



2026

# IT <sup>Insight</sup> SECURITY

FOR A #SAFERWORLD

Independent Portuguese publication focused on cybersecurity and risk management, serving CISOs, CSOs, CIOs, CTOs, DPOs and IT Managers

# mediakit



## ► ONLINE AD RATES 2026

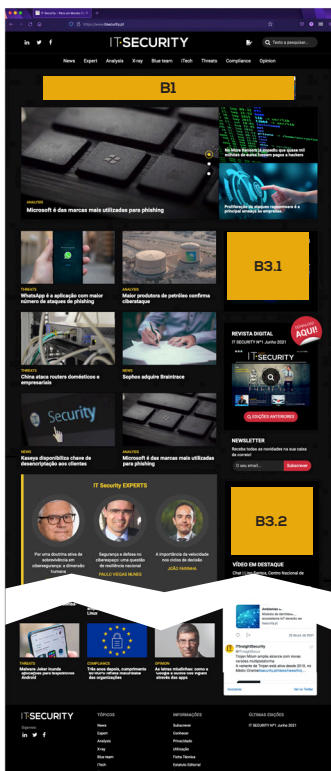
THE ITSECURITY WEBSITE



USES AD MANAGER:

Google 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)

			14	21	30
			20k	30k	40k
Average impressions (x1000)	Pixel Size	Ad Unit			
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 €



### ■ IT SECURITY WATCH (MONTHLY)

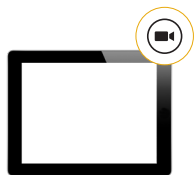
Podcast (per episode)	15 minutes, 3-month minimum;	1 330 €
VideoCast Interview	15 minutes, 3-month minimum;	1 840 €

Audience data transparency: all audit data about the digital edition may be consulted at [www.apct.pt](http://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](mailto:webmaster@medianext.pt)

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

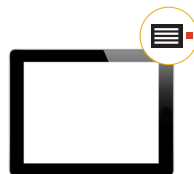
## ► DIGITAL MAGAZINE AD RATES 2026

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, ect.)	120 €
Advertising Artwork Production	120 €	Weblinks in digital editions	0 €

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## ■ SPECIFICATIONS

- IT SECURITY only accepts Adobe PDF
- IT SECURITY 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.



Display Ad Page



S.LABS Branded Content



**media  
NEXT**

STAY AHEAD • STAY RELEVANT

## ► ISSUE - RELEASE DATE 2026

ISSUE	COVER	BRAVE NEW WORLD	MATERIAL DELIVERY DEADLINE
#28 FEB	▶ Zero Trust: From Buzzword To Real Implementation	▶ Deepfake Detection & Synthetic Identity Fraud	▶ 22 - 01 - 2026
#29 APR	▶ Platform Consolidation vs. Best-of-Breed	▶ SASE Maturation: Beyond The Hype	▶ 19 - 03 - 2026
#30 JUN	▶ Generative AI as an Attack and Defense Vector	▶ Confidential Computing: Protecting Data In-Use	▶ 15 - 05 - 2026
#31 AUG	▶ State of Cybersecurity (Live Event)		▶ 09 - 07 - 2026
#32 OCT	▶ Ransomware Recovery: The Critical Failures No One Tests	▶ Quantum-Safe Cryptography	▶ 19 - 09 - 2026
#33 DEC	▶ Software Supply Chain: How To Manage Risk In Multicloud	▶ Security-By-Design At Scale	▶ 20 - 11 - 2026

### EDITORIAL SECTIONS:

**COVER** – The main article of the issue.

**CHAT** – Interview with a CISO, CSO or other cybersecurity specialist.

**EXPERT** – Where cybersecurity experts share their vision.

**X-RAY** – Analysis of a recent cyberattack.

**BRAVE NEW WORLD** – The new concepts of the cybersecurity world.

**RISK** – An article about risk management and/or compliance.

**BLUE TEAM** – Profile of a cybersecurity company.

**COVERAGE** – Coverage of recent conferences.

### PODCAST

IT Security Watch

The Monthly Cybersecurity Observatory, in Podcast or

VideoCast Interviews



## DIGITAL MAGAZINE FOR A CHANGING WORLD

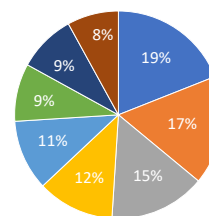
### Guiding the decision-making process

IT Security was created for a new reality where organisations face a new realm of threats. It is designed to help CISOs, CSOs, CIOs and IT managers with cybersecurity responsibilities to better navigate digital disruption and strengthen resilience against growing digital vulnerabilities.

### Evangelising enterprise and government users

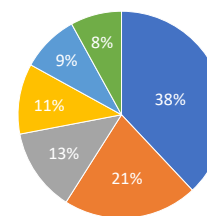
By familiarising organisations across the public and private sectors with the themes that define the cybersecurity agenda, IT Security promotes the cultural change and resilience needed for the adoption of new technologies, practices and processes — while ensuring a secure and trusted IT environment.

READERS BY JOB TITLE



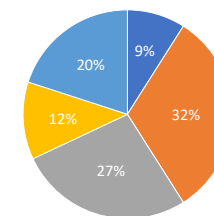
■ CIO, CTO, IT Director  
 ■ IT Security Staff  
 ■ Business Management  
 ■ CSO, CISO  
 ■ CEO, C-level, Executive Dir.

READERS BY VERTICAL



■ Non-financial Services  
 ■ Tech Industry  
 ■ Industry & Utilities  
 ■ Other  
 ■ Banking, Insurance Finance  
 ■ Local & Central Government

READERS BY COMPANY SIZE (NUMBER OF EMPLOYEES)



■ < 10  
 ■ 10 a 99  
 ■ 100 a 499  
 ■ 500 a 999  
 ■ > 1000

### MAJOR IN-PERSON CONFERENCES AND SUMMITS



[summit.itsecurity.pt](http://summit.itsecurity.pt)



[conf.itsecurity.pt](http://conf.itsecurity.pt)

### Digital

> 22,545 downloads

(2025 – 1st Semester,  
Average Circulation per Issue)

(AWS + Calameo)

### Web

page-views: > 143,166

unique users: > 10,366

(2025 – 1st Semester)

### Newsletter

5,692 Active subscribers

(Mailchimp – 2025 – 1st Semester  
Audited By Associação Portuguesa Controlo  
de Tiragem)

**Business Development:** Catarina de Brito (+351) 910 121 200 – [catarina.brito@medianext.pt](mailto:catarina.brito@medianext.pt)

João Calvão (+351) 910 788 413 – [joao.calvao@medianext.pt](mailto:joao.calvao@medianext.pt)

**Editorial Director:** Rui Damião – [rui.damiao@medianext.pt](mailto:rui.damiao@medianext.pt) | **Publisher:** Jorge Bento – [jorge@medianext.pt](mailto:jorge@medianext.pt)

**Request updated traffic data at:** [webmaster@medianext.pt](mailto:webmaster@medianext.pt)

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