

IT·Insight



JAN A DEC 2022

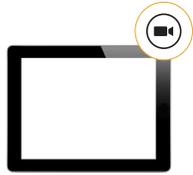
DIGITAL MAGAZINE
FOR A CHANGING WORLD



mediakit

DIGITAL MAGAZINE AD RATES 2022

A DIGITAL EDITION DESIGNED FOR INTERACTIVITY



VIDEO

Embedded so you need not be online



CONTENT

Accessible anytime through interactive menus



SLIDE SHOW

So there is always space for photos



WEB LINKS

Every referral a click away

DISPLAY PAGES (location)	ISSUE FREQUENCY SYSTEM			
	1	2	4	6
DISPLAY PAGES (location)				
Up to page 4	1 200 €	1 150 €	1 100 €	1 050€
Pages 5 to 10	1 100 €	1 050 €	1 000 €	950 €
11 and beyond	1 000 €	950 €	900 €	850 €
BRANDED CONTENT	1	2	4	6
2-pages interactive branded content + Display page (optional) Advertorials, Event Coverage, etc.	1 500 €	1 400 €	1 300 €	1 200 €
4-pages interactive branded content + Display page (optional) Case studies, Interviews, etc.	2 600 €	2 400 €	2 200 €	2 000 €

- Current VAT rate must be added to these prices with the exception of UE intra-Community B2B transactions.

SERVICES

Advertorial Content Production	200 €	Digital Interactive (Videos, Whitepapers, ect.)	100 €
Advertising Artwork Production	100 €	Weblinks in digital editions	0 €

SPECIFICATIONS

- IT INSIGHT only accepts Adobe PDF
- IT INSIGHT also accepts "open" materials when they originate in Adobe InDesign, Adobe Photoshop and Adobe Illustrator
- Page dimensions: 2048x1536px (minimum 150 dpi)
- Embedded videos: Mpeg4 format up to 4Mb.*
- Video streaming: unlimited duration**
- Audio: Mono Mp3 format up to 60s***
- External Links: Specify URL and interaction area

DISTRIBUTIONS FORMATS

- e-PUB: Includes audio, video, links, html5, navigation
- iPDF: Includes audio, video, flash animation, links, navigation
- PDF: Does not include any interactivity
- Page Flip: Includes interactive links

*Starting from 4Mb, 150€ per Mb. Autoplay is subject to approval.

Requires the reader to have data network access. * Sampling 22.050Hz.



Publicity



Branded Content

ONLINE AD RATES 2022

THE **IT Insight** WEBSITE USES AD MANAGER:



The Ad Manager system offers a series of solutions designed to break down barriers and boost your business in the digital world. Campaigns programmed by cost per contact are the fairest and most efficient way of distributing your campaign, as they're paid according to the number of times they are viewed and in a way adjusted to your budget. With the Ad Manager tool, you can control the progress of your campaigns with reliable audit data and request the desired segmentation.

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AD RATES BANNERS SPONSORSHIP (25% Share per week ± 10k impressions per week)

		Days	14	21	30
		Impressions ±	20k	30k	40k
Average impressions (x1000)	Pixel Size	Ad Unit			
Super Leaderboard	970w x 90h	B1	350 €	475 €	600 €
Billboard	970w x 250h	B1	425 €	588 €	750 €
FilmStrip	300w x 600h	B3	300 €	400 €	500 €
Medium Rectangle (mRec)	300w x 250h	B3	250 €	325 €	400 €
Mobile	300w x 50h (smartphones)		200 €	250 €	300 €
Dynamic optimization (Leader+mRec+Mobile)			350 €	475 €	600 €

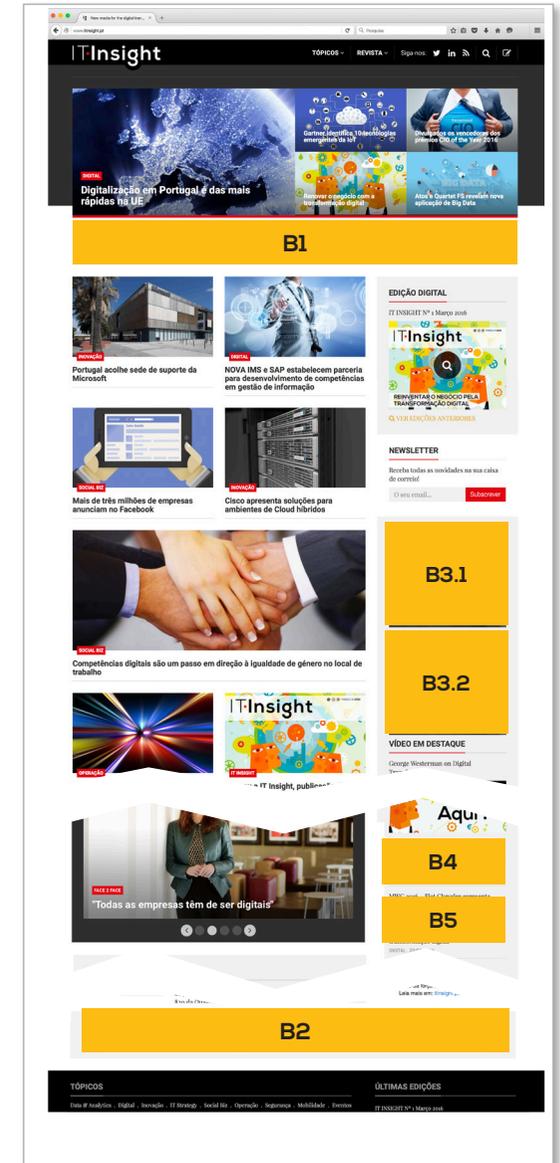
- Current VAT rate must be added to these prices with the exception of UE intra-Community B2B transactions.

AD RATES BANNERS CPM IMPRESSIONS

Impressions	Pixel Size	Ad Unit	CPM
Super Leaderboard	970w x 90h	B1	30 €
Billboard	970w x 250h	B1	40 €
FilmStrip	300w x 600h	B3	25 €
Medium Rectangle (mRec)	300w x 250h	B3	20 €
Mobile	300w x 50h (smartphones)		20 €
Dynamic optimization (Leader+mRec+Mobile)			30 €

NEWSLETTERS

Dedicated	Full size	700w x < 2000h	100K	1 000€
Editorial Newsletter	Banner Leaderboard	600w x 250h	50K	4 shots 600€



Audience data transparency: all audit data about the digital edition may be consulted at www.apct.pt. Statistical data on the digital edition is provided by Calameo.com – Paris and Amazon Web Service. Website audit data are audited by DoubleClick and newsletter data are from Mailchimp Atlanta, Georgia, USA. All updated data can be provided by request at webmaster@medianext.pt

EDITORIAL CALENDAR 2022



DIGITAL MAGAZINE FOR A CHANGING WORLD

Guiding the decision-making process

All IT Insight content is designed to help c-level executives in medium and large organizations better navigate the digital disruption and make decisions that drive innovation and competitiveness.

Evangelizing enterprise users

By familiarizing users with the themes that characterize the digital agenda, IT Insight seeks to promote the cultural change needed for the adoption of new technologies, practices and processes.

#36 MARCH
IN DEEP
 Moving to the Cloud
ROUND TABLE
 Security
VERTICAL
 Banking & Insurance

#37 MAY
IN DEEP
 Metaverse & AR
ROUND TABLE
 Workplace Solutions
VERTICAL
 Hospitality

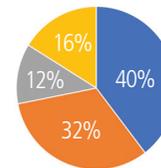
#38 JULY
IN DEEP
 Smart Living & Electric Cars
ROUND TABLE
 Cloud XaaS
VERTICAL
 Healthcare

#39 SEPTEMBER
IN DEEP
 BI & Analytics
ROUND TABLE
 IT Mobility
VERTICAL
 Education

#40 NOVEMBER
IN DEEP
 Practical 5G
ROUND TABLE
 Enterprise Software
VERTICAL
 Manufacturing

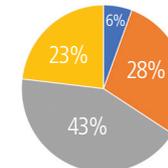
#41 JANUARY
IN DEEP
 Predictions 2023
ROUND TABLE
 Hybrid Cloud and Multicloud
VERTICAL
 Retail & Distribution

READERS BY RANK



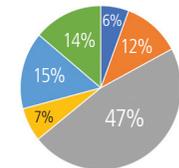
- IT Management: Directors and C-level
- IT Management: Other positions
- Business Management: Directors and C-level
- Business Management: Other positions

READERS BY COMPANY SIZE (BY # OF EMPLOYEES)



- < 10
- 10 a 99
- 100 a 499
- > 500

READERS BY BUSINESS ACTIVITY



- Local and central government
- Tech industry
- Industry & commodities
- Other
- Non-financial services
- Banking, insurance, and other financial services

Digital

> 19.668 downloads
 Average circulation per issue
 (2021 – 1st Semester Statement)
 (AWS + Calameo)

Web

page-views: 19.668
unique users: 9.036
 (2021 – 1st Semester Analytics)

Newsletter

14.123 Active subscribers
 (2021 – 1st Semester - MailChimp
 - Auditado pela APCT)



ARTIGOS



FOTOGRAFIAS



ÁUDIO



VÍDEO

FAÇA O DOWNLOAD DO SEU EXEMPLAR EM:

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