

PRESS RELEASE

Linkiesta joins Newsonline, the largest network for advertising on news sites

Milan, 27th August 2020

Linkiesta, online newspaper of news and insights active since December 2011 and directed by Christian Rocca, joins the network of Newsonline, the Business Unit within iOL Advertising, advertising agency of Italiaonline, conceived as exclusive concessionaire for the sale of advertising space for a significant pool of native digital sites in the news&information category.

Linkiesta is read daily by over 165,000 unique users, with a social audience of 200,000 likes on Facebook and 300,000 followers on Twitter. Since March 2020, Linkiesta has been joined by two vertical web magazines: Europea, the newspaper on the European Union, and Gastronomika, the newspaper on food culture.

At the moment the following publishers and their respective titles are part of Newsonline:

- Globalist Italia, with the websites Globalist.it and Giornaledellospettacolo.it (director Gianni Cipriani).
- SEM srl, with the sites Blitzquotidiano.it (director Alberto Francavilla) and Ladyblitz.it (director Claudia Montanari)
- Entire Digital, with Notizie.it (director Daniele Orlandi)
- ilSussidiario.net srl, with ilSussidiario.net (director Luca Raimondi)
- Editorial Genesis, with Primaonline.it (director Alessandra Ravetta)
- Linkiesta, with Linkiesta.it (director Christian Rocca), European and Gastronomika

The entry of de Linkiesta further strengthens the Newsonline project, created to give value to the work of quality online publishers, establishing a direct dialogue with each of them, with the aim of creating the most important news pole of digital advertising in the country.

The initiative consists in putting together the wealth of skills, resources and technologies of iOL Advertising, the first digital dealership in Italy in terms of number of unique users per day, enriched with a dedicated structure headed by Luca Paglicci, who is responsible for the advertising revenues of the network, the main source of revenue for each of its affiliates. Aggregated into a single advertising network,


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organized and supported by an ad hoc team, these realities with an already consolidated audience are able to represent a catchment area that can deal with the main national players, benefiting from direct relationships with customers and media centers.

"We welcome to the Newsonline network Linkiesta and its related publications - said Fabio Peloso, Chief Commercial Officer Italiaonline - Their entry into the pool is confirmation of the goodness of our intuition that quality full digital publishing realities require and deserve special and specialized attention that only Italiaonline is able to provide. The trust of new and important partners only makes us even more determined in our common growth goals, both towards advertising investors and in terms of audience".

"I immediately believed in Newsonline's project - said Christian Rocca, director of Linkiesta - and I'm happy now to be able to join Linkiesta, Europea e Gastronomika. The publishing world is in transformation and great opportunities are opening up for those who will have the courage to offer readers and customers quality content and innovative solutions".

(NB This is a translation of the Italian press release)

ITALIAONLINE

Italiaonline è la prima internet company italiana con 4,8 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 3,3 milioni da mobile, ed una market reach del 63%**. Italiaonline offre servizi di web marketing e di digital advertising, inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network ed i motori di ricerca. L'obiettivo strategico dell'azienda è consolidare la leadership italiana nel mercato del digital advertising per grandi account e nei servizi di marketing locale - con la mission di digitalizzare le PMI nazionali. Alle PMI, vera ossatura del paese, Italiaonline offre un portafoglio completo di prodotti integrato sull'intera catena del valore di servizi digitali, dalla presenza on line al digital advertising, al web design, al web marketing e alle soluzioni cloud.

Fanno oggi parte di Italiaonline i portali Libero, Virgilio e superEva, i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, la concessionaria di pubblicità online IOL Advertising e oltre 660 agenti che costituiscono la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

* Fonte: Audiweb View 2.0, powered by Nielsen, TDA DAUs luglio 2019

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