

# Officelayout

Design 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.

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## 2019 Publishing plan

The office plan is increasingly becoming a strategic stimulus to guide innovation and virtuous behavior in the company. Knowing this, *Officelayout publishing plan* in 2019 is structured with detailed studies on workplace and office building realization plans, that relate the evolution of the physical space with technological innovation and organization transformation.

**Thematic focuses** born from discussions with experts and producers will enrich the publishing plan, thanks to round tables on the hot topics of the office space: lighting, acoustics, wellness, technologies... Aim of this venture is to encourage the integration of the supply chain, putting together as a common factor proficiencies and strategic visions that will be gathered inside **Officelayout's Notebooks**, technical inserts that are a useful work tool for those who plan and manage the office space.

Our **conferences** continue with two new dates of **OLMeet – Officelayout Meeting** in Milan and Rome. The title of 2019 edition is *"Efficient offices and work spaces"* and it will focus on the design of the office habitat as a strategic tool to support new ways of working and to achieve corporate business objectives.

## Officelayout meetings

### The conference:

**OLMeet/2019 - "Efficient offices and work spaces"**

- Milan, February 19<sup>th</sup> - Hotel Michelangelo – P.za Luigi di Savoia, 6
- Rome, October 24<sup>th</sup> -

### "Focus on" round tables:

- **May 9<sup>th</sup>** - Light project in the digital era
- **November 21<sup>st</sup>** - Improving acoustics in the workplace

### 176\_January/February/March

- **The new office seats**, minimal and dynamic
- **Focus on - Light project** in the digital era
- **Brand identity**: planning and communicating the corporate image
- **Technologies** - Potentialities and risks of **digital workplace**

### 177\_April/May/June

- Planning and furnishing **hospitality spaces**, from reception to the meeting room
- Focus on - Planning and realizing the office of the future: **from workplace design to technological systems integration**
- **Green office design**: encouraging wellness and productivity while respecting the environment
- **Technologies** - Interactive communication new borders: from **digital signage** to **interactive whiteboards**

### 178\_July/August/September

- New design methods for **directorial furniture**
- **Focus on** - Improving **acoustics in the open space**
- Solutions for **energy efficiency of the office building**
- **Banking world**: the new branches
- **Technologies** - What are the new **Huddle Rooms** and how are they made?

### 179\_October/November/December

- **Filing** at hand, multifunctional container furniture
- **Focus on - Facility Management**: **technological solutions for spaces management**
- **Corporate Academy**, producing knowledge in the working place
- **Technologies** - **Smart office**, from **building automation** to **multimedia automation**

**Periodicity** quarterly - 4 issues per year

**Release date** end of third reference month

**Distribution** 15.000 copies (40% printed copies – 60% digital copies)

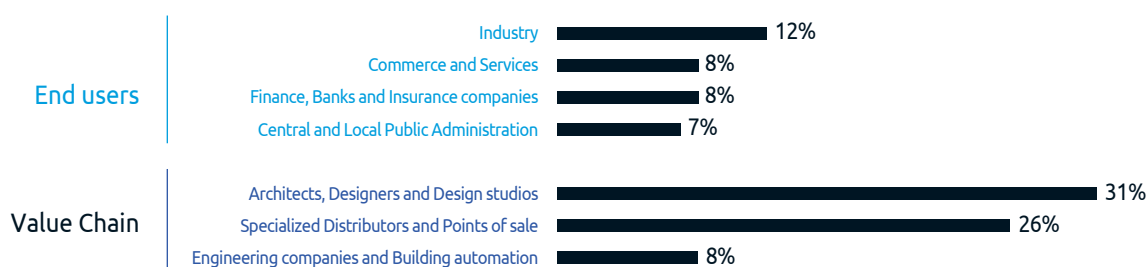
**Average reader with copy** 2,2

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

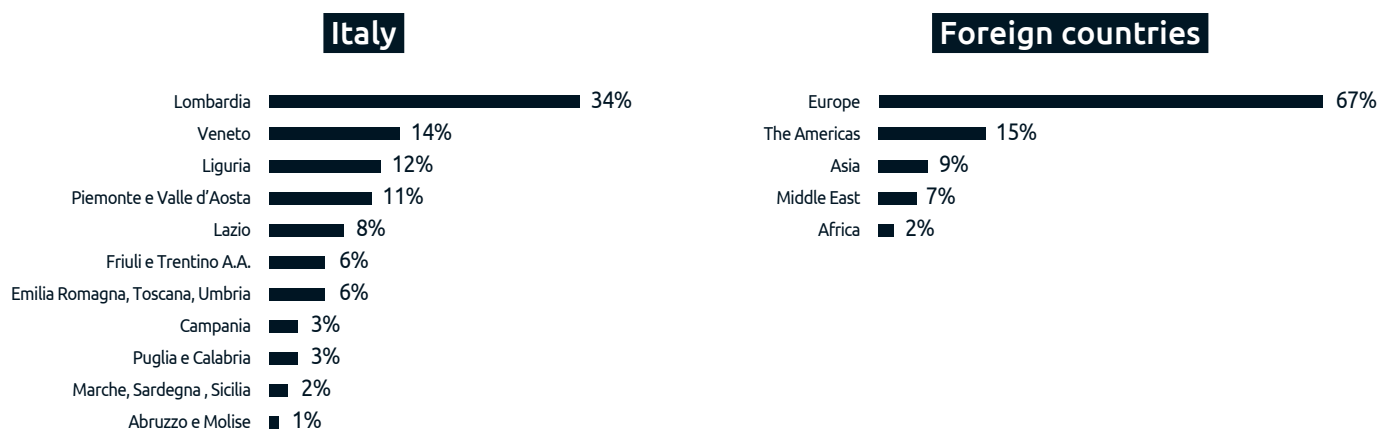
Officelayout is also available online

## Reader's model

### Market sector



### Geographical distribution



**Format** mm 233 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 ..... 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%

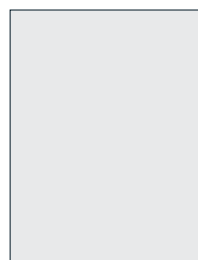
Layouts are not included in rates. If the creation of advertisements, changes to existing layouts or other intervention should be requested the costs will be charged to the customer at cost price.

### Format



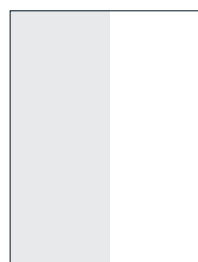
#### Front cover

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



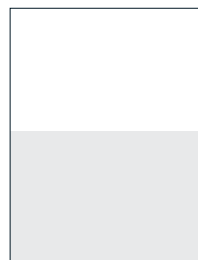
#### Full page

- 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