

itchannel

media kit 2021

print | digital | online

INDEPENDENT PORTUGUESE
PUBLICATION FOR TECH
INTEGRATORS AND RESELLERS



BUILDING TECHNOLOGICAL PARTNERSHIPS

No other media outlet connects you to the technology integrators and vendors community the way we do

IT Channel offers you market and technology information aimed at VARs, integrators, resellers and IT consultants who address businesses' technological needs.

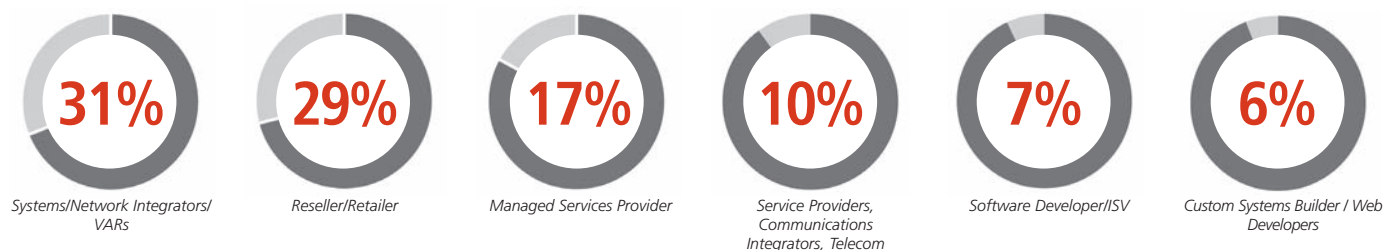
By supplying a daily online edition, digital editions and a monthly physical magazine, IT Channel supplies you with expert opinions, market analysis, news, product analysis and advice vital to the success of Channel Partners.

Thus, the opinions and points of view of Channel professionals, vendors, distributors and analysts are highlighted on a daily basis.



IT Channel is EXCLUSIVELY aimed towards those responsible for companies' purchase decisions within the Channel (integrators, resellers, retailers, distributors, VARs)

► READERS BY BUSINESS TYPE:



► READERS BY POSITION HELD:



No other media outlet can offer such levels of direct access to integrators, resellers, service providers and consultants available in the IT market



Total Circulation: > 16.980

Print: > 2.557 (Audit by APCT, Feb - Sep 2020)

Digital: > 14.423 (Average per issue Feb - Nov 2020)

Web: > 145.560 page-views, > 10.196 Unique users (Monthly average Jan - Nov 2020)

Newsletter: > 6.238 Active subscribers (Audit by APCT, Feb - Sep 2020)



ASSOCIAÇÃO PORTUGUESA PARA O CONTROLO DE TIRAGEM E CIRCULAÇÃO
The only professional IT publication in Portugal with Audited Circulation

► ONLINE OPORTUNITIES

Our online network offers you a multitude of resources to educate, influence and engage with our community. From traditional banner programs to personalised spotlights, sponsored content and e-mail marketing – we have everything you need to create a successful integrated program.

BANNERS & SPONSORSHIP

SPONSORED SPOTLIGHTS

Our personalised spotlights may feature a mix of our editorial and industry contents, YouTube videos and newsfeed, as well as updates on Facebook, Twitter, etc. There are several levels of sponsorship available.

YOUTUBE AND CUSTOM-MADE VIDEOS

Whether it's an event, a product launch, a new concept you want to explain or a review of the latest products that may boost channel sales, our



audiovisual contents team can create a wide range of video resources to help you accomplish your marketing goals:

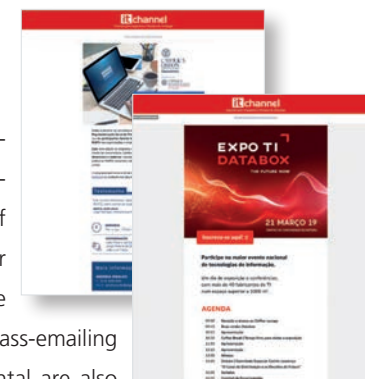
- YouTube *channel* sponsorships
- Video sponsorships
- Webinars
- Podcasts

THE POWER OF ONLINE

Our network provides news, perspectives, peer advice, product launching and analysis of tech and trends relevant to the Channel.

E-MAIL MARKETING

Reach and influence our audience through a series of email-based programs. Sponsor one of our daily editorial newsletters or let us create one custom-made just for you. Personalised mass-emailing and segmented mailing list rental are also available.



► JOURNAL OPPORTUNITIES

IT Channel is the only Portuguese publication that focus exclusively on the information technologies Channel.



There are several options at your disposal, including full-page and half-page ads, insertion, business reply cards, cover wraps, sequenced units, page corners, and more.

IT CHANNEL, PRINT EDITION

Our monthly journal is delivered to 9730 readers in both its print and digital versions.

PERSONALISED MARKETING PROGRAMS

Our specialised team of journalists, editors and designers are at your disposal, offering a a wide va-



riety of services to meet your personalised marketing needs.

CUSTOM PRINT PROGRAMS

- Case studies
- Content MKT
- Product profiles
- Partner profiles
- White papers
- Inserts
- Cover wraps
- Advertisement design

And much more...



► WHAT READERS WANT

IT Channel readers have indicated five main article preferences:

95% prefer articles that address technologies, market trends and new business opportunities;

94% prefer articles that dive deep into technologies that might positively affect how they support their clients;

92% prefer analysis of products/solutions they might recommend their clients;

86% prefer updates about the latest developments in partner programs;

81% prefer news and updates about products, software and services.

Source: IT Channel online survey, September 2014

► TECH OUR READERS USE

85% Global or Custom-made Solutions

61% IT Consulting Services

52% Hardware Resale and Integration

51% Cloud Services & Solutions Network

43% Infrastructure Design & Implementation

41% Storage Services & Solutions

39% Managed Services

36% Security Services & Solutions

36% Mobility

35% Systems

32% Data Center Services

31% Disaster Recovery / Business Continuity

29% Virtualization Services

27% Business Intelligence Software / Services

23% Website Development

22% Content / Document Management

21% Dedicated systems / Servers

19% Enterprise Internet and Voice Solutions

17% Unified Communications

17% Hosting Services

16% Customised software development

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PRINT



Average print run (APCT)

> 2.557

(Feb - Sep 2020)

Periodicity: Monthly

(10 issues a year, double issues on Jan/Feb and Jul/Aug)

Format: 270 x 320 mm

DIGITAL



Readers by issue

> 14.423

(Feb - Nov 2020)

Periodicity: Monthly

(10 issues a year, double issues on Jan/Feb and Jul/Aug)

Format: 1560 x 1890 pixels Resolução: 150 dpi

ONLINE



page-views > 145.560

users > 10.196

(Monthly average Jan - Nov 2020)

Super leaderboard: 970 x 90 pixels

mRec: 300 x 250 pixels

3:1 Button: 300 x 100 pixels

See: www.itchannel.pt/pages/conhecer-a-itchannel

Contacts:

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**media
NEXT**

SPECIALISED MEDIA SERVICES Think “Outside of the box”

Our specialised team of journalists, editors, developers, and designers is ready to offer you a wide range of services specially conceived to help you meet your marketing needs.

No-one knows the IT Channel community better than us, so take advantage of our knowledge and create powerful marketing campaigns. Think of our team as an extension of yours. We can design and directly deliver your piece of marketing or integrate it in a more comprehensive program.

We offer print, lead-gen and online solutions, among other services.

PODCASTS AND WEBINARS TO YOUR SPECIFICATION

You can include interviews with your executives, partners or clients about the benefits of your products or solutions. Other topics include the showcasing and review of products and good practices for the integration of new technologies. Lead-gen packages included.

PUBLICITY DESIGN

Our design team will work with your marketing team to develop both print and online advertisement for your campaigns.

RESEARCH PROGRAMS

Rely on IT Channel to gather data on brand preference and awareness, market trends, satisfaction levels, among other indicators.

CUSTOMISED CONTENT FOR YOUR WEBSITE

Our team can create a variety of contents for your website, including case studies, thought leadership articles, podcasts, webinars, etc, in addition to IT Channel's automatic newsfeed.

CONTENT MARKETING MAGAZINES

Rely on thought leadership projects or highlight clients' success stories and news of relevant launches in

the format of a respectable IT business publication. Delivered to your clients as well as IT Channel subscribers.

CUSTOMISED WEBZINES

Add high-end interactivity to your magazine, customising it while you harness the power of the web's global reach and ease of integration with other marketing initiatives.

REGULAR EMAIL NEWSLETTER

Weekly or monthly scheduled updates including case studies, feature articles, and essays on thought leadership for your executive team.

Keep your clients and prospects updated on your solutions and provide them with a content-rich experience on your website. Forwarded to your address list, one of our own making, or any combination thereof.

CUSTOMISED VIDEOS

IT Channel's production team will provide you with turnkey services for the production and promotion of various types of customised videos.

Product spotlight videos include a general introduction of your company and will feature brand and contact information. The video will be displayed in our YouTube channel and promoted in our entire network. We can also create other types of videos, such as brand videos.

CUSTOMISED COVER WRAPS

Our production and design teams can create a high-visibility promotional unit on our print magazine.

RESOURCE CENTRES AND COMPANY SPOTLIGHTS

In both our physical and online magazines, we are able to align your brand and solutions with specific coverage.



Issue		Special Round Table	In Focus
#74 FEB		► Security	► Enterprise PC
#75 MAR		► Data Center & Edge	► Women of the Channel
#76 APR		► Workplace Solutions	► Enterprise Smartphones
#77 MAY		► Imaging & Printing	► The Channel Survey
#78 JUN		► Cloud XaaS	► Networking
#79 JUL		► Servers, Storage & Virtualization	► Partners Roundtable
#80 SET		► IT Mobility	► Computer Vision
#81 OCT		► Smart IoT Edge	► Digital Signage
#82 NOV		► Business Continuity	► Top Channel
#83 DEC		► Hybrid Cloud & Multicloud	► Best Products of the Year (reader's choice)

This document is a prediction of future editorial content. Confirm with the editorial staff.

All content marked as "Especial" (Special) are executed in a round-table format, with the participation of sponsor companies and guests. These subjects will be addressed in the context of the "Especial" or "Em Foco" (Focus), but may be edited as a journal supplement. Events organized by the industry, such as fairs and national / international meetings, will warrant, as always, IT Channel's attention, with dedicated content.

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Registado na Entidade Reguladora para a Comunicação Social com o n.º 127294

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This document was produced by MediaNext Professional Information in December 2020.



IT Channel will keep the following segments throughout 2019:

NOTÍCIAS / NEWS: All information relevant to the market

ANÁLISE / ANALYSIS: Article dedicated to an IT operator, analyzing their corporate strategy, Channel programs, results and recent launches

TEM A PALAVRA / HAS THE FLOOR: Big market players in the first person

PARCEIRO / PARTNER: A Channel Partner in the spotlight

PROJETO / PROJECT: Analysis of a successful deployment

DISCURSO DIRETO / FIRST PERSON: A flash interview with a market player

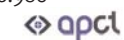
REPORTAGEM / COVERAGE: Coverage of larger events

OPINIÃO / OPINION: Given by guests

VENDAS & MKT / SALES & MKT: For the commercial success of Partners

TOTAL CIRCULATION: > 16.980

PRINT: 2.557



(Audit by APCT, Feb - Sep 2020)

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WEB: > 145.560 page-views, > 10.196 unique users

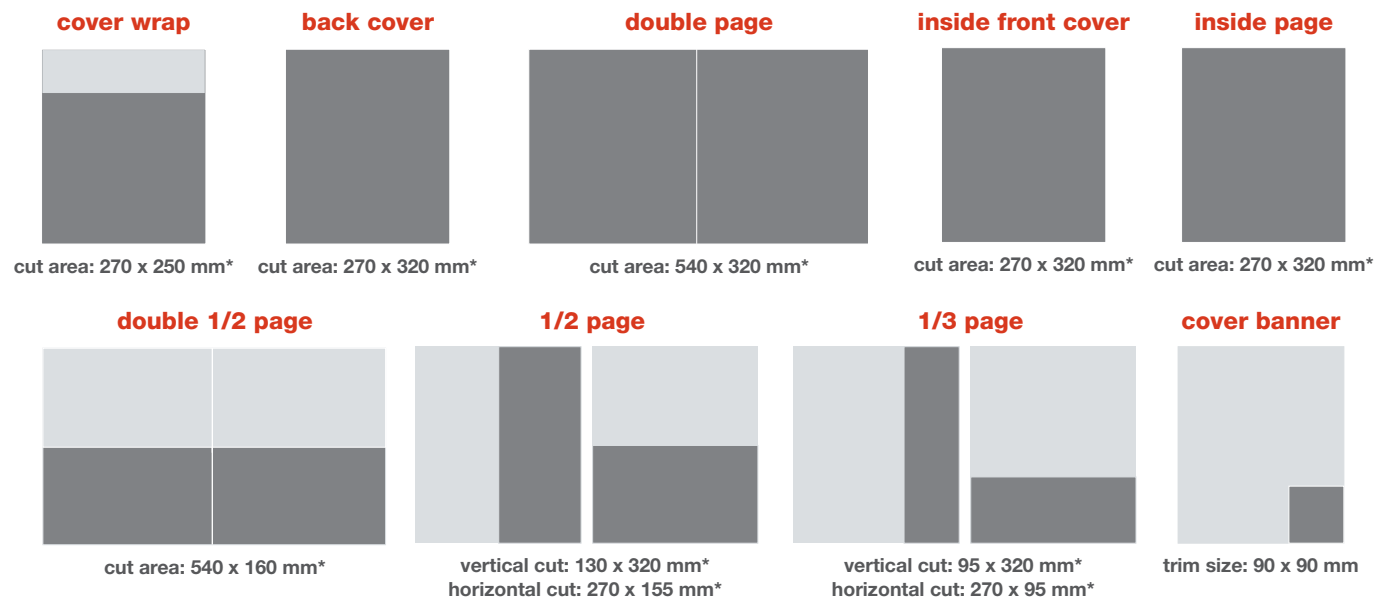
(Monthly average Jan - Nov 2020)

NEWSLETTER: > 6.238 active subscribers

(Audit by APCT, Feb - Sep 2020)



PRINT AD RATES 2021



*Should the size be the same as the original, add +3mm bleed on each side.

► AD RATES PRINT

Frequency system (n° issues / year)	1	2	4	6	8	10
Cover wrap	1 875 €	3 600 €	6 980 €	10 270 €	13 415 €	16 430 €
Double page	1 950 €	3 740 €	7 260 €	10 680 €	13 950 €	17 090 €
Back cover	1 725 €	3 310 €	6 425 €	9 445 €	12 340 €	15 120 €
Page	1 350 €	2 590 €	5 030 €	7 390 €	9 660 €	11 830 €
1/2 page	825 €	1 580 €	3 070 €	4 520 €	5 900 €	7 230 €
1/3 page	600 €	1 150 €	2 235 €	3 285 €	4 230 €	5 260 €

► SERVICES

Advertorial Content Production	150 €
Advertising Artwork Production	100 €
Digital Interactive (Videos, Whitepapers, etc..)	50 €
Weblinks in digital editions	0 €

- Mandatory location adds 20% to the listed prices.
- Other advertising alternatives: sewn-in or loose inserts, cover wraps, double covers, flaps - price available on demand.
- Current VAT rate must be added to these prices with the exception of UE intra-Community B2B transactions.



► OFFSET SPECIFICATIONS

IT Channel only accepts Adobe PDF 1.3 spec X1A2001 with the characteristics here described:

- A IT Channel also accepts "open" materials when they originate in Adobe Creative 5 or above as long as they're accompanied by color proof;
- Print: Offset - 4 colors; Pre-press: CTP;
- Resolution 300 dpi;
- Cut area: 270 mm x 320 mm - total usable size;
- Bleed: 280 mm x 330 mm - background graphics size;
- Trim size: 260 mm x 310 mm - size of relevant content;

Also in digital format for PC and Tablets

Prices for insertion in digital format on demand



Total Audit: > 16.980

Print: > 2.557 (APCT, Feb - Sep 2020)

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ONLINE AD RATES 2021

THE *IT Channel* WEBSITE uses Ad Manager:

The Ad Manager system offers a series of solutions designed to break barriers and boost your business in the digital world.

Campaigns programmed by cost per contact are the fairer and most efficient way of distributing your campaign, as they're paid according to the number of times it is 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.



Website Audience
page-views: > 145.560
users: > 10.196

(Monthly average Jan - Nov 2020)

Newsletter subscribers: > 6.238

(Audit by APCT, Feb - Sep 2020)

Audience data transparency: all audit data about the IT Channel Journal may be consulted at www.apct.pt. Statistical data on the digital edition are provided by Calameo.com - Paris. 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

Request updated traffic information to: webmaster@medianext.pt

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Digital Media Account: Rita Castro | (+351) 910 788 082 | rita.castro@medianext.pt

Publisher: Jorge Bento | jorge@medianext.pt; **Webmaster:** João Bernardes | webmaster@medianext.pt

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CPM - COST PER THOUSAND IMPRESSIONS:

You can choose the number of impressions (the number of times your banner is seen) in a predetermined period of time and geographic space in a way that is tailored your budget, and pay the exact contracted value.

PERFORMANCE OPTIMISATION:

Ad Manager's optimisation technology is based on Google algorithms that learn to combine the ads to which users will be more prone to respond, giving campaigns a significant boost.

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

Average impressions (x1000)	Pixel Size	Days	14	21	30
		Impressions ± Ad Unit	20K	30K	40K
Super Leaderboard	970w x 90h	B1	350 €	475 €	600 €
Billboard	970w x 250h	B1	425 €	588 €	750 €
FilStrip	300w x 600h	B3	300 €	400 €	500 €
Medium Rectangle (mRec)	300w x 250h	B3	250 €	325 €	400 €
Mobile	320w 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 €
FilStrip	300w x 600h	B3	25 €
Medium Rectangle (mRec)	300w x 250h	B3	20 €
Mobile	320w x 50h	(smartphones)	20 €
Dynamic optimization (Leader+mRec+Mobile)			30 €

► NEWSLETTERS

NL Dedicated	100%	Full size	700w	100K	No	1 000€
NL Editorial (Banner)	100%	Full size	600w x 250h	50K	No	600€*

* 4 shots

