



Press Release

Here comes “**IL – Il maschile del Sole 24 ORE**”: the new generation of men’s magazines

On news-stands from September 19 with Il Sole 24 ORE

“**IL – Il maschile del Sole 24 ORE**”, the new monthly magazine published by Il Sole 24 ORE, lands on news-stands on **Friday, September 19**. Edited by **Walter Mariotti** and managed by **Ferruccio de Bortoli**, the monthly ushers in a new concept of men’s magazine that marks a watershed in the publishing arena. “**IL**” captures the cultural and non-cultural vibes of modern-day men and relates them with an outstanding style, in keeping with the glorious journalistic tradition of Il Sole 24 ORE.

Il Sole 24 Ore is “*the*” point of reference and a must to create work time value. Likewise, “**IL**” aims to help its readers **make the most of their culture time in an informed way**, by using a **smart, ironic approach** that blends **practicality and pleasure, service and wellbeing, curiosity and provocation**.

The magazine will focus on **lifestyles and trends**, adopting an **approach in sync with today’s times** and an **international perspective**, making way for **in-depth analysis to understand the whys and where froms of each story**. Which explains the subtitle of the magazine: “**Intelligence in Lifestyle**”. The best trends and passions unveiled by investigative stories, interviews, reports, oddities, and talks with the people making headlines today and with personalities from the political and economic world.

The new monthly features **three major sections**. The first is “**Global Report**”, covering what’s new from across the world, neatly complemented by **columns and insights from leader writers and journalists of Il Sole, alongside other distinguished national and international journalists**. “**Cover Story**” follows, with investigative stories, surveys and in-depth coverage of the topic of the month. The first issue zooms in on Barack Obama, seen as an epitome of style and bearer of a new image of masculine charm.

The second part, core of the magazine, contains **four sections**: “**Incontri**”, focus on the people making the headlines today, “**Valori**”, survey on the key ideas underlying change, “**Emozioni**”, travels, impressions and sensations that open up the heart and mind, “**Tendenze**”, fashion, life and society with a hands-on approach.

The third part presents **three sections**: “**Remake**”, a special photo report by a master of today tracing a great photographer of yesterday; “**Xfiles**”, a monthly investigative report on the dark side of finance and the economy, and the inside stories behind news stories, and finally, “**Global Agenda**”, the best cultural events across the globe read through the eyes of the actors themselves.

With this new men's monthly, Il Sole 24 ORE adds yet another great title to the list of its magazines formed by **Ventiquattro, House24** and **Viaggi del Sole**.