



# Media Profile

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2024



# **Rinnovabili.it is the most authoritative Italian Media Company on energetic sustainability**

Thanks to our editorial staff, agreements with research institutes, and scientific committees, our network reaches **550K people** every month.

**Rinnovabili.it**<sup>®</sup>  
IL QUOTIDIANO SULLA SOSTENIBILITÀ AMBIENTALE

**SEN**  
Sustainability & Environment Network

**Fotovoltaico.net**  
Il network dell'energia solare

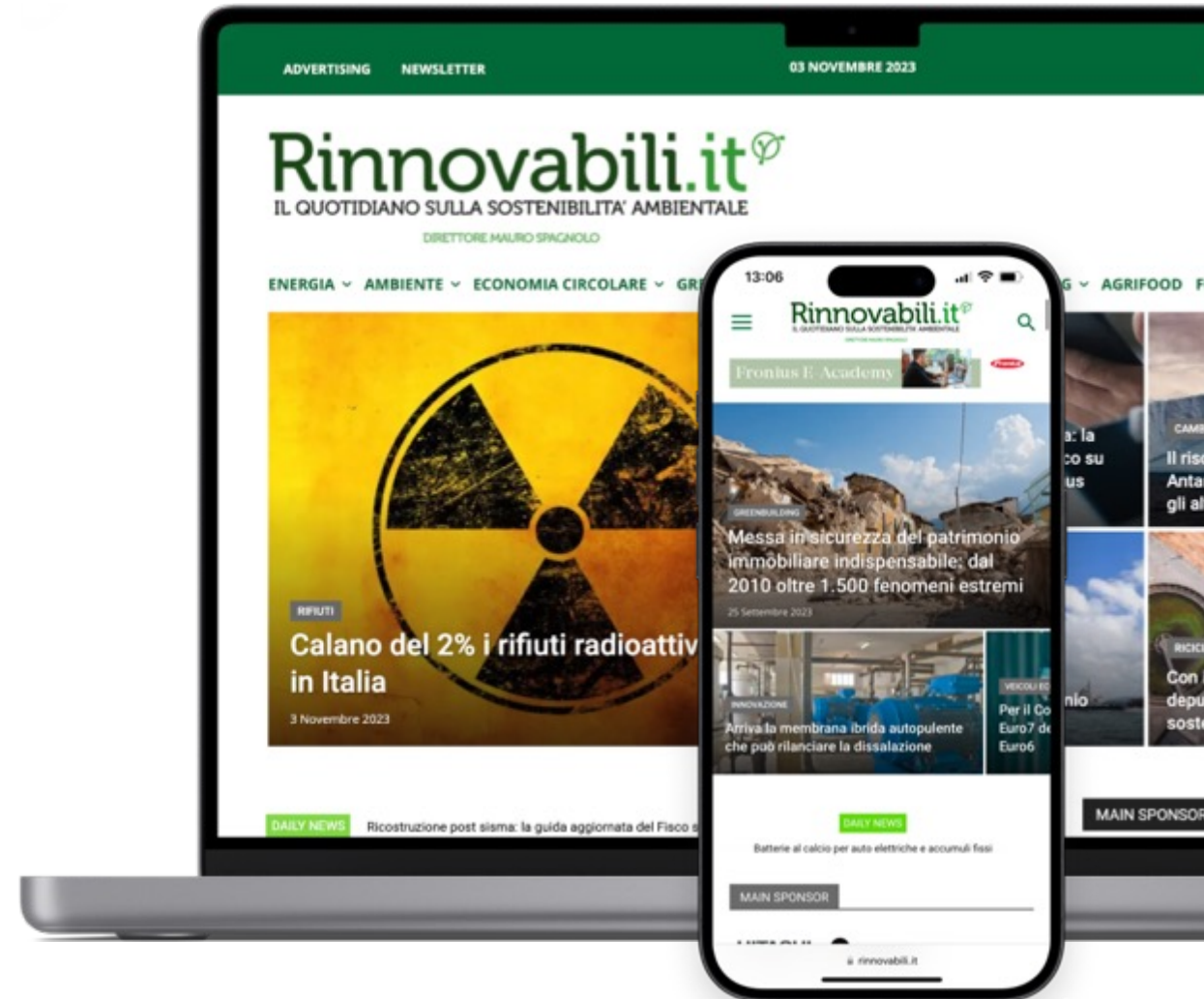
**Obiettivo4.0**

**Vita Verde**

# Who Are We?



Rinnovabili.it is a Media Company that has spent the last 17 years informing Italians on the environment, sustainability, renewables, energy efficiency, mobility, circular economy, green building, and agrifood themes.



# UN 2030 Agenda

We recognize the Sustainable Development Goals promoted by the United Nations: our mission is to **encourage the community to adopt new models of environmental, social, and economic sustainability.**





# Number One!



We are **Italy's most trusted media company** on sustainable energy and the environment, not least thanks to:

- Our **technical editorial staff**, which has been working non-stop for 16 years to offer high-profile and always source-verified information
- **Dozens of agreements** with universities and research institutes to divulge unpublished scientific contents
- Six thematic **scientific committees** to ensure quality and constant monitoring of our work
- One of the largest, most profiled **networks of companies** in the industry



# Our Readers

- Industry **opinion leaders** and **influencers**
- Tech and innovation entrepreneurs
- **Managers, shareholders, and CTOs**
- Investors and business angels
- **Institutional and administrative representatives**
- Researchers, lecturers, and university students
- Professionals and installation technicians
- Conscious consumers and users
- Green tech innovation enthusiasts



# Our readers

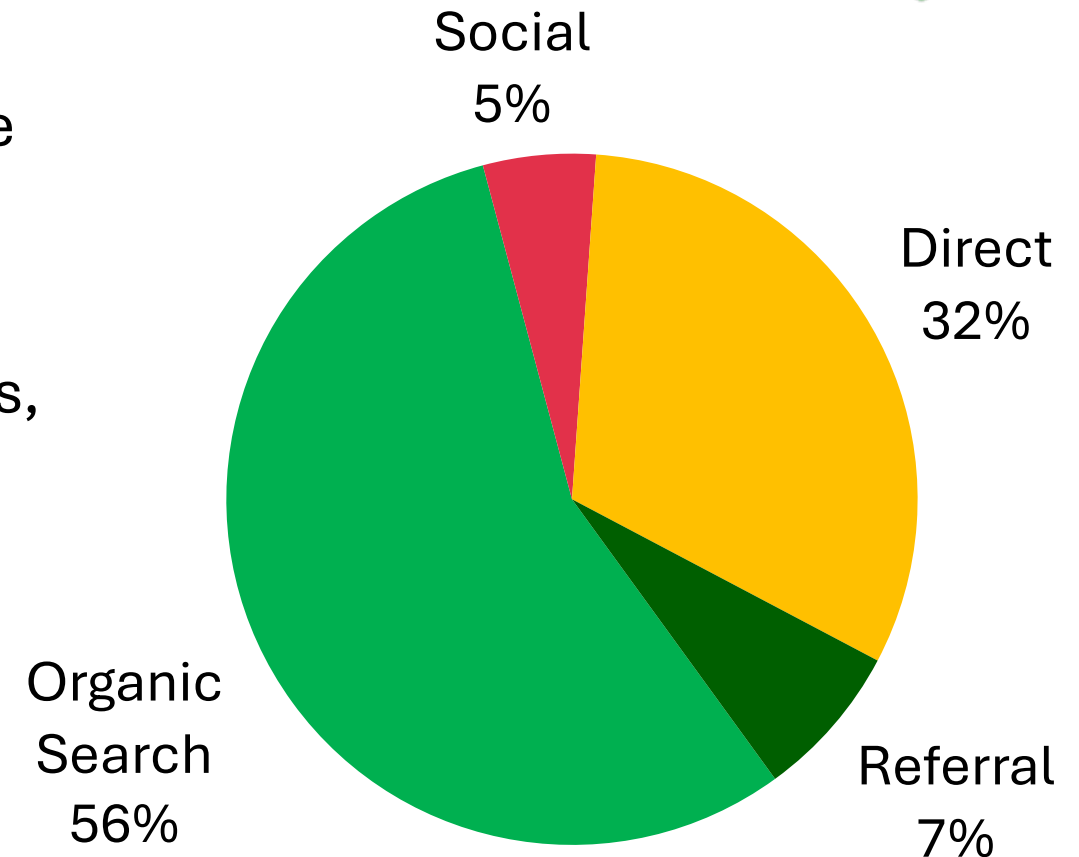


Mostly **well-educated people** who believe in sustainability as a new way to interpret reality and want to be part of this change

Very concerned about sustainability issues, with a particular interest in innovation.

**69%** **45%**

*Male* *25 – 44 y.o.*



*Traffic Sources*

# Our Scientific Committees

The editorial work is coordinated by an exclusive **Scientific Steering Committee**, chaired by Prof. Vincenzo Naso, and **six Scientific Committees**:

- Climate and Energy
- Environment
- Green Economy and Recycling
- Green Building, Smart Cities, and Eco-design
- Agrifood
- Industry, Mobility, and Transportation





# Our Editorial Staff

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- **In-house:** Various Operational Units with diversified technical skills producing more than 500 pieces of content per month.
- **Technical:** Dozens of university professors who provide daily thematic insights.
- **4 Elements:** in collaboration with the CNR: Researchers from 13 institutes who provide scientific content and technological innovation.
- **Network:** More than 50 collaborators, researchers, scientists, and experts, to provide expertise on the many topics of sustainability.

# Obiettivo 4.0



In collaboration with the National Council of Engineers, Objective4.0 is sent every 15 days to **all registered engineers, about 230,000.**

Because of its specific target audience, it represents an extraordinary tool for corporate communication



# Education and Events

Our training school provides **courses, webinars, and other online training activities** aimed at professionals and entrepreneurs.

The National Council of Architects has recognized Rinnovabili.it as a third-party body **qualified to issue CFPs.**



# Rinnovabili.it by the Numbers

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Monthly traffic

**550K**

*Visitors*

**1.6M**

*Page views*

**2.0M**

*Total reach*

Articles

**58K**

*Published articles*

**6000**

*per year*

Engagement

**1m 29 s**

*Average session  
duration*

**18K**

*Daily visitors*





# Rinnovabili.it by the Numbers

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## Social

Facebook

**60K**

*followers*

**800K**

*Monthly users*

LinkedIn

**43K**

*followers*

Twitter

**19K**

*followers*

**190K**

*Monthly users*

## The Newsletter

**27K**

*Direct database*

**250K**

*Total newsletter  
database*



# Partnerships



MINISTERO DELL'AMBIENTE  
E DELLA TUTELA DEL TERRITORIO E DEL MARE



**Mims**

Ministero delle infrastrutture  
e della mobilità sostenibili

**mipaaf**

ministero delle politiche agricole  
alimentari, forestali e del turismo



**SolarPower  
Europe**



**UNIVERSITÀ  
DI SIENA 1240**



**SAPIENZA**  
UNIVERSITÀ DI ROMA



**CIRPS**

CENTRO INTERUNIVERSITARIO  
DI RICERCA PER LO SVILUPPO SOSTENIBILE



CONSIGLIO NAZIONALE  
DEGLI **INGEGNERI**

**ENEA**

Italian National Agency for New Technologies,  
Energy and Sustainable Economic Development



**CNR  
IAS**

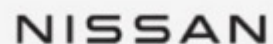
ISTITUTO PER LO STUDIO  
DEGLI IMPATTI ANTROPICI  
E SOSTENIBILITÀ  
IN AMBIENTE MARINO



**CNA  
PPC**

CONSIGLIO NAZIONALE  
DEGLI ARCHITETTI  
PIANIFICATORI  
PAESAGGISTI  
E CONSERVATORI

# Trusted by







# **We look forward to working with you!**

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