

itchannel

FOR PORTUGUESE
CHANNEL PARTNERS

media
kit 2022

print | digital | online



WHERE PASSIONATE COMMUNITIES DRIVE ACTION

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 that address businesses' technological needs.

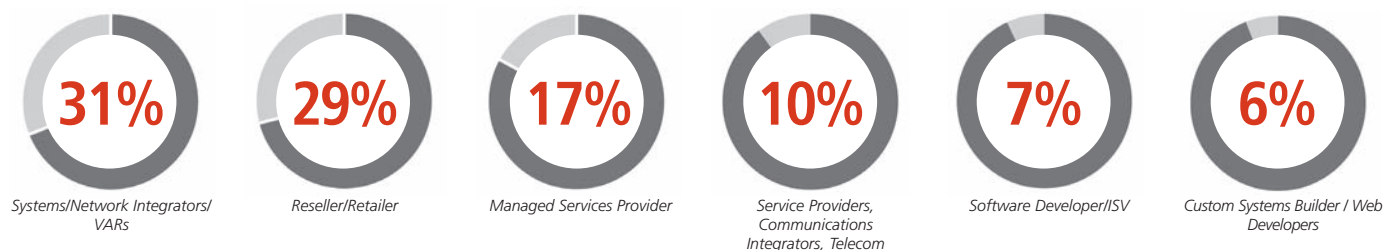
With a daily news website and a monthly magazine in both print and digital formats, IT Channel supplies you with expert opinions, market analysis, industry news, product analysis and advice vital to the success of Channel Partners.

As such, the opinions and viewpoints 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 direct access to integrators, resellers, service providers and consultants operating on the IT market

Total Circulation: > 14.640

Print: > 2.150 (Audit by APCT, 2021 – 1st Semester Statement)

Digital: > 12.490 (Average per issue 2021 – 1st Semester Statement)

Web: > 134.118 page-views, > 10.319 Unique users (Monthly average 2021 – 1st Semester Statement)

Newsletter: > 6.061 Active subscribers (Audit by APCT, 2021 – 1st Semester Statement)



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 campaigns to personalised spotlights, sponsored content and e-mail marketing – we have everything you need to create a successful campaign.

BANNERS & SPONSORSHIP

SPONSORED SPOTLIGHTS

Our personalised spotlights may feature a mix of editorial and vendor content, 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 multimedia team can create a wide range of video resources to help you accomplish your marketing goals:

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

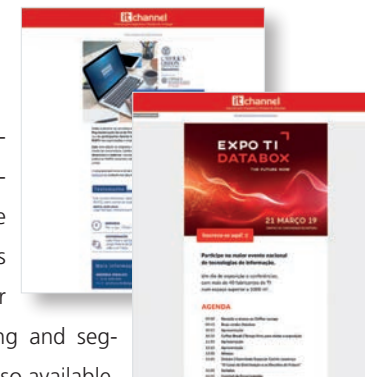


THE POWER OF ONLINE

Our network provides news, perspectives, peer advice, product launches 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 custom-make one 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, inserts, business reply cards, cover wraps, sequenced units, page corners, and more.

IT CHANNEL, PRINT EDITION

Our monthly magazine is delivered to 9730 readers in both print and digital format.

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)

> 2.150

(2021 – 1st Semester Statement)

Periodicity: Monthly

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

Format: 270 x 320 mm

DIGITAL



Readers by issue

> 12.490

(2021 – 1st Semester Statement)

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 > 134.118

users > 10.319

(Monthly average, 2021 – 1st Semester Statement)

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

No-one knows the IT Channel community better than us, so we invite you to leverage 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 advertisements 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 relevant launch news in

the format of a credible IT business publication. Delivered to both your clients and our 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 existing and prospective clients up to date 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 a variety 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 on 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 in 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 related coverage and segments.



Issue		Special Round Table	Focus
#84 FEB		► Security	► Enterprise PC
#85 MAR		► Data Center & Edge	► The Channel Survey
#86 APR		► Workplace Solutions	► Security-as-a-Service
#87 MAY		► Imaging & Printing	► How to Sell in the Public Sector
#88 JUN		► Cloud XaaS	► Networking
#89 JUL		► Servers, Storage & Virtualization	► Partners Round Table
#90 SET		► IT Mobility	► Next-Gen Solutions Providers
#91 OCT		► Smart, IoT & Edge	► Physical Safety, CCTV, & Access Control
#92 NOV		► Business Continuity	► Top Channel
#93 DEC		► Hybrid Cloud & Multicloud	► Best Products of the Year (reader's choice)

This document is merely predictive, and is subject to change. Please confirm with our 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. Industry events, such as fairs and national/international meetings, will always warrant attention from IT Channel, with dedicated coverage.

Business Development Lead: Rita Castro | (+351) 910 788 082 | rita.castro@medianext.pt **Senior Account Executive:** João Calvão | (+351) 910 788 413 | joao.calvao@medianext.pt

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Registado na Entidade Reguladora para a Comunicação Social com o nº 127294

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

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IT Channel will keep the following segments throughout 2022:

NOTÍCIAS / NEWS: Assorted 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: In-depth interview with a major market player

PARCEIRO / PARTNER: A Channel Partner in the spotlight

PROJETO / PROJECT: Analysis of a successful deployment

DISCURSO DIRETO / FIRST PERSON: Flash interview with a market player

REPORTAGEM / COVERAGE: Major event coverage

OPINIÃO / OPINION: Guest Op-Ed

VENDAS & MKT / SALES & MKT: Advice to help Partners succeed

TOTAL CIRCULATION: > 14.640

PRINT: 2.150



(Audit by APCT, 2021 – 1st Semester Statement)

DIGITAL: > 12.490

(Average per issue, 2021 – 1st Semester Statement)

WEB: > 134.118 page-views, > 10.319 unique users

(Monthly average, 2021 – 1st Semester Statement)

NEWSLETTER: > 6.061 active subscribers

(Audit by APCT, 2021 – 1st Semester Statement)



/ITChannelPortugal



@ITChannel_News



www.itchannel.pt

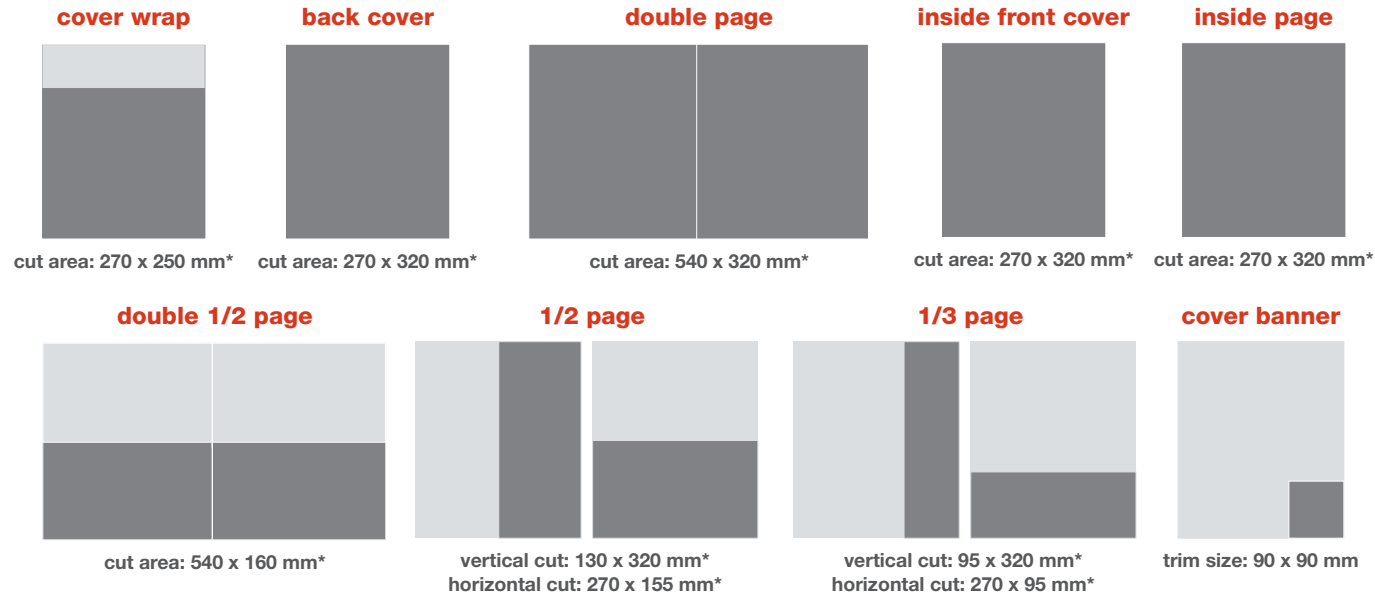


/it-channel



www.itchannel.pt/rss.php

PRINT AD RATES 2022



*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 €	1 800 €	1 745 €	1 710 €	1 675 €	1 640 €
Double page	1 950 €	1 870 €	1 815 €	1 780 €	1 745 €	1 710 €
Back cover	1 725 €	1 655 €	1 605 €	1 575 €	1 545 €	1 510 €
Page	1 350 €	1 295 €	1 260 €	1 230 €	1 210 €	1 180 €
1/2 page	825 €	790 €	770 €	750 €	740 €	720 €
1/3 page	600 €	575 €	560 €	550 €	530 €	525 €

► 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:

- 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 Tablet

Prices for insertion in digital format on demand



Total Audit: > 14.640

Print: > 2.150 (APCT, 2021 – 1st Semester Statement)

Digital: > 12.490 (Average per issue 2021, – 1st Semester Statement)



ONLINE AD RATES 2022



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 delivering your campaign, as they're paid according to the number of times it is viewed and in a way that's tailored 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 traffic
page-views: > 134.118
users: > 10.319

(Monthly average 2021
– 1st Semester Statement)

Newsletter subscribers: > 6.061

(Audit by APCT, 2021
– 1st Semester Statement)

Audience data transparency: all audit data about the IT Channel magazine may be consulted at www.apct.pt. Statistics 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

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Senior Account Executive: João Calvão | (+351) 910 788 413 | joao.calvao@medianext.pt

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

IT Channel is published by MediaNext Professional Information Lda. - Largo da Lagoa, 7-C, 2795-116, Linda-a-Velha Portugal | Tel.: (+351) 214 147 300 | Fax: (+351) 214 147 301

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

		Days	14	21	30
		Impressions ± Ad Unit	20K	30K	40K
Average impressions (x1000)	Pixel Size				
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

► PODCASTS

Slot	Duration	Placement	Frequency	Price
Sponsor Ad	15 seconds	Beginning	4-5 episodes	900€
Branded Content*	90 seconds	Middle	1 episode	750€

*Flash interview, news item or event coverage

