

Catalog
2024



Officelayout

Designing, furnishing and managing the office space

Officelayout magazine, founded in 1984, deals with the topics of **design, setup and management of office spaces and tertiary buildings**, explored through an analysis aimed at deepening the objectives project, technical aspects of the product and market trends.

Particular attention is reserved to issues of personal well-being, of **sustainability** and the disruptive impact of the **solutions technologies** to support **new working methods** and **space management**.

The magazine is also a promoter of events, physical and digital, aimed at creating direct encounters between the represented offer from companies in the office sector and the ICT sector – and the world of the project and the purchasing decision makers of the user companies.

Readers are represented by two types of professionals:

- **the decision makers of the user companies**, responsible for the technical offices and the management of people and company offices: Facility Manager; Purchasing Managers, Energy Managers; Security Managers and Human Resources Managers;
- **all specialized interlocutors** who operate as a link of conjunction between the supply and demand markets: design studios, distributors and specialized sales points.

Browse online version:
www.officelayout.soiel.it

www.instagram.com/officelayout.soiel

The office space maintains a central role for companies, although the concept of "work" has been enriched with new meanings that no longer allow it to be identified with a limited place and default. It follows that the design of spaces will have to open up to new objectives that derive from a hybrid work strategy.

The **2024 editorial plan** was born from this awareness and proposes an excursus through the new instances of the office space project, developed by interfacing the front of the demand, made up of organizations that need to rethink workplaces, and that of the offer of furnishing and technological solutions aimed at providing effective integration between physical spaces and virtual spaces. Themes that will be expanded by the news and insights developed on the magazine's website www.officelayout.soiel.it and disseminated through social channels.

Also in 2024, the editorial activity will be enriched by **conference meetings** that continue with a new formula of **OLMeet - Officelayout Meeting** which will alternate high-level talks and tables roundtables with the protagonists of the market to talk about the office habitat project as a strategic tool to support new working methods and promote the objectives of corporate business.

Digital **appointments with webinars** on vertical topics will also continue.

n. 196 January/February/March

- **Space planning** - Solutions to improve acoustics in working environments
- **Lighting** - New technologies for controlling light emission
- **Sustainability** - Green office, the value of the furnishing component
- **Work** - Training spaces in the company, in cutting-edge environments
- **Security** - Access control and attendance detection in the era of hybrid work

WORKSPACE EXPO / Parigi, March 26th - 28th

SALONE INTERNAZIONALE DEL MOBILE / Milan-Rho, April 16th - 21th

INTERZUM FORUM ITALY / Bergamo, June 6th-7th

n. 198 July/August/September

- **Space planning** - Biophilic design applied to office projects
- **Sustainability** - Smart energy management in the office building
- **Lighting** - The objectives of the lighting project between ESG criteria and energy saving
- **Work** - Ergonomic tools in the modern office
- **Safety** - Safety and emergency signs

ORGATEC / Colonia, October 22nd - 25th

n. 197 April/May/June

- **Space planning** - Flexible furnishings and arrangements for hospitality and informal work
- **Sustainability** - Minimum Environmental Criteria (CAM) for interior furnishings
- **Lighting** - Wellbeing and melanopic design for the lighting project
- **Work** - The value of office space to counteract quite quitting and great resignation
- **Security** - The new frontiers of cloud-native video surveillance in office buildings

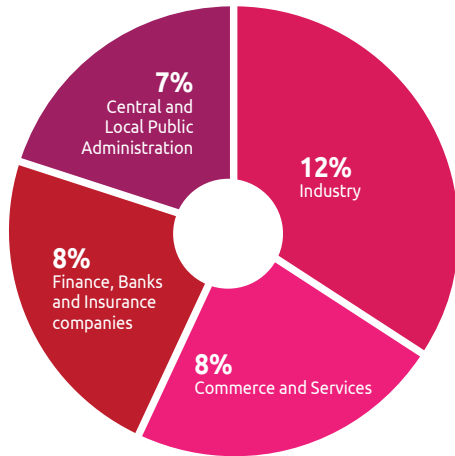
n. 199 October/November/December

- **Space planning** - Not just open space, the value of alternative work spaces
- **Sustainability** - Life cycle assessment: Measure the circularity of the furniture product
- **Lighting** - Quality in design according to the UNI EN 11630 standard
- **Work** - Audiovisual AI for engaging video conferencing and virtual meetings
- **Data driven building automation** - The value of data for facility management strategies

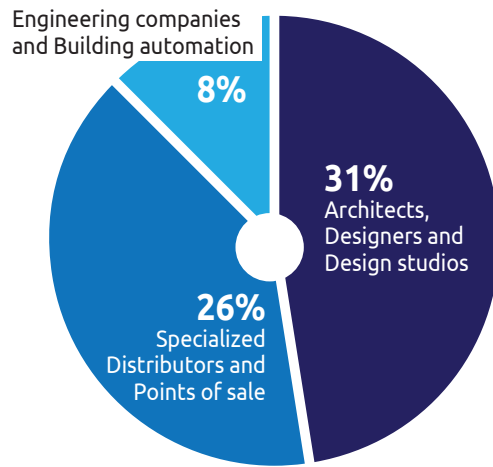
Readers

Market sector

End users



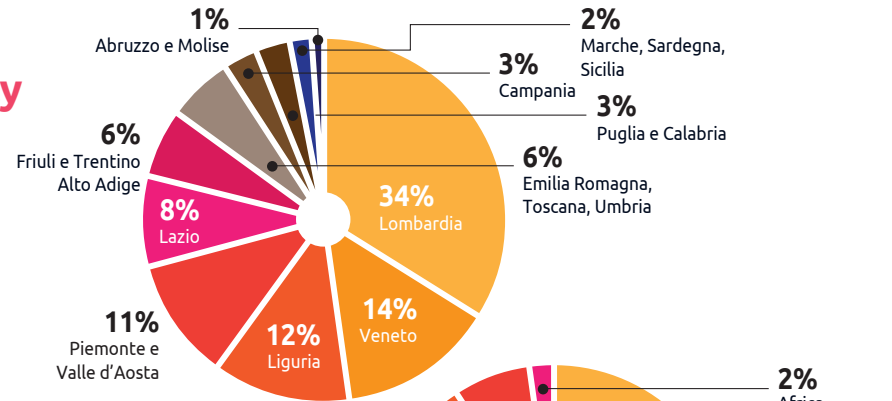
Value chain



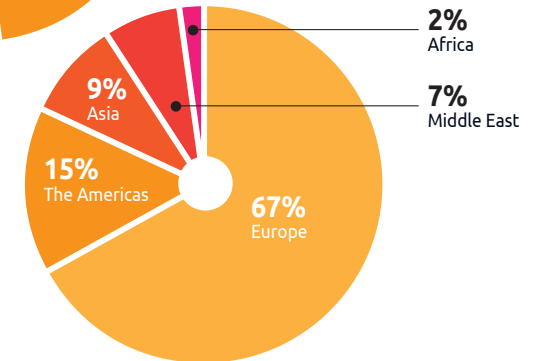
Geographical distribution

Officelayout 2024

Italy



Foreign countries



Profile and distribution

Officelayout
2024

Format

233 x 297 mm

Printing material

.PDF file in high resolution

Periodicity

Quarterly

Packaging

**Stitched
paperback binding**

Release date

**End of third
reference month**

Distribution

15.000 (25% printed copies
75% digital copies)

Annual subscription

Italy € 60,00

Foreign countries € 120,00



Full page	€ 3.000,00
Half page	€ 2.100,00
Cover positions	
Front cover + 4 page editorial	€ 5.000,00
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
Advertorials	
Single page	€ 2.500,00
Double page	€ 3.000,00
Quadruple Page	€ 4.000,00

Inserts

Estimate only upon presentation of the sample.

Agency commissions **15%**

Quantity discounts

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

Site



1 BANNER TOP HOME

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

2 SQUARE HOMEPAGE BANNER Right Column (Top - Central - Bottom of Page)

Dimensions: 300 x 250 px
Manageable formats: jpg, png, gif
Max weight: 2 MB

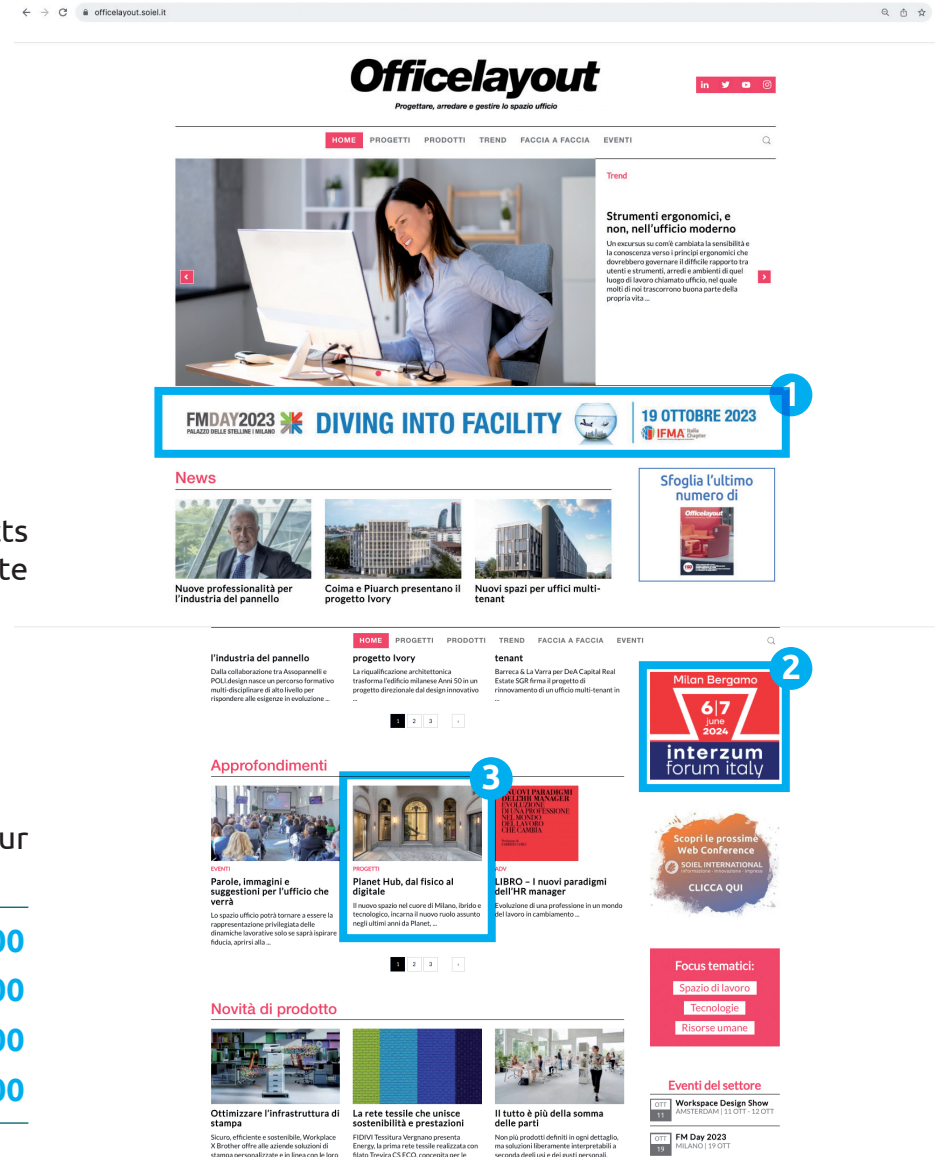
3 NEWS

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 TOP HOME (1 month)	€ 500,00
HOMEPAGE SQUARE BANNER (per mese)	€ 400,00
HOMEPAGE DOMINATION (per mese)	€ 1.500,00
NEWS	€ 500,00



Contacts

Officelayout 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.

Soiel International Srl

Via Martiri Oscuri, 3 - 20125 Milano MI

Tel: +39 0226148855 - Fax: +39 0287181390 - E-mail: info@soiel.it

To write to the **editorial staff of magazines and online sites:**

officelayout@soiel.it
innovazione.pa@soiel.it
officeautomation@soiel.it
executive.it@soiel.it

To receive information on opportunities
sponsorship of events, magazines and activities: sponsorship@soiel.it

To request an **annual subscription**
to one or more magazines: abbonamenti@soiel.it

For information on the **course program:** corsi@soiel.it

To get in touch with the **administration:** amministrazione@soiel.it

