

media
NEXT

STAY AHEAD • STAY RELEVANT



**LEADERS
IN PROFESSIONAL
INFORMATION**

INDEPENDENT TECHNOLOGICAL JOURNALISM

In a rapidly evolving technological world, professional communities are increasingly demanding independent, reliable, and easily understandable journalistic content. This information must add value to their decision-making processes. At MediaNext, our mission is to help these professionals reach their full potential by anticipating trends and uncovering the opportunities that technology can offer.

In the fields of technology, information systems, and smart cities, MediaNext publishes authoritative content across digital platforms and in physical formats. Our publications are specifically tailored to professionals and organisations closely related to these sectors. Our readers include technology professionals, decision-makers in both the public and private sectors, executives, and others involved in various IT-related fields.

4 Technological Platforms, 4 Professional Audiences

- CISO, CSO, CTO & IT Directors
- C-Level Executives in medium to large organisations across the public and private sectors
- VARs, Integrators, Resellers, and IT Consultants
- Integrators and Installers



REACH THE MOST INFLUENTIAL BUSINESS TECHNOLOGY AUDIENCES IN PORTUGAL

Influential journalism generates influential audiences. MediaNext's editorial coverage of business technology has been shaping the purchasing decisions of thousands of IT professionals and decision-makers in Portugal for over a decade.

WHY WORK WITH US?

Contextual & B2B Perspective

Independent journalism provides the perfect context for business technology providers to reach key decision-makers while they are in the right mindset to absorb your message.

A Decision-Making Audience

Our broad reach places your brand in front of decision-makers who are responsible for recommending solutions and approving annual budgets for business technology investments.

HOW TO REACH OUR AUDIENCES

Integrated or Independent Marketing Solutions for B2B Technology Brands

– Impact & Awareness

Prepare for product launches, educate, and increase brand recognition among Portugal's most influential business technology buyers with our custom advertising solutions.

– Prospect Creation

Generate leads from engaged, active, and reliable audiences. MediaNext's mission is to support the development of the IT market by providing readers with insights into technological solutions, projects, and suppliers, while also offering platforms for connecting with key IT decision-makers. We provide lead-generation campaigns that leverage content distribution through dedicated newsletters and landing pages.

– Content Development

Utilise our editorial expertise to create content solutions tailored to the audience you want to engage. We collaborate with you to assess your needs, develop, and deliver content in formats such as Branded Content, Case Studies, Executive Documents (market analysis based on surveys conducted with our readers), corporate videos, corporate magazines, and podcasts.

– Events

Join us at exclusive conferences, webinars, IT meetings, and roundtables (single-branded or multi-vendor). Alternatively, count on us to create customised events like workshops, webcasts, executive breakfasts, and other tailored formats.

– Out of the Box

Event coverage, turnkey event organisation, media partnerships, corporate videos, and additional custom formats.



TURN INFORMATION INTO ACTION

– Detailed Insights

Receive the most in-depth information to continuously improve decision-making and guide your strategic marketing direction.

– Real-Time Reports

Stay up to date with active campaigns and programmes through real-time reports and analysis, enabling you to optimise performance and adjust strategies as needed.

MEET OUR REAL READERS



Sérgio Trindade
CIO – EPAL



Pedro Rodrigues
CISO – Banco de Portugal



Ana Carolina Almeida
Senior Manager of Quality and
Customer Insights – Vodafone



Cláudio Pimentel
CIO & CTO – Cofidis



Pedro Nunes
IT Business Solutions
Director – Lidl



Manuel Pinto
IT Director – Generali

AUDIENCES

4,16*

*milhões
Page views

720*

*mil
Total Visits

252*

*mil
Edition downloads

77*

*mil
Printed publications

GET TO KNOW OUR TITLES

Itchannel

An independent publication for technology resellers and integrators, IT Channel provides vital information on business and technology aimed at VARs, integrators, resellers, and IT consultants. It covers technology needs in businesses and is available as an online edition, digital editions, and a monthly printed newspaper. IT Channel offers expert opinions, market analyses, news, and advice for channel partners' success. No other medium provides this level of direct access to integrators, resellers, service providers, and consultants in the IT market. The level of expertise and editorial quality makes IT Channel a reference publication in the Portuguese and international IT ecosystem.

- **Platforms:** PRINT | DIGITAL | ONLINE
- **Annual Conference:** Channel ON (Lisbon)

itchannel.pt

ITInsight

IT Insight is an interactive digital magazine aimed at C-Level executives, navigating digital transformation. The publication helps them make decisions that drive innovation and competitiveness, promoting the cultural change required for adopting new technologies. A bimonthly digital publication, IT Insight is continuously updated with cutting-edge content.

- **Platforms:** DIGITAL | ONLINE
- **Annual Hybrid Events:** IT Insight Talks (Lisbon)

itinsight.pt



ITSECURITY

Focused on cybersecurity, IT Security is a digital publication for CISOs, CSOs, CTOs, and IT directors of medium and large organizations. It provides an innovative perspective on the increasing digital transformation and cybersecurity threats facing businesses today. Born digital, it combines factual reporting with strategic analysis on cybersecurity leadership.

- **Platforms:** DIGITAL | ONLINE
- **Annual Conferences:** IT Security Summit (Oporto), IT Security Conference (Lisbon).

itsecurity.pt

Smartplanet

Smart Planet is a digital platform dedicated to decision-makers in the spaces, buildings, and cities sectors. It provides essential updates on smart solutions and initiatives, helping public and business decision-makers stay informed about the latest advancements.

smartplanet.pt

Itchannel

ITInsight

ITSECURITY

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channel **On**
channel conference

ITInsight
talks



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