

itchannel

CONNECTING PORTUGAL'S
TECH CHANNEL

media
kit 2026

print | digital | online



STAY AHEAD IN THE CHANNEL

itchannel

IT-Insight

IT-SECURITY

Smartplanet

media
NEXT

STAY AHEAD · STAY RELEVANT

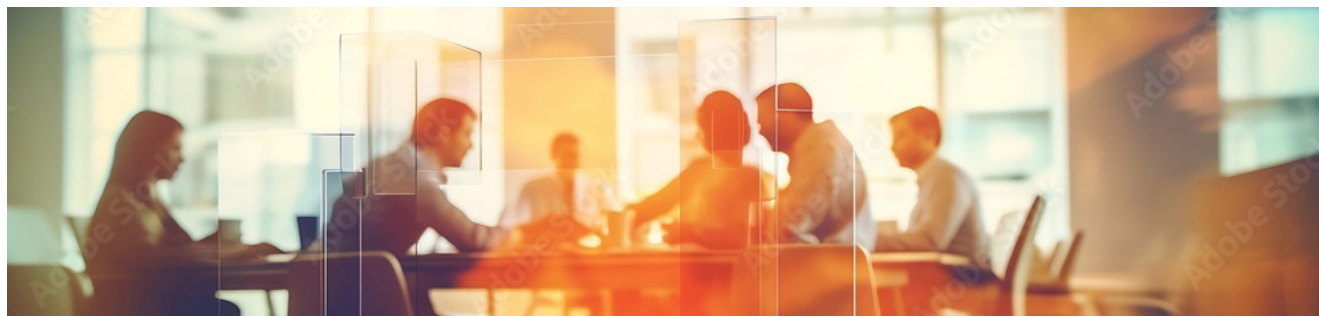
No other media connects you to Portugal's IT Channel community like we do

IT Channel delivers trusted market insight and technology intelligence for **MSPs (Managed Service Providers), System Integrators, VARs (Value Added Resellers), Resellers** and **Retailers** across Portugal.

Through a daily online news platform and a monthly print & digital magazine, IT Channel provides exclusive content, expert analysis, and thought leadership that empower Channel Partners to make better business and technology decisions.

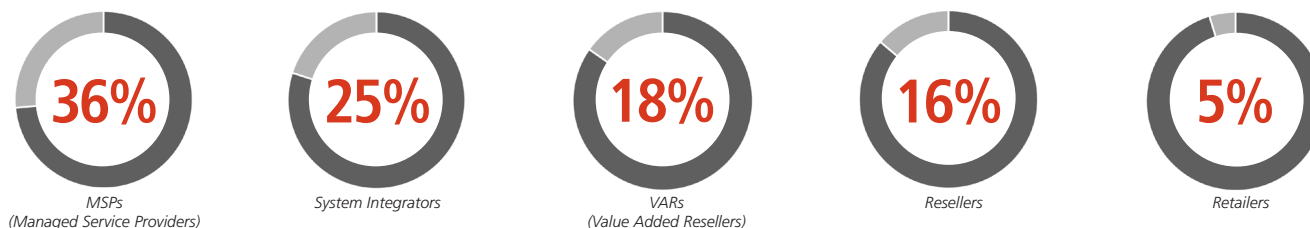
Our audience consists of professionals responsible for purchasing, strategy, and implementation of IT solutions — the people who define the direction of the Portuguese Channel market.

Every day, we bring together vendors, distributors, and partners, connecting the entire ecosystem that drives technology adoption in Portugal.

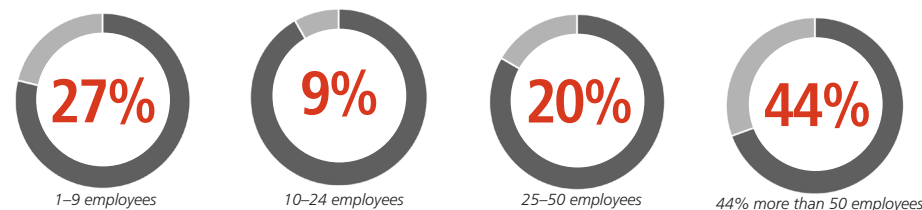


IT Channel is EXCLUSIVELY aimed towards those responsible for companies' purchase decisions within the Channel (MSPs, System Integrators, VARs (Value Added Resellers), Resellers and Retailers)

▶ READERS BY BUSINESS TYPE:



▶ READERS BY COMPANY SIZE:



According to the IT Channel Reader Survey, April 2025

The only professional IT publication in Portugal with audited circulation (APCT).



Total Circulation: > 8,740 readers
Print: > 2,150 (Average print run; Audit by APCT, 2025 – First Semester Statement)
Digital: > 6.590 (Average per issue 2025 – First Semester Statement)
Web: > 66,266 page-views, > 9.530 Unique users (2025 – First Semester Statement)
Newsletter: > 6.063 Active subscribers (Audit by APCT, 2025 – First Semester Statement)



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

▶ ENGAGE THE CHANNEL – ANYWHERE, ANYTIME

IT Channel offers a full range of marketing solutions designed to help brands connect with Portugal's technology Channel — from print visibility to digital impact and custom content programs.

Our integrated platforms enable your brand to reach the right audience, in the right context, with the right message.

Whether through the magazine, website, newsletter, video, or events, we make your communication relevant, credible, and effective.

▶ PRINT & MAGAZINE OPPORTUNITIES

Our monthly magazine reaches over 10,000 Channel professionals in both print and digital formats.

You can choose between traditional ad placements or tailor-made editorial formats — from case studies and partner profiles to thought leadership articles and custom inserts.

Position your brand in Portugal's only audited IT magazine.

▶ DIGITAL & ONLINE OPPORTUNITIES

Our digital network — website, newsletters, and social media — provides multiple ways to influence and engage the Channel community. Choose from banner campaigns, sponsored content, spotlights, or targeted e-mail marketing to maximize your visibility and lead generation.

Available formats include:

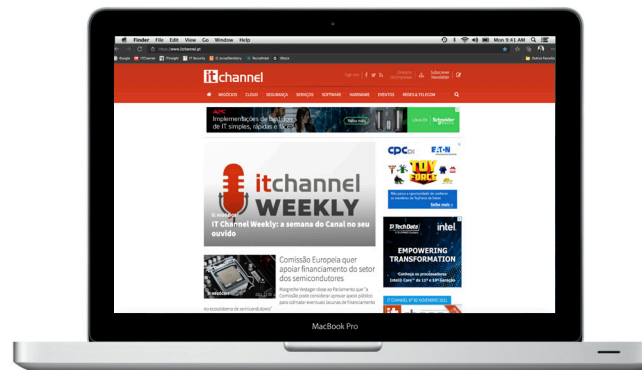
- Super Leaderboard, mRec, and Billboard banners
- Dynamic and segmented email campaigns
- Sponsored editorial features and partner highlights



▶ VIDEO & MULTIMEDIA CONTENT

Our creative team produces high-impact video interviews, webinars, and podcasts, helping vendors and distributors communicate directly with partners.

From event coverage to product explainers, our multimedia formats bring your brand to life across all IT Channel platforms.



▶ CUSTOMIZED PROGRAMS

Leverage IT Channel's editorial expertise to **design content marketing** programs that align with your business goals — combining credibility, storytelling, and reach.

We can adapt to any stage of your marketing funnel, from awareness to conversion.

Because in the Channel, relevance drives relationships.

We connect Portugal's IT Channel like no one else.

IT Channel delivers insight and visibility across every platform that matters to Portugal's technology Channel. Our combined print and digital presence ensures that your brand is seen, trusted, and remembered — wherever decision-makers are.

PRINT EDITION



Frequency: Monthly
(10 issues per year — double issues in Jan/Feb and Jul/Aug)

Format: 270 x 320 mm

Average print run: > 2.150
(APCT – 2025, 1st Semester Statement)

Distribution

Qualified circulation to Channel professionals (MSPs, VARs, Integrators, Resellers)

DIGITAL EDITION



Average readers per issue: 6,590
(2025, 1st Semester Statement)

Available formats:
Interactive PDF (for PC and tablet)

Resolution: 1560 x 1890 px – 150 dpi

Integration:

Clickable links, embedded videos, and trackable engagement.

ONLINE & WEB FORMATS

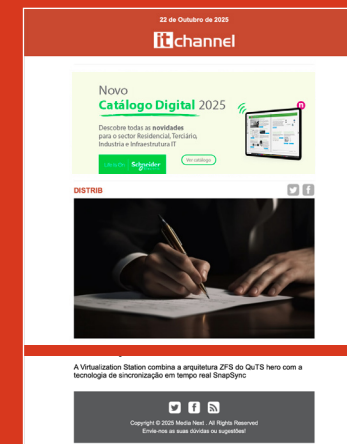


Website: www.itchannel.pt
Monthly average traffic (2024):
66,266 pageviews | 9,530 unique users
(2025, 1st Semester Statement)

Main ad units:

Super Leaderboard — 970 x 90 px
Billboard — 970 x 250 px
mRec — 300 x 250 px
Filmstrip — 300 x 600 px
Mobile — 320 x 50 px

NEWSLETTER & COMMUNITY



6,063 active subscribers
(APCT – 2025, 1st Semester Statement)

Targeted and segmented email campaigns available.

Each edition reaches verified Channel decision-makers — your message delivered directly to the inbox of those who matter.

Contacts:

Business Development: Catarina de Brito | (+351) 910 121 200 | catarina.brito@medianext.pt — João Calvão | (+351) 910 788 413 | joao.calvao@medianext.pt

Publisher & Director: Jorge Bento | jorge@medianext.pt; **Editorial Director:** Rui Damião | rui.damiao@medianext.pt

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channel ON THE FLAGSHIP EVENT FOR PORTUGAL'S IT CHANNEL

it channel conference

Channel ON is the largest independent event for **Channel Partners, Distributors, and Vendor Executives** in Portugal.

Designed to bring the entire Channel community together, it explores key trends, challenges, and opportunities that shape the technology market. Each edition gathers around **200 professionals** — MSPs, System Integrators, VARs, and leading Vendors — for a day of **insight, networking, and collaboration**.

The program includes **workshops, round tables, and live debates**, providing brands with unique opportunities to position themselves as thought leaders.

Next edition: **may, 28th 2026 — Lisbon**

► SPECIALISED MEDIA SERVICES

IT Channel's editorial, creative, and design teams provide **custom-made marketing solutions** that help your brand communicate with authority and relevance.

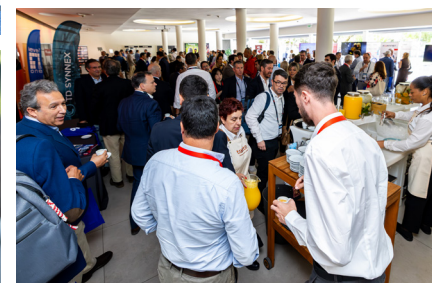
Think of us as an **extension of your marketing department** — ready to create and deliver integrated campaigns across print, digital, and live formats.

Our core capabilities include:

- **Podcasts & Webinars** – tailor-made audio and video sessions with your executives, partners, or clients.
- **Content Marketing Magazines & Webzines** – branded publications and interactive editions to tell your success stories.

- **Thought Leadership & Research** – surveys, white papers, and industry reports developed with our editorial team.
- **Video Production** – interviews, product explainers, event coverage, and promotional videos published across IT Channel's platforms.
- **Targeted Newsletters** – scheduled updates and exclusive mailings sent to verified Channel professionals.
- **Creative & Design Services** – print and digital artwork, advertorials, cover wraps, and inserts.






















From awareness to engagement — we help you build trust and visibility within Portugal's IT Channel.



EDITORIAL CALENDAR 2026

Each month, IT Channel explores the technologies, trends, and strategies shaping Portugal's IT Channel.

Our editorial calendar connects your brand to the most relevant topics — from AI, cybersecurity, and hybrid cloud to managed services, mobility, and the evolution of the Channel ecosystem.

Issue	Special Content & Live Event	in Focus	Deadline for Materials Delivery
JAN 	▶ Partner Ecosystems 2026: Value, Growth & Collaboration (Special Edition Channel Programs)		▶ 12 - 01 - 2026
#124 FEB 	▶ The Future of Cybersecurity: From Prevention to Resilience		▶ The Business of the Channel 2026: Growth & Profitability in the IT Channel
#125 MAR 	▶ Next-Gen Data Centers: From Core to the Edge		▶ The New Enterprise PC Experience
#126 APR 	▶ Artificial Intelligence in Action		▶ The Human Capital
#127 MAY 	▶ Business Continuity & Disaster Recovery		▶ Enterprise Software & Digital Platforms
#128 JUN 	▶ The Connected Enterprise: Networking for the AI Era		▶ IT Channel Survey 2026
#129 JUL 	▶ Cloud Evolution: Hybrid, Multicloud & Beyond		▶ Managed Security & MSSP Evolution
#130 SET 	▶ The Modern Workplace & IT Mobility		▶ Sustainable IT & Green Data Centers
#131 OCT 	▶ The Core of IT: Servers, Storage & Virtualization		▶ AI in the Channel: Copilots, RPA & Business Growth
#132 NOV 	▶ Smart Printing, Imaging & Document Management		▶ TOP Channel 2026: The Year's Leading Players
#133 DEC 	▶ Edge, IoT & Industrial Transformation		▶ Best Tech Awards 2026 (Readers' Choice)

- Each edition may include sponsored round tables, partner interviews, or event coverage.
- Themes are subject to adjustment during the year to reflect emerging technologies and market priorities.
- For editorial collaboration, contact: editorial@medianext.pt






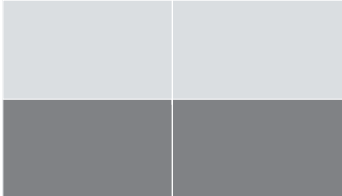



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PRINT AD RATES 2026

cover wrap  cut area: 270 x 180 mm*	back cover  cut area: 270 x 320 mm*	double page  cut area: 540 x 320 mm*	inside front cover  cut area: 270 x 320 mm*	inside page  cut area: 270 x 320 mm*
double 1/2 page  cut area: 540 x 160 mm*	1/2 page  vertical cut: 130 x 320 mm* horizontal cut: 270 x 160 mm*	1/3 page  vertical cut: 95 x 320 mm* horizontal cut: 270 x 95 mm*	cover banner  trim size: 90 x 90 mm	

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

▶ AD RATES PRINT

Frequency system (issues / year)	1	2	4	6	8	10
Cover wrap	2,215 €	2,130 €	2,070 €	2,030 €	1,985 €	1,940 €
Double page	2,305 €	2,200 €	2,155 €	2,110 €	2,070 €	2,025 €
Back cover	2,040 €	1,965 €	1,895 €	1,865 €	1,825 €	1,785 €
Full page	1,600 €	1,540 €	1,490 €	1,460 €	1,440 €	1,405 €
1/2 page	975 €	945 €	915 €	895 €	875 €	855 €
1/3 page	715 €	680 €	660 €	650 €	625 €	620 €

▶ SERVICES

Advertorial Content Production	200 €
Advertising Artwork Production	110 €
Digital Interactive (Videos, Whitepapers, etc..)	55 €
Weblinks in digital editions	0 €

- Mandatory placement adds 20% to the listed prices.
- Other advertising alternatives — inserts, flaps, or double covers — available on request.
- Current VAT rate must be added to these prices (except EU intra-Community B2B transactions).
- All prices are subject to 23% VAT for companies with a Portuguese tax number. For foreign entities, VAT is not applicable.



▶ 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: 276 mm x 326 mm - background graphics size;
- Marks and Bleeds: Crop marks and registration marks;
- 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: > 8,740

Print: > 2.150 (APCT, 2025 – 1st Semester Statement)

Digital: > 6.590 (Average per issue 2025 – 1st Semester Statement)

ONLINE AD RATES 2026 BY WEEK

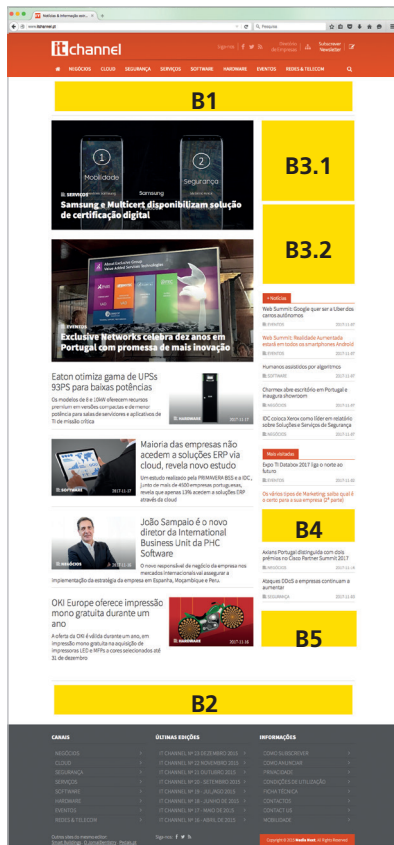


THE IT Channel WEBSITE uses Ad Manager:

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: > 66.266

users: > 9.530

(Monthly average 2025

– 1st Semester Statement)

Newsletter subscribers: > 6.063

(Audit by APCT, 2025

– 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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This document was produced by MediaNext Professional Information in October 2025.

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

Ad Unit	Size (px)	14 days	21 days	30 days
Super Leaderboard	970w x 90h	415 €	560 €	710 €
Billboard	970w x 250h	505 €	690 €	890 €
Filmstrip	300w x 600h	355 €	475 €	585 €
Medium Rectangle (mRec)	300w x 250h	290 €	380 €	470 €
Mobile (Smartphones)	320w x 50h	235 €	290 €	350 €
Dynamic optimization (Leader+mRec+Mobile)		415 €	560 €	710 €

▶ AD RATES BANNERS CPM IMPRESSIONS

Ad Unit	Size (px)	CPM
Super Leaderboard	970w x 90h	35 €
Billboard	970w x 250h	50 €
Filmstrip	300w x 600h	30 €
Medium Rectangle (mRec)	300w x 250h	25 €
Mobile	320w x 50h	25 €
Dynamic optimization (Leader+mRec+Mobile)		35 €

▶ NEWSLETTERS

Format	Size	Distribution	Rate 2026 (€)
Dedicated Newsletter	700w	100K	1,125 €
Editorial Newsletter (4 shots)	600w x 250h	50K	825 €*

▶ SOCIAL MEDIA POSTS

Format	Rate 2026 (€)
LinkedIn, Facebook	500 €
Spotify & YouTube	360 €

- All rates effective from January 2026.

- All prices are subject to 23% VAT for companies with a Portuguese tax number. For foreign entities, VAT is not applicable.

Audit by APCT — Portuguese Association
for Controlled Circulation



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