

IT·Insight

   JAN TO DEC 2026

DIGITAL MAGAZINE
FOR A CHANGING WORLD

mediakit



NEW MEDIA FOR DIGITAL ACCELERATION

IT·Insight

 channel

IT·^{Insight}SECURITY

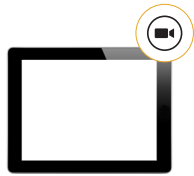
 Smartplanet

**media
NEXT**

STAY AHEAD · STAY RELEVANT

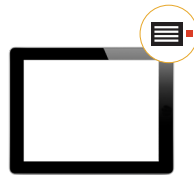
DIGITAL MAGAZINE AD RATES 2026

A DIGITAL EDITION DESIGNED FOR INTERACTIVITY



VIDEO

Embedded so you need not be online



CONTENT

Accessible anytime through interactive menus



SLIDE SHOW

So there is always space for photos



WEB LINKS

Every referral a click away

SPONSORSHIP PACKAGE, BRANDED CONTENT + DISPLAY PAGE

ISSUE FREQUENCY SYSTEM

	1	2	4	6
2-page interactive + 1 ad page	1 780 €	1 640 €	1 520 €	1 400 €
4-page interactive + 1 ad page	3 070 €	2 780 €	2 560 €	2 320 €

DISPLAY PAGES PER LOCATION

	1	2	4	6
Up to page 4	1 280 €	1 220 €	1 160 €	1 100€
Pages 5 to 10	1 160 €	1 100 €	1 050 €	1 000 €
11 and beyond	1 060 €	1 000 €	950 €	900 €

SERVICES

Advertorial Content Production	220 €	Digital Interactive (Videos, Whitepapers, etc.)	120 €
Advertising Artwork Production	120 €	Weblinks in digital editions	0 €

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

SPECIFICATIONS

- IT INSIGHT only accepts Adobe PDF
- IT INSIGHT also accepts “open” materials when they originate in Adobe InDesign, Adobe Photoshop and Adobe Illustrator
- Page dimensions: 3000x2000px (minimum 150 dpi)
- Embedded videos: Mpeg4 format up to 4Mb.*
- Video streaming: unlimited duration**
- Audio: Mono Mp3 format up to 60s***
- External Links: Specify URL and interaction area

DISTRIBUTIONS FORMATS

- e-PUB: Includes audio, video, links, html5, navigation
- iPDF: Includes audio, video, flash animation, links, navigation
- PDF: Does not include any interactivity
- Page Flip: Includes interactive links

*Starting from 4Mb, 150€ per Mb. Autoplay is subject to approval.

Requires the reader to have data network access. * Sampling 22.050Hz.



Publicity



Branded Content

ONLINE AD RATES 2026



THE ITInsight WEBSITE USES AD MANAGER:

The Ad Manager system offers a series of solutions designed to break down barriers and boost your business in the digital world. Campaigns programmed by cost per contact are the fairest and most efficient way of distributing your campaign, as they're paid according

to the number of times they are viewed and in a way adjusted 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 BANNER SPONSORSHIP (per campaign)

Average impressions (x1000)	Pixel Size	Ad Unit	Days	14	21	30
			Impressions ±	20k	30k	40k
Super Leaderboard	970w x 90h	B1	410 €	550 €	700 €	
Billboard	970w x 250h	B1	500 €	690 €	890 €	
FilmStrip	300w x 600h	B3	350 €	470 €	580 €	
Medium Rectangle (mRec)	300w x 250h	B3	290 €	380 €	470 €	
Mobile	320w x 50h	(smartphones)	230 €	290 €	350 €	
Dynamic optimization (Leader+mRec+Mobile)			410 €	560 €	700 €	

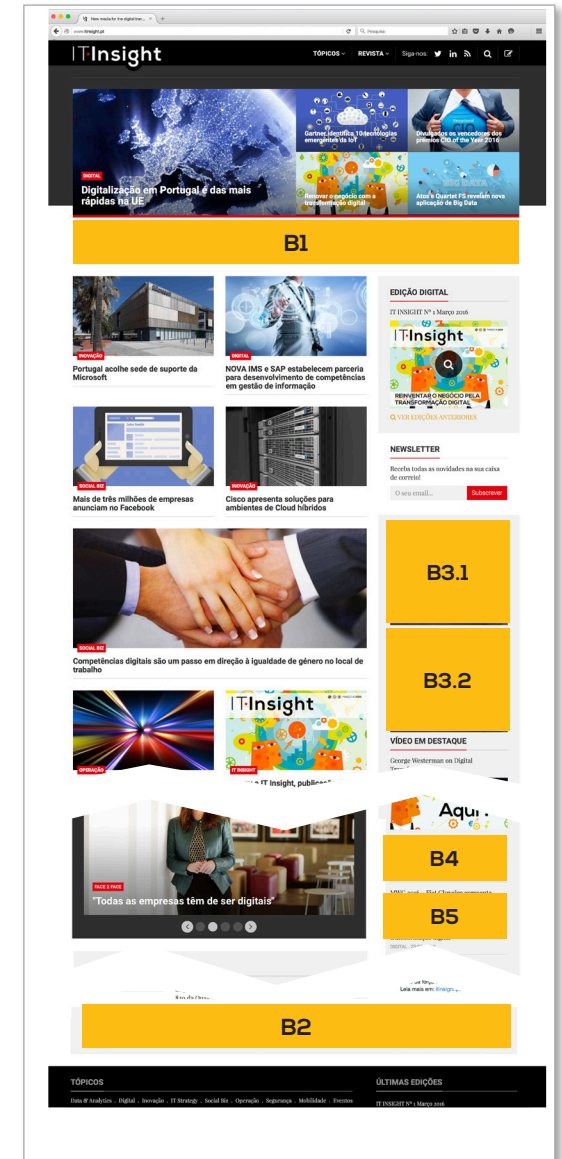
- Current VAT rate must be added to these prices with the exception of UE intra-Community B2B transactions.

SOCIAL MEDIA POSTS

Commercial post (per post):	500 €
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NEWSLETTERS

Dedicated	700w x < 2000h	100K		1 120 €
Editorial Leaderboard	600w x 250h	50K	4 shots	820 €



Audience data transparency: all audit data about the digital edition may be consulted at www.apct.pt. Statistical data on the digital edition is provided by Calameo.com – Paris and Amazon Web Service. 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

EDITORIAL CALENDAR

ISSUE	IN DEEP	CONTENT HUB	THE BEST OF BREED	DELIVERY DEADLINE
#60 MAR	▶ Data Strategy & AI Governance: Turning Data into Business Value	▶ Hybrid Event – Security, Compliance & Data Protection	▶ Next Gen Networking & Enterprise Connectivity	▶ 23 - 02 - 2026
#61 MAY	▶ Digital Competitiveness and the Platform Economy	▶ Live Event – Business Applications & Intelligent Automation	▶ Data Center Innovation & Server Efficiency	▶ 22 - 04 - 2026
#62 JUL	▶ Cybertrust, Regulation & Digital Ethics	▶ Hybrid Event – AI & Data-Driven Enterprise	▶ Smart AI PCs	▶ 18 - 07 - 2026
#63 SEP	▶ Beyond Cloud: The Rise of Edge and Distributed Computing	▶ Live Event – Future of Work & Digital Leadership	▶ Cybersecurity Resilience & Zero Trust	▶ 31 - 08 - 2026
#64 NOV	▶ Sustainability and IT Efficiency in the Digital Enterprise	▶ Hybrid Event – Business Continuity & Resilience	▶ Cloud Strategy Storage & Business Continuity	▶ 22 - 10 - 2026
#65 JAN	▶ Tech Outlook 2027: The Priorities of Digital Leadership	▶ Hybrid Event – Hybrid Cloud Strategies	▶ Automation AIOps & IT Operations Excellence	▶ 10 - 12 - 2026

HYBRID EVENT

IT Insight magazine presents a new approach to its roundtable discussions, combining the best of both worlds in a rapidly evolving technological landscape. These events welcome an audience of approximately 60 business and public decision-makers and are broadcasted live on the IT Insight Channel.

DIGITAL MAGAZINE NEW MEDIA FOR DIGITAL TRANSFORMATION

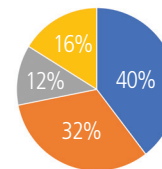
Supporting decision-makers

IT Insight provides strategic insight and practical guidance for C-level executives, IT leaders and decision-makers across enterprise and government sectors. It helps organisations navigate digital transformation, identify opportunities for innovation and make informed choices that strengthen competitiveness and efficiency.

Driving transformation across sectors

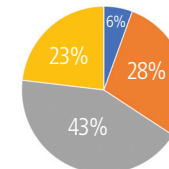
Covering the key themes that define the digital economy, IT Insight highlights the technologies, strategies and policies that accelerate progress in both public and private organisations — promoting smarter, more resilient and connected enterprises.

READERS BY RANK



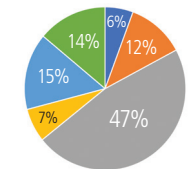
- IT Management: Directors and C-level
- IT Management: Other positions
- Business Management: Directors and C-level
- Business Management: Other positions

READERS BY COMPANY SIZE (BY # OF EMPLOYEES)



- < 10
- 10 a 99
- 100 a 499
- > 500

READERS BY BUSINESS ACTIVITY



- Local and central government
- Tech industry
- Industry & commodities
- Other
- Non-financial services
- Banking, insurance, and other financial services

Digital

> 13,274 downloads
2025 – 1st Semester,
Average Circulation per Issue
(AWS + Calameo)

Web

page-views: 73,512
unique users: > 8,121
(2025 – 1st Semester Analytics)

Newsletter

12,142 Active subscribers
(Mailchimp – 2025 – 1st Semester)
(Auditado pela APCT)

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