



Cities
Buildings
Spaces

MEDIAKIT 2024



Digital Platform for A SMARTER PLANET

UNDERSTANDING THE CHALLENGES OF A CHANGING WORLD

Cities, communities, and businesses worldwide are embracing “Smart” initiatives that result in better services for citizens, more attractive spaces for visitors and businesses, improved places to work and live, and reduced economic and environmental costs. To achieve these results, decision-makers need to have a level of information and updates that enable them to make choices in a rapidly evolving world. With this future vision, Smart Planet reveals what’s new in solutions and products, from small projects to large integrations, with quality, timeliness, and independence, using an editorial approach that is not overly technical to be effective for various types of readers.

WHO IS SMART PLANET FOR?

Smart Planet is primarily intended for a universe of public and business decision-makers who are responsible for decisions regarding solutions and equipment, and it seeks to clarify these matters in an accessible way.

For integrators and installers, Smart Planet brings together the latest developments from manufacturers and distributors, as well as reports, case studies, and relevant information across a broad range of vertical sectors, always from the perspective of system integration.

WHO ARE WE?

Smart Planet is published by MediaNext Lda., a Portuguese editorial group that includes leading technology publications such as IT Channel, IT Insight, IT Security, and TecnoHotel.

www.smartplanet.pt

Business Development: Beatriz Salzedas | (+351) 910 788 082 | beatriz.salzedas@medianext.pt
Rita Rodrigues | (+351) 912 971 161 | rita.rodrigues@medianext.pt
João Calvão | (+351) 910 788 413 | joao.calvao@medianext.pt

Publisher: Jorge Bento | jorge@medianext.pt

Smartplanet is edited 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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• DEMOGRAPHICS

WEB

21.116

page views

5.962

users

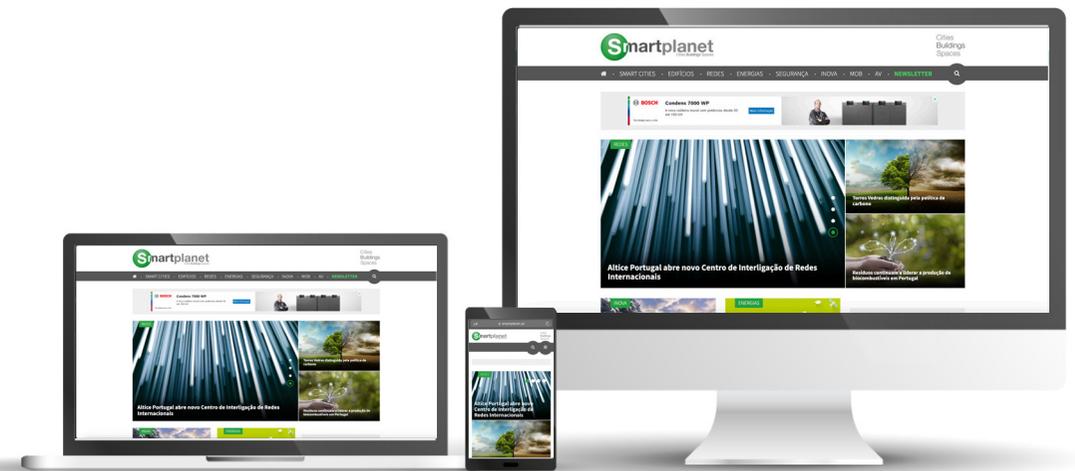
(2023 – First Semester Statement – monthly average)

NEWSLETTERS

4.096

active subscribers

(2023 – First Semester Statement)



• ONLINE AD RATES 2023

Smartplanet WEBSITE USES AD MANAGER:



The Ad Manager system offers a series of innovations designed to break barriers and accelerate your business in the digital realm. Cost-per-impression (CPM) campaigns are the most efficient and fair way to distribute your campaign, as you pay based on the number of times it is viewed, tailored to fit your budget.

• AD RATES BANNERS

Ad Type	Location	Ad Unit	Pixel Size	Full Size ^{a)}	Rich Media ^{b)}	CPM ^{c)}
Super Leaderboard	Top	B1	970w x 90h	90k	Yes	100€
Billboard	Top	B1 ^{d)}	970w x 250h	90k	Yes	100€
Super Leaderboard	Footer	B2	970w x 90h	50k	No	50€
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€

^{a)} 15% for Demographic Filters; ^{b)} 10% for Rich Media Advertising;

^{c)} Larger files upon request; ^{d)} 1 impression per visit;

- To these values, the legal VAT rate is added, except for intra-community billing.

• NEWSLETTERS

Dedicated Newsletter	Full size	700w x < 2000h	100K	900€
Editorial Newsletter	Banner Leaderboard	600w x 250h	50K	600€*

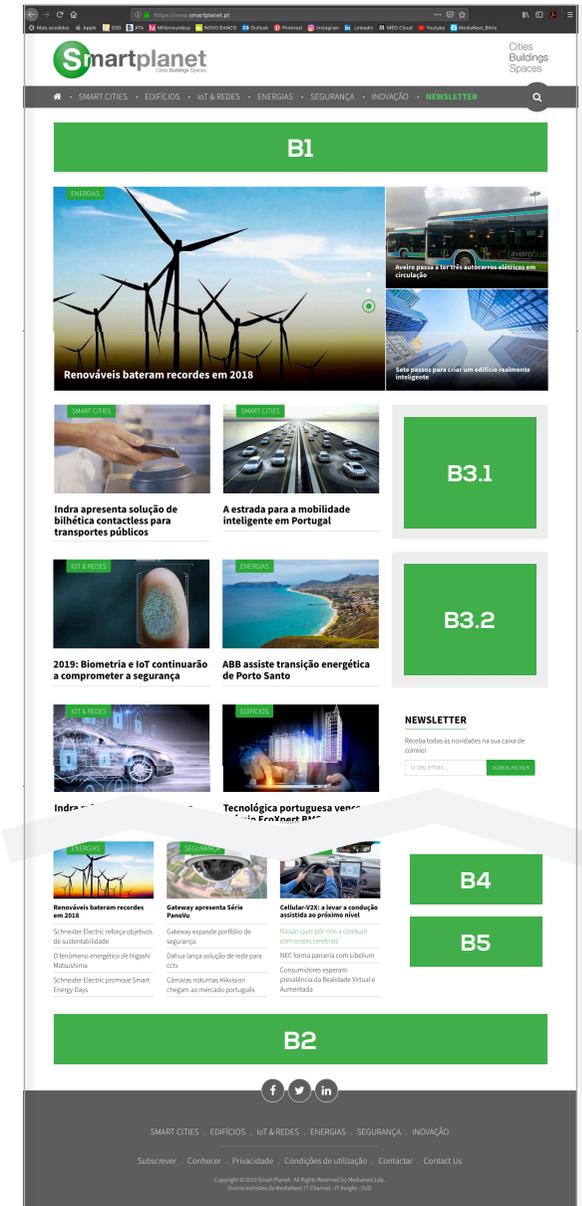
*4 saídas

• SPONSORSHIP PROGRAM

Program for web platform sponsorship in shared premium positions (33% share)

Ad Type	Ad Unit	3 meses	6 meses	12 meses
Super Leaderboard	B1	650€	590€	540€
Billboard	B1	690€	625€	570€
Filmstrip	B3:1	650€	590€	540€
Medium Rectangle (mRec)	B3:1 e B3:2	620€	560€	520€

- Monthly values.



Transparency of audience data: Statistical data for the digital edition is provided by Calameo.com – Paris and Amazon Web Service. Website data is audited by DoubleClick, and newsletter data is from MailChimp in Atlanta, Georgia, USA. All updated data can be provided upon request by writing to webmaster@medianext.pt

