

Of counsel

Dott. Sandro Guarnieri

Dott. Marco Guarnieri
Dott. Corrado Baldini
Dott. Paolo Fantuzzi

Dott.ssa Clementina Mercati
Dott.ssa Sara Redeghieri
Dott.ssa Beatrice Cocconcelli
Dott.ssa Veronica Praudi
Dott.ssa Federica Lusenti
Dott. Andrea Friggeri
Dott. Matteo Giovannini
Dott.ssa Nunzia Rivieccio

Avv. Francesca Palladi

To whom it may concern

Reggio Emilia, Jan. 16, 2026

MEMORANDUM N. 4/2026

Deadline/ Fulfillment

Subject: Advertising bonus and submission of the 2025 investment declaration

1. ADVERTISING BONUS 2025

In order to benefit from this tax relief, interested parties must have submitted the “Communication for access to tax credit,” containing data relating to investments made/to be made during the year, on a ‘reservation’ basis (for 2025, the “reservation” had to be made between March 1 and March 31, 2025).

Please note that, in light of the provisions contained in Article 25-bis of Decree Law No. 17/2022, the original operation of the so-called “advertising investment bonus” introduced for the first time in 2018 by Article 57-bis of Decree Law No. 50/2017 has been restored as of 2023 and temporarily modified for the years 2020, 2021, and 2022. Decree Law No. 50/2017 and temporarily amended for the years 2020, 2021, and 2022.

In general, it should be noted that the tax credit is granted:

- to companies, self-employed workers, and non-commercial entities;
- exclusively in relation to investments made in advertising campaigns in daily and periodical press, including online, consisting of the purchase of advertising space and commercial advertisements; pursuant to Article 3, paragraph 1, of Presidential Decree No. 90/2018, the newspapers in which the investments are made must be registered with the Court or with the ROC (Register of Companies) and, in any case, have a responsible editor.
- at a rate of 75% of the incremental value of investments made in 2025 compared to 2024;
- provided that the total amount of advertising investments made in 2025 exceeds by at least 1% the amount of similar investments made in the same media in 2024;
- up to a maximum total expenditure of €30 million per year;
- in compliance with EU regulations on ‘de minimis’ aid.

SGB & Partners

Sede legale
Via Meuccio Ruini, 10
42124 Reggio Emilia
CF e Piva 01180810358

Tel. +39 0522 941069
Fax +39 0522 941885
Mail info@sgbstudio.it
Web www.sgbstudio.it

2. SUBMISSION OF THE 2025 INVESTMENT DECLARATION

The “**Substitute declaration relating to investments made**,” which declares the actual completion of the investments indicated in the “reservation” communication, as required by the Department of Information and Publishing, must be submitted between **January 9 and February 9, 2026**.

Please note that the tax credit due to each applicant is determined on the basis of data relating to **investments actually made**.

The electronic substitute declaration form must **be sent via the Revenue Agency's electronic services**, using the specific procedure available in the reserved area “Services for” under “Communicate,” accessible with the Public Digital Identity System (SPID), National Services Card (CNS), or Electronic Identity Card (CIE).

The amount of tax credit actually available to each beneficiary will be determined by the Department of Information and Publishing, with a specific provision available on its website.

The tax credit granted will then be usable exclusively as compensation through the F24 form (tax code “6900”), to be submitted via the Revenue Agency's electronic services starting from the fifth working day following the publication of the list of eligible parties.

The Firm remains available for any clarifications.

SGB & Partners – Commercialisti

SGB & Partners

Sede legale
Via Meuccio Ruini, 10
42124 Reggio Emilia
CF e Piva 01180810358

Tel. +39 0522 941069
Fax +39 0522 941885
Mail info@sgbstudio.it
Web www.sgbstudio.it