Webinars
- Premium Newsletter



# Ecosystem







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