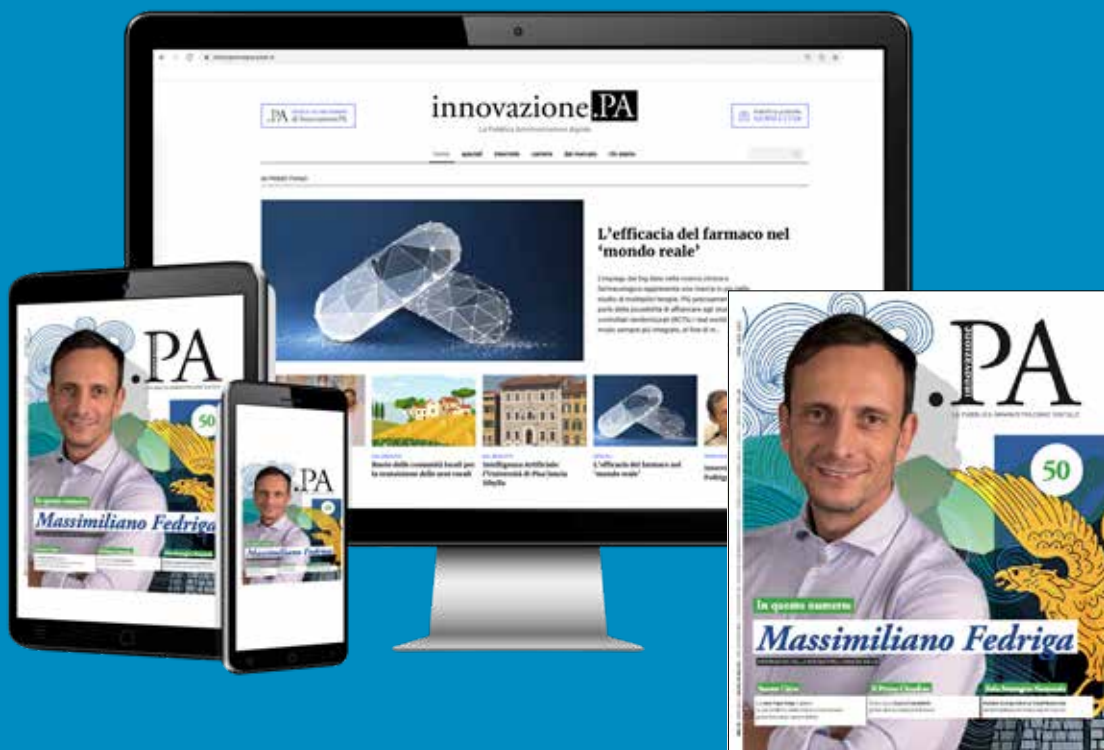


Catalog
2024



.PA

The digital Public Administration

Innovazione.PA (.PA) is a witness to the **digital execution** that thanks to ICT renews models and processes of **Public Administration Central and Local** and the world of **Healthcare** and **Education**.

The bimonthly magazine illustrates the implementation of the many initiatives, from the most consolidated to the most frontier ones, which despite operating in autonomy, and often with those contrasting elements typical of the phases of change and always dealing with limited resources, they tend to the objective of the country's growth through the essential element of the modernization of the PA.

Browse online version:
www.innovazionepa.soiel.it

Publishing plan

January-February nr. 53

Digital Tourism - Digital to make people stand out the qualities of the territory and develop marketing territorial.

Document management and digital processes - For what point we are in the digitalization processes of PA? Market solutions to accelerate the modernization of services aimed at citizens.

Energy Sustainability - Hydrogen, electric, LPG, methane... an overview of the pros and cons in terms of sustainability and accessibility of the fuels available today.

New Urban Mobility: Urban Air Mobility (UAM) - Technologies related to drones and vertical take-off and landing aerial vehicles (VTOL) will be developed to create alternatives fast and efficient transport especially in congested areas.

March-April nr. 54

Urban Security - Digital to protect the territory and guarantee safety for citizens.

Digital healthcare - Robotics at the service of the public and private healthcare system.

Green City, urban reforestation processes - The word to the municipalities that have long been committed to creating new green areas at the service of citizens.

New Urban Mobility: smart and connected infrastructures - Cities will adopt advanced technologies to optimize traffic flow, manage demand and improve the efficiency of public transport. Sensors and communication systems will be used to monitor and manage the real-time traffic.

May-June nr. 55

Digital divide and digital networks - How the PA is tackling the digital divide that exists in the population between those who know and use IT tools effectively and those who remain outside for economic reasons, social, cultural, environmental.

Digital Healthcare - Innovative gene therapies which aim to treat a pathology acting directly on its genetic bases.

Artificial intelligence - What development of Machine Learning and Artificial Intelligence solutions in the PA.

New Urban Mobility: autonomous vehicles - The introduction of autonomous vehicles will have an impact significant on urban mobility. These vehicles could reduce the incidence of road accidents, improve traffic efficiency and offer accessible mobility solutions even for people who cannot drive.



Publishing plan

July-August nr. 56

Cyber crime and risk management - Tools IT security prevention. Tools by Cyber Risk Management. The tool was created to support PAs in cyber security self-assessment and improve awareness.

Energy Sustainability: the potential of agrivoltaics - Sustainable energy and guaranteed savings with photovoltaic panels for companies agricultural.

The PNRR and resources against depopulation of internal areas.

New Urban Mobility: mobility on demand - Public transport services on request and apps mobility will continue to gain popularity, allowing citizens to plan personalized routes and book trips on time real.

September-October nr. 57

Digital School - The Caravella project, towards a new world. Transformative education.

Digital Infrastructures: Datacenter & Cloud - The PA infrastructure and the National Strategic Hub: state of overall rationalisation of the PA. The PSN hosts critical data and services strategic objectives of Italian public administrations.

Energy Sustainability - From urban waste to energy production.

New Urban Mobility: Space Sharing Economy - Parking could be reused as event spaces, green areas or others purposes. This sharing of spaces will contribute to reduce pressure on urban areas and create more livable community.

November-December nr. 58

Digital Justice - Digital to support operational efficiency and the new challenges of AI.

Green City: the Plastic Free municipalities - The Plastic free municipalities, the cities that have distinguished themselves in the fight to plastic.

Energy Sustainability: Water Defenders Alliance - Institutions, companies, scientists and citizens together to protect the waters.

New Urban Mobility: intermodality and integrated logistics.

Headings

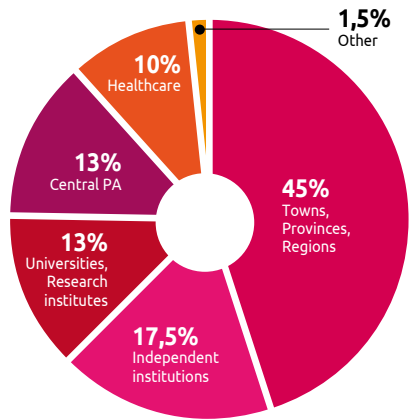
- The mayor: interview with mayors
- Stories: characters who, both in the public and private sectors, have contributed to the economic, cultural and social development of their territory
- Women Power: highlighting stories of women protagonists of the economic and scientific life of our country
- Welfare in all its forms, public and private
- Europe and the new European Parliament. Erasmus and young Europeans.

Monographic issue dedicated to the new Urban Mobility

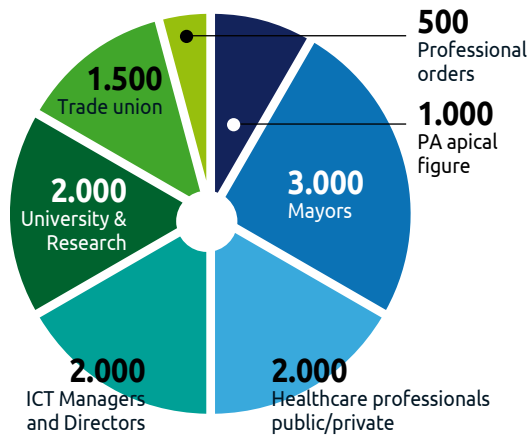
Attached to one of the issues of the year, a collection of journalistic services, interviews, reports from the editions of the Urban Mobility Conference, testimonies which over the last three years have characterized the journalistic work of the .PA editorial team and the organizational work of Soiel Events.

Readers

Market sector

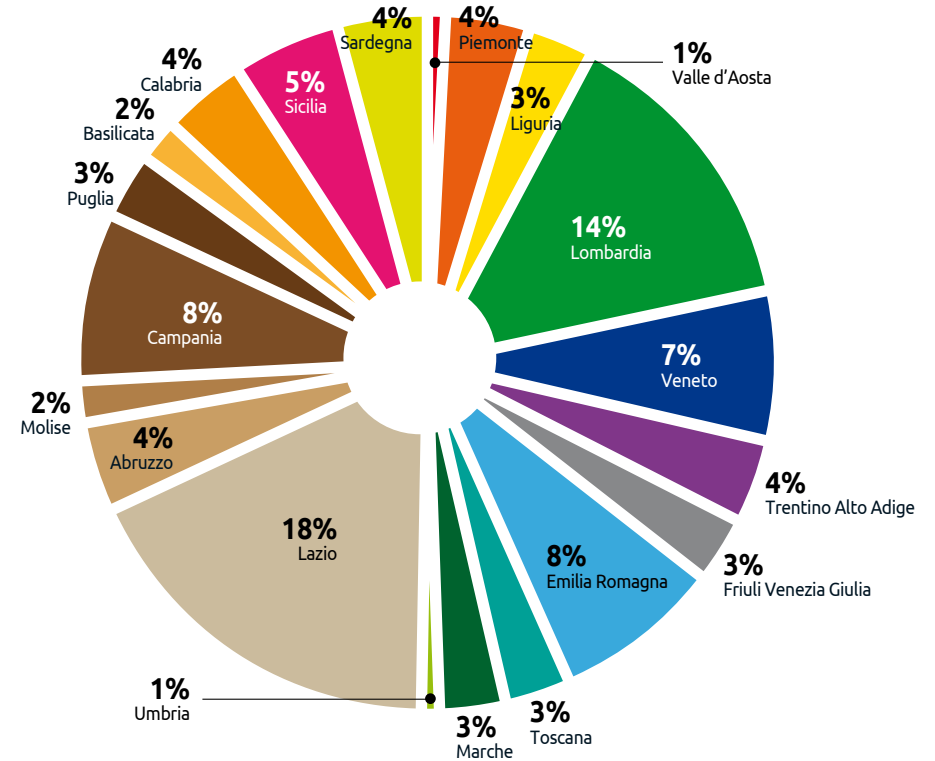


Target



Geographical distribution

innovazione **PA**
2024



Profile and distribution

innovazione.PA
2024

Format

230 x 280 mm

Printing material

.PDF file in high resolution

Periodicity

Bimonthly

Packaging

Staple or stitched
paperback binding

Release date

End of second
reference month

Distribution

12.000 (25% printed copies
75% digital copies)

Annual subscription

Italy € 30,00



Advertising

Full page	€ 2.500,00
Half page	€ 1.400,00
Cover positions	
Knocker	€ 6.500,00
Front cover + 4 page editorial	€ 8.000,00
Inside front cover	€ 3.000,00
Inside back cover	€ 2.700,00
Back cover	€ 4.000,00
The other cover + 6 page editorial	€ 6.000,00

Posizioni speciali

Page 1 **+10%**

Advertorials

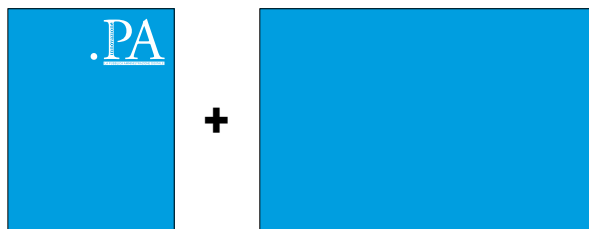
Single page	€ 3.000,00
Double page	€ 4.500,00
Triple Page	€ 5.500,00

Inserts

Estimate only upon presentation of the sample.

Agency commissions **15%**

Quantity discounts



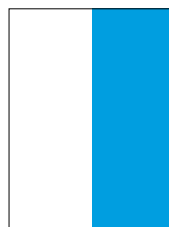
Cover + cover Knocker:

- cover mm 230 x 280 + mm 457 x 280
- bleed mm 236 x 286 + mm 463 x 286



Full page

- trimmed mm 230 x 280
- bleed mm 236 x 286



Half page vertical

- trimmed mm 115 x 280
- bleed mm 121 x 286



Half page horizontal

- trimmed mm 230 x 140
- bleed mm 236 x 146

Site

1 BANNER HOME Central (Central Page)

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

2 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

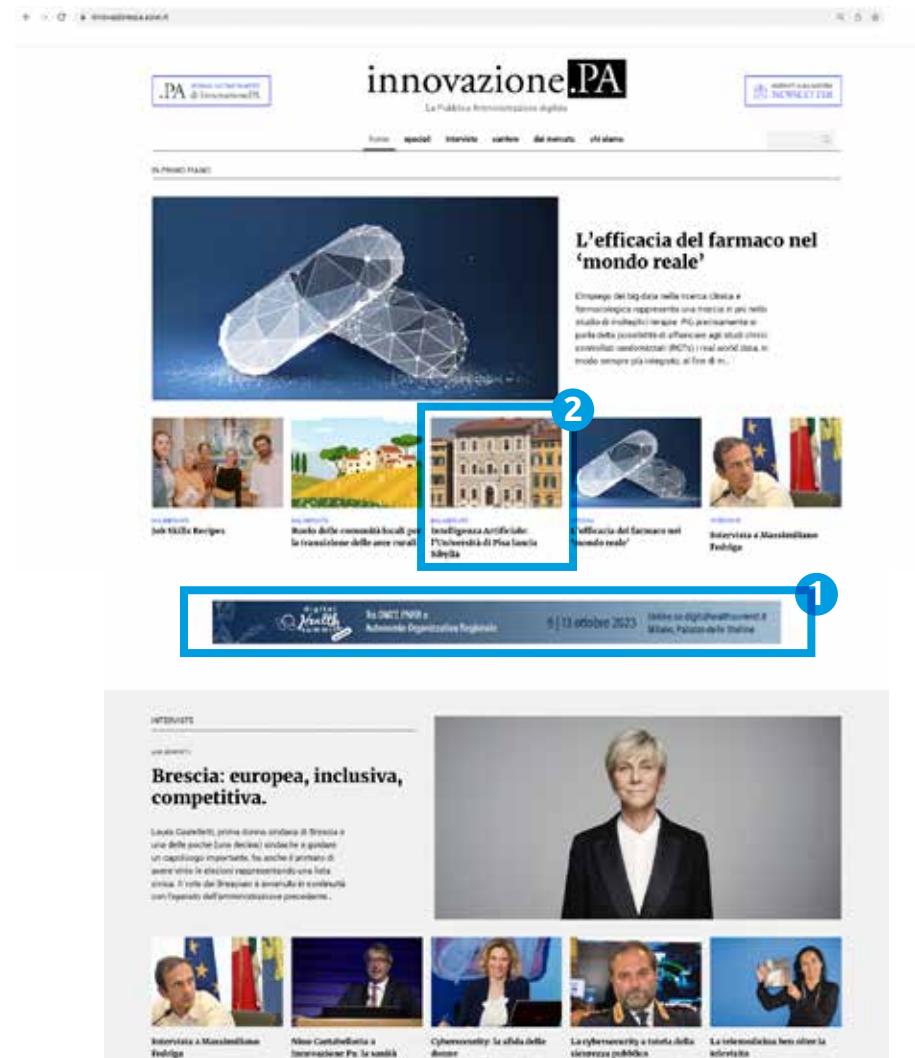
- Approximately 2,500 characters
- Single image or photo gallery
- 1 "do follow" link
- Continuous contact with the relevant editorial staff to optimize your contents

DISPLAY BANNER HOME (1 month)

€ 500,00

NEWS

€ 500,00



Contacts

Innovazione.PA 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.

innovazione.PA
2024

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