

office automation

Technologies and models for digital business



For 38 years **Office Automation** has been the monthly magazine specialized in ICT and solutions for the digital field, promoter of conferences and seminars. It is addressed to **CIOs, IT managers** and to **value chain** protagonists.



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2019 publishing plan

In each number there will be analysis about:
Industry 4.0 and Enterprise 4.0, Intelligence Automation, Energy Management.

	Special issues	Heading: Industry 4.0 and Enterprise 4.0	Heading: Intelligence Automation	Heading: Energy Management
JANUARY/FEBRUARY	ICT Security *	From Planning to the Product	I.A. and Applications for HR	Energy efficiency and sustainability of enterprise IT infrastructures
MARCH	Printing and Document Management *	Intelligent warehouse and integrated supply chain	I.A. and Marketing	Consumption monitoring and measure, collection and value management of energy data
APRIL	Voip and Unified Communication *	Integration of productive technologies (machine tools, robotics, 3D printing ...)	I.A. and ICT Infrastructures	Energy efficiency and digital transformation for Enterprise 4.0 *
MAY	IoT (networking, middleware, infrastructures, sensors) *	Industry 4.0 plan: 2018 final balance and 2019-2020 predictions	I.A. and Finance	Energy self-production: co-generation and renewables inside the company
JUNE/JULY	Data Center	Predictive maintenance	I.A. and E-Commerce	Computers, printers and peripheral devices: energy saving in the office
AUGUST/SEPTEMBER	Smart Building * Cloud: a market's picture, the professionals and services *	Customer Care 4.0	I.A. and Healthcare	Human factor to support energy efficiency in the company
OCTOBER	Smart Working & Digital Workplace *	Big Data inside the Factory	I.A. and Sales Networks Management	Energy, environment and Corporate Social Responsibility
NOVEMBER	Storage, Backup & Data Management * Data Center *	Digital Twin	I.A. and Wealth Management	Sustainable mobility and low energy impact logistics
DECEMBER	Electronic Invoice and new Digital Processes *	Augmented reality and virtual reality inside Industry 4.0	I.A. and Physical and Logical Security	Incentives and credit access for energy efficiency

* **Special issue with Survey:** integrated project for demand creation.

The Special issue will be available online and will be supported on the main digital communication channels (social channels and e-mails) of Soiel International. There will also be a **survey with the operating actors of systems and solutions supply** to complete the issue, that will be presented thanks to concise sheets that help **directing one's choices and encourage the contact between demand and supply.**

Headings IN ADDITION TO THE TOPICS LISTED IN THE PUBLISHING PLAN, EACH MONTH THERE WILL ALSO BE:

Inside Digital Marketing: Making digital marketing the new concrete business stimulus.

Legal: Lawyer opinion about the most recent topics of security, privacy and protection of intellectual property.

Treasury & Subsidies for innovation: A detailed study about updates in the tax field for IT companies.

Comufficio horizons: Official authority of the Association of Manufacturing, Import and Supply companies of ICT products and services.

Periodicity monthly - 10 issues per year

Release date beginning of reference month

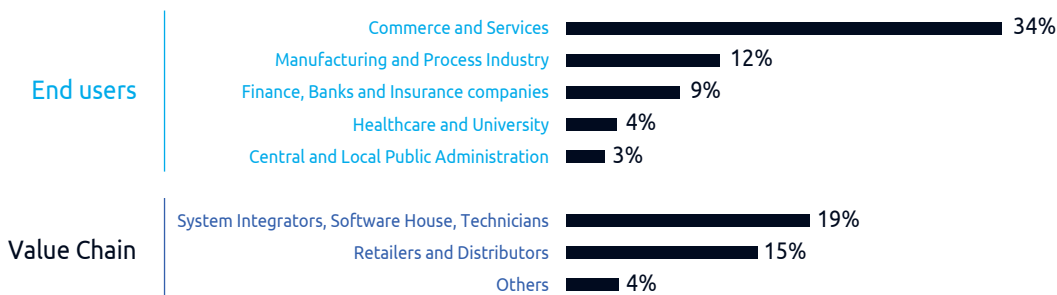
Distribution may vary from **16.000** to **19.000** copies, printed (about 30%) and digital (70%), to which the visualizations of articles on social channels must be added

Annual subscription Italy € **68,00** - Foreign countries € **140,00**

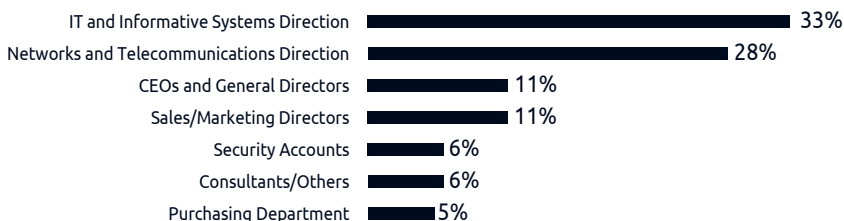
Office automation is also available online

Reader's model

Market sector



Role inside the company



Format mm 210 x 297

Packaging stitched paperback binding

Printing material .Pdf file in high resolution

Advertising

Contact

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

Costs

Typology € + VAT

Full page	2.200,00
Half page	1.300,00
Footer	900,00

Cover positions

Knocker	6.500,00
Front cover	6.000,00
Inside front cover	3.000,00
Inside back cover	2.500,00
Back cover	4.000,00

Special positions

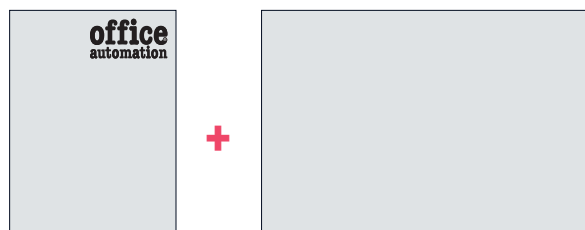
Facing page	+10%
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Discounts for quantity

3 insertions	6%
From 4 to 7	10%
8 and more	14%

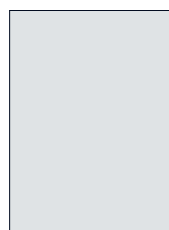
Agency commissions	15%
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Format



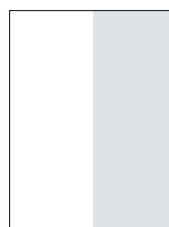
Cover + cover Knocker:

- cover mm 210 x 297 + mm 416 x 297
- knocker mm 216 x 303 + mm 420 x 303



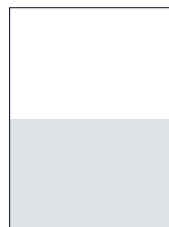
Full page

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- bleed mm 216 x 303



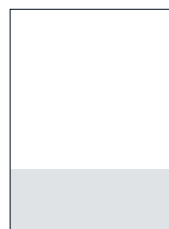
Half page vertical

- trimmed mm 105 x 297
- bleed mm 111 x 303



Half page horizontal

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- bleed mm 216 x 154



Footer

- trimmed mm 210 x 60
- bleed mm 216 x 66