



1865-2025: 160 years

**Il Sole 24 Ore celebrates a special
birthday!**

Year-round initiatives and celebrations.

First call to action kicks off

“Diventa Opinion Reader”:

**readers feature in a major campaign celebrating the
160th anniversary**

with their own face and story in 160 characters

[Ilsole24ore.com/opinionreader](https://ilsole24ore.com/opinionreader)

1865-2025: Il Sole 24 Ore celebrates its first 160 years!

In 2025, Il Sole 24 Ore celebrates its 160th anniversary, an extraordinary journey that has spanned the history of our Country, detailing with passion and precision the events and personalities that have shaped it. The newspaper debuted on newsstands in Milan on **1 August 1865**: thus, **Il Sole** was born, a newspaper focused on business and politics, representing a liberal and innovative bourgeoisie. 100 years later, on **9 November 1965**, it merged with another prestigious Milanese business newspaper, **24 Ore**, becoming **Il Sole 24 Ore**, now a leader in business, financial, regulatory, and tax information. Since then, the newspaper has become a primary source of information for professionals and managers, institutions and businesses, and, more broadly, for all those who want **to stay informed about current events and understand future transformations**. Il Sole 24 Ore has witnessed significant shifts, major challenges, and dramatic events through a narrative that remains timely and impartial: both small and significant revolutions, evolutions, and stories that have intertwined the lives of the world and our Country with those of its readers through the pages of the newspaper.

This interweaving will be the focus of the **first major initiative** to kick off the newspaper's celebration: a **call-to-action to readers** to share these **160 years of collective stories**, which will unfold in a two-phase journey. Throughout 2025, the newspaper will also offer various activities designed to fully embrace the anniversary and further celebrate its relationship with readers.

February will see the launch of the ***Diventa Opinion Reader*** campaign, a **tribute** to those who have helped make this 160-year journey possible: the **vast community of**

readers. Il Sole 24 Ore, throughout these years and since its inception, has built its recognition and authority on the foundation of high values and ethical principles: quality information, in-depth analysis, precision, impartiality, and transparency have made it a prominent source and a valuable asset for our Country. That is why today, just as 160 years ago, the voice of Il Sole 24 Ore is the one that helps people understand events, form opinions, and nurture new ideas. In short, to become and establish itself as an opinion leader; and, starting today, as an "opinion reader".

For this reason, the **readers of Il Sole 24 Ore, each an Opinion Leader in their own field, will take centre stage in the institutional "Opinion Reader" campaign, the first fully participatory initiative.** Its aim is to create a collective portrait that captures the very essence of the newspaper and to tell the story of the unique bond, built on mutual trust, that readers share with Il Sole 24 Ore.

The initiative will unfold in two stages: the first teaser phase, running from early February until 30 March, marked by the call-to-action *Diventa Opinion Reader*, is the recruitment phase. On the dedicated website ilsole24ore.com/opinionreader, readers can apply to participate by submitting a photo of themselves and a text contribution of **up to 160 characters** to share their relationship with Il Sole 24 Ore. **A memory, a special moment related to the relationship with the newspaper, or the role it has played or continues to play in one's professional and personal life, or more broadly, in one's community.** Memories will be gathered that reveal connections and relationships: personal and professional stories of growth, family, culture, and tradition.

Contributions will be evaluated from different perspectives, based on criteria such as representativeness of the target and storytelling ability, to highlight the relevance and inspirational quality of the submitted stories.

The second step of the "Diventa Opinion Reader" campaign will be the **unveiling phase** of the selected participants at the 20th **Trento Festival of Economics**, organized by 24 ORE Group and Trentino Institutions, from **22-25 May**. On this special occasion, which brings together the most important national and international figures from the business community, institutions, and academia in the Trentino capital, the **major communication campaign celebrating 160 years of Il Sole 24 Ore, Opinion Reader**, will be officially unveiled. The campaign will feature the **faces and stories of 8 readers** of the newspaper, selected from all the nominations received. They will be portrayed in a series of author's shots, giving face and voice to this unique anniversary, becoming the focal point and actively shaping the core of the narrative.

The celebration of 160 years of Il Sole 24 Ore is obviously designed not only to place its readers at centre stage, but also to highlight the **Partners** who will contribute to the various initiatives dedicated to this milestone. In fact, companies that choose "Opinion Reader" can join readers as the lead players in this special narrative, sharing their connection with Il Sole 24 Ore through a format created by **24 ORE System** and featured in a **cross-media campaign**.

To launch the *Diventa Opinion Reader* initiative and encourage participation, an **advertising campaign** was executed across all 24 ORE Group media and externally, including radio spots, billboards, and the digital newsstand circuit.

All the information and rules for participating in the *Diventa Opinion Reader* initiative, by submitting your contribution, are available at ilsole24ore.com/opinionreader.