

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**

2022 Publishing plan

The office space maintains a central role for companies, although the concept of "work" has been endowed with new meanings that no longer allow us to identify it with a delimited standard place. It follows that space design will have to be open to new objectives derived from a hybrid work strategy.

Officelayout 2022 publishing program originates from this awareness and offers an excursus through new needs of the office space project, developed linking the demand front - organizations in charge of rethinking the concept of workplace - to that of furniture and technology suppliers whose aim is to provide effective integration between physical and virtual spaces.

Themes that will be expanded by news and insights on the magazine website www.officelayout.soiel.it

In 2022, publishing activity will again be enriched by **conferences** with the new stages of **OLMeet - Officelayout Meeting** that sees the office habitat project as a strategic tool to support the new work habits and promote corporate business objectives. And **Smart Building Conference**, which examines the new building dimension, enabled by a technological and digital infrastructure allowing new services and, at the same time, measuring flows, impact on the territory, costs, and usability.

Digital meetings will also continue with webinars on vertical themes:

"Smart meeting & working spaces" and "Intelligent Building & Smart City Conference".

Physical Conferences

OLMeet22 & Smart Building Conference
New hybrid workspaces

Rome, May - Milan, November

Web Conference

Smart meeting & working spaces

March 8th

Intelligent Building & Smart City Conference

June 9th

188_January/February/March

- **Nomad furniture for the hybrid office:** tables, seats, boards, screens on wheels
- **Lighting:** new approaches to appliance design, ornamental and sustainable devices
- **Raised floors,** between aesthetics and functionality
- **Coworking in hotels:** how workspaces change the hospitality concept
- **Phygital shops:** between physical space and digital infrastructure

WORKSPACE EXPO

Paris, May 30th – June 1st

SALONE INTERNAZIONALE DEL MOBILE

Milan-Rho, June 7th – 12th

189_April/May/June

- **Height-adjustable tables:** from workstations to meeting tables
- **Lighting:** architectural light minimalism and mimicry
- **Operational furniture** reinterpreting open spaces
- **Ergonomic solutions** for the **home office**
- **Smart meeting room:** between new normal and digital transformation

190_July/August/September

- **Acoustics** declined in furnishing and lighting office solutions
- **Lighting:** the role of light in building a valuable customer experience
- **Office false ceiling,** how to make the most of it
- **Office as knowledge hub:** spaces for socialization and sharing of information
- **Healthy air in the workplace** to protect employees responsibly

LIGHT+BUILDING

Frankfurt, October 2nd – 6th

SICAM

Pordenone, October 18th – 21st

ORGATEC

Cologne, October 25th – 29th

191_October/November/December

- **Open space in the post-pandemic office:** new furnishing concepts and solutions
- **Near Working:** distributed work and "on demand" offices on the territory
- **Furnishing components,** the detail that makes the difference
- **Lighting:** digitization and new functions of light in smart buildings
- **Smart Working new challenges:** workspace attendance and occupation management systems

Periodicity quarterly - 4 issues per year

Release date end of third reference month

Distribution 15.000 copies (25% printed copies – 75% digital copies)

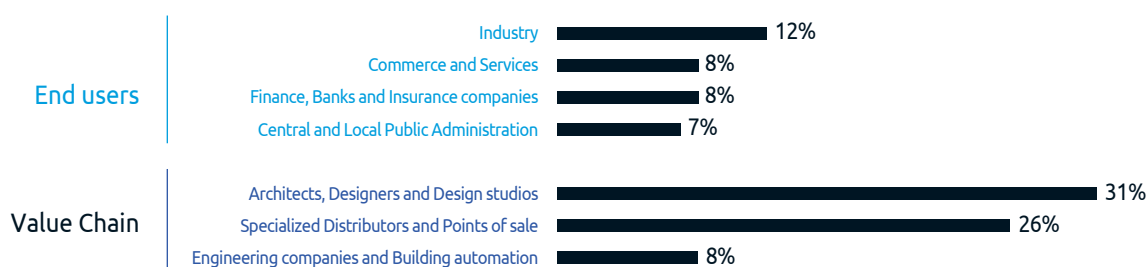
Average reader with copy 2,2

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

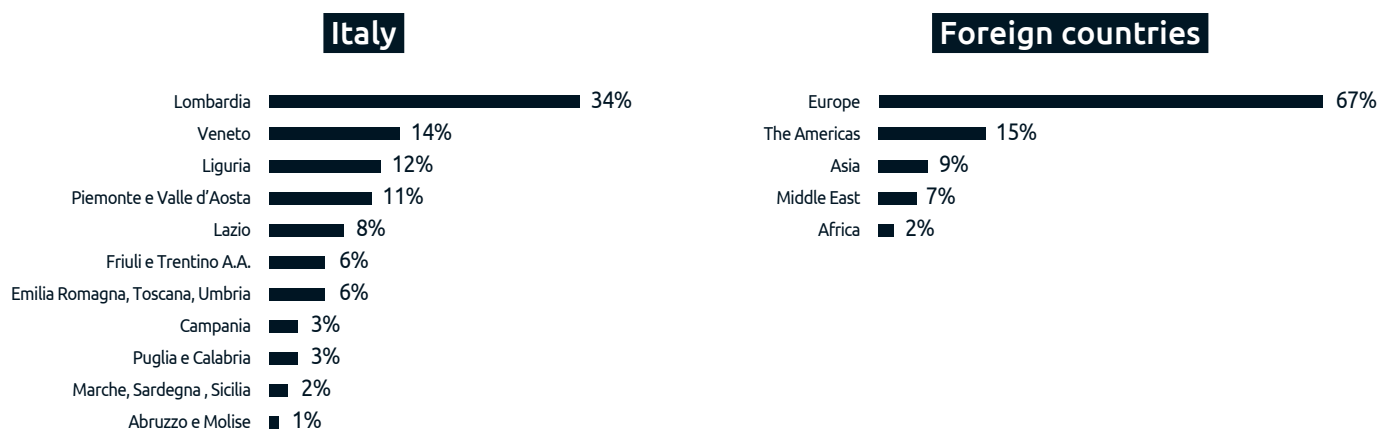
Officelayout is also available online: www.officelayout.soiel.it

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%

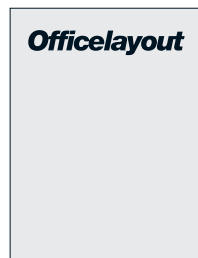
Layouts are not included in rates. If the creation of advertisements, changes to existing layouts or other intervention should be requested the costs will be charged to the customer at cost price.

Contact

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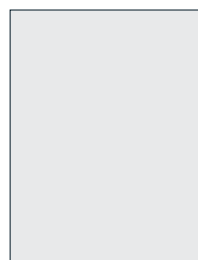
Format

Officelayout



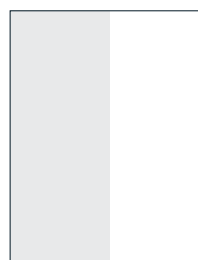
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- bleed mm 239 x 303



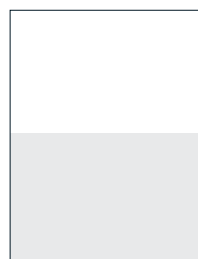
Full page

- 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)

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- bleed mm 239 x 154