

# .PA

The digital Public Administration



The successful editorial adventure of **InnovazionePA (.PA)** continues on its path discovering Italian Public Administration, both local and central. The processes of digital transformation and modernization of the public machine have begun and the revival of Ministry of Innovation as leadership and administration of processes could accelerate this transformation, while pledging effective performances of services supply for all citizens and local enterprises.

All this starts from the awareness that an efficient PA is a guarantee of economic development, inclusive social policies, knowledge and research development, safeguard for citizens, transparency, environmental safeguard and sustainable policies.

These processes of change have to engage large, medium and small companies which successfully work in the digital innovation and ICT market. In fact, these companies are called to use their know-how and their technological offer to lead the complex modernization path of public government organizations of our country.

**Innovazione PA** entrusts managers, administrators, mayors, researchers, enterprises and entrepreneurs, communication scientists and operators with the report of a country that wants to resolutely pursue the goal of digital transformation, thanks to witnesses and experiences that contribute to the economic growth of the country, to a greater transparency of administrative processes and to a greater efficiency in public services' supply.

**Innovazione PA** particularly focus on serious themes of our cities: from hydrogeological instability to the remarkable garbage issue, from road infrastructures to public and private transportation, from physical safeguard to social inclusion, from healthcare to energy. It shows not only the picture of reality, but also the different solutions that the modern technological offer can guarantee, starting from the contribution and applicative development of artificial intelligence.

## 2021 publishing plan

### Issue 36 – paper and online magazine available on 15th January 2021

- Contact tracing: Immuni App and other experiences in Europe.
- Remote Working guide: necessary technology to allow agile working in the best and safest possible way.
- SPID: starting March, 1st SPID will be necessary to access PA services as established by new Decreto Semplificazioni (simplification decree).
- Green World: obtaining high efficiency electric and thermal power and minimizing polluting emissions.
- Interview with Federico Pizzarotti, Mayor of Parma.

### Issue 37 – paper and online magazine available on 14th March 2021

- Citizen Experience: applying customer experience fundamentals to the public sector to improve the relationship between administrations and citizens, proposing more focused and efficient services consistent with omnichannel logic.
- E-payment: PA service payments.
- Digital Healthcare: Robotics in private and public healthcare.
- Digital School: what pandemic has taught us and what needs to change.

### Issue 38 – paper and online magazine available on 14th May 2021

- Artificial Intelligence in Public Administration.
- Data security and protection: methodologies and solutions to develop dynamic and proactive strategies to face threats that are constantly evolving.
- 4.0 Agriculture: precision agriculture (Internet of Things and Big Data Analytics) and Internet of Farming (interconnected agriculture).
- Smart Cities & Cybersecurity: protecting services from cyberattacks.

### Issue 39 – paper and online magazine available on 14th June 2021

- Digital twin serving citizens and Public Administration: technologies and area of use.
- Digital Healthcare: 3D printing applications.
- Smarter Cities, public and private mobility within urban environments. New means of transport after the pandemic.
- Tax system: bonus and tax management.

### Issue 40 – paper and online magazine available on 14th July 2021

- Open source for PA digital transformation.
- Digital Healthcare: telemedicine, transformation in assistance and healthcare professionals' training.
- Land safety: technologies for hydrogeological instability monitoring and prevention.
- Smarter Cities, public and private mobility within urban environments. New means of transport after the pandemic.

### Issue 41 – paper and online magazine available on 14th September 2021

- Digital Culture, PA & Project Management: project management for PA workflows and measuring objectives.
- Digital transformation of public transportation.
- Digital Healthcare: artificial intelligence in private and public healthcare
- 5G: a first analysis of experiments that involved some of our cities, future services and opportunities of neutral networks.
- Smart Cities: public space value, suburbs renewal, the importance of proximity, logistics and mobility.

### Issue 42 – paper and online magazine available on 14th November 2021

- PA Data analytics tools at the service of citizens and organizations.
- Smarter Cities: collection, disposal, composting and recycling: how technologies can face – and in some cases solve – historic critical challenges related to our country's huge waste load.
- PA and personal data protection 3 years from GDPR coming into effect.



**Periodicity** bimonthly

**Release date** end of second reference month

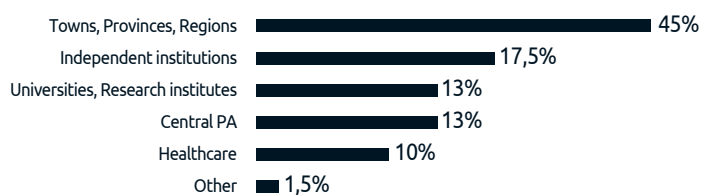
**Distribution** 12.000 copies (30% paper - 70% digital)

**Annual subscription** Italy € 30,00 - Foreign countries € 60,00

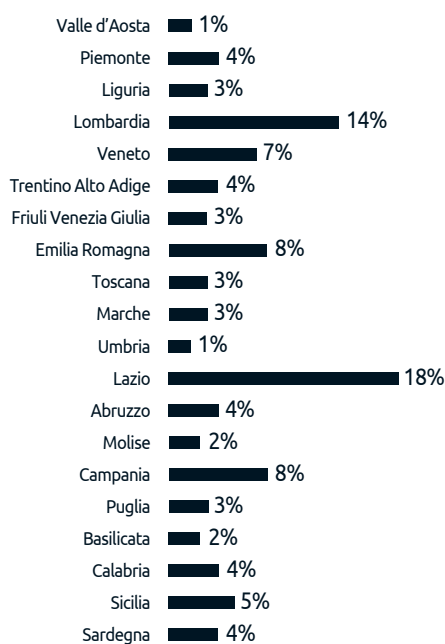
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## Reader's model

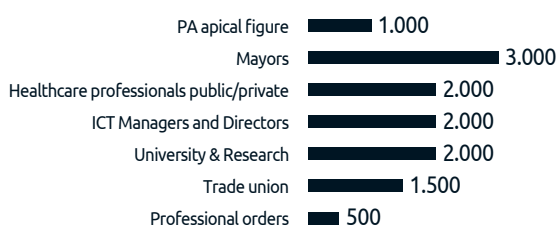
### Market sector



### Geographical distribution



### Target



**Format** mm 230 x 280

**Packaging** staple

**Printing material** .Pdf file in high resolution

## Advertising

### Costs

#### Typology € + VAT

Full page .....	2.500,00
Half page .....	1.800,00

#### Cover positions

Front cover .....	4.500,00
Inside back cover .....	3.300,00
Back cover .....	3.100,00

#### Discounts for quantity

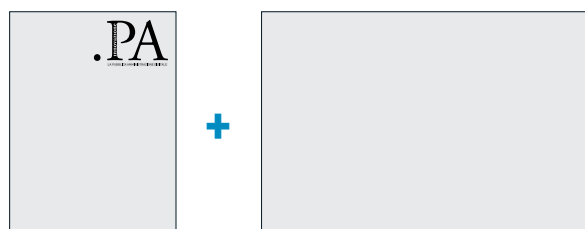
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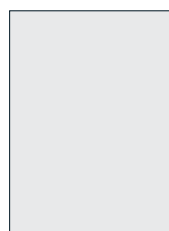
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### Format



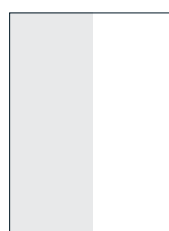
#### Cover + cover Klocker:

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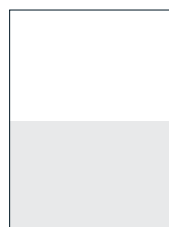
#### Full page

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#### Half page vertical

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#### Half page horizontal

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