

Officelayout

Designing, furnishing and managing the office space



The magazine Officelayout, founded in 1984, covers the themes of **design, furnishing and management of office spaces and buildings**, through in-depth analysis of technical aspects, products and the market for their use.

The magazine pays particularly close attention to the issue of **sustainability** and the major impact on the office environment of the spread of new ICT solutions.

The publication is also **active in the organization of conferences** to create direct contact between supply and demand, establishing a relationship between building design, office layout and the world of ICT.

The readers fall into two professional categories:

- **end-users** who in the financial, banking, insurance, industrial, commercial and governmental sectors are in charge of technical divisions or the management of different facility spaces: Facility Managers, Energy Managers, Security Managers and Purchasing Directors;
- **all those specialized professionals** who operate as the link between supply and demand on the market: design studios, distributors and specialized dealers.

**Browse online version:
www.officelayout.soiel.it**

Officelayout

2021 Publishing plan

For year 2021, Officelayout **publishing plan** invites to meditate over possible scenarios of post-pandemic offices by offering active comparison with project environment, facility managers and the supply protagonists of office and ICT fields.

For each issue, therefore, a **working group** of professionals with different skills will be created, that will work with the editorial staff to offer food for thought about trends of the world of work and their effects on space organization.

Webinars will flank Dossiers and magazine Specials to make meetings about safety and salubrity of office environments and about the new working common spaces.

The **conference activity** carries on with detailed studies about vertical topics as **smart office and new working places**, between needs of social distancing and collaboration.

Officelayout meetings

L'ufficio salubre e sicuro

Tools and good practices to guarantee health and safety inside working environments

Web Conference, February 25th

L'ufficio liquido e i nuovi spazi pubblici del Lavoro

Re-think urban spaces to embrace new forms of Smart working

Web Conference, March 25th

OLMeet – Officelayout Meeting

Spaces and technologies to create identity, efficiency and wellness

Milan, May 5th 2021 – Rome, October

184_January/February/March

- **Working at home, working at the office:** what are the criteria for the right **operational seating**?
- **Lighting: The light at distancing's service** in the working environment
- **Technologies:** The **touchless office:** systems for **access control** and **hand free technologies** that make a safe entrance and staying for people inside the company
- **Trend:** The **"augmented" working space.** Can virtual reality and digital workplace remove the need of physical office?

185_April/May/June

- Active surfaces, **antibacterial materials, antimicrobial finishings** for salubrious offices
- **Lighting - Smart working, but with the right light**
- **Technologies – Ventilation systems:** from technical and performance requirements to the right maintenance and hygienization rules
- **Trend – Office spaces as service,** network of flexible and locally distributed spaces to support smart working and business trend

186_July/August/September

- New **work stations** between distancing needs and communication demand
- **Lighting - Neuroscience and neuroarchitecture:** light and design
- **Technologies in support of Smart Working,** from implementing network infrastructure to choosing collaboration tools
- **Trend – Systemic approach to corporate Real Estate,** strategies and management tools

187_October/November/December

- **Seatings for the community,** technical requirements in light of UNI/TR11796 report
- **Lighting – Combinable and customised multifunctional systems**
- **Technologies – Gamification of job role,** the theory of playing to increase productivity
- **Trend – New planning concepts** of post pandemic office

Periodicity quarterly - 4 issues per year

Release date end of third reference month

Distribution 15.000 copies (40% printed copies – 60% digital copies)

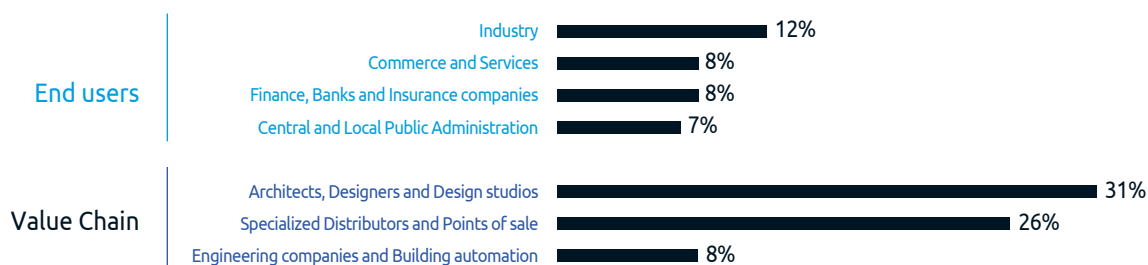
Average reader with copy 2,2

Annual subscription Italy € 60,00 - Foreign countries € 150,00

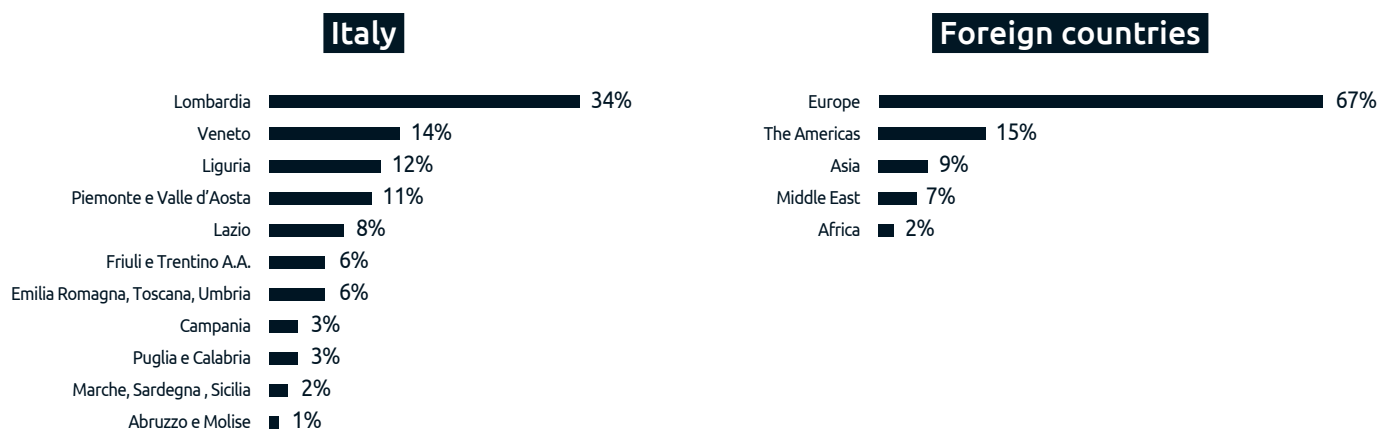
Officelayout is also available online: www.officelayout.soiel.it

Reader's model

Market sector



Geographical distribution



Format mm 233 x 297

Packaging stitched paperback binding

Printing material .Pdf file in high resolution

Advertising

Costs

Typology € + VAT

Full page 3.000,00
Half page 2.100,00

Cover positions

Front cover 4.500,00
Inside front cover 3.300,00
Inside back cover 3.100,00
Back cover 3.500,00

Special positions

Page 1 3.300,00
Page facing table of contents . 3.300,00
Page facing editorial 3.300,00

Other reserved positions +10%

Discounts for quantity

4 insertions 10%

Agency commissions 15%

Layouts are not included in rates. If the creation of advertisements, changes to existing layouts or other intervention should be requested the costs will be charged to the customer at cost price.

Contact

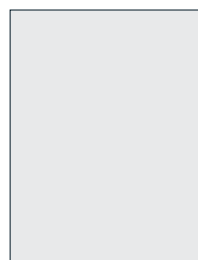
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Format



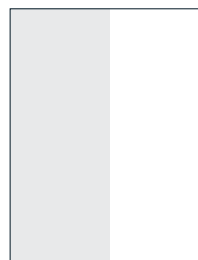
Front cover

- trimmed mm 233 x 297
- bleed mm 239 x 303



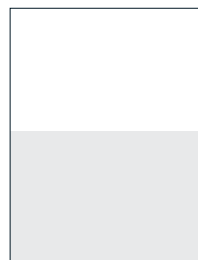
Full page

- trimmed mm 233 x 297
- bleed mm 239 x 303
- block mm 205 x 262



Half page (vertical)

- trimmed mm 116 x 297
- bleed mm 122 x 303



Half page (horizontal)

- trimmed mm 233 x 148
- bleed mm 239 x 154