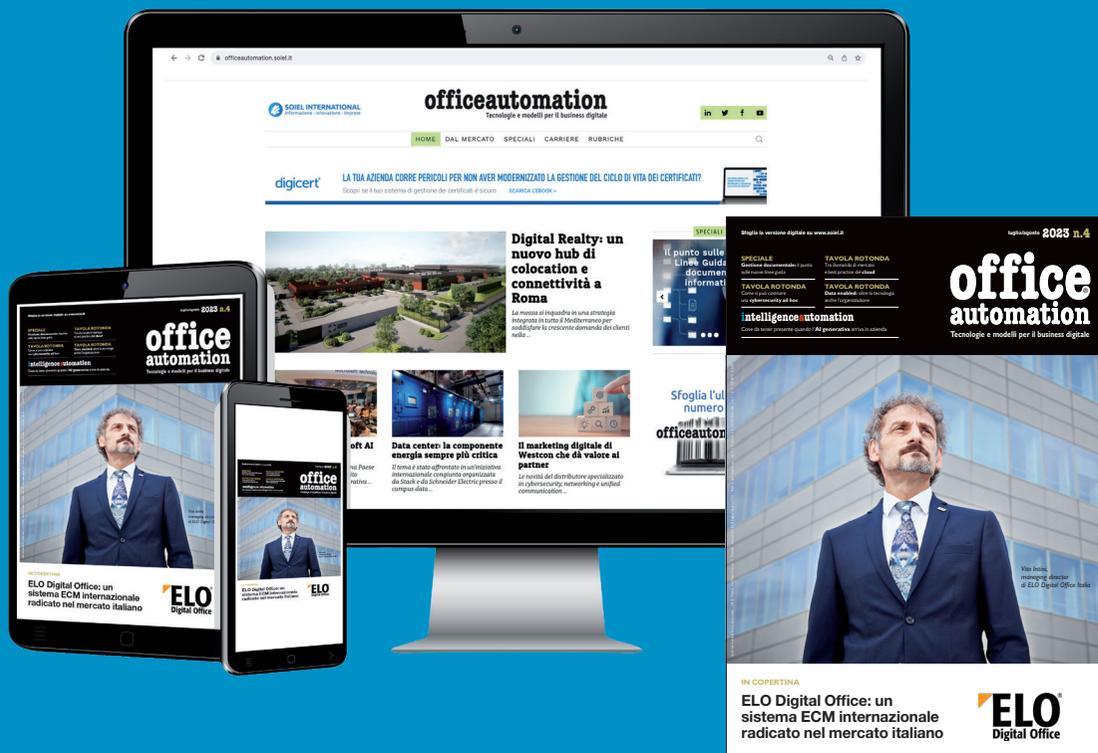


Catalog  
**2024**



# office automation®

Technologies and models for digital business

*Office Automation* has been around for over 40 years the reference magazine specialized in ICT and in solutions for digital promoters of conferences and seminars that it addresses to **CIOs** and **IT managers** and key players of the value chain.

Browse online version:  
[www.officeautomation.soiel.it](http://www.officeautomation.soiel.it)

# Publishing plan

## January/February

- **Datacenter** - The underlying infrastructure of the contemporary business
- **Automation/IT/OT** - Design, production, maintenance and safety in realities that have interconnected systems
- Artificial Intelligence and energy management in IT

## July/August

- **Cybersec e Risk Management** - Dealing of a fundamental asset for companies, managing content and collaborating in real time
- **Development** - Creation and customization of applications faced with the introduction of new generation methodologies
- Artificial Intelligence and applications in the world Finance

## March/April

- **Document Management** - Taking care of a fundamental asset for companies, managing the content and collaborating in real time
- **Total Experience** - Value and management of the experience offered and lived among users internal and customers
- Artificial Intelligence and applications in Retail

## September/October

- **Decision Making** - Collect, classify and analyze data to support choices business
- **Next Generation Networking** - Environments wired and wireless to connect (and operate on) varied applications, systems and devices
- Artificial Intelligence and Customer Experience

## May/June

- **Artificial intelligence in business**  
Monographic number

## November/December

- **Edge e Cloud** - The reality of applications and components used as a service e via a distributed approach
- **Sustainability** - Innovation in support of culture of efficiency and responsibility. AND the relevant requirements
- Artificial Intelligence and network management

## ■ Specials with review

Each special can be consulted online and promoted on the main Soiel digital communication channels (email and social media). To complete each special, a **review with the players operating in the supply of systems and solutions**, presented through **summary sheets**, useful to **guide choices and facilitate contact between supply and demand**.

## Headings

Each issue includes in-depth analysis on the following topics:

### Industry 4.0 and Enterprise 4.0

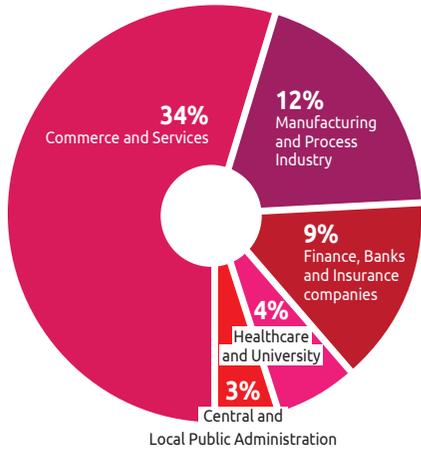
**Legal:** The opinion of the lawyer on the most current issues relating to security, privacy and protection of intellectual property.

**Orizzonti Comufficio:** Official body of the Association of companies producing, importing and distributing ICT products and services.

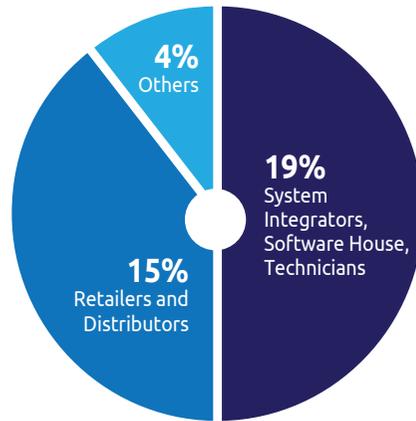
# Readers

## Market sector

### End users

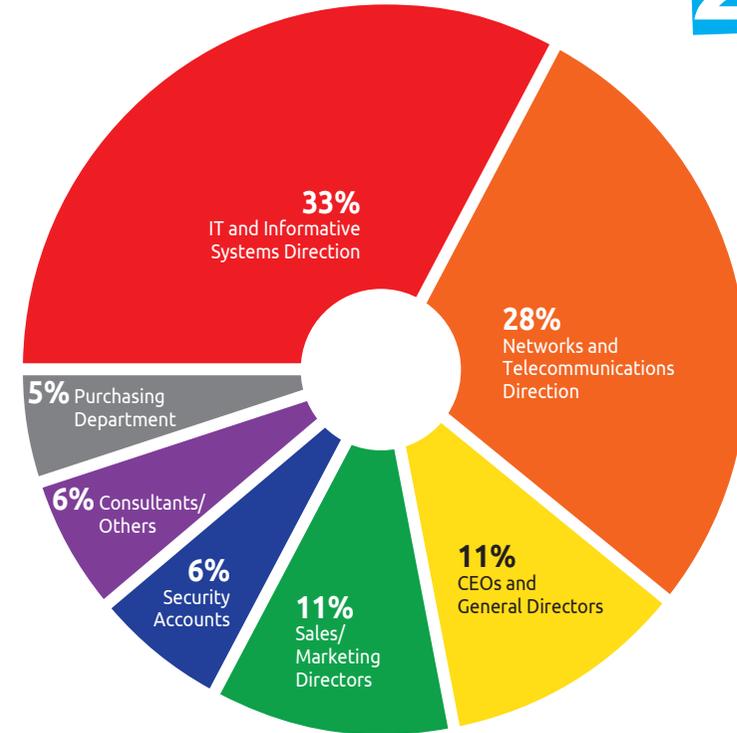


### Value chain



## Role inside the company

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**2024**



Biglietto di benvenuto digitale su www.officeautomation.it

maggiore 2023 n.3

**office automation**  
Tecnologie e modelli per il business digitale

**SPECIALE** Strategie Cloud  
**TAVOLA ROTONDA** Intelligenza Artificiale

**IN COPERTINA**  
Così si proteggono i tanti mondi dell'OT

**FORTINET**  
**MATICMIND**

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**Gruppo E**

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**office automation**  
Tecnologie e modelli per il business digitale

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**STRATEGIE** Intelligenza Artificiale

**IN COPERTINA**  
La distribuzione non è solo distribuzione

**Westcon**

Biglietto di benvenuto digitale su www.officeautomation.it

novembre/dicembre 2022 n.8

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**SPECIALE SICUREZZA** Intelligenza Artificiale  
**TAVOLA ROTONDA** Intelligenza Artificiale

**IN COPERTINA**  
Sicurezza e system integration, un connubio indissolubile

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ottobre 2022 n.7

**office automation**  
Tecnologie e modelli per il business digitale

**SPECIALE** Intelligenza Artificiale  
**TAVOLA ROTONDA** Intelligenza Artificiale

**IN COPERTINA**  
Il nuovo futuro del video management

**milestone**



# Advertising

|                                |                   |
|--------------------------------|-------------------|
| <b>Full page</b>               | <b>€ 2.500,00</b> |
| <b>Half page</b>               | <b>€ 1.400,00</b> |
| <b>Cover positions</b>         |                   |
| Knocker                        | <b>€ 6.000,00</b> |
| Front cover + 4 page editorial | <b>€ 6.500,00</b> |
| Inside front cover             | <b>€ 3.000,00</b> |
| Inside back cover              | <b>€ 2.700,00</b> |
| Back cover                     | <b>€ 4.000,00</b> |

## Special positions

Page 1 **+10%**

## Advertorials

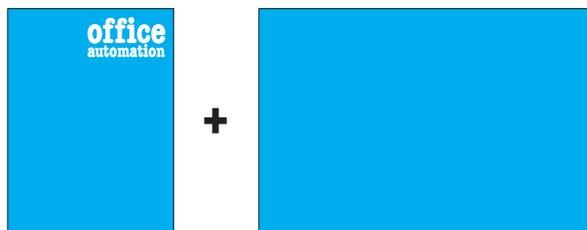
|             |                   |
|-------------|-------------------|
| Single page | <b>€ 3.000,00</b> |
| Double page | <b>€ 4.500,00</b> |
| Triple Page | <b>€ 5.500,00</b> |

## Inserts

Estimate only upon presentation of the sample.

**Agency commissions 15%**

## Quantity discounts



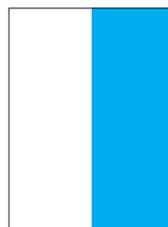
### Cover + cover Knocker:

- cover mm 210 x 297 + mm 416 x 297
- knocker mm 216 x 303 + mm 420 x 303



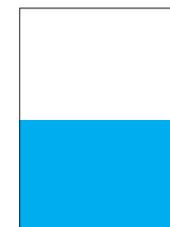
### Full page

- trimmed mm 210 x 297
- bleed mm 216 x 303



### Half page vertical

- trimmed mm 105 x 297
- bleed mm 111 x 303



### Half page horizontal

- trimmed mm 210 x 148
- bleed mm 216 x 154

# Site

## 1 BANNER TOP HOME

Dimensions: 1320 x 100 px  
Manageable formats: jpg, png, gif  
Max weight: 2 MB

## 2 SQUARE HOMEPAGE BANNER Right Column (Top - Central - Bottom of Page)

Dimensions: 300 x 250 px  
Manageable formats: jpg, png, gif  
Max weight: 2 MB

## 3 NEWS

The News is the ideal way to talk about your company and your projects from an editorial point of view that is engaging for the reader. Create valuable content and you will get more attention and conversions.

### TECHNICAL FEATURES

- Approximately 2,500 characters
- Single image or photo gallery
- 1 “do follow” link
- Continuous contact with the relevant editorial staff to optimize your contents

|                                   |            |
|-----------------------------------|------------|
| DISPLAY BANNER TOP HOME (1 month) | € 500,00   |
| HOMEPAGE SQUARE BANNER (per mese) | € 400,00   |
| HOMEPAGE DOMINATION (per mese)    | € 1.500,00 |
| NEWS                              | € 500,00   |



# Contacts

officeautomation  
**2024**

**Office Automation** is an editorial initiative by **Soiel International** <https://www.soiel.it/>

Soiel International was founded in 1980 with the monthly **Office Automation**, one of the first magazines aimed at the topics of the newborn Information and Communication Technologies sector.

In 1984 the offer expanded with **Officelayout**, the magazine for those who design and manage office space and in 2000 with **Executive.IT**, Gartner's bimonthly strategy magazine aimed at top management.

Since 2004 **Innovazione.PA** has hosted the story of an Italy that wants to pursue the goal of digital transformation.

Since 1993, Soiel has organized conferences, seminars, courses in person and online, extending the activities towards formulas for the creation of multimedia content and online communication specific to B2B contexts.

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