



Mediakit Advertising
www.borsaitaliana.it



EURONEXT

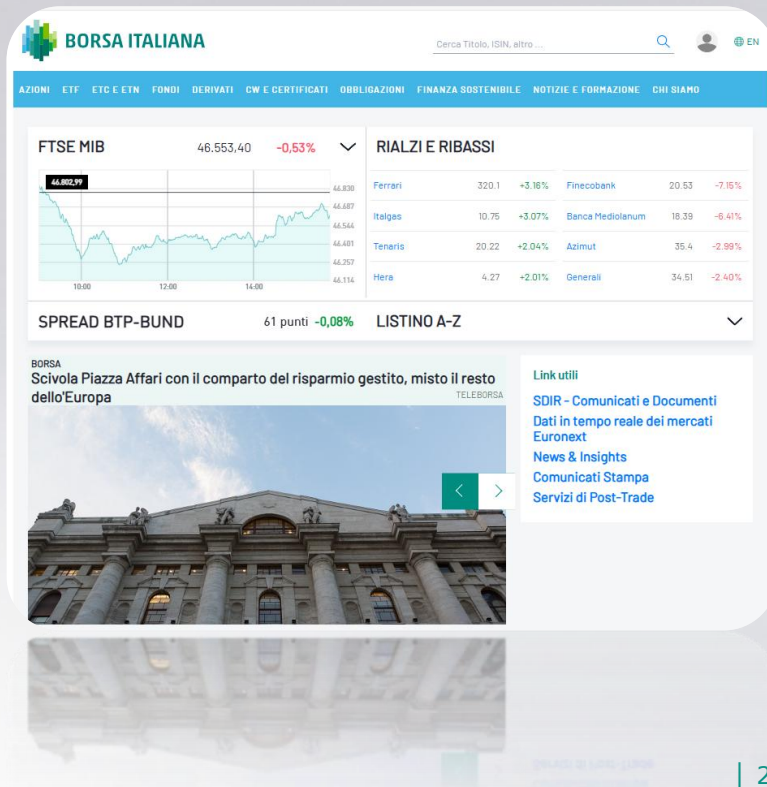
The Value of the Borsa Italiana Website

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

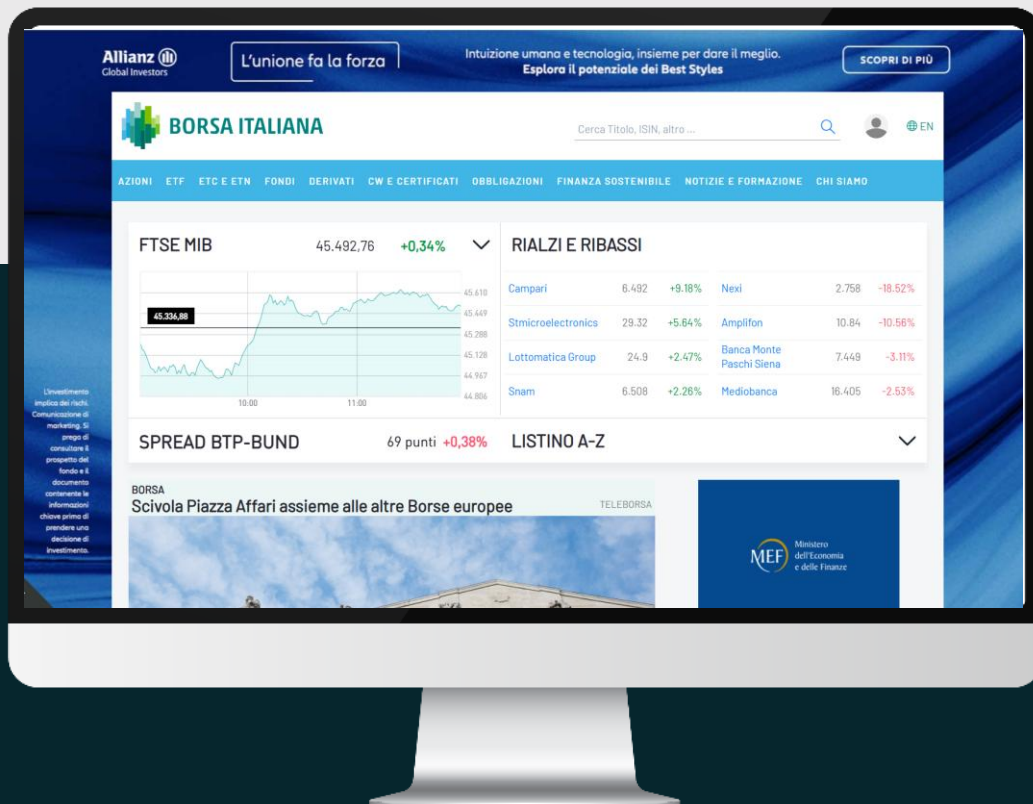
60M

Impression

2M

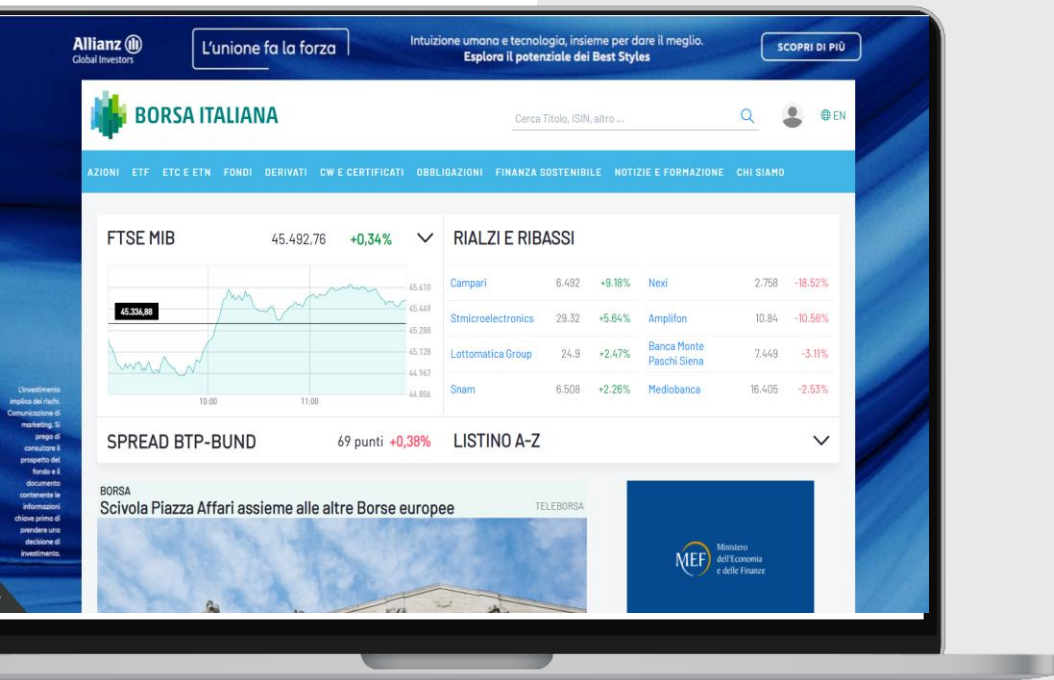
Active user

[*] Source Google Analytics November 4, 2025



Standard International Advertising Bureau (IAB) banners

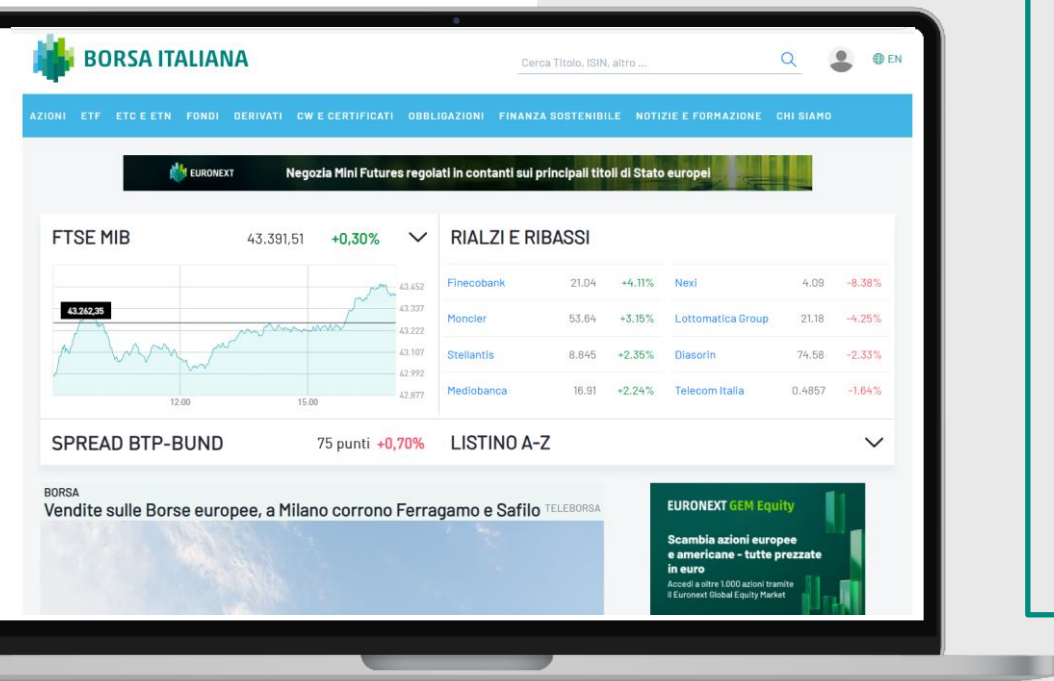
We offer a wide range of advertising formats to ensure maximum visibility and an optimal user experience, from traditional display formats to innovative and fully customized solutions.



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)

Standard International Advertising Bureau (IAB) banners

Leaderboard

(728x90 pixels)

The screenshot displays the Borsa Italiana website with several IAB banner formats highlighted by green lines and dots:

- Leaderboard:** A horizontal banner at the top of the page for "SG TRADING MASTERS" by "SOCIETE GENERALE".
- Ticker:** A horizontal banner below the main navigation bar for "Nordea. Il tuo esperto nell'investimento climatico." with a "Scopri di più" button.
- MPU:** A square banner on the right side of the page for "Certificati Goldman Sachs 100% Equity Protection Callable", featuring an illustration of a yellow umbrella.

The website content includes sections for "Inizi negoziazione MOT" and "Inizi negoziazione EXTRAMOT", each with details about EuroMOT negotiations and an "ARCHIVIO" button.

Ticker

(960x50 pixels)

MPU

(300x250 pixels)

Standard International Advertising Bureau (IAB) banners

Billboard
(970x250 pixels)

The screenshot shows the Borsa Italiana website. At the top, there is a large billboard advertisement for BNP Paribas | INVESTIMENTI. The billboard features a dark background with the BNP Paribas logo and a colorful parachute against a blue sky with clouds. The text "Messaggio Pubblicitario" is visible in the top right corner of the billboard. Below the billboard, the Borsa Italiana logo and name are displayed. A search bar with the placeholder text "Cerca Titolo, ISIN, altro ..." is located to the right of the logo. Below the search bar, there is a navigation menu with the following items: AZIONI, ETF, ETC E ETN, FONDI, DERIVATI, CW E CERTIFICATI, OBBLIGAZIONI, FINANZA SOSTENIBILE, NOTIZIE E FORMAZIONE, and CHI SIAMO. The "OBBLIGAZIONI" item is highlighted. Below the navigation menu, the page content is divided into two columns. The left column is titled "Inizi negoziazione MOT" and lists three items: BANCA POPOLARE DI SONDRIO (2025 in negoziazione su 1 nuovo titolo), NEXI (2025 in negoziazione su 1 nuovo titolo), and CLESSIDRA FACTORING (Dal 19 maggio 2025 in negoziazione nuovi titoli). The right column is titled "Inizi negoziazione Euronext Access Milan" and lists two items: CLESSIDRA FACTORING (Dal 19 maggio 2025 in negoziazione nuovi titoli) and GPI (Dal 14 maggio 2025 in negoziazione nuovi titoli). Each item has an "ARCHIVIO" button below it.

Banner Custom

Skin

(2400x1400 pixels)



Gallery

(785x442 pixels)



The screenshot displays the Borsa Italiana website interface. At the top, there's a header with 'OBBLIGAZIONI INTESA SANPAOLO' and 'LA MOSSA STRATEGICA PER I TUOI INVESTIMENTI'. Below this, the 'BORSA ITALIANA' logo is prominent, followed by a search bar and navigation links like 'AZIONI', 'ETF', 'ETC E ETN', 'FONDI', 'DERIVATI', 'CW E CERTIFICATI', 'OBBLIGAZIONI', 'FINANZA SOSTENIBILE', 'NOTIZIE', and 'CHI SIAMO'. The main content area features a 'FTSE MIB' index chart showing a value of 27.860,13 with a +1,07% change. To the right, a 'RIALZI E RIBASSI' table lists various stocks and their price movements. Below the index, there's a 'SPREAD BTP-BUND' section showing 156 punti with a +1,01% change, and a 'LISTINO A-Z' section. The bottom of the page includes two large advertisements: one for 'PREMI FISSI CASH COLLECT CALLABLE' by BNP PARIBAS | INVESTIMENTI, and another for 'enjoy' magazine. A 'Comunicati Societari' section is also visible at the bottom right.

Stock	Change	Stock	Change
Telecom Italia	0,26 +5,48%	Leonardo	10,35 -1,29%
Banca Monte Paschi Siena	2,246 +3,03%	Moncler	65,24 -0,73%
Unicredit	19,068 +2,98%	Prysmian	37,34 -0,59%
Banco Bpm	3,923 +2,78%	Interpump Group	53,06 -0,45%

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

EUROPEAN CORPORATE SOLUTIONS

Sign up →

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

14-01-2025 11:41 TELEBORSA

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

13-01-2025 20:36 RADIOCOR

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

14-01-2025 11:40 TELEBORSA

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



T.Rowe Price

2025 Global Market Outlook

Investire in tempi di transizione

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

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:

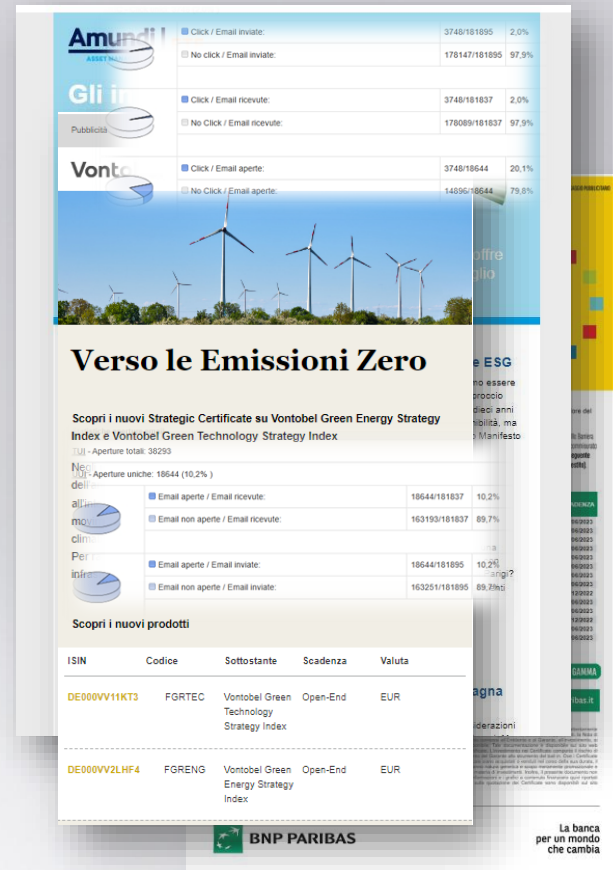
- Retail and institutional investors
- Financial intermediaries and advisors
- Financial sector professionals
- Corporate decision-makers

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**.



Sponsorship on Borsa Virtuale – Trading Simulator

What is Borsa Virtuale?

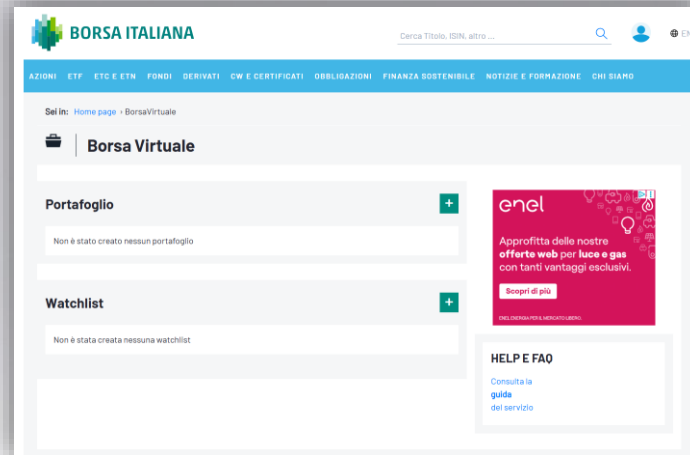
Borsa Virtuale is a free service that allows you to simulate trading by creating an investment portfolio and tracking its performance.

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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