

PRESENTAZIONE

Rinnovabili.it[®]

IL QUOTIDIANO SULLA SOSTENIBILITA' AMBIENTALE

PRESENTATION

Rinnovabili.it

The daily magazine on sustainability.



adv@rinnovabili.it



The online daily magazine Rinnovabili.it has been informing Italian readers on environmental, economic and social sustainability, renewable sources, energy efficiency, mobility, green building and circular economy for more than a decade.

Always accurate in providing quality news and verifying its sources, Rinnovabili.it is a leader today in delivering environmental information to an audience that's increasingly conscious and sensitive to sustainability and technological innovation, and searching for new behaviours to reduce its own impact on the planet.



OUR READERS

- **INSTALLER TECHNICIANS**
- **ENERGY MAGAGER**
- **ENTREPRENEURSHIP RENEWABLE SECTOR AND TECHNOLOGICAL INNOVATION**
- **INVESTORS**
- **INSTITUTIONAL REPRESENTATIVES**
- **UNIVERSITY RESEARCHERS**
- **UNIVERSITY TEACHERS**
- **PASSIONATE TECHNOLOGICAL INNOVATION**
- **FANS OF RENEWABLE ENERGIES**
- **CONSUMERS SMALL ENERGY PLANTS**
- **OPINION LEADER AND INFLUENCER SUSTAINABILITY SECTOR**
- **SHAREHOLDERS OF RENEWABLE SECTORS / CLEAN ENERGY**



OUR READERS (target's attributes)

The reader of Rinovabili.it is an influencer, mainly a man (65%, age 20-45), that works in the renewable energies sector and very attentive to the issues of sustainability, with a particular predilection for innovation (especially the renewable energy sector.) user of the daily Rinovabili.it has a medium-high level of education, is a sports fan, lover of travel, technological innovations, especially if they concern sustainability and "mobile" communication, quality films and TV; accustomed to making online purchases and design lover, is always careful to stay updated on the latest news concerning both the world of ecology and politics. As an industry technician, university professor, professional or simple enthusiast, our reader is a predominantly young and well-informed person who believes in sustainability.



OUR READERS: values

Ranging from the “technician” to the “sustainably-conscious”, our readers are characterized by a marked sensitivity for the energy transition and a peculiar determination to change the current production and social model. These trends are supported by the multifaceted and fascinating world of technological innovation, sustainable start-ups and green companies, projecting us faster and faster towards a future of clean and affordable energy for all. With a medium-to-high level of education and technically and culturally prepared, our reader fully matches the characteristics of the **sector opinion leader/influencer**.



OUR MISSION

Rinnovabili.it firmly believes that the society in which we are living urgently needs to adopt new models of environmental, economic and social sustainability.

In particular, our editors, contributors and our whole team believe their effort needs to be focused on promoting a more conscious use of energy, the adoption of renewable sources, and the diffusion of useful information that can help people to approach the world of sustainability through simple daily actions.

Based on these premises, our daily mission is to provide in-depth and selected information on the topics supporting the transition towards a new model of sustainable development.



WHAT WE DO

We deliver a daily and accurate information service, gathering news from the most authoritative national and international sources to create a complete and comprehensive overview of the sector's novelties. Our magazine also includes in-depth contributions from some of the leading names in science, politics and the world of associations.

By dealing with a lot of topics and different levels of discussion, we manage to reach a very wide audience both in the **business** and **consumer** sectors. Our regular users include University Departments and Research Institutes, technicians and managers from Public Administrations and Municipal Enterprises, professionals, designers, fitters and managers from private companies, but also students, families and young people.

Thanks to its reputable Scientific Committee, the magazine has gained a solid authoritativeness towards institutions, market and private users over the years. An example?

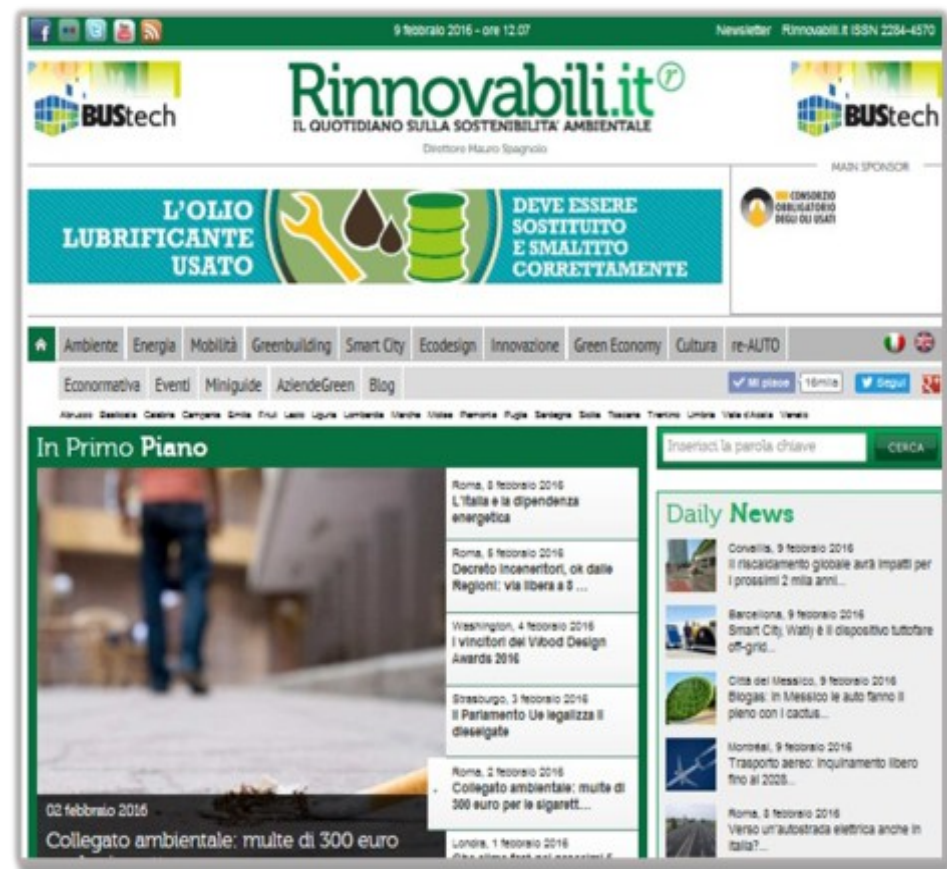
The drafting of the strategic document: *Carta per la ricostruzione sostenibile dell'Aquila*, signed by the Mayor of L'Aquila and the President of the Province of L'Aquila, and delivered to the representative of the Italian Parliament at the Copenhagen Conference in order to be presented to the COP15 international delegates meeting.



AUTHORITATIVENESS

Our editorial work is coordinated by a prestigious scientific committee, chaired by Prof Vincenzo Naso and including, among others:

- Prof Giorgio Nebbia
- Prof Vincenzo Balzoni
- Fulco Pratesi
- Mario Tozzi



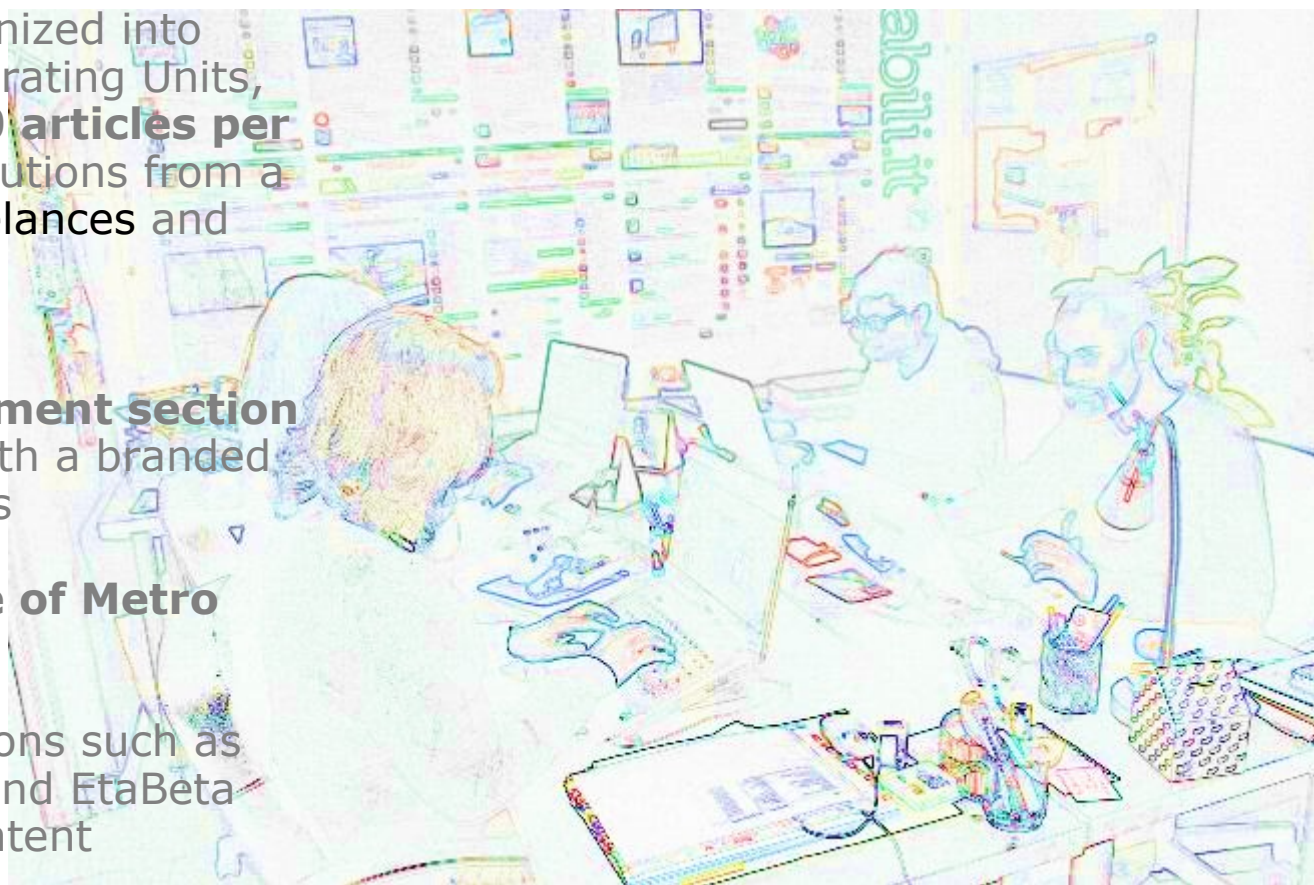


OUR EDITORIAL STAFF

Our editorial staff, organized into diversely skilled Operating Units, edits more than **400 articles per month**, with contributions from a wide network of **freelances** and correspondents.

Furthermore, it

- Provides the **environment section of Repubblica.it** with a branded sidebar of daily news
- Edits the **Green page of Metro freepress**
- Provides RAI productions such as UnoMattina (RAI1) and EtaBeta (RadioRai1) with content





Obiettivo2.0 ENVIRONMENTAL INFORMATION ORGAN FOR ITALIAN ENGINEERS

in collaboration with Consiglio
Nazionale degli Ingegneri

Obiettivo2.0 is sent
monthly to all licensed
engineers in Italy (about
200 thousand). Due to its
profiled target,
Obiettivo2.0 is an
extraordinary tool for
corporate communication.





IN EVIDENZA

**Il fotovoltaico
in Italia copre il
7,9%: record
mondiale**

L'Italia è in cima alla classifica
mondiale dei Paesi per il
contributo del pv sulla
domanda elettrica. Seguono

Grecia e Germania - [Leggi tutto](#)



OUR SECTIONS

Macro thematic containers, showcases of excellence for the various sectors of environmental sustainability.

With the new sections of Food and Tourism.





TRAINING

Rinnovabili.it training school runs courses for professionals and entrepreneurs.

Rinnovabili.it has been **authorized to issue CFP** by the *Consiglio Nazionale degli Architetti* **abilitato al rilascio di CFP**

The screenshot shows the Rinnovabili.it website interface. At the top, there's a navigation bar with the 'Termal' logo and 'Scuola di Formazione Rinnovabili.it'. Below this, a banner for a course titled 'La TECNOLOGIA LED: progettazione e valutazioni economiche' is displayed, indicating it's a virtual aula from November 27 to December 2, 2014. The main content area lists the course details, including the scientific responsible (arch. Mauro Spagnolo) and the program of the course (Module 1: 27 November 2014, 09:00). On the right side, there are sections for 'Corsi Precedenti' and 'Daily News'.



OUR NUMBERS

- 43.000 published articles
- 4.500 articles per year
- 37.800 likes on Facebook
- 14.200 followers on Twitter
- 200/300k users reached weekly
- 270.000 page views per month
- 1,30 average session duration



43.000 ARTICOLI
PUBBLICATI



200.000 UTENTI
RAGGIUNTI SETTIMANA



4.500 ARTICOLI
L'ANNO



270.000 PAGE VIEW
AL MESE



34.500 LIKE
FACEBOOK



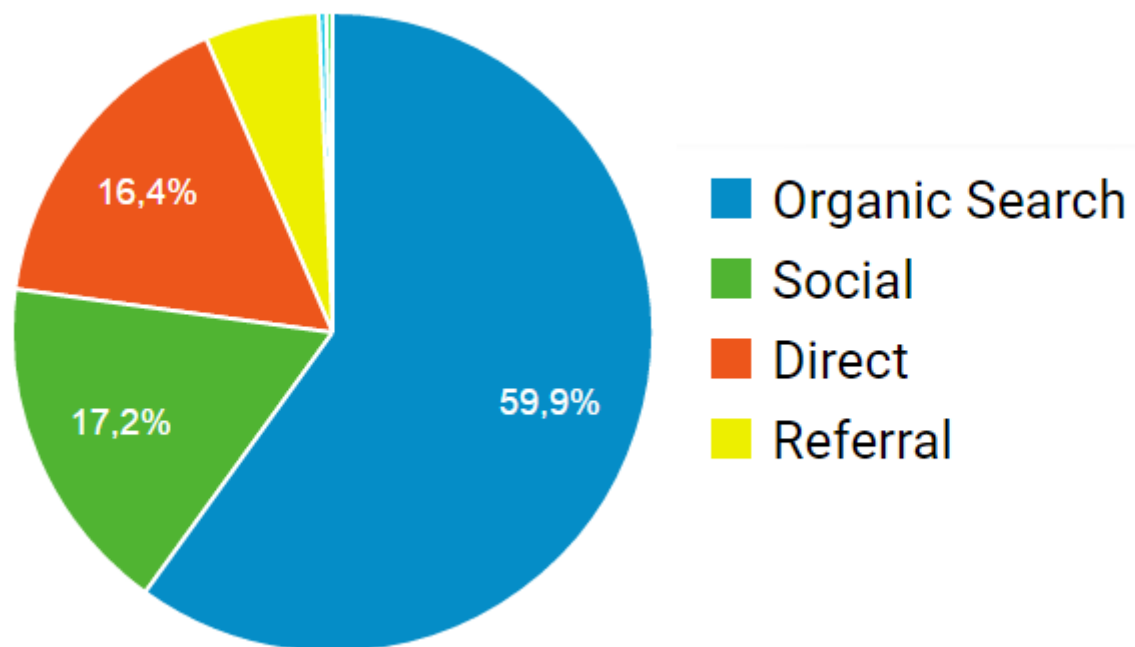
1,30 DURATA
SESIONE MEDIA



14.200 FOLLOWER
TWITTER



TRAFFIC SOURCES





MAJOR PARTNERSHIPS



In particular, we have collaboration and consulting contracts with:

- CIRPS (Centro Interuniversitario di ricerca per lo sviluppo sostenibile)
- Università di Siena
- CNR Ismar
- CNR Itae
- CNR Dipartimento Terra e Ambiente

- Consiglio Nazionale degli Ingegneri
- Consiglio Nazionale degli Architetti
- Rai
- Enea



SUPPORT





NETWORK



la Repubblica.it

Rinnovabili.it[®]
IL QUOTIDIANO SULLA SOSTENIBILITA' AMBIENTALE

metro[®]



Rai radio2

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