

## BUILDING TECHNOLOGICAL PARTNERSHIPS

# media kit 2017

print | digital | online



# No other medium connects you to the technology integrators and vendors community like we do

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

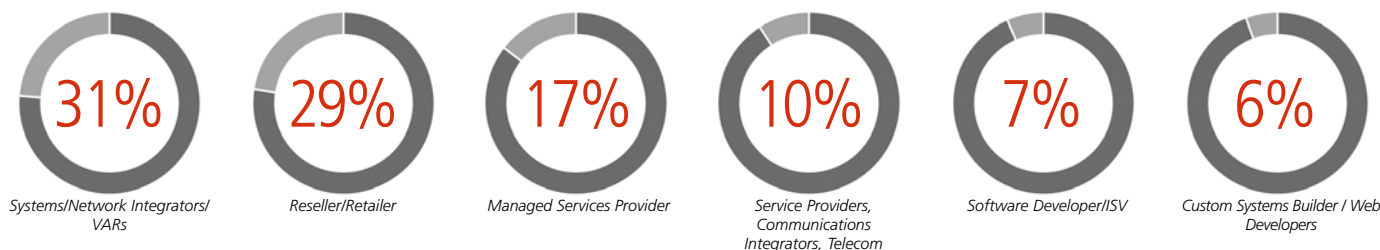
By supplying a daily online edition, digital editions and a monthly physical magazine, IT Channel puts at your disposal specialised opinions, market analysis, news, product analysis and vital advice to the success of Channel Partners.

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



IT Channel is solely aimed towards those responsible for the purchase decisions in the Channel (integrators, resellers, retailers, distributors, VARs)

## ► READERS BY BUSINESS TYPE:



## ► READERS BY POSITION HELD:



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

**Total Circulation: 8.114**  
**Print: 2.150 (audit print run)**  
**Digital: 5.964 (June 2016 - Calameo data)**  
**Website Monthly page-views: 100.747 (June 2016 Analytics)**  
**Monthly Unique User: 6.880 (June 2016 Analytics)**



ASSOCIAÇÃO PORTUGUESA PARA O CONTROLO DE TIRAGEM E CIRCULAÇÃO  
A única publicação profissional de IT em Portugal com Circulação Auditada





## ► ONLINE OPPORTUNITIES

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

## BANNERS & SPONSORSHIP

### SPONSORED SPOTLIGHTS

Our personalized spotlights may feature a mixture of our editorial contents and industry contents, with YouTube videos and newsfeed as well as Facebook and Twitter updates. There are several levels of sponsorship available.

### YOU TUBE AND PERSONALIZED 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



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

- YouTube channel sponsorships
- Video sponsorships
- Webinars
- Podcasts

### THE POWER OF THE ONLINE

We provide news, perspectives, advising and information regarding new products, as well as analysis, about technologies and trends that are relevant to the Channel.

### E-MAIL MARKETING

You can reach and influence our audience through a series of program based e-mails. Sponsor one of our daily editorial newsletters or let us create a customized one just for you. Personalized e-mails and renting of personalized e-mails lists are also available.



## ► JOURNAL OPPORTUNITIES

IT Channel is the only portuguese publication that is exclusively focused on the Channel .



There are several options at your disposal, including ad pages (complete or partial), advertorial inserts, business reply cards, front covers, sequenced units, etc.

### IT CHANNEL, PRINT EDITION

Our monthly edition is delivered to 6500 readers, in its print and digital forms.

### CUSTOM MARKETING PROGRAMS

Our team of experts (journalists and designers) is entirely available to offer you a wide range of services, in



order to help you with marketing demands.

### CUSTOM PRINT PROGRAMS

- Case studies
- Content MKT
- Product profiles
- Partner profiles
- White papers
- Encartes
- Cover wraps
- Advertisement creation

And more...



## ► WHAT THE READERS WANT

IT Channel reader have identified five article preferences:

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

**94%** prefer stories that examine technologies that may positively affect the way they support their customers;

**92%** like product/solutions that they may recommend to their customers;

**86%** like updates about channel programs;

**81%** want to read about new products, software and services.

Note: IT Channel online survey, september 2014

## ► TECHNOLOGIES OUR READERS USE

**85%** Global or Custom Solutions

**61%** IT Consulting Services

**52%** Hardware Resale and Integration

**51%** Cloud Services & Network Solutions

**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%** Custom software development

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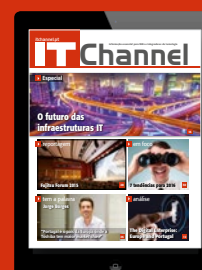
### PRINT



**Average print run (APCT)**  
2.150 (on average)

**Periodicity:** Monthly  
(10 times a year, double issue Jan/Feb and Jul/Aug)  
Format: 270 x 320 mm

### DIGITAL



**Readers by issue**  
5.964\*

(\*June 2016 - Calameo data)

**Periodicity:** Monthly  
(10 times a year, double issue Jan/Feb and Jul/Aug)  
Format: 1560 x 1890 pixels Resolution: 150 dpi

### ONLINE



**Monthly page-views** 100.747\*  
**Monthly Unique Users** 6.880\*

(\*June 2016 Analytics)

**Super leaderboard:** 970 x 90 pixels  
**mRec:** 300 x 250 pixels

**3:1 Button:** 300 x 100 pixels

<http://www.itchannel.pt/pages/como-anunciar>

#### Contacts:

**Publisher:** Pedro Botelho - publisher@itchannel.pt | **Strategic Account Director:** João Calvão (+351) 910 788 413 - joao.calvao@itchannel.pt

**Editorial:** Vânia Penedo - vania.penedo@itchannel.pt

Media Next Professional Information Lda. | Largo da Lagoa, 7-C | 2795-116 Linda-a-Velha, Portugal | Tel: 214 147 300 | Fax: 214 147 301 | geral@media-next.net

## SPECIALISED MEDIA SERVICES

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 their audience in the Channel community better than we do, so take advantage of our knowledge and create powerful marketing campaigns. Think of our team as an extension of yours.

We can create and directly deliver your piece of marketing as well as 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 may include the showcasing and analysis 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 site, 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 for-

# think "Outside the box"

mat or a respectable IT business publication. Delivered to your clients as well as to IT Channel subscribers.

### CUSTOMISED WEBZINES

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

### REGULAR E-MAIL 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 a content-rich experience on your website. Forwarded to your address list, one of our own making, or a 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 include 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.

### COSTUMISED MOCK COVERS

Our production and design teams can create a highvisibility promotional unit in our print magazine.

### RESOURCE CENTERS AND COMPANY SPOTLIGHTS

In both our physical and online magazines we'll be able to align your brand and solutions with specific coverage.





# CONTENT CALENDAR 2016

**IT**Channel



**Issue #24**  
 ▶ **Main Theme** Security  
 ▶ **In focus** Ten people you should know  
 ▶ **Special Coverage** CES 2016

JAN/FEV



**Issue #25**  
 ▶ **Main Theme** New in printing  
 ▶ **Vertical Markets** Health  
 ▶ **Special Coverage** Mobile Word Congress

MAR



**Issue #26**  
 ▶ **Main Theme** Cloud  
 ▶ **In focus** Digital Signage  
 ▶ **Special Coverage** Cebit 2016

APR




**Issue #27**  
 ▶ **Main Theme** Data Centers  
 ▶ **In focus** CCTV  
 ▶ **Special Coverage** @asLan

MAY



**Issue #28**  
 ▶ **Main Theme** IoT  
 ▶ **Vertical Markets** Education

JUN




**Issue #29**  
 ▶ **Main Theme** Servers, Storage and Virtualization  
 ▶ **In focus** 3D Printing

JUL/AUG




**Issue #30**  
 ▶ **Main Theme** Mobility  
 ▶ **In focus** Top Channel

SEPT




**Issue #31**  
 ▶ **Main Theme** Smart Cities  
 ▶ **Vertical Markets** Retail  
 ▶ **Special Coverage** IFA Berlin

OCT



**Issue #32**  
 ▶ **Main Theme** Hybrid cloud  
 ▶ **In focus** Big Data

NOV



**Issue #33**  
 ▶ **Main Theme** Networks & Infrastructure  
 ▶ **Vertical Markets** Logistics & Transports  
 ▶ **Special Coverage** Web Summit Lisbon

DEC



IT Channel has, throughout its 10 issues, the following sections:

**NEWS:** All the relevant information in the market

**ANALYSIS:** Article dedicated to an IT player, regarding its strategy, channel programs, results and new launchings

**INTERVIEW:** With the leaders of main IT players

**PROJECT:** Successful case study

**FLASH INTERVIEW**

**OPINION**

**WHAT'S NEW:** The latest in hardware and software

**REPORT:** Coverage of the industries main events

**Total circulation: 8.114**

**Print: 2.150**

(Audited Print Run)

**Digital: 5.964**

(June 2016 - Calameo data)

**Monthly Page-views: 100.747**

(June 2016 Analytics)

**Monthly Unique Users: 6.880**

(June 2016 Analytics)

This document only estimates editorial content. Please confirm it with us.

**Strategic Account Director:** João Calvão (+351) 910 788 413 - joao.calvao@itchannel.pt

**Editorial:** Vânia Penedo - vania.penedo@itchannel.pt

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**media** **NEXT** [www.itchannel.pt/rss.php](http://www.itchannel.pt/rss.php)

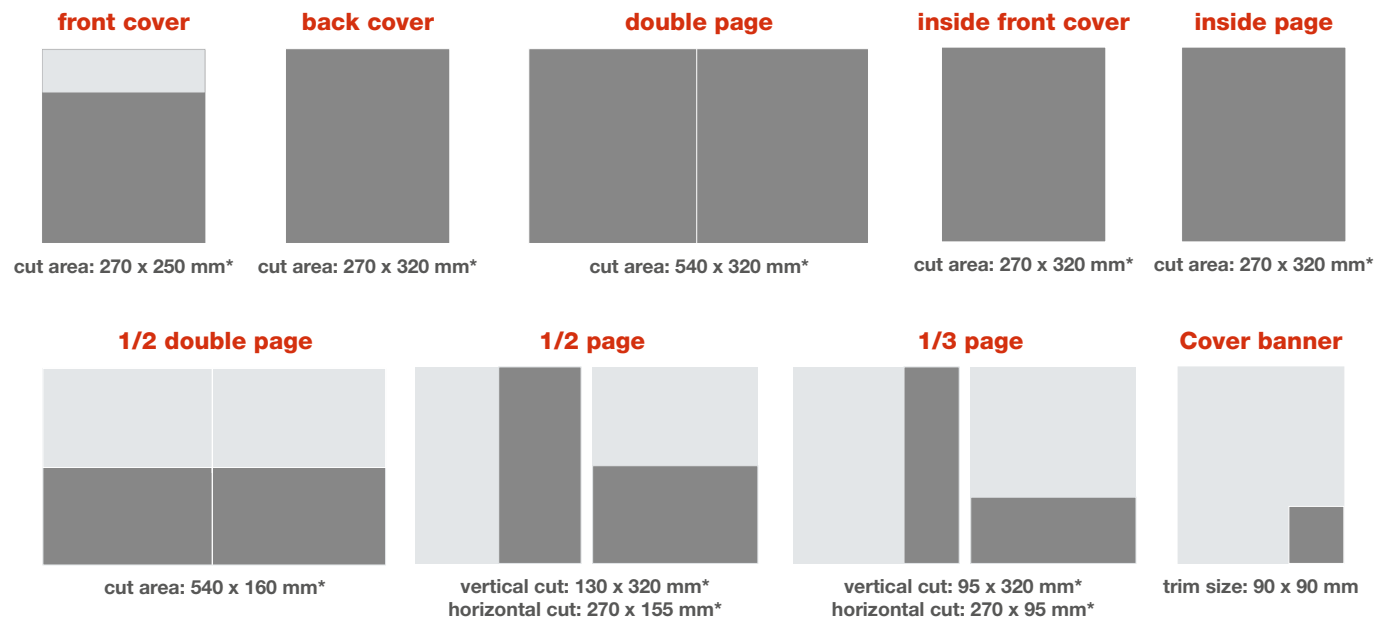
[f /ITChannelPortugal](https://www.facebook.com/ITChannelPortugal)

[@ITChannel\\_News](https://twitter.com/ITChannel_News)

[www.itchannel.pt](http://www.itchannel.pt)

This document was made by MediaNext Professional Information in december 2015

# PRINT AD RATES 2017



\*In case the size is like the original one, must expand +3mm in each side

## ► AD RATES PRINT

Frequency program (number of issues/year)	1	2	4	6	8	10
Front cover	2 500 €	2 375 €	2 255 €	2 140 €	2 030 €	1 930 €
Double page	2 500 €	2 375 €	2 255 €	2 140 €	2 030 €	1 930 €
Back cover	2 300 €	2 185 €	2 075 €	1 970 €	1 870 €	1 780 €
Inside front cover	2 000 €	1 900 €	1 805 €	1 715 €	1 630 €	1 550 €
Page	1 800 €	1 710 €	1 625 €	1 540 €	1 460 €	1 390 €
1/2 double page	1 800 €	1 710 €	1 625 €	1 540 €	1 460 €	1 390 €
1/2 page	1 100 €	1 045 €	990 €	940 €	890 €	845 €
1/3 page	800 €	760 €	720 €	680 €	650 €	620 €
Cover banner	800 €	760 €	720 €	680 €	650 €	620 €

- Mandatory location adds 20% to the listed prices
- Other advertising alternatives: swed or loose inserts, front covers, double cover, flaps - price under evaluation
- Current VAT rate must be added to this prices with the exception of EU invoicing

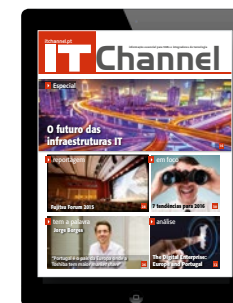


## ► OFFSET SPECIFICATIONS

- IT Channel only accepts Adobe PDF 1.3 spec X1A2001 with the characteristics here described
- IT Channel also accepts "open" materials when they originate in Adobe Creative 5 or above and with color proof
- Print: Offset - 4 colors; Pre-press: CTP
- Color 54-60 lines per cm, 135 per inch (2400dpi resolution)
- 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 insertions in digital format under consultation



Total circulation: 8.114

Print: 2.150 (APCT)

Digital: 5.964 (June 2016 - Calameo)

# ONLINE AD RATES 2017

## THE *IT Channel* WEBSITE uses *DoubleClick For Publishers*:

The DoubleClick For Publishers (DFP) 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 visualised and in a way adequate to your budget. With the DoubleClick tool, you can control the progress of your campaigns with reliable audit data, and request the desired segmentation

### 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.

### HIGH-PERFORMANCE SERVICE:

It's the world's first intelligent publicity server: it thinks for itself and conducts your campaign in the most efficient way, anticipating the changes in traffic and delivery.

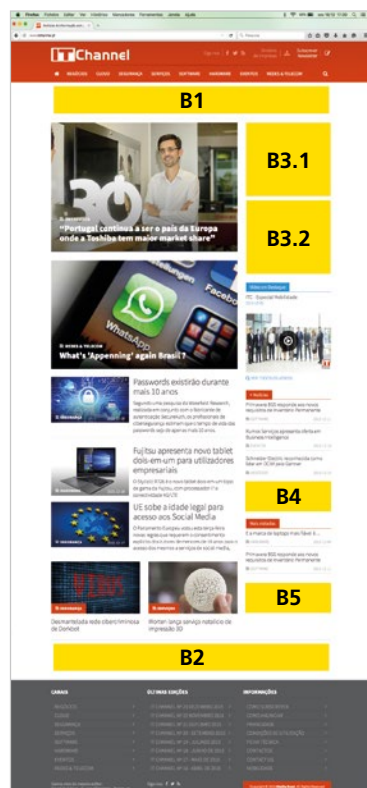


### PERFORMANCE OPTIMISATION:

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

### SMARTER AD SERVING:

The assigning of each banner is carried out by prediction models which help the ads server to anticipate the traffic patterns and improve the future delivery schedule and prioritization of complex campaigns.



**Website Audience**  
**Monthly Page-views: 100.747\***  
**Monthly Unique Users: 6.880\***  
 (\*June 2016 Analytics)  
**Newsletter subscribers: 6.745\***  
 (\*Mail Chimp June 2016)

## ► AD RATES BANNERS IT CHANNEL 2016

Ad Type	Location	Ad Unit	Pixel Size	Full Size <sup>a)</sup>	Rich Media <sup>b)</sup>	CPM <sup>c)</sup>
Super Leaderboard	Top	B1	970w x 90h	90k	Yes	100€
Billboard	Top	B1 <sup>d)</sup>	970w x 250h	90k	Yes	100€
Super Leaderboard	Footer	B2	970w x 90h	50k	No	50€
In-Banner Video (mRec2)	Right	B3.1	300w x 250h	90k	Yes	90€
Medium Rectangle (mRec)	Right	B3.2	300w x 250h	90k	No	80€
FilmStrip	Right	B3.2	300w x 600h	90k	No	120€
3:1 Rectangle	Right	B4	300w x 100h	30K	No	30€
3:1 Rectangle	Right	B5	300w x 100h	30K	No	30€
Newsletter LeaderBoard	Top	B7	728w x 90h	35K	No	130€

<sup>a)</sup> a) 15% for demographic filters; b) +10% for rich media; c) Larger files in regard to the request; d) 1 impression per visit  
 A estes valores acresce I.V.A. à taxa legal, com exceção de faturação intracomunitária.

## ► DEDICATED NEWSLETTERS

Customized	100%	Full size	650w	100K	No	**
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\*\* Inquire with the publicity department

## ► DISCOUNT SYSTEM

Impressions	>10K	10K - 25K	25K - 50K	50K - 100K	100K - 250K	> 250K
Website	-5%	-10%	-15%	-20%	-25%	-30%
Web + @News	-10%	-15%	-20%	-25%	-30%	-35%
Print + Web+@	-25%	-30%	-35%	-40%	-45%	-50%

Request updated traffic information to [webmaster@media-next.net](mailto:webmaster@media-next.net)

**Strategic Account Director:** João Calvão (+351) 910 788 413 - [joao.calvao@itchannel.pt](mailto:joao.calvao@itchannel.pt)

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