

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 of the spread of new ICT solutions on the office environment.

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

2023 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 2023, publishing activity will again be **enriched by conferences** such as **OLMeet – Officelayout Meeting**, with a new formula which will alternate high-level talks with market leader's roundtable discussions to describe the design of the office environment as a strategic tool to support new work habits and promote corporate business objectives.

Digital **meetings will also continue with webinars** on vertical themes.

Conferences

OLMeet 2023 – Officelayout talk

Milan, March 15th

192_ January/February/March

- **Height-adjustable tables:** from workstations to meeting tables
- Interior design, **surfaces** and **finishes** that make the office welcoming
- **Lighting:** Environmental protocols and lighting design
- **Out of office:** Workplace in hotels, furnishings and technological solutions
- **Technologies:** Improving the office building energy efficiency

WORKSPACE EXPO

Paris, April 4th – 6th

SALONE INTERNAZIONALE DEL MOBILE

Milan - Rho, April 18th – 23rd

193_ April/May/June

- **Seats,** new concepts for new uses
- **Raised floors,** between aesthetics and functionality
- **Lighting:** the value of BIM in lighting design
- **Out of office:** Home office and remote working solutions
- **Technologies:** Huddle room and smart meeting room for the hybrid office

194_ July/August/September

- **Integrated partition walls,** new technical and technological solutions
- **Lighting:** Luminaires and management systems, between performance and energy saving
- **False ceilings in the office,** how to make the most of them
- **Out of office:** the coworking community
- **Technologies:** space management and workplace analytics for a facility manager's new challenges

195_ October/November/December

- The shapes and colors of **acoustics**
- **Hybrid office furniture**
- **Lighting:** lights for reception spaces
- **Out of office:** smart working at the airport
- **Technologies:** New frontiers for Digital Signag

Bilingual magazine Italian - English

Periodicity quarterly - 4 issues per year

Release date end of third reference month

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

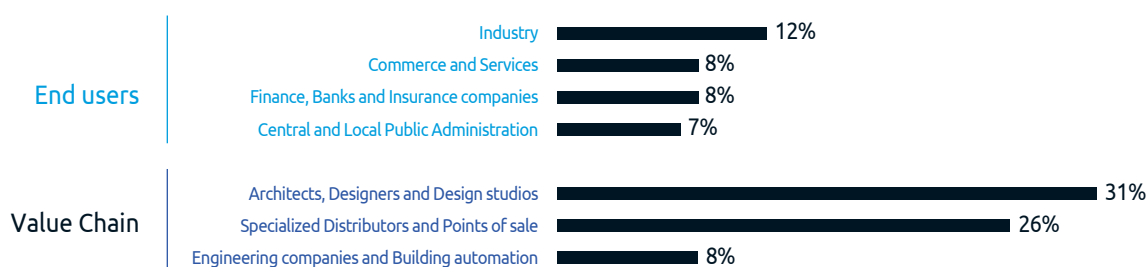
Average reader with copy 2,2

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

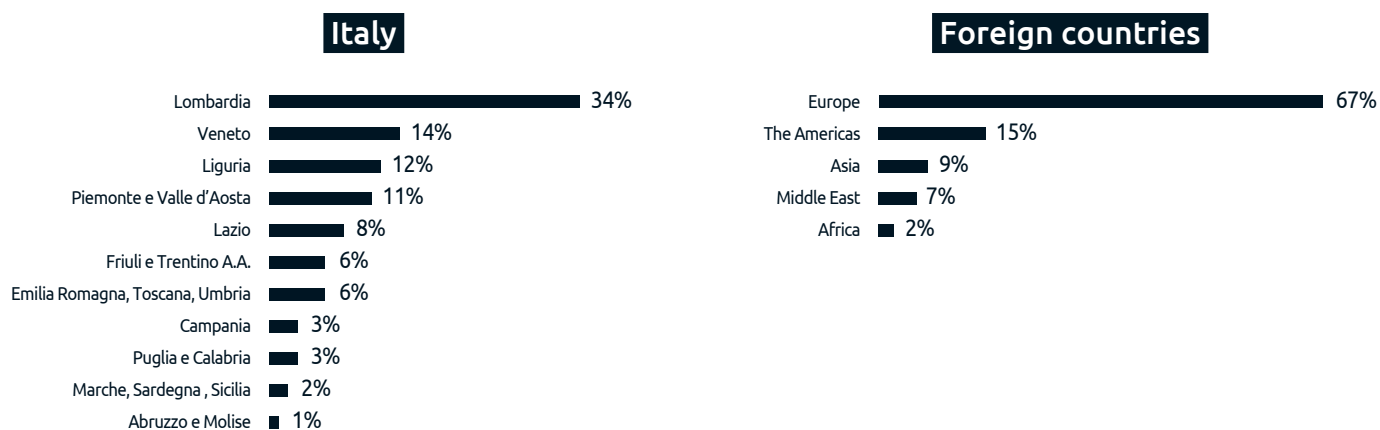
Officelayout is also available online: www.officelayout.soiel.it

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%

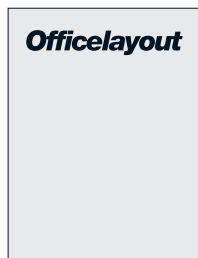
Layouts are not included in rates. If the creation of advertisements, changes to existing layouts or other intervention should be requested the costs will be charged to the customer at cost price.

Contact

tel. (+39) 02 26148855
advertising@soiel.it

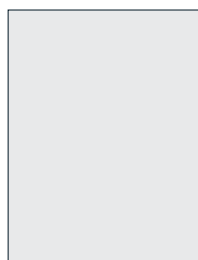
Format

Officelayout



Front cover

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



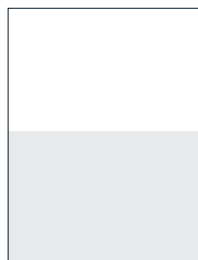
Full page

- 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