

.PA

The digital Public Administration



Innovazione.PA (.PA) witnesses the digital execution that, thanks to ICT, renews models and processes in **Central and Local Public Administration** and in the world of **Health and Education**.

The bimonthly magazine illustrates the implementation of the many initiatives, from the most consolidated to the most frontier ones, which despite operating autonomously, and often with those conflicting elements typical of phases of change and always reckoning with limited resources, tend toward the goal of the country's growth through the indispensable element of PA modernization.

www.innovazionepa.soiel.it



No. 59/2025 (to be distributed in March)

- **Special issue Puglia:** innovation Experiences in the Territory
- **Urban Mobility:** last-mile logistics between sustainability and urban business
- **Digital Health:** from telemedicine to connected care
- **Citizen Experience:** ensuring quality services to citizens

No. 60/2025 (to be distributed in May)

- **Special issue Veneto:** innovation experiences in the territory
- **Urban Mobility:** sensors, connections, smart infrastructures, 5G and...
- **Digital Health:** digital therapies
- **Safe Cities**

No. 61/2025 (to be distributed in July)

- **Special issue Lombardia:** innovation experiences in the territory
- **Urban Mobility:** Mobility Manager: new tools and good practices
- **Digital Health:** the renewal of the technological park (interconnected and secure)
- **Sustainability:** energy communities

No. 62/2025 (to be distributed in September)

- **Special issue Emilia Romagna:** innovation experiences in the territory
- **Urban Mobility:** What energy for future transportation?
- **Digital Health:** the hospital building of the future
- **Artificial Intelligence**

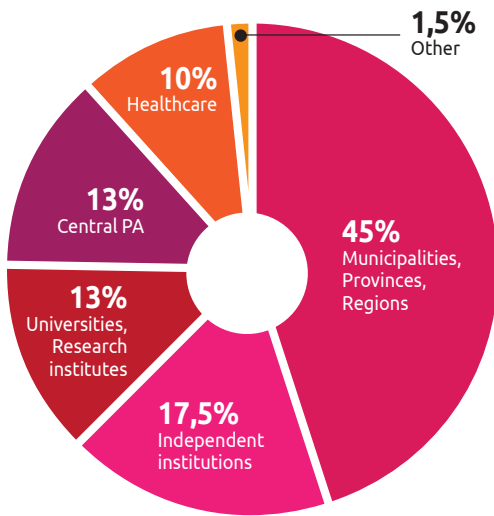
No. 63/2025 (to be distributed in November)

- **Special issue Piemonte:** innovation experiences in the territory
- **Urban Mobility:** integrated fares for intermodality
- **Digital Health:** innovation in the operating room
- **Digital School**

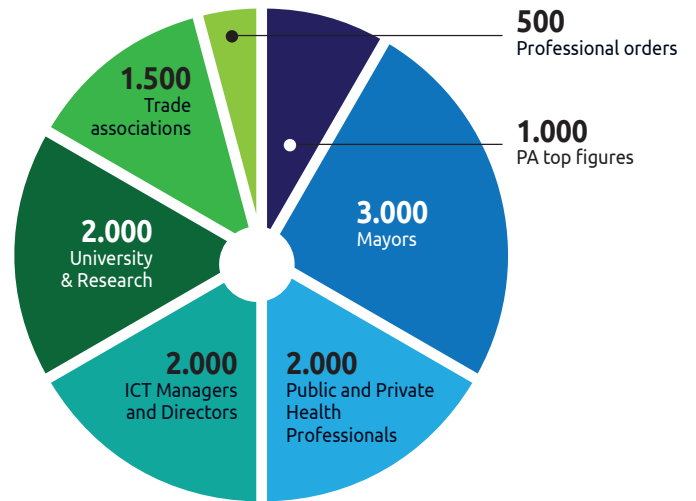
No. 64/2025 (to be distributed in January 2026)

- **Special issue Lazio:** innovation experiences in the territory
- **Urban Mobility:** the new means of public transport
- **Digital Health:** the new frontiers of precision medicine
- **Sustainability:** green city

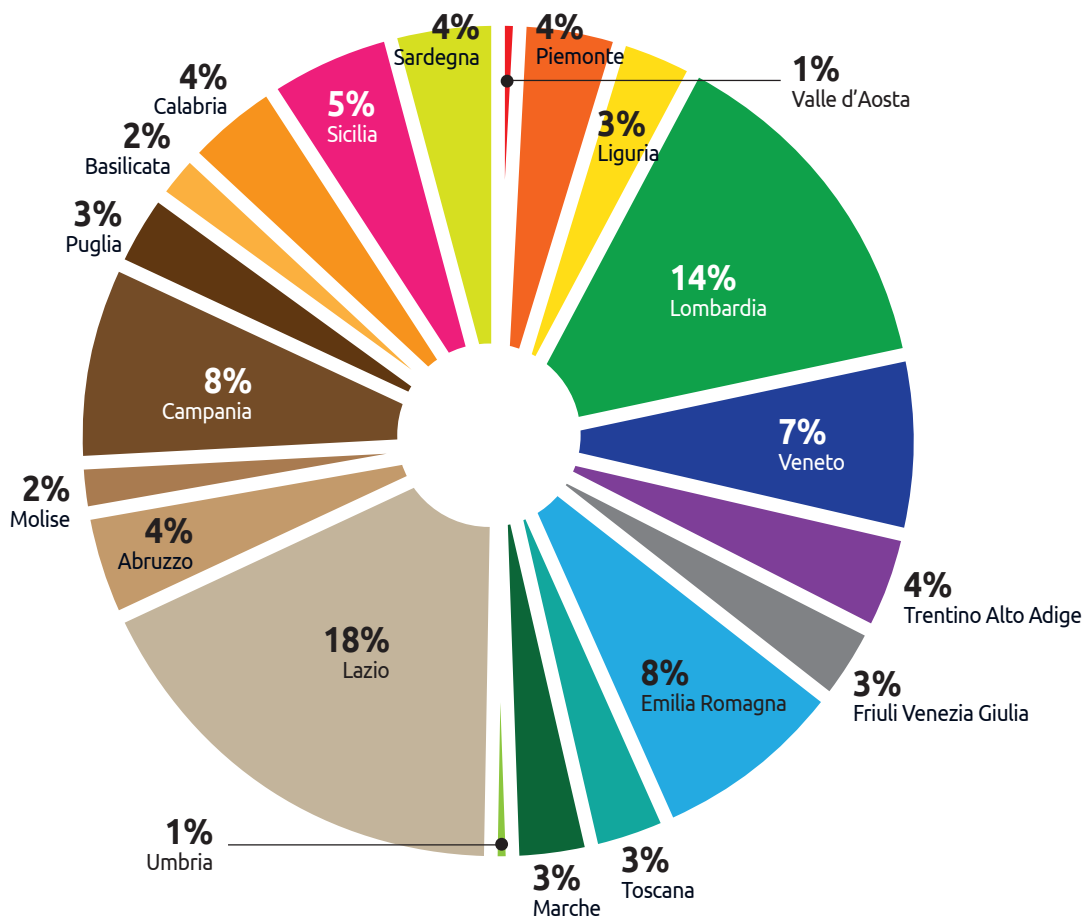
Market sector



Target



Geographical distribution

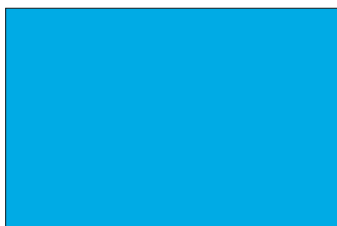


ADVERTISING

Full page	€ 2.500,00
Half page	€ 1.400,00
Cover positions	
Knocker	€ 6.500,00
Front cover + 6-page editorial	€ 8.000,00
Inside front cover	€ 3.000,00
Inside back cover	€ 2.700,00
Back cover	€ 4.000,00
The other cover + 6-page editorial	€ 6.000,00
Special positions	
Page 1	+10%
Advertorials	
Single page	€ 3.000,00
Double Page	€ 4.500,00
Triple Page	€ 5.500,00
Inserts	
Estimate only upon submission of sample	
Agency commission	15%
Quantity discounts	(VAT non included)



+



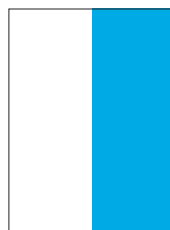
Cover + Cover knocker

- cover mm 230 x 280 + mm 457 x 280
- with overlays mm 236 x 286 + mm 463 x 286



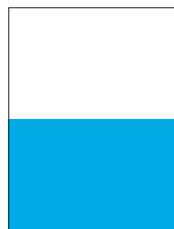
Full page

- bleed mm 230 x 280
- with overlays mm 236 x 286



1/2 vertical page

- bleed mm 115 x 280
- with overlays mm 121 x 286



1/2 horizontal page

- bleed mm 230 x 140
- with overlays mm 236 x 146

PROFILE AND DISTRIBUTION

Format	mm 230x280
Packaging	Staple or flush binding
Print material	High resolution PDF
Date of release	End of second reference month
Periodicity	Bi-monthly
Circulation	12.000 (25% paper - 75% digital)
Annual subscription	Italy € 30,00

1 BANNER HOME Central (Centre Page)

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

2 EDITOR'S REPORT

- 2.500 characters approx
- One image or photo gallery
- 1 'do follow' link

HOME BANNER DISPLAY (1 month)
EDITORIAL

€ 500,00 + VAT

€ 500,00 + VAT

← → ⓘ innovazionepa.soiel.it 🔍 🏠 ☆



IN PRIMO PIANO



L'efficacia del farmaco nel 'mondo reale'

L'impiego dei big data nella ricerca clinica e farmacologica rappresenta una marcia in più nello studio di molteplici terapie. Più precisamente si parla della possibilità di affiancare agli studi clinici controllati randomizzati (RCTs) i real world data, in modo sempre più integrato, al fine di m...



DAL MERCATO
Job Skills Recipes



DAL MERCATO
Ruolo delle comunità locali per la transizione delle aree rurali



DAL MERCATO
Intelligenza Artificiale: l'Università di Pisa lancia Sibylla



SPECIALI
L'efficacia del farmaco nel mondo reale



INTERVISTE
Intervista a Massimiliano Fedriga



INTERVISTE

LISA BONFATTI

Brescia: europea, inclusiva, competitiva.

Laura Castelletti, prima donna sindaco di Brescia e una delle poche (una decina) sindache a guidare un capoluogo importante, ha anche il primato di avere vinto le elezioni rappresentando una lista civica. Il voto dei Bresciani è avvenuto in continuità con l'operato dell'amministrazione precedente...



Intervista a Massimiliano Fedriga



Nino Cartabellotta a Innovazione Pa: la sanità pubblica è una priorità



Cybersecurity: la sfida delle donne



La cybersecurity a tutela della sicurezza pubblica



La telemedicina ben oltre la televisita

Innovazione.PA is an editorial initiative
by **Soiel International** <https://www.soiel.it/>

Soiel International was founded in 1980 with the monthly magazine **Office Automation**, among the first magazines aimed at issues in the fledgling Information and Communication Technologies industry.

In 1984 the offering was expanded with **Officelayout**, the magazine for those who design and manage office space, and in 2000 with **Executive.IT**, the bimonthly strategy magazine from **Gartner** 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 been organizing conferences, seminars, in-person and online courses, extending activities toward formulas for multimedia content creation and online communication specifically for B2B contexts.

Contacts

Soiel International Srl

Via Martiri Oscuri, 3 - 20125 Milano MI

Tel: +39 02 26148855 - info@soiel.it - www.soiel.it

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

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

To receive information on opportunities for **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:**

amministr@soiel.it

