



Health & Wellness observatory



SUMMARY

- **Mission and Editorial Project**
- **Editorial**
- **Institutions**
- **Associations**
- **The Digital World**
- **Project UK**

MISSION and EDITORIAL PROJECT

Our mission is to fight the **FakeNews** in the field of Health and give points of reference to readers, conveying the Scientific information with the three strongest Newspapers on the International territory

OUR STORY

Health & Wellness efocus was born at the **University of Padua** and today, after seven years it boasts collaborations with different profiles of the exhibition. It is distributed by "**Il Venerdì - LaRepubblica**", "**Il Sole 24 Ore**" and "**Sette - Il Corriere della Sera**".



UNIVERSITÀ
DEGLI STUDI
DI PADOVA

WIDESPREAD DISTRIBUTION

150.00 copies in the Central South via "**Il Venerdì - La Repubblica**"

150,000 copies in the main Metropolis of all Italy with "**Il Sole 24 Ore**"

il venerdì
la Repubblica

Il Sole **24 ORE**

EDITORIAL

The Editorials of
Health & Wellness observatory
by the most important voices
of the Institutions

Sottosegretario di Stato per il Ministero della Salute Prof.
Pierpaolo Sileri
Ministro dell'Università e della Ricerca
Prof.ssa Maria Cristina Messa
Presidente CRI Avv. Francesco Rocca
Presidente CNR Prof.ssa Maria Chiara Carrozza
Presidente FISM Dr. Franco Vimercati
**Direttore del Dipartimento area medica ASST Ovest
Milanese e Vice Presidente FISM**
Prof. Antonino Mazzone
Direttore del Diabetes Research Institute di Miami
Prof. Camillo Ricordi
Rettrice dell'università degli Studi Milano-Bicocca
Prof.ssa Giovanna Iannantuoni
Presidente della Regione Liguria Giovanni Toti
**Assessore Sanità e Integrazione Socio-Sanitaria Regione
Lazio** Dr. Alessio D'Amato

INSTITUTIONS



Ministero della Salute



Regione
Lombardia



REGIONE
LAZIO



**REGIONE
LIGURIA**

ASSOCIATIONS

THE PROJECT COLLABORATES FONDAZIONI WITH MANY FOUNDATIONS AND ASSOCIATIONS:



THE DIGITAL WORLD

The dissemination of our content takes place mainly through the advertising network **Taboola** which allows to improve the internet browsing experience, generating a series of valuable features by interacting with users' systems in order to propose customized advertising based on the target audience.

Taboola is a leading content recommendation platform worldwide and is part of the Manzoni Group in Italy.

In Italy it has a network of about **6 billion page views per month**.



INTEREST



DEVICE



SOCIAL



GEOLOCATION



TIME SLOT

THE DIGITAL WORLD



INSTAGRAM

sanitaebenesserefocus

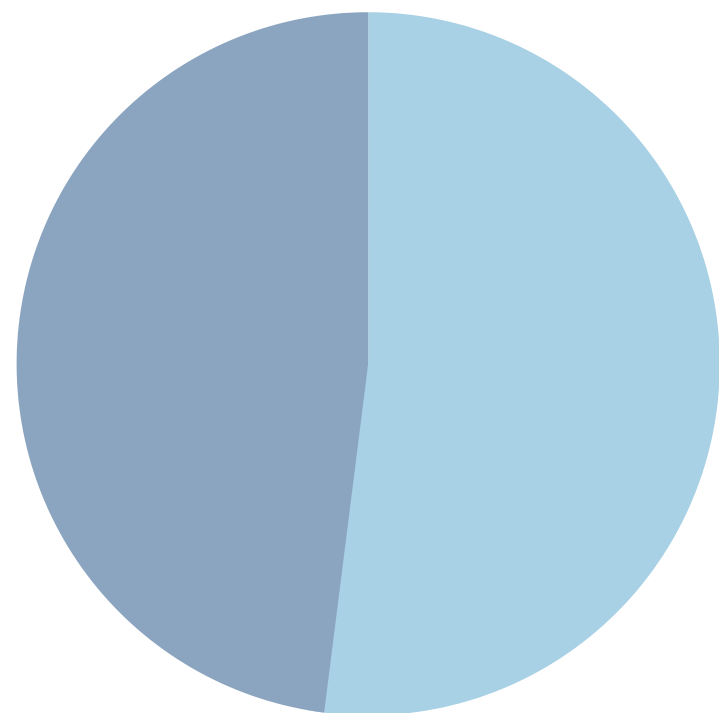
FOLLOWOER OF INSTAGRAM ARE EQUAL TO:

- **4773** FOLLOWERS

The Country of Origin of our users at 1 place we find the ITALY and at 2 place the RUSSIA..

As for the City 1 place we find MOSCOW, at the 2 place ROME and at the 3 place SAINT PETERSBURG. MOSCOW.

MALE
48%



FEMALE
52%

Our subscribers' age range is divided as follows:

- 32% are aged 25-34
- 22.3% are aged 35-44
- 22% are aged 18-24
- 11.7% are aged 45-54

THE DIGITAL WORLD

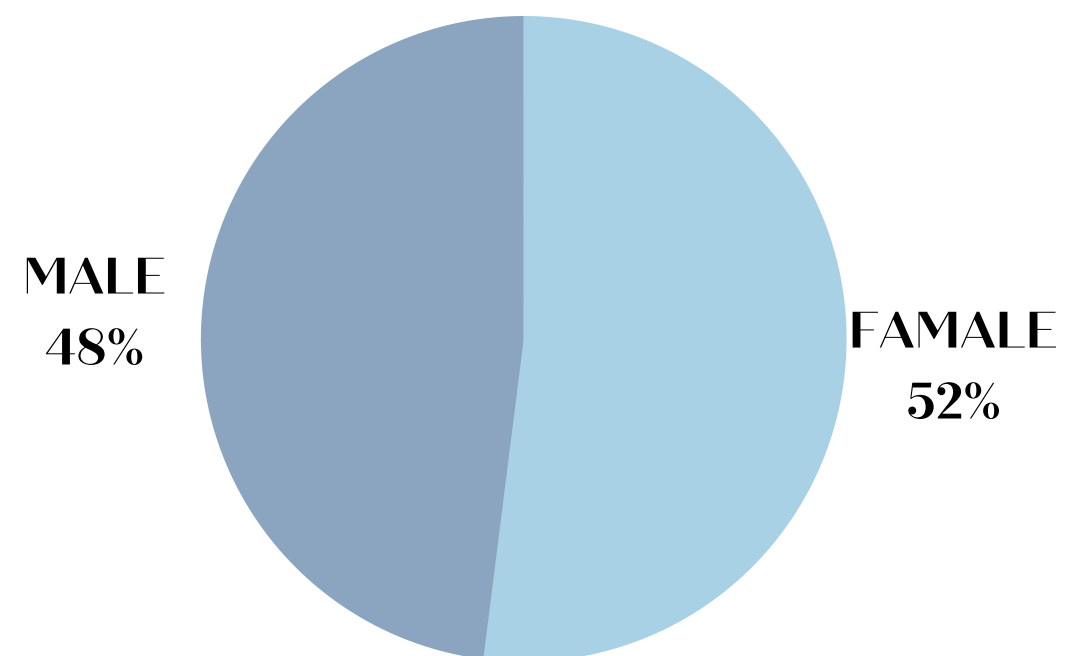


FACEBOOK

@redazionecscommunication

FOLLOWOER OF FACEBOOK THEY ARE SO SUBDIVIDED:

- 2878 PEOPLE LIKE THE PAGE
- 7561 FOLLOWING THE PAGE



The Country of Origin of our users at 1 place we find the ITALY and at 2 place the BANGLADESH..

As for the City from which our POST look at the 1st place. we find DACCA, at the 2nd place ROME and MILAN and at the 3rd place PALERMO.

The age range of our followers is divided as follows:

- 23% are aged 45-54
- 22% are aged 55-64
- 18.3% are aged 35-44
- 17% are aged 25-34

THE DIGITAL WORLD



LINKEDIN

Sanità&Benessere efocus

FOLLOWOER OF LINKEDIN ARE EQUAL TO:

- **3826** FOLLOWERS

In our LinkedIn page the users who follow us most are those who have as **JOB FUCTION:**

- 33.33% Marketing
- 25% Engineering
- 25% Media and Communication
- 16.67% Sales

As for the City from which look at our POST to the 1st place we find **MILAN**, to the 2nd place **AREZZO, PERUGIA** and **VERONA** and to the 3rd place **BERGAMO**.

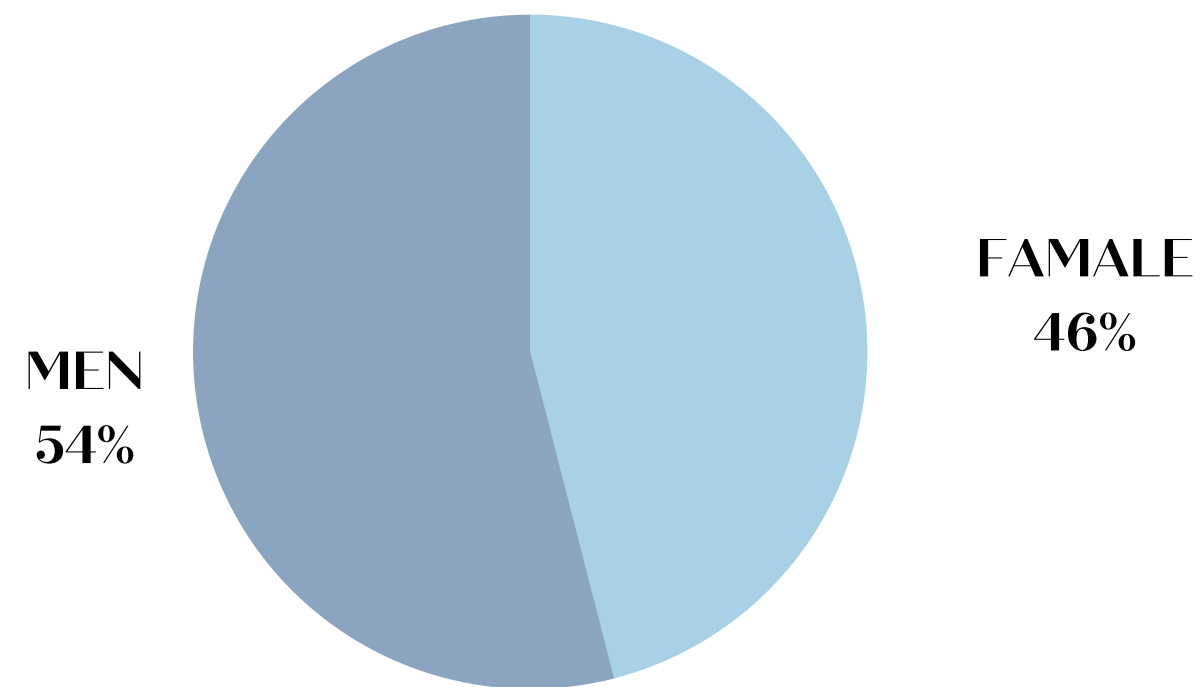
THE DIGITAL WORLD

Users who browse our website more are divided as follows:

- **33%** of our readers are aged between **25- 34 YEARS**
- **27%** of our readers are aged between **18 - 24 YEARS**
- **15%** of our readers are aged **35 - 44 YEARS**

SITO WEB

sanitaebenessere.it



69.6% of users come to the website directly via **MOBILE DEVICES**

INTERNATIONAL PARTNERSHIPS

THE FOREIGN MARKET MEDIA

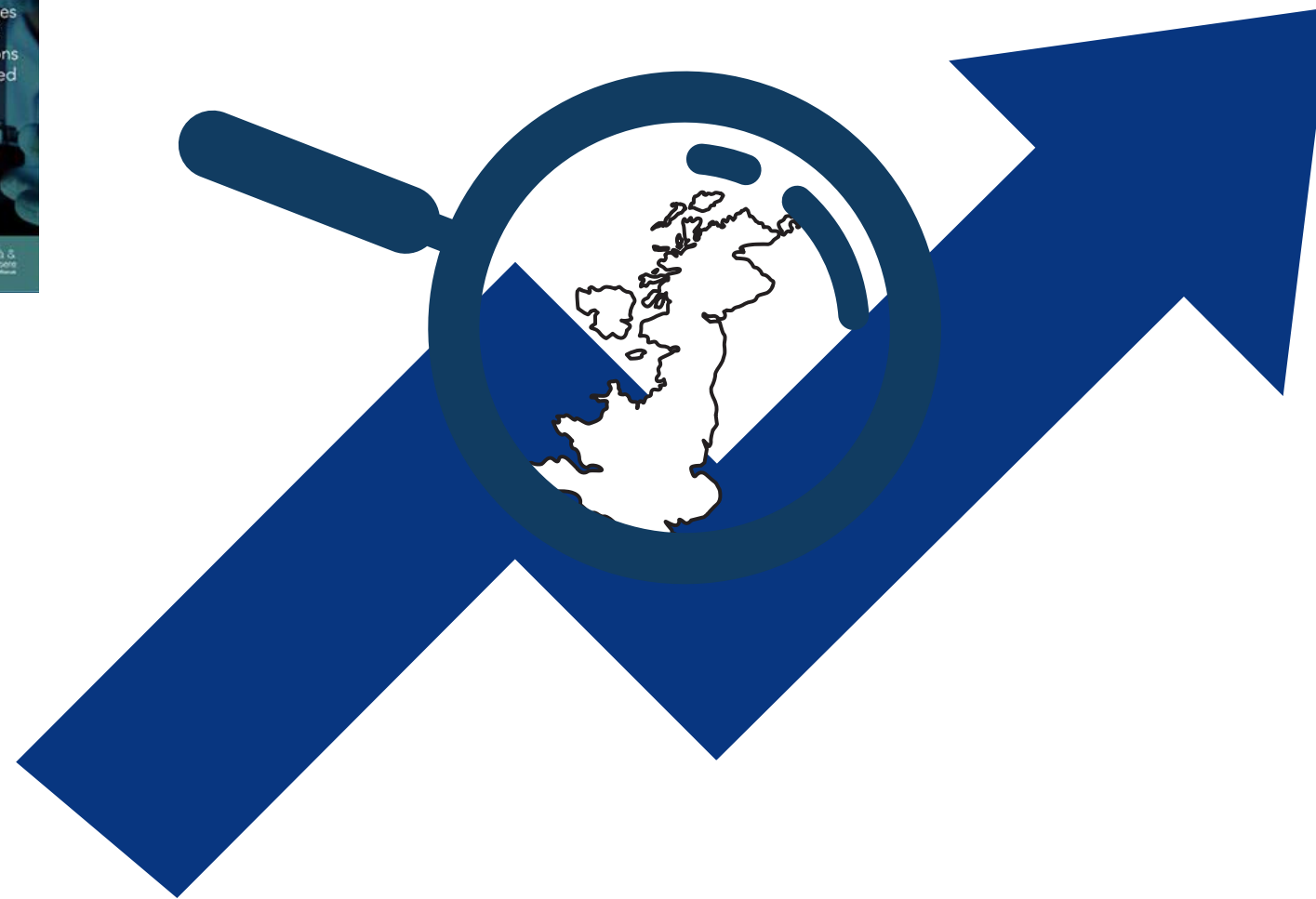
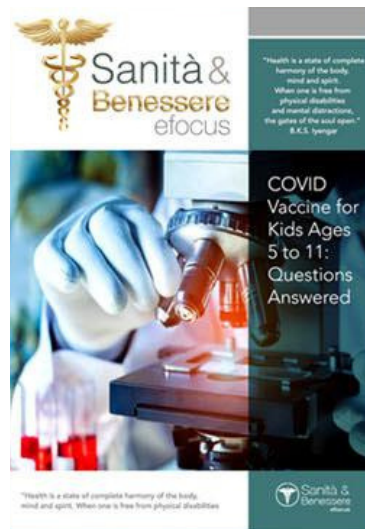
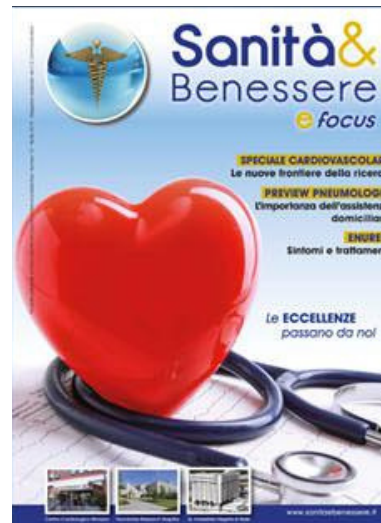
To meet 360° needs Customer communication, 24ORE System has expanded its editorial offer to a selection of international media of excellence, exclusively: important realities market leader editorials in their analogue country with a very high level of reading with high purchasing power.



Il Sole
24 ORE



PROJECT UK



Daily Mail

METRO.co.uk

WIDESPREAD DISTRIBUTION

Health & Wellness efocus was born at the **University of Padua** and today, after seven years it boasts collaborations with different profiles of the exhibition. It is distributed by "**Il Venerdì - LaRepubblica**", "**Il Sole 24 Ore**" and "**Sette - Il Corriere della Sera**".

COLLABORATIONS

As for the Italian magazine **Health & Wellness Observatory** will have numerous collaborations with Professors, Doctors, Department Directors, Presidents of ONLUS Associations and Institutional Health Figures located in the United Kingdom.

The **MISSION** of the new magazine will always be to fight against **Fake News** in the health sector and above all to raise awareness of new treatments and innovations in the medical field.

Dailymail.co.uk is one of the largest English language information sites.

Loyal to the brand, readers come back again and again for its compelling content and its unique tone.

The success of Dailymail.co.uk depends on editorial excellence, dynamic and eye-catching content and an image-based format, easily navigable, anytime, anywhere, on any device.



MONTHLY
UNIQUE
VISITORS
24.9M
4.5M Daily

MONTHLY
PAGE VIEWS
1.3B
44M Daily

MONTHLY
VISITS
314M
10.4M Daily

MONTHLY
VIDEO VIEWS
147M
4.8M Daily

TIME SPENT ON
AVERAGE PER
VISITOR A MONTH

 **49
MINS**

% OF TRAFFIC BY DEVICE

19%

68%

(Browser & App)

13%

(Browser & App)

GENDER

44% 
56% 

45
AVERAGE
AGE


62%
ABC1%


49%
18-44
YEAR OLDS

Metro.co.uk is the place where 23.7 million unique visitors a month find stories, from the biggest world news events to current trends.

More than half of Metro.co.uk's audience is under 44 years old. Its content is focused on maintaining and growing a loyal, largely British, millennial audience.

Metro.co.uk is uniquely positioned to be able to harness the power of social web and a young audience while maintaining journalistic rigor. It is a site that takes care, a site that can be fun, take risks and make campaigns on issues of public interest, making sure that no viral trend is missing.

84% of the public visit Metro.co.uk via mobile devices.



MONTHLY
UNIQUE
VISITORS
23.7M
2.2M Daily

MONTHLY
PAGE VIEWS
205M
6.8M Daily

MONTHLY
VISITS
57M
1.9M Daily

% OF TRAFFIC BY DEVICE



(Browser & App)

(Browser & App)

GENDER

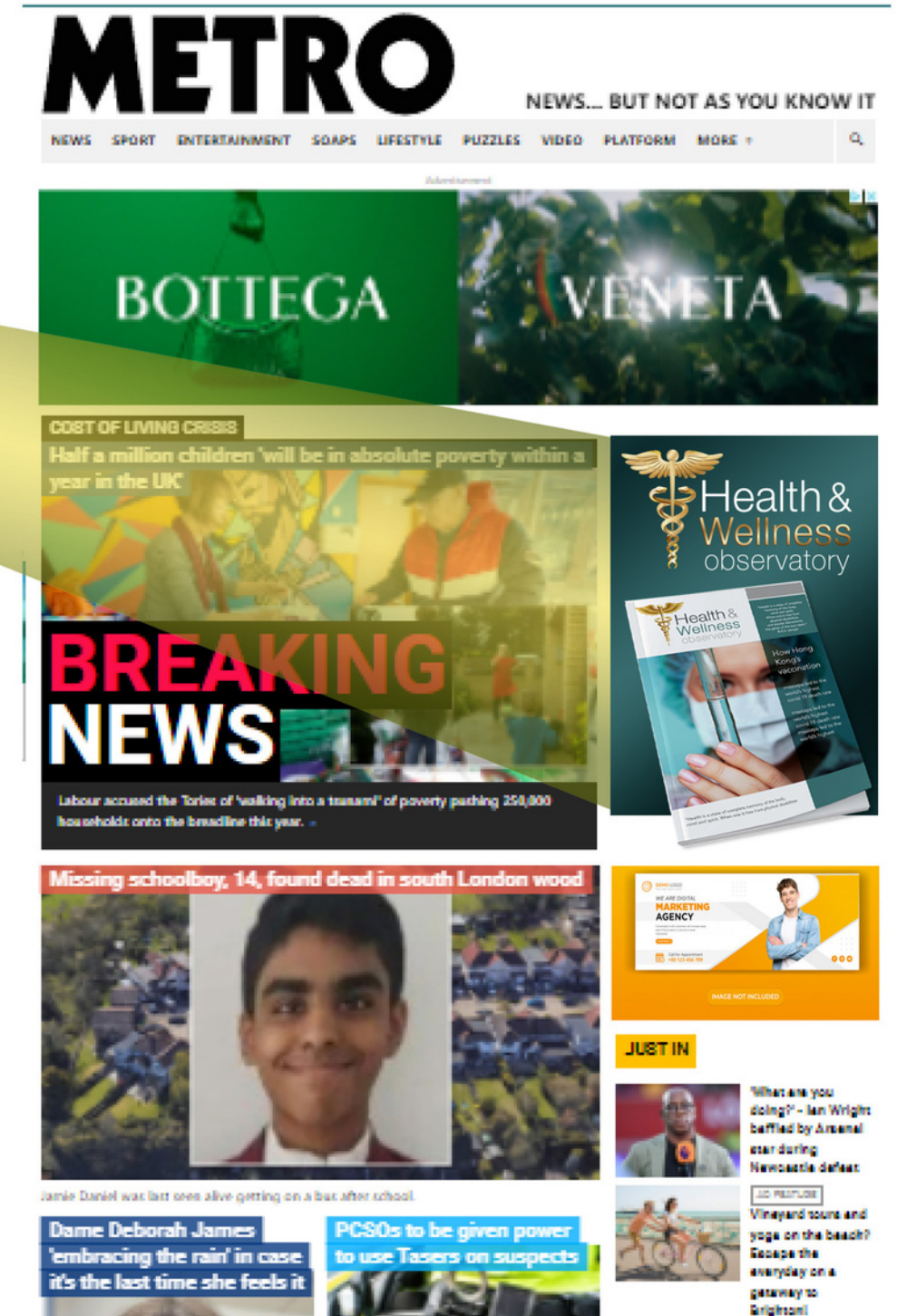
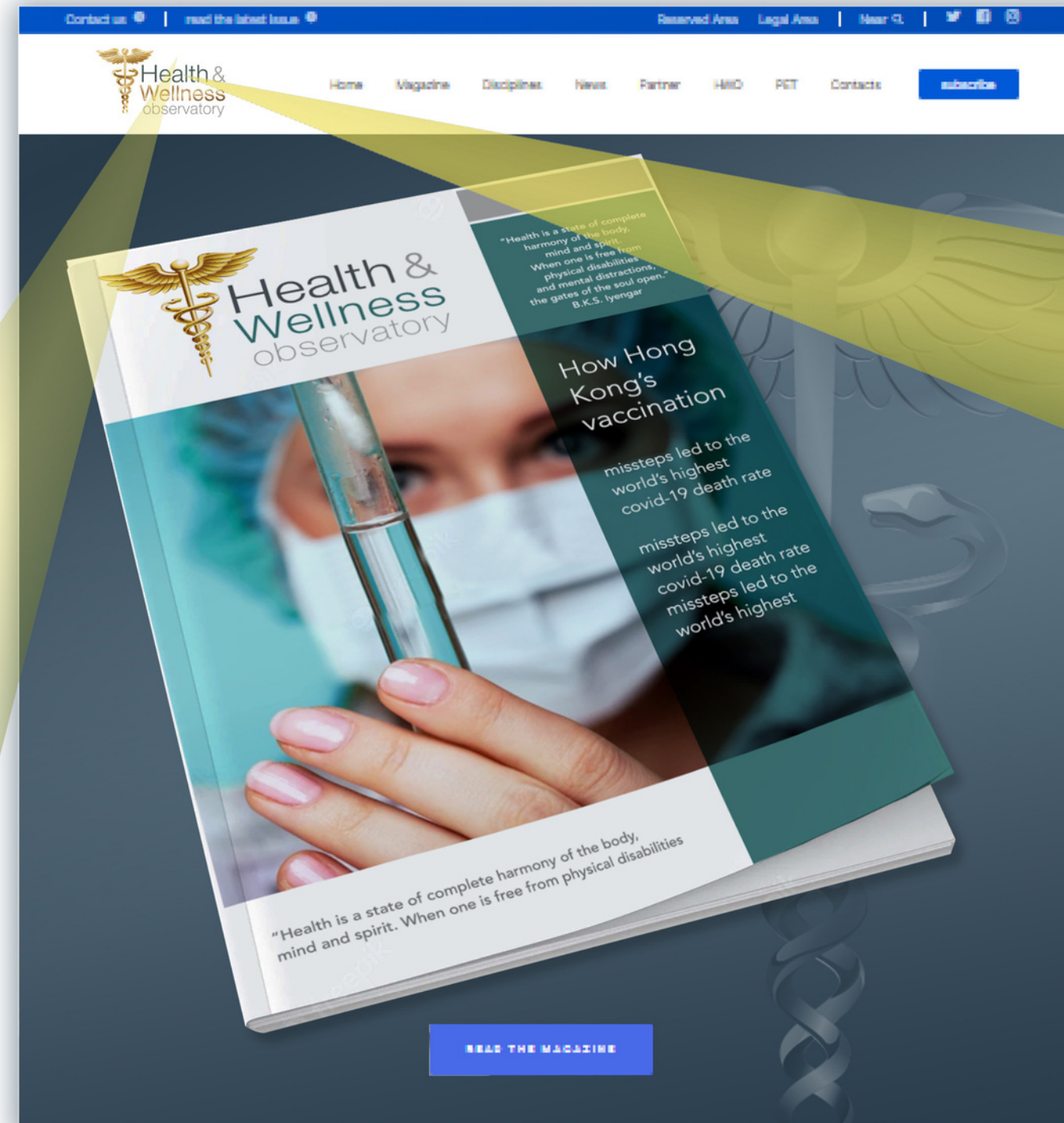
43% 
57% 

42
AVERAGE
AGE


60%
ABC1%


53%
18-44
YEAR OLDS

WHERE WE ARE



Thanks to the collaboration with Taboola our Magazine Health & Wellness Observatory will be present on the pages of the online newspaper DailyMail and Metro, where you can read and download the latest online issue of HWO.

CS Communication s.r.l. is the exclusive creator and owner of the project in their intellectual and economic value.

It is expressly forbidden any use, marketing and dissemination of the project, without the written consent of CS Communication s.r.l., which remains the exclusive owner of all related rights.

Any unauthorized and improper use will result in compensation for consequential damages.



THANK YOU FOR
YOUR ATTENTION

