

**DEBUT TOMORROW ON NEWSSTANDS OF
NEW INSERT “CASA24 PLUS”:
an essential tool for households and professionals
to buy, rent, decorate and invest in real estate**

Out on Thursdays with Il Sole24 ORE

Living, buying, decorating and investing in real estate. Then trends, the key players, real-estate and finance companies. These are the topics of “Casa24 Plus”, the new free weekly of Il Sole 24 ORE **debuting tomorrow Thursday 23 June**, out on newsstands together with the daily, with an issue packed with in-depth analysis and practical insights for individuals and professionals, **addressing the over 31.2 million Italians** who are either owners or tenants of homes in Italy, **as well as people seeking a home** or accommodation **to spend the holidays and the weekend, and those who invest in real-estate finance**.

Every Thursday the insert will dedicate a **cover story to topical issues** and to exclusive investigative reports. Each issue will present a **page with focus on an Italian city**, with a detailed chart of **property quotes by neighbourhood**.

Other features will include **pages dedicated to the international market**, with news, comparisons and columns. Generous space will also be given to **second homes, holiday spots, and weekend getaway accommodations**.

A section will explore **issues related to furnishing, design and green construction**.

Lastly, the **“Turnkey” service pages** will treat **topics of interest to tenants and homeowners**: mortgages, tax breaks for renovation, condominiums, incentives for the purchase of furniture and furnishing, and leases.

With a 32-page tabloid format, the new editorial feat of Il Sole 24 Ore absorbs the features of “Casa&Case”, the time-honoured Saturday publication on market news and residential trends, and of “Mondo Immobiliare”, the monthly for real-estate professionals.

“Mondo Immobiliare” will remain as a **pull-out insert** inside the new product, and aspires to becoming the **premier weekly source for the trade**, bringing key news on the real-estate and finance world, topped with an exclusive interview.

The print publication is part of an **important multimedia project** associated with the **Casa24plus.it** online channel: the channel will be expanded and enhanced with **sections dedicated to condominiums and the real-estate industry**. The topics treated in the print version will be covered and **discussed online**, with **innovative multimedia services** tailored to property stakeholders.

Casa24 Plus readers will be able to connect with the staff by sending their queries and letters by e-mail to casa24plus@ilsole24ore.com, sharing their own home-related experience and situations. On social networks, especially on **Twitter and Facebook**, interaction with readers will be seamless: **surveys, opinions and discussions** will be expounded and dissected on the print publication every week.