

BELOW THE LINE and out of the box

Specialized tech content production

CASE STUDY

Content from 2 to 3 pages long about a client's deployment project, featuring an interview with the vendor/integrator as well as the client.

May be accompanied by a video in which two speakers can participate.

EDITORIAL CASE-STUDY - 1.000€

VIDEO CASE-STUDY (2 - 4min) - 1.700€*

** These values are predicted for a video with a duration of up to 4 minutes, with up to 4 hours of on-site filming and up to two speakers. Videos exceeding these criteria are subject to consultation.*



PUBLISHED ON IT CHANNEL

1 page in the physical and digital issues + online article to be featured on the editorial newsletter and social media:

NO VIDEO – 2.000€
WITH VIDEO – 2.700€

PUBLISHED ON IT INSIGHT

2 pages in the digital issue + online article to be featured on the editorial newsletter and social media:

NO VIDEO – 1.800€
WITH VIDEO – 2.500€

PUBLISHED ON BOTH (IT CHANNEL + IT INSIGHT)

NO VIDEO – 2.500€
WITH VIDEO – 3.200€

PUBLISHED ON THE SMART PLANET ONLINE PLATFORM

1 online article to be featured on the editorial newsletter + social media:

NO VIDEO – 1.500€
WITH VIDEO – 2.200€

Note: To create a pack with both Smart Planet and one of the IT publications, please contact our commercial team.

Extra fee for travel outside of the Lisbon area to be determined.

ONLINE BRANDED CONTENT PAGE

Content generation for online publishing, with the option of including links to sponsor documentation and videos, as well as the sharing of said content on social media and in our editorial newsletters.

COST: 700€

EXECUTIVE DOCUMENT

Executive document (6 to 8 pages), created by the Media Next team, which analyses the IT market based on research conducted with our readers, on the topic of certain technologies or market trends, featuring diagrams on an interactive PDF.

COST: 3.500€

LEAD GENERATION CAMPAIGNS

MediaNext's mission is contributing to the development of the IT market, providing our readers and IT professionals the knowledge of technology solutions, projects and providers, as well as a platform in which to come into contact with IT decision makers. As such, we offer lead generation campaigns geared towards content distributed through dedicated newsletters:

BASIC PRO LEAD

(Active Professionals, no filter) – 40 €

FILTER: + 10 € / filter

POSITION OR SECTOR

Company type (Public, corporate, Channel)

OPT-IN/CONSENT

CONTACT: 20 € / opt-in



IT WEBINARS

- Production, hosting and divulging of an IT webinar, presented and moderated by IT Channel or IT Insight (check date availability)
- Possibility of sharing documentation provided by the client, in addition to the presentation used during the webinar;
- Live streaming in a social media platform of choice, mentioning the participants;
- Ease of approval of several webinars throughout a one-year period or longer (upon request);
- Article (2 pages) summarizing the webinar published on IT Insight (2 pages) or IT Channel (1 page) on the month following the event, featured on the website, social media and editorial newsletter at a later date;
- Publication of a video summarizing the webinar, featured on the website on a later date (optional).

Benefits:

- Real-time Q&A;
- Requires only internet connection;
- Lower prices than a traditional on-site events;
- The greater number of participants and audience members allows for higher lead generation;
- Makes it possible to reach a larger variety of geographic locations, including in different countries;
- Quicker way to share content and answer questions that may arise in real time;

WE HAVE THREE MODES OF ONLINE WEBINARS:

a) Single-vendor Webinar.

Duration: 45 minutes (max.).

Number of speakers: 1 or 2

COST PER SLOT: 3.900€

(For more than one recording slot, check the prices)

b) Webinar with multiple vendors.

Duration: 15-20 minutes per sponsor.

This kind of webinar requires between 4 and 8 vendors.

COST PER SLOT: 1.000€

c) Simple coverage of a webinar previously planned by the client. Includes:

Editorial coverage (1 to 2 pages, depending on the chosen publication) + distribution via social media, website and editorial newsletter.

PRICE: 800€

EXTRA VIDEO COVERAGE 2 - 3 MIN: 500€

EXTRA MODERATION BY THE DIRECTOR OF IT INSIGHT: 350€

EXTRA MODERATION BY A JOURNALIST FROM OUR TEAM: 250€

SINGLE-BRAND ROUND TABLE

On-site roundtable in MediaNext headquarters or a hotel to be determined (maximum of 6 speakers + moderator), led by a vendor and their various Partners, with the purpose of debating a certain topic.

Includes:

Summarized coverage of the roundtable on the contracted publication.
(2 pages on IT Channel; 2 - 4 pages on IT Insight; online article on Smart Planet)

COST: 2.900€

Advertisement page on the corresponding issue of the publication.
Web banners and newsletter for Smart Planet)

Full video of the round table for on-demand streaming, which is also integrated in the roundtable coverage and published on the YouTube channel and website of the corresponding publication.

Live streaming on a social media platform of choice, mentioning the speakers.

MULTI-VENDOR ROUND TABLE

On-site roundtable in MediaNext headquarters or a hotel to be determined (maximum of 6 speakers + moderator), in which different vendors share market trends.

Includes:

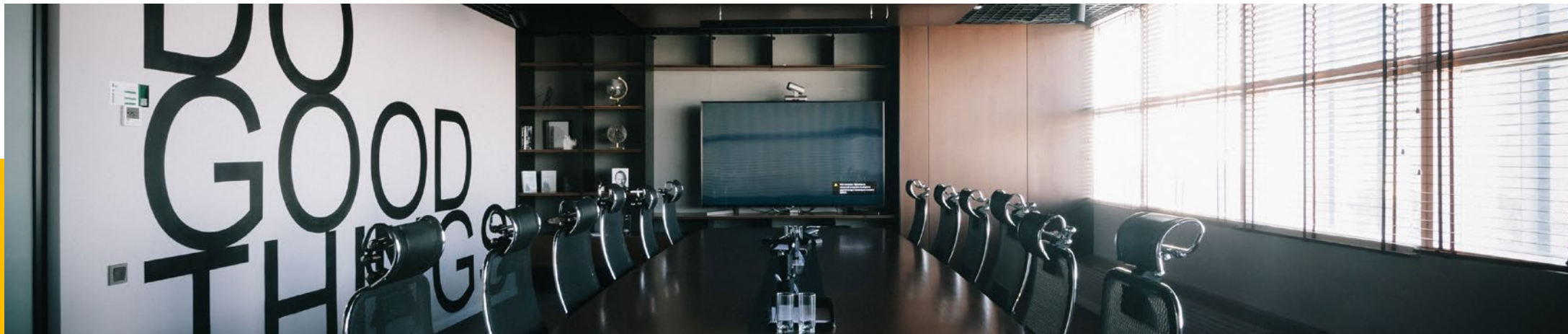
Summarized coverage of the roundtable on the contracted publication.
(2 pages on IT Channel; 2-4 pages on IT Insight; online article on Smart Planet)

COST: 1.500€

Advertisement page on the corresponding issue of the publication.
(Web banners and newsletter for Smart Planet)

Full video of the round table for on-demand streaming, which is also integrated in the roundtable coverage and published on the YouTube channel and website of the corresponding publication.

Live streaming in a social media platform of choice, mentioning the speakers.



EVENT COVERAGE

We have two event modalities:

A) EVENTS ORGANISED BY THE CLIENT, IN WHICH MEDIANEXT PARTICIPATES AS MEANS OF PROMOTION

Includes:

Pre-event promotion → web banner (1 month) / 2 banners in the editorial newsletter + 2 dedicated newsletter and a complimentary replicate.

Post-event promotion → editorial coverage (1 or 2 pages depending on the chosen publication) → photo coverage → distribution via social media, website and editorial newsletter.

TOTAL COST IT INSIGHT: 1.400€

TOTAL COST IT CHANNEL: 1.500€

TOTAL COST SMART PLANET: 1.300€

PRE-EVENT PROMOTION COST: 850€

POST-EVENT PROMOTION COST IT CHANNEL: 1.000€

POST-EVENT PROMOTION COST IT INSIGHT: 950€

POST-EVENT PROMOTION COST SMART PLANET: 850€

EXTRA VIDEO COVERAGE (2 - 3 MIN): 500€

B) EVENTS FULLY ORGANISED BY THE MEDIANEXT TEAM

This modality encompasses 5 distinctive stages:

- 1 - Lead generation;
- 2 - Lead qualification;
- 3 - Invitation for the event;
- 4 - Event execution;
- 5 - Editorial coverage.

For more information on each stage, contact our commercial team.

TOTAL COST: 4.000€

EXTRA MODERATION BY THE DIRECTOR OF IT INSIGHT: 350€

EXTRA MODERATION BY A JOURNALIST FROM OUR TEAM: 250€

EXTRA HOSPITALITY AND ASSOCIATED COSTS: 700€

EXTRA VIDEO COVERAGE (2 - 3 MIN): 500€

Benefits:

- Real-time Q&A;
- Understanding the pros and cons of other companies, keeping up to date on new products and services, draw new ideas;
- Networking, knowledge exchange and regaining contacts;
- Tightening business relationships and optimizing the sales process;
- Opportunity to talk with the final customer, discover and analyze realities and behaviors;
- Possibilities for generating leads, closing deals and building partnerships;
- By listening to the contributions of other speakers at the table, the company can work towards keeping its professionals up to date on market trends and best practices.



CORPORATE VIDEO PRODUCTION

AS AN OUTSIDE BUSINESS, NOT FEATURED IN OUR PUBLICATIONS: 1.700€

FEATURED IN IT CHANNEL: 2.700€

FEATURED IN IT INSIGHT: 2.500€

FEATURED IN BOTH (IT CHANNEL + IT INSIGHT): 3.200€

FEATURED IN THE SMART PLANET WEBSITE: 2.200€

Note A: To create a pack with both Smart Planet and one of the IT publications, please contact our commercial team.

Note B: These values are predicted for a video with a duration of up to 5 minutes, with up to 4 hours of on-site filming and up to two participants. Videos exceeding these criteria are subject to consultation.

Benefits:

- Present the company and its services and solutions/products in a quick, effective and memorable way;
- The ability to reach others in an interactive way, capturing the audience's attention more easily;
- Business divulgation for increased sales;
- By telling a story and conveying a message, it creates value for the brand name;
- Conveys greater credibility, as most people favor watching a video over reading a text – that is, the communication is more efficient;
- Telling a story (with images and music) appeals to emotion, which is favorable to conversion;
- Possibility to reach new markets;
- Increases the number of pageviews on social media.

Extra fee for travel outside of the Lisbon area to be determined.





WHITE PAPER PRODUCTION BY THE MEDIANEXT TEAM

CO BRANDED WITH OUR JOURNALISTS; PDF PROVIDED; NOT SHARED IN OUR IT PUBLICATIONS: 1.500€

PUBLISHED ON IT CHANNEL 1 OR 2 PAG: 2.500€

PUBLISHED ON IT INSIGHT 2 TO 4 PAG: 2.300€

PUBLISHED ON BOTH (IT CHANNEL + IT INSIGHT): 3.000€

PUBLISHED ON THE SMART PLANET WEBSITE: 2.000€

Note: To create a pack with both Smart Planet and one of the IT publications, please contact our commercial team.

Benefits:

- The understanding that this format requires previous investigation, based on empirical studies and precise techniques, which conveys trustworthiness and credibility;
- The choice of subject is fundamental to generate more leads, and therefore sales – it should be appealing and engrossing;
- It delivers an objective message, and therefore a definitive solution for the reader, showing causation and resolution;
- To allow the client to download the White Paper, you can require concrete data (name and email), thus obtaining more qualified leads;
- Associating links throughout the White Paper allows the promotion of other relevant content;
- Increases the number of pageviews on social media.

CORPORATE MAGAZINES AND PRINT OR DIGITAL

For more information contact our team.

DIGITAL MARKETING & PARTNERSHIPS:

RITA CASTRO | +351 910 788 082 | rita.castro@medianext.pt

JOÃO CALVÃO | +351 910 788 413 | joao.calvao@medianext.pt

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Largo da Lagoa, 7-C, 2795-116, Linda-a-Velha Portugal | Tel.: (+351) 214 147 300 | Fax: (+351) 214 147 301