



ITALIAONLINE

ABBRACCIAMO IL FUTURO

ITALIAONLINE: RECORD-BREAKING NUMBERS FOR QUIFINANZA

After only 4 months from launch, with **1,45 million Unique Users/monthly**, the vortal focused on finance and economy, steps on podium for its audience in the Audiweb View "Financial News And Information" segment

<http://www.quifinanza.it/>

QuiFinanza, Italiaonline's vertical portal focused on finance and economy, after only for months from its debut, has already reached record-breaking results in terms of audience, stepping on the podium for the "Financial News And Information" segment of Audiweb View, with **1,45 million Unique Users/month**.

The portal hosts constantly updated news and insights on national and international financial/economic issues, Teleborsa updates focused on stocks, market indexes, Italian and foreign bonds.

Leveraging on the biggest Italian web property (**Libero** and **Virgilio**), **QuiFinanza** is one of the vortals developed by Italiaonline in order to meet the specific

communication needs of advertisers. Among others: **DiLei**, a web magazine completely dedicated to women issues that has achieved record figures in terms of female audience concentration; **TotalTech**, the first tech portal for audience (Audiweb): **SportStadio**, a new vortal dedicated to all sports fans.

As well as a number of useful tools to calculate mortgage payments, retirement funds, social security numbers, **QuiFinanza** also includes Guides and Specials that cater not only to entrepreneurs and professionals, but also to small investors, consumers and finance enthusiasts.

In February and March, the most read news were: the new government composition, the financial-economical reforms and, as the tax deadlines approach, all of the updates and contents related to tax returns.

QuiFinanza have also appreciated the insights on stock exchange and a few curious anecdotes with photos, like the news on the [online selling of Al Capone's mansion in Miami](#). These issues have attracted the younger and less expert crowds, enjoying success on social media too.



LE NOVITA' SUL PROSSIMO 730/2014
Il nuovo modello 730 per la dichiarazione dei redditi 2013 recepisce nella formulazione tutte le novità fiscali introdotte nell'ultimo anno con la Legge di Stabilità. Tra queste segnaliamo innanzitutto la possibilità di presentare il modello anche per coloro che non hanno un sostituto d'imposta: cioè chi, nel 2013, ha avuto un lavoro dipendente ma lo ha perduto.

The portal also includes **"MyFinanza"**, a completely customized area based on the real interests of the reader. Registered users can monitor the performance of their investments and portfolio, receiving financial news on stock market indices they have previously selected

Italiaonline

Since February 2013 Italiaonline brings together all the brands and assets of Matrix S.p.a. and Libero S.r.l, following the acquisition of Matrix by Libero, concluded in November 2012, and the merger of Matrix S.p.A. into Italiaonline S.r.l. concluded in December 2013. At the end of April 2014 Italiaonline S.r.l. is transformed into Italiaonline S.p.A. Directly controlled by Libero Acquisition S.à.r.l., the company is owned by Egyptian businessman Naguib Sawiris, owner of Wind Telecommunications and global player in the telecommunications industry. Italiaonline now includes the portals Libero.it and Virgilio.it, the web magazines Di·Lei, Total Tech, SportStadio and QuiFinanza, the utilities 1254 and Apritisito, the video platform ViTV, the web advertising agencies Italiaonline ADV and Italiaonline Local, the solution provider Itnet.

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