



Rinnovabili

Media Kit



Rinnovabili is part of INFORM, the journalistic and intelligence division of Orthodrome Group.

With 20 years of experience, we deliver **authoritative, data-driven** reporting on **renewable energy, climate policy, innovation**, and **market trends** for professionals, institutions, and global stakeholders.

orthodrome



inform



Rinnovabili in numbers



Audience

70% B2B



15%
Investors and Entrepreneurs

15%
Managers

15%
Self-employed

8%
Installers

7%
Public Administration

5%
Professors/Researchers

5%
Distributors

f 62K **in 53K** **X 19K** **10K**

Community



2,5 M

Monthly Community



350 K

Monthly newspaper visitors

Newsletter and DEM



+40 K

Contacts database



+30 %

Open rate



+17 K

Selected DEM contacts

inform

Our History





Multichannel solutions

1 NEWSPAPER

- Articles
- Banners
- Report & Visuals
- **Daily Solar News**
- SEO Boost

2 E-MAIL MARKETING

- 8 vertical Newsletters
- Direct Email Marketing
- **Obiettivo 4.0**

3 SOCIAL MEDIA

- Customized content
- Co-Branded social Content

4 PODCAST

- Participation in one of our podcasts
- Customized podcast show

5 EVENTS

- Partnership
- Press coverage
- Sponsorship
- Webinar

6 PARTNERSHIP

Partnership with a branded section and ongoing visibility.

Optional add-on:

- Branded thematic magazine
- Sponsorship of newspaper's section

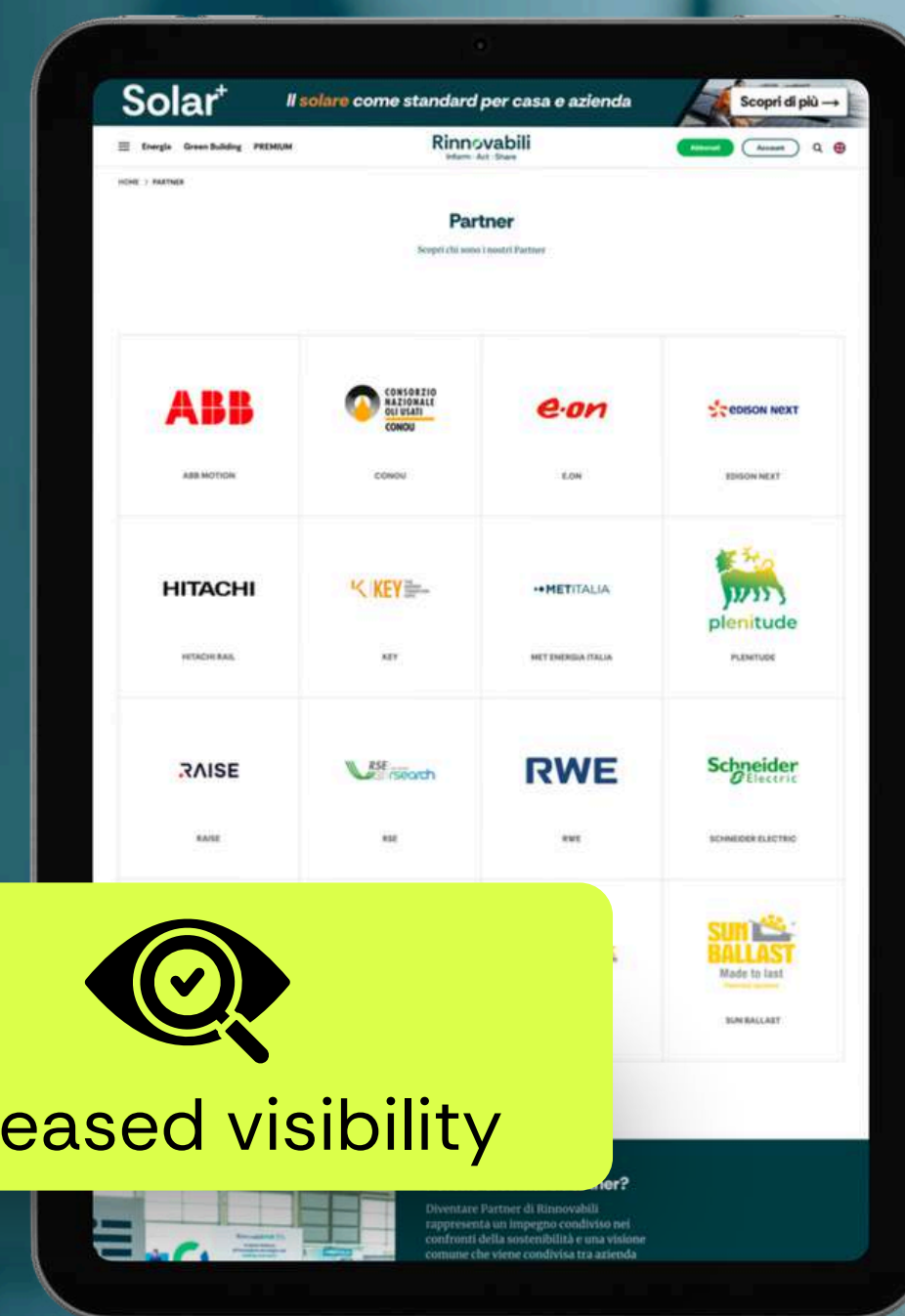
Annual Partnership

The Annual Partnership encompasses:

- A **dedicated** and **branded section** for content pertaining to your brand.
- **Ongoing visibility** and **positioning** within the outlet channels.

Possible add-on:

- **Branded thematic magazine** designed to enhance **communication** and **SEO**.
- **Sponsorship of a magazine section** to reinforce the association of your brand with pertinent themes and strengthen your Brand Authority.





Articles



Advertorial

Green Transition Scenario

Il Green Transition Scenario rappresenta lo scenario "più ambizioso" anche il più plausibile. In questo caso l'Europa raggiungerebbe le zero emissioni nette di CO₂eq. entro il 2050, grazie alla rapida transizione del sistema energetico alla spinta dall'efficienza energetica. La domanda di elettricità aumenterebbe di circa il 40%, alimentata quasi interamente da eolico e solare, mentre le forniture primarie di carbone, petrolio e gas diminuirebbero drasticamente, rispettivamente del 95%, 94% e 16%.

Lo scenario vede le pompe di calore diventare la fonte di riscaldamento dominante con l'elettricità a copertura del 70% della domanda finale di energia per la metà del secolo.

A branded information article aligned with editorial standards.

Rinnovabili

la Manovra 2026 è legge...

Incentivi al fotovoltaico per...

Decreto PNRR 2026: fondi per...

Il decreto-legge riporta nuovi interventi...

Pompe di Calore: Guida all'efficienza e alla decarbonizzazione dei consumi termici

Angela Agosta • 15 Gennaio 2026

DL Transizione - Aree idonee, com'è cambiato il test Senato

Stefania Del Bianco • 9 Gennaio 2026

Il Governo Meloni dice sì all'accordo con il Mercosur libera degli...

Erminia Vecchia • 9 Gennaio 2026

10 TESI PER LA SOSTENIBILITÀ

Fino al 31 gennaio 2026 è possibile partecipare...

Rinnovabili | Daily Solar News [20/01/2026]

Le notizie più rilevanti del momento dal mondo del solare e dello storage...

Adler, CEO SkyPower Global: "Costo FV...

Il Future Energy Summit di Abu Dhabi, il CEO...

Solar

Il solare come standard per casa e azienda

Interview

Successo Renault in Italia: Car of the Year, elettrificazione e sfide globali. L'intervista a Raffaele Fusilli

Photo Traveler • 30 Aprile 2025 • Tempo di lettura: 5 minuti

Rinnovabili ha intervistato Raffaele Fusilli, Amministratore Delegato di Renault Italia che ha sottolineato i successi di un anno importante, il 2024, e le sfide da vincere su un mercato complesso

Consigliati

2026 START

POLITICHE E NORMATIVA

La Manovra 2026 è legge, ecco le misure su energia e ambiente in bilancio

La Redazione • 31 Dicembre 2025

FOTVOLTAICO

Incentivi al fotovoltaico per aziende, guida completa ai contributi 2026

Interview with our journalists on your company's strategy and innovation.

In Depth Article

Periodo: 01/01/2026 → 30/09/2028

FINO A 2,5 MLN € 100%

TRA 2,5 E 10 MLN € 100%

TRA 10 E 20 MLN € (TETTO) 50%

COSA RIENTRA NELL'ADEVALEAZIONE:

- Beni strumentali nuovi
- Impianti FER (Fotovoltaico UE alta efficienza)
- Sistemi di accumulo

La Manovra 2026 tende la mano alle imprese energivore. Il provvedimento reintroduce i vecchi crediti di imposta del Piano 4.0 e 5.0 alle aziende a forte consumo di energia elettrica o gas naturale iscritte negli elenchi SS8A. L'incentivo supporterà gli investimenti in beni materiali e immateriali tecnologicamente avanzati previsti dal piano Industria 4.0 con le aliquote del piano Transizione 5.0.

Il credito è utilizzabile esclusivamente in compensazione tramite modello F24. Per questa operazione è previsto un limite di spesa complessivo di 10 milioni di euro per l'anno 2026.

Expert insights presented in an engaging, accessible format.

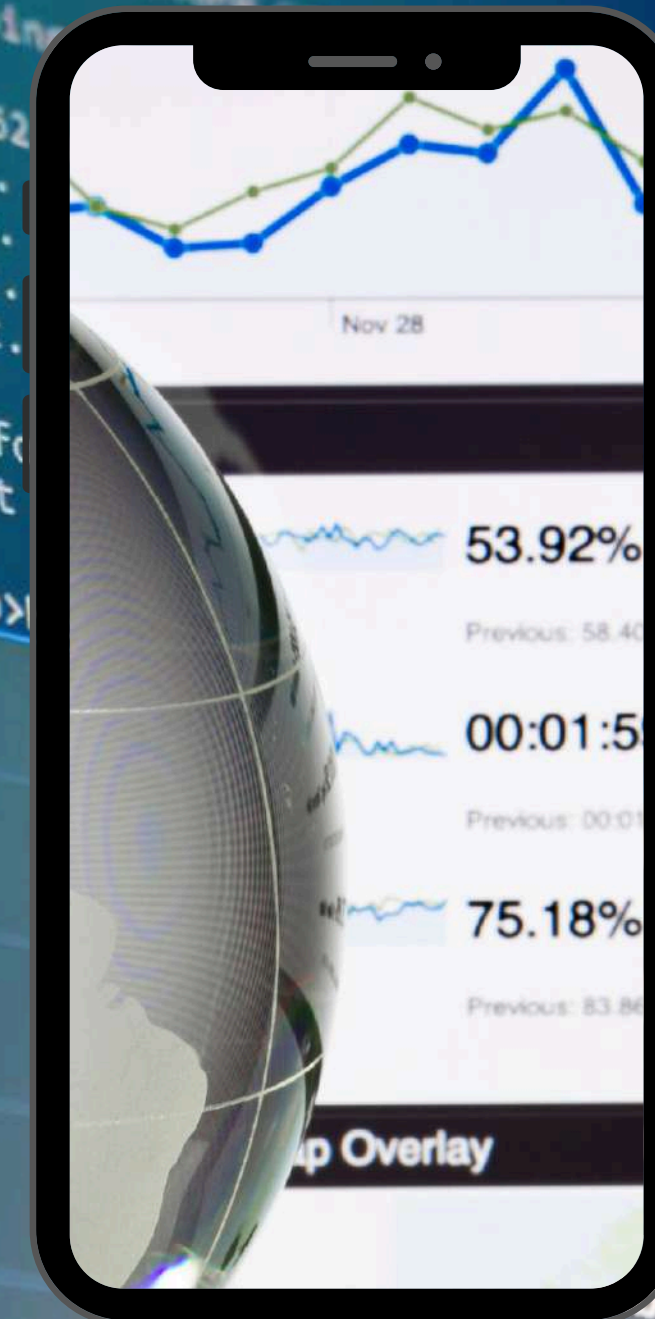
Seo Boost

Media Press

We spread a press release on 90 news aggregators, improving web reputation and bringing traffic directly to your site

Linkbuilding articles

Quality content to boost your back-link profile and SEO



Report & Visuals

We analyze and communicate in an engaging way highly relevant detailed Reports to:

- Document the status of advanced technologies.
- Disseminate and provide access to industry-specific information.

Visual Infographics

We create visuals that transform complex information into engaging content to maximize the impact of your message



Daily Solar News

A feature of Rinnovabili's Energy vertical,
with market updates on **photovoltaics**
and storage, dedicated to professionals
in the supply chain.

A daily magazine with multi-platform distribution:

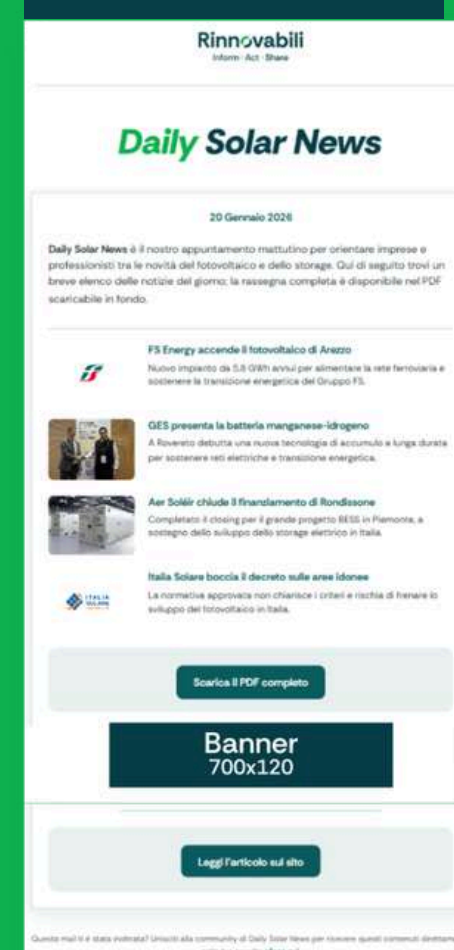


Visibility Opportunities

Your Logo



Banner in Newsletter



Newsletter

9 Strategic Newsletters to Communicate with a Qualified Target

General

WEEKLY TIME

Greenbuilding

ECOHABITAT

Mobility

NEXTMOBILITY

Legal

ECOPOLICY

Energy

ENERGYREVOLUTION

Circular economy

SECONDLIFE

Agrifood

MYPLANET

Consumers and passionates

PLANET TOMORROW

International Newsletter

THE NEXT WAVE Rinnovabili



**Position your brand with:
Banner in Newsletter
(300x250px)**

**Insertion of an article in
the newsletter**

To get it noticed by
a wide readership

inform

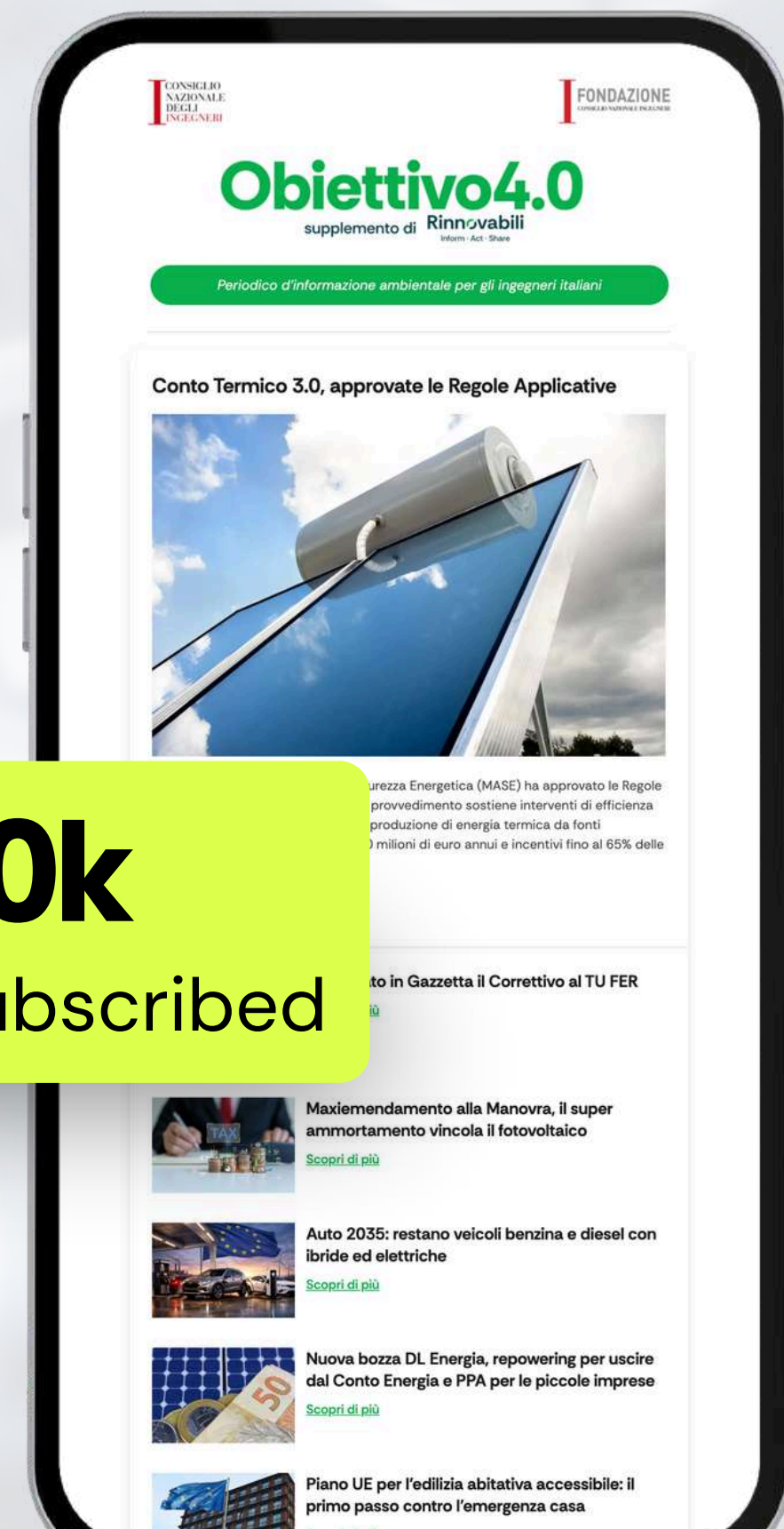
Newsletter **Obiettivo4.0** *powered by* Rinnovabili

Obiettivo 4.0 is an exclusive newsletter by Rinnovabili, produced for the CNI (Italian National Council of Engineers) and distributed monthly to all Italian engineers who are members of the CNI.

Available formats:

- Banner (300x250 px)
- Article abstract

+260k
engineers subscribed





Newsletter **Vita Verde**

powered by **Rinnovabili**



We reach thousands of consumers every month.

Vita Verde is an exclusive B2C newsletter by Rinnovabili, produced for Assoutenti, an Italian consumer association (associazione dei consumatori), and distributed monthly to their subscribers.

Available formats:

- Banner (300x250 px)
- Article abstract

+45k
consumers



Direct Email Marketing

Reach thousands of contacts with your message, choosing the ideal audience from 9 profiled databases to maximize the impact.

Ideal for:

- Promoting new products
- Announcing events and webinars
- Sharing exclusive content



Display Campaigns



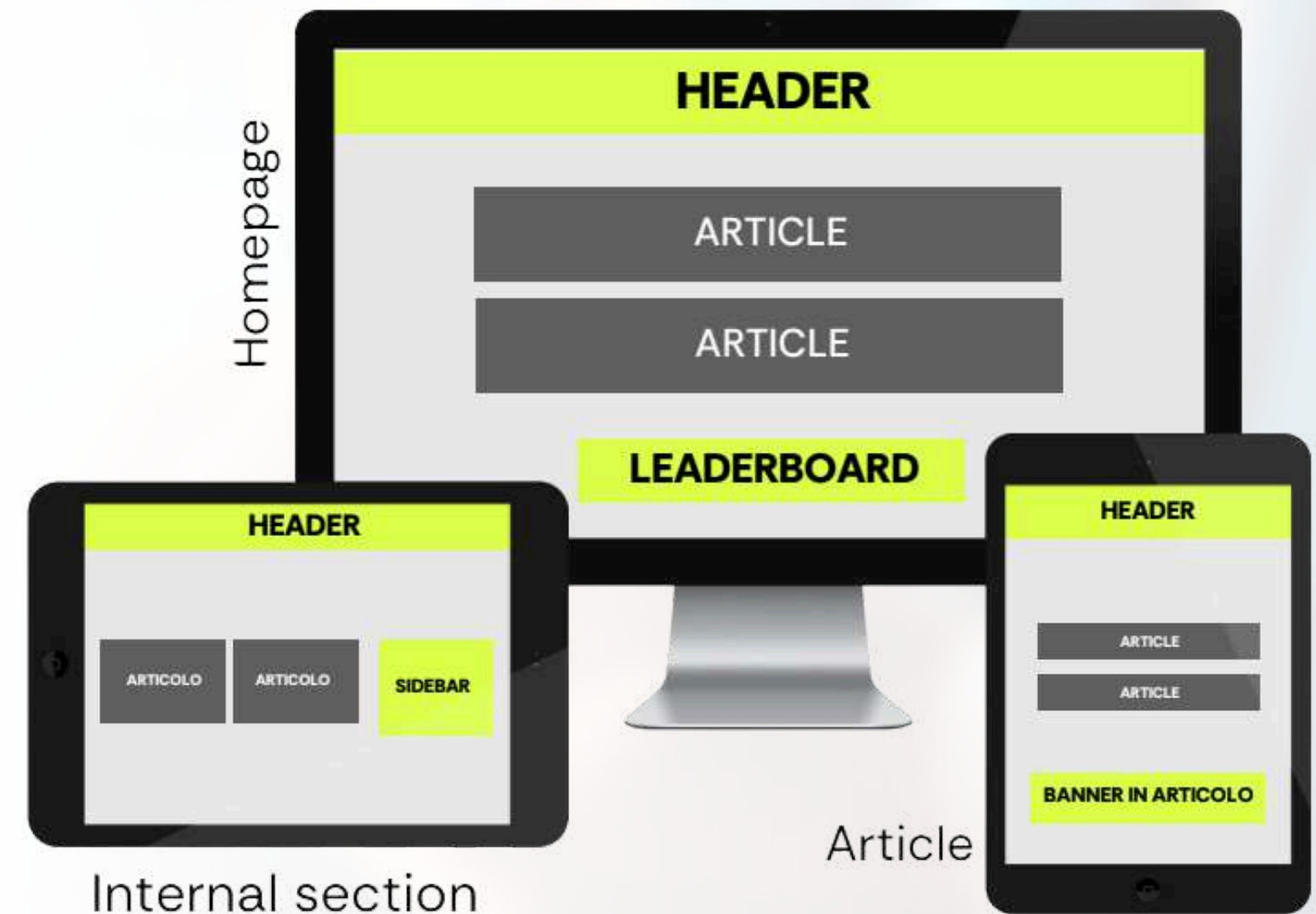
Enhance your visibility across our channels:

- Header Homepage (1920x120px)
- Leaderboard Homepage (700x120px)
- Article Banner (550x120px)
- Newsletter Banner (300x250px)
- Section Sidebar (300x250px)

Average monthly impressions

Header: 130.959 | Leaderboard: 13.429

Sidebar: 2.418 | Article: 55.310



Social Media

Content creation tailored for you:

- Articles sharing to increase reach
- Engaging carousels with graphs and data
- Infographics
- Reels created by our editorial team

Co-Branded Social Content:

Maximize your brand visibility with content ready to be customized with your company logo and the "In collaboration with" tag, leveraging the value of co-branding to increase your credibility and authority.



Events



Partnership Organization

We collaborate to deliver successful events, with meticulous attention to every detail, both online and in person



Media Coverage

We provide visibility through dedicated articles, videos, and social media promotion, ensuring the right level of attention for your event



Sponsorship Opportunities

Become a sponsor of our premier events and position your company in the spotlight with exclusive visibility



Webinar

Our Editorial Team develops Webinars or Webinar series to educate our community about relevant and groundbreaking topics



SMART BUILDING EXPO 2025



KEY 2025

Trade show format

- Development of **high-level content** to elevate the industry and the event
- Multi-platform **live streaming**
- Pre-event, on-site (video interviews), and post-event **media coverage**
- **B2B networking activities** with qualified stakeholders
- **Institutional invitations** through our Scientific Committee
- **Partnerships with professional councils** for continuing education credits

Podcast

Strengthen your positioning in the industry by sharing the content through our channels:

- Join an episode of one of our podcasts
- Create a **custom podcast show**, developed with the support of our Editorial Team.

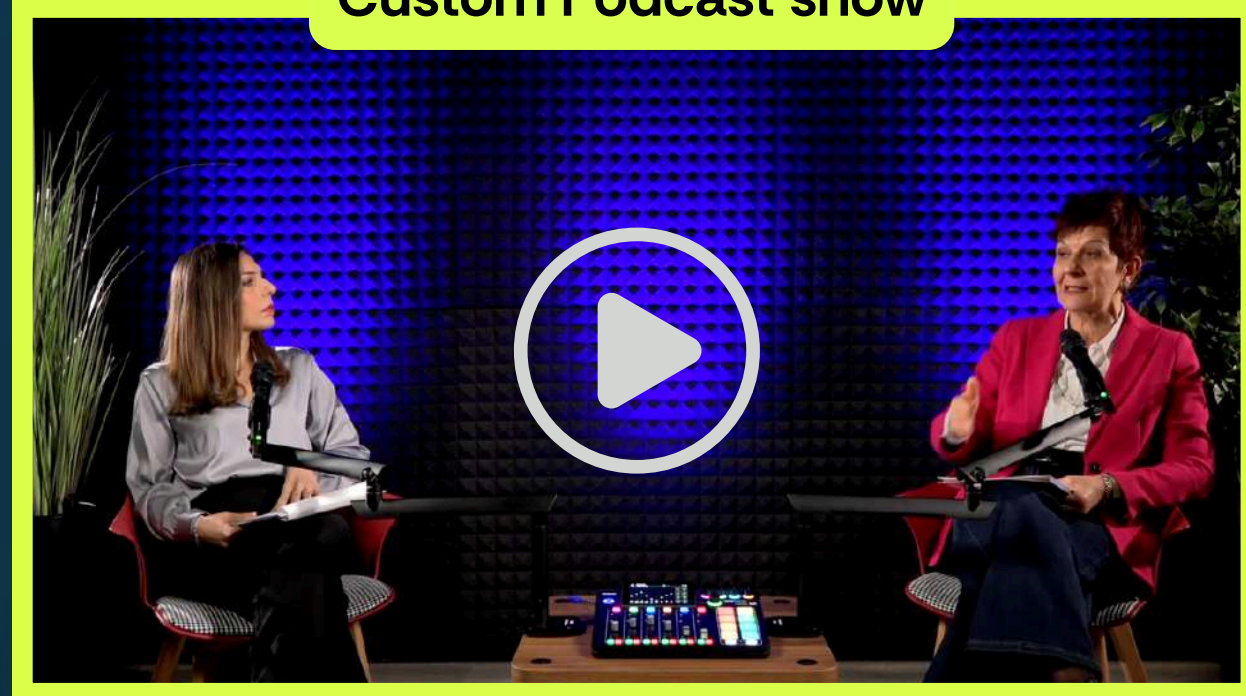
Available on:



Join an episode



Custom Podcast show



Video

Enhance your visibility with a Spotlight Interview on RinnovabiliTV:

- Questions to emphasize your company's distinctive viewpoint
- Professional editing
- Distribution throughout our multi-channel network

RinnovabiliTV



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