

IT·Insight



JAN A DEC 2024

DIGITAL MAGAZINE
FOR A CHANGING WORLD

mediakit



itchannel

IT·Insight

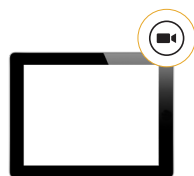
IT·SECURITY

Smartplanet

TECNOHOTEL

■ DIGITAL MAGAZINE AD RATES 2024

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

ISSUE FREQUENCY SYSTEM

DISPLAY PAGES (location)

	1	2	4	6
Up to page 4	1 250 €	1 200 €	1 150 €	1 100 €
Pages 5 to 10	1 150 €	1 100 €	1 050 €	1 000 €
11 and beyond	1 050 €	1 000 €	950 €	900 €

BRANDED CONTENT

	1	2	4	6
2-pages interactive branded content				
+ Display page (optional)	1 750 €	1 620 €	1 500 €	1 380 €
Advertorials, Event Coverage, etc.				
4-pages interactive branded content				
+ Display page (optional)	3 000 €	2 750 €	2 550 €	2 300 €
Case studies, Interviews, etc.				

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

■ SERVICES

Advertorial Content Production	220 €	Digital Interactive (Videos, Whitepapers, ect.)	120 €
Advertising Artwork Production	120 €	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: 3000x2000px (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 2024

THE ITInsight 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.

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

Average impressions (x1000)	Pixel Size	Days Impressions ± Ad Unit	14	21	30
			20k	30k	40k
Super Leaderboard	970w x 90h	B1	405 €	545 €	695 €
Billboard	970w x 250h	B1	490 €	675 €	870 €
FilmStrip	300w x 600h	B3	345 €	465 €	575 €
Medium Rectangle (mRec)	300w x 250h	B3	285 €	375 €	465 €
Mobile	300w x 50h	(smartphones)	230 €	285 €	345 €
Dynamic optimization (Leader+mRec+Mobile)			405 €	550 €	695 €

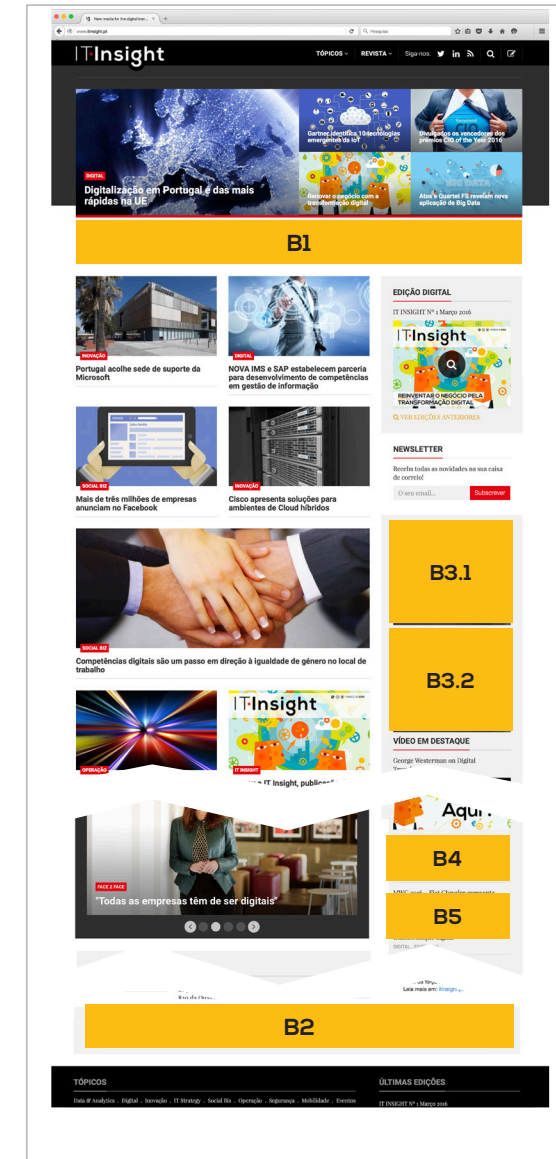
- Current VAT rate must be added to these prices with the exception of UE intra-Community B2B transactions.

■ AD RATES BANNERS CPM IMPRESSIONS

Impressions	Pixel Size	Ad Unit	CPM
Super Leaderboard	970w x 90h	B1	35 €
Billboard	970w x 250h	B1	47 €
FilmStrip	300w x 600h	B3	30 €
Medium Rectangle (mRec)	300w x 250h	B3	24 €
Mobile	300w x 50h	(smartphones)	24 €
Dynamic optimization (Leader+mRec+Mobile)			35 €

■ NEWSLETTERS

Dedicated	Full size	700w x < 2000h	100K	1 100 €
Editorial Newsletter	Banner Leaderboard	600w x 250h	50K	4 shots 675 €



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 2024



#48 MARCH

IN DEEP

AI, BI & Analytics

HYBRID EVENT

Security

#51 SEPTEMBER

IN DEEP

Cloud Cost Optimization

ROUND TABLE

Making hybrid work,
work for all

HYBRID EVENT

IT Insight magazine presents a new approach to its roundtable discussions, combining the best of both worlds in a rapidly evolving technological landscape. These events welcome an audience of approximately 60 business and public decision-makers and are broadcasted live on the IT Insight Channel.

#49 MAY

IN DEEP

Change at the Speed of
Technology

ROUND TABLE

Workplace Solutions

#52 NOVEMBER

IN DEEP

How to Transform Your Business

ROUND TABLE

Enterprise Software

#50 JULY

IN DEEP

Digital Transformation
Practical Cases

HYBRID EVENT

AI & Data

#53 JANUARY

IN DEEP

Predictions 2024

HYBRID EVENT

Hybrid Cloud and Multicloud

www.itinsight.pt

DIGITAL MAGAZINE FOR A CHANGING WORLD

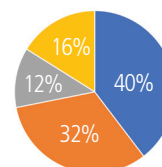
Guiding the decision-making process

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.

Evangeling enterprise users

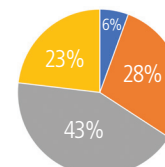
By familiarizing users with the themes that characterize the digital agenda, IT Insight seeks to promote the cultural change needed for the adoption of new technologies, practices and processes.

READERS BY RANK



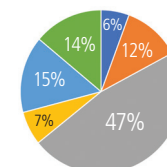
■ IT Management: Directors and C-level
■ IT Management: Other positions
■ Business Management: Directors and C-level
■ Business Management: Other positions

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
■ Non-financial services
■ Banking, insurance, and other financial services
■ Other

Digital

> 10.996 downloads
Average circulation per issue
(2023 – 1st Semester Statement)
(AWS + Calameo)

Web

page-views: 40.305
unique users: 6.619
(2023 – 1st Semester Analytics)

Newsletter

12.471 Active subscribers
(2023 – 1st Semester - MailChimp)
(Auditado pela APCT)

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