

.PA

THE DIGITAL PUBLIC ADMINISTRATION

Starting in October 2017,
the new publishing season
of **innovazione.PA** magazine



This renewal follows the path of the magazine history and tradition which has been trying for over 10 years to carry and closely observe the complex innovation and digital transformation process of all public administrations, either local or central.

Its story has been marked in the last few years by under ways reforms, institutional reorganization of territory, resources and expertises rationalization process, community and national investments.

Limitless research and development of new technologies are not enough to ensure the PA digital transformation.

The dream of a modern public administration would remain only a dream without competent men and women called to rule over these process in the best possible ways.

Which are the guidelines?

Innovazione.PA will entrust to managers, administrators, mayors, associations and directors, the chance of a live report indentifying the real needs for PA change. Understanding, knowing and studying the question means for ICT Companies (start-up included) to come into the market with a valuable proposition in line with expectations.

Innovazione.PA will be also the concrete meeting point for comparing, proposing and monitoring the path which leads PA to the modern digital era, pledging efficient and punctual services to citizens, professionals and enterprises.

Innovazione.PA will discuss in wide press reports the development and the fulfilment of the Triennial Plan for IT into PA, the new digital services for communities, schools and education, and healthcare.

Innovazione.PA will describe the most important experiences achieved on the territory which contribute to the country economic growth, to a greater transparency of administrative process and to a greater efficiency in public services distribution.

Innovazione.PA will present the protagonists of Public Administration innovation by speeches, witnesses and interviews to managers, policymakers, directors, professionals from different sectors, technicians.

Innovazione.PA will witness the public and private research and it will allow chances of comparison of the different automation aspects as well as industrial scenarios of artificial intelligence.

Innovazione.PA will follow developments of ICT market enterprises, their business models and in wide terms the offer that can allow PA to push forward with efficient digital organization models.

INNOVAZIONE PA

Periodicity

Bimonthly

Publication date: end of second month on the cover

Circulation

12.000

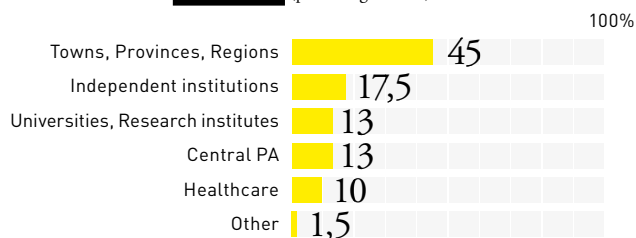
copies

Average readers per issue

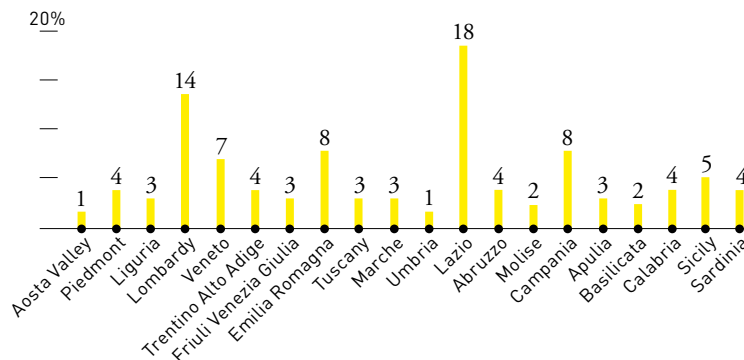
36.000

Type of reader

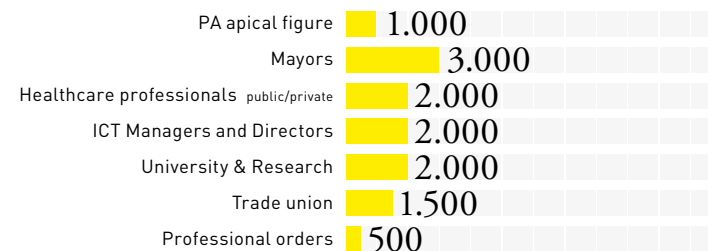
Product sector (percentage values)



Geographical distribution (percentage values)



Target



12.000

Catalog

Annual subscription
Italy € 30,00 - Overseas € 60,00

Advertising

VAT included

Cover gatefold	€ 5.500,00
Back cover	€ 3.500,00
Inside back cover	€ 3.000,00
Full page	€ 2.500,00
Half page	€ 1.800,00

Discounts

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

Agency commissions 15%

Advertising Formats

+ 3 mm extra space per side

Cover gatefold
 mm 457 x 280
 + mm 230 x 280

Full page
 mm 230 x 280

Half page vertical
 mm 115 x 280

Half page horizontal
 mm 230 x 140

Technical features

Pages: 64
Format: cm 23 x 28
Printing: Offset 4+4
Binding: staple

Soiel International - Via Martiri Oscuri, 3 - 20125 Milano
 Tel. 02 26148855 - Fax 02 26149333 - info@soiel.it

www.soiel.it