



**Mediakit Advertising**  
**[www.borsaitaliana.it](http://www.borsaitaliana.it)**



**EURONEXT**

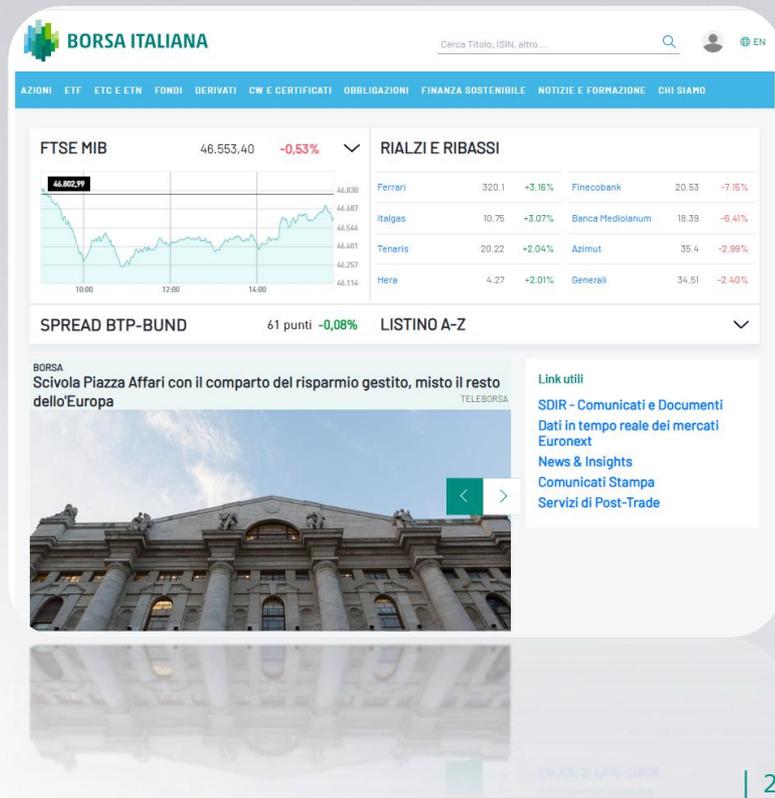
# The Value of the Borsa Italiana Website

The corporate website of Borsa Italiana S.p.A. is the most authoritative and widely consulted vertical financial channel in Italy, visited by:

- Institutional and retail investors
- Financial industry professionals
- Corporate decision-makers

## Why it matters for your brand:

It provides direct access to a highly qualified audience, strategically valuable for companies seeking to engage with influential stakeholders in the economic and financial landscape.



# Analytics Data – Website Performance



Millions of monthly unique visitors



Long session duration and high user engagement



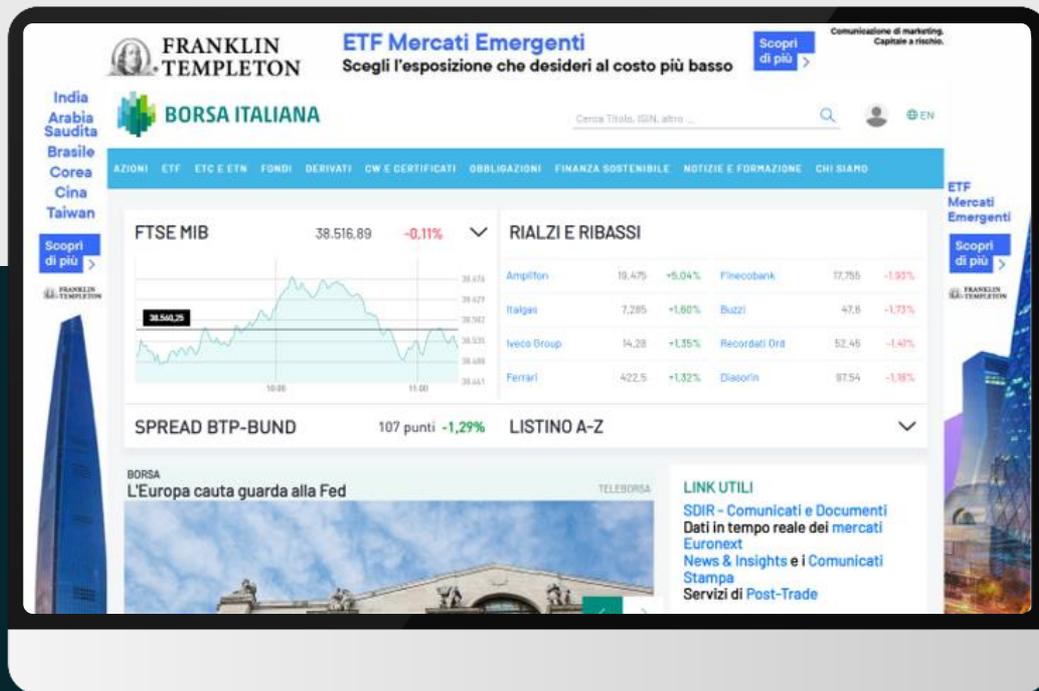
National and European reach, with a primary focus on the Italian market

60M

Impression

2M

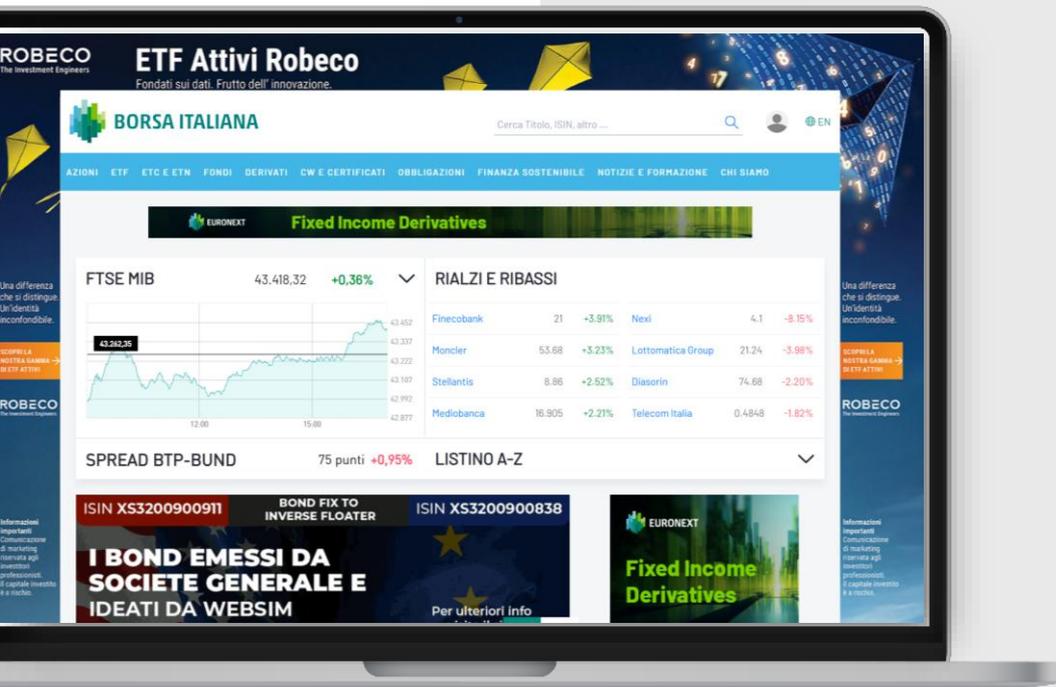
Active user



[\*] Source Google Analytics November 4, 2025

# Standard International Advertising Bureau (IAB) banners

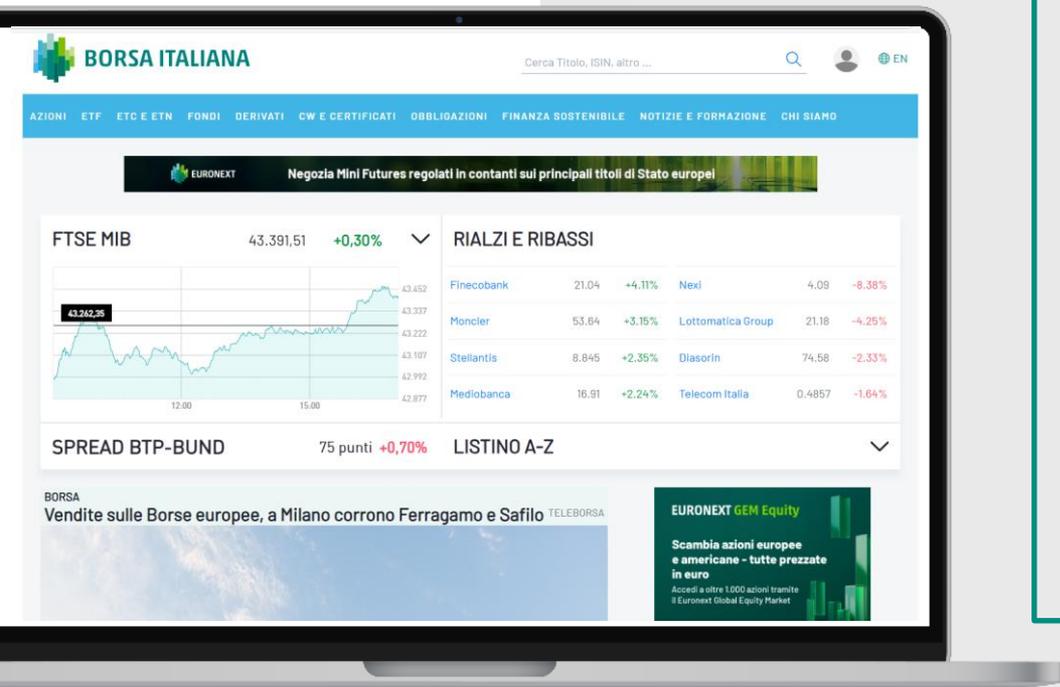
We offer a wide range of advertising formats to ensure maximum visibility and an optimal user experience, from traditional display formats to innovative and fully customized solutions.



## Formati Display

- **Skin (2400x1400):** High-impact formats: prominent visibility across the entire page.
- **Leaderboard (728x90) and MPU (300x250):** ideal for desktop, delivering strong conversion performance.
- **Ticker (960x50):** horizontal solution designed for quick alerts and high-frequency messaging.
- **Billboard (970x250):** high visual impact thanks to its large-format dimensions.
- **Gallery (785x442):** positioned exclusively on the Homepage, the Gallery is a premium sponsorship format paired with the main headline news, ensuring maximum visibility within a highly relevant editorial context..

# Advanced Solutions



## Advanced Solutions

- **Native Advertising:** Formats fully integrated within editorial content
- **Co-branded Mini Site:** dedicated and fully customized section for your brand
- **Sponsorship on the Virtual Stock Exchange** «Borsa Virtuale»

## Campagne Direct

- **DEM** – Direct E-mailing

## Special projects

- **Tailored solutions** for your communication needs (for more information, please contact [info\\_adv@euronext.com](mailto:info_adv@euronext.com) )

# Standard International Advertising Bureau (IAB) banners

**Leaderboard**  
(728x90 pixels)

The screenshot displays the Borsa Italiana website with several advertising banners. At the top, there is a dark green Leaderboard banner for 'SG TRADING MASTERS' with the Societe Generale logo and a group of people celebrating. Below it is a blue navigation bar with categories like 'AZIONI', 'ETF', etc. The main content area features a white 'Ticker' banner for 'Nordea' with the text 'Nordea. Il tuo esperto nell'investimento climatico.' and a 'Scopri di più' button. To the left, there are two white MPU banners for 'Inizi negoziazione MOT' and 'Inizi negoziazione EXTRAMOT', each with an 'ARCHIVIO' button. On the right, there is a green MPU banner for 'Certificati Goldman Sachs 100% Equity Protection Callable' featuring a yellow umbrella illustration.

**Ticker**  
(960x50 pixels)

**MPU**  
(300x250 pixels)

# Standard International Advertising Bureau (IAB) banners

**Billboard**  
(970x250 pixels)

The screenshot shows the Borsa Italiana website with a large billboard at the top. The billboard is for BNP Paribas | INVESTIMENTI and features a colorful parachute against a blue sky with clouds. The text 'Messaggio Pubblicitario' is visible in the top right corner of the billboard area. Below the billboard is the Borsa Italiana logo and a search bar. The main navigation menu includes: AZIONI, ETF, ETC E ETN, FONDI, DERIVATI, CW E CERTIFICATI, OBBLIGAZIONI, FINANZA SOSTENIBILE, NOTIZIE E FORMAZIONE, and CHI SIAMO. The page content is divided into two columns of financial news. The left column is titled 'Inizi negoziazione MOT' and lists 'BANCA POPOLARE DI SONDRIO' and 'NEXI'. The right column is titled 'Inizi negoziazione EURONEXT ACCESS MILAN' and lists 'CLESSIDRA FACTORING' and 'GPI'. Each news item includes a date and a description, and there is an 'ARCHIVIO' button at the bottom of each column.

**BNP PARIBAS | INVESTIMENTI**

Messaggio Pubblicitario

**BORSA ITALIANA**

Cerca Titolo, ISIN, altro ...

AZIONI ETF ETC E ETN FONDI DERIVATI CW E CERTIFICATI **OBBLIGAZIONI** FINANZA SOSTENIBILE NOTIZIE E FORMAZIONE CHI SIAMO

Sei in: [Home page](#) > [Obbligazioni](#) > Home

**Inizi negoziazione MOT**

BANCA POPOLARE DI SONDRIO  
BANCA POPOLARE DI SONDRIO - Dal 21 maggio 2025 in negoziazione su 1 nuovo titolo

NEXI  
NEXI - Dal 21 maggio 2025 in negoziazione su 1 nuovo titolo

ARCHIVIO

**Inizi negoziazione EURONEXT ACCESS MILAN**

CLESSIDRA FACTORING  
Dal 19 maggio 2025 in negoziazione nuovi titoli.

GPI  
Dal 14 maggio 2025 in negoziazione nuovi titoli.

ARCHIVIO

# Banner Custom

**Skin**  
(2400x1400 pixels)

**Gallery**  
(785x442 pixels)

The screenshot displays the Borsa Italiana website interface. At the top, it features the logo for 'OBBLIGAZIONI INTESA SANPAOLO' and the tagline 'LA MOSSA STRATEGICA PER I TUOI INVESTIMENTI'. Below this is the 'BORSA ITALIANA' header with a search bar and navigation links for 'AZIONI', 'ETF', 'ETC E ETN', 'FONDI', 'DERIVATI', 'CW E CERTIFICATI', 'OBBLIGAZIONI', 'FINANZA SOSTENIBILE', 'NOTIZIE', and 'CHI SIAMO'. The main content area is divided into several sections: 'FTSE MIB' with a value of 27.860,13 and a +1,07% change; 'RIALZI E RIBASSI' listing various stocks like Telecom Italia, Leonardo, and Banco Bpm; 'SPREAD BTP-BUND' at 156 punti with a +1,01% change; and 'LISTINO A-Z'. A large advertisement for 'PREMI FISSI CASH COLLECT CALLABLE' by BNP PARIBAS is prominent, featuring an image of a box of chocolates. To the right, there is a red advertisement for 'enjoy' and a 'Comunicati Societari' section with a search bar and a snippet about OVS. The left sidebar contains information about the 'TASSO FISSO DOLLARO USA' and 'TASSO FISSO AUSTRALIANO'.

# Advanced Solutions: Native Advertising

Formats seamlessly integrated into editorial content.



**Invesco**

ETF sotto una nuova luce con i tematici

Con focus su trend globali come IA, metaverso e cybersecurity, gli ETF tematici Invesco offrono diversificazione e potenziali rendimenti vantaggiosi.

Contenuto pubblicitario

## ULTIME NOTIZIE



Academy  
**Capital Markets Compliance & Integrity Manager Certification Programme**  
March - July 2025  
BURNETT CORPORATE SOLUTIONS

Produzione industriale, UNC: una Caporetto! Codacons: Governo deve investire la rotta

14-01-2025 11:41 TELEBORSA

Generali, risultati indicativi non vincolanti relativi a offerta di riacquisto di tre serie di obbligazioni subordinate

14-01-2025 11:40 TELEBORSA

Borsa: SOLE24ESG MORN. Chiusura 1317,88 (-0,41%)

13-01-2025 20:36 RADIOCOR

Borsa: SOLE40 MORN. Chiusura 1294,44 (-0,77%)

13-01-2025 20:35 RADIOCOR

## FINANZA SOSTENIBILE



**Accesso ai capitali**

I mercati di Borsa Italiana

Borsa Italiana collabora con la comunità finanziaria italiana per perseguire obiettivi di crescita sostenibile. Scopri di più



**Invesco**

ETF sotto una nuova luce con i tematici

Con focus su trend globali come IA, metaverso e cybersecurity, gli ETF tematici Invesco offrono diversificazione e potenziali rendimenti vantaggiosi.

Contenuto pubblicitario



**Sustainable Network**

Il network di Borsa Italiana

Creiamo per il mercato dei capitali italiano un ecosistema integrato e facilitiamo lo sviluppo di soluzioni innovative di Sustainable Corporate Finance



**T.Rowe Price**

Outlook 2025: Investire in tempi di transizione

Il mondo si trasforma a un ritmo e a una scala inediti: nel Global Market Outlook 2025 le nostre intuizioni per affrontare cambiamenti e opportunità.

Contenuto pubblicitario



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Contenuto pubblicitario

# DEM – Direct E-mailing

**Dedicated communication via professional e-mails sent to over 190,000 subscribers of the Borsa Italiana website (third-party communication).**

The database consists of a highly qualified audience, including:

- Retail and institutional investors
- Financial intermediaries and advisors
- Financial sector professionals
- Corporate decision-makers

These DEMs (Direct E-mail Marketing campaigns) allow for targeted messaging to a profile-specific audience interested in economic and financial topics, within a credible context aligned with the market ecosystem.

## Key Benefits

- ✓ Direct access to a qualified audience
- ✓ High visibility of the message in a dedicated format
- ✓ Alignment with Borsa Italiana's institutional positioning
- ✓ Detailed performance reporting (e.g., open rates, click-through rates)

All communications are executed in compliance with current **privacy regulations and personal data protection laws**.

The screenshot shows an email campaign interface. At the top, there are performance metrics for three different email types: 'Click / Email inviate', 'No click / Email inviate', 'Click / Email ricevute', and 'No Click / Email ricevute'. Below this is a large image of wind turbines with the headline 'Verso le Emissioni Zero'. The main body of the email contains the text 'Scopri i nuovi Strategic Certificate su Vontobel Green Energy Strategy Index e Vontobel Green Technology Strategy Index'. Below the text, there are two pie charts showing email performance: 'Aperture uniche: 18644 (10.2%)' and 'Aperture totali: 38293'. A table at the bottom lists two products:

ISIN	Codice	Sottostante	Scadenza	Valuta
DE000V11KT3	FGRTEC	Vontobel Green Technology Strategy Index	Open-End	EUR
DE000V2LHF4	FGRENG	Vontobel Green Energy Strategy Index	Open-End	EUR

At the bottom right, there is a BNP PARIBAS logo and the text 'La banca per un mondo che cambia'.

# Sponsorship on Borsa Virtuale – Trading Simulator

## What is Borsa Virtuale?

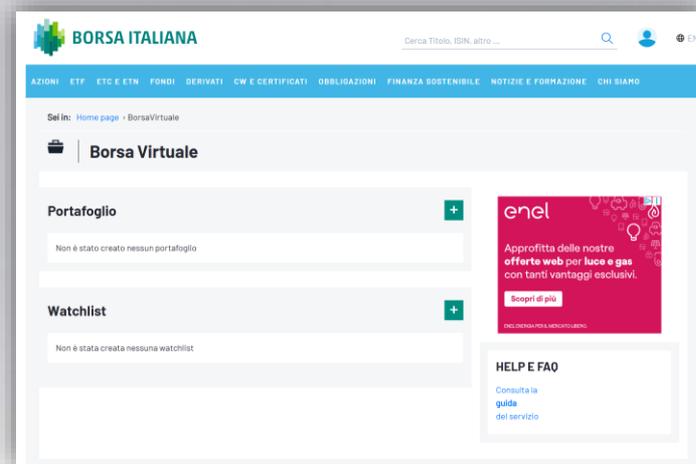
Borsa Virtuale is a free service that allows you to simulate trading by creating an investment portfolio and tracking its performance.

## Banner 300×250 – Sponsorship

**Highly Qualified Audience:** 224,000 users with at least one portfolio created since the service launch; 386,300 views\*

## Why Sponsor on Borsa Virtuale?

- Investment-focused simulation environment
- Retail users with interest in financial products
- Brand-safe and institutional context (Euronext / Borsa Italiana)



\*GA4 January 2026



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