



Cities
Buildings
Spaces

MEDIAKIT 2026

**CONNECTING INNOVATION, SUSTAINABILITY AND
INTELLIGENCE FOR A SMARTER WORLD**



Digital Platform for A SMARTER PLANET

SHAPING TOMORROW'S INTELLIGENT ENVIRONMENTS

Cities, communities, and businesses worldwide are embracing **Smart initiatives** that enhance services, create more attractive spaces, and reduce costs and environmental impact.

To make informed choices in this fast-changing landscape, decision-makers need **timely, reliable insights**. **Smart Planet** reveals the latest **solutions and integrations**, from small projects to large implementations, through **independent and accessible content** designed for a broad professional audience.

WHO IS SMART PLANET FOR?

Smart Planet reaches **public and private sector decision-makers** evaluating technological solutions and equipment. For **government institutions, municipalities, territorial planners, and corporate executives managing major facilities or infrastructures**, it delivers **independent insights** that support strategic technology and innovation decisions.

For **integrators and installers**, Smart Planet shares **updates from manufacturers and distributors**, plus **case studies and expert analysis** across multiple verticals, always from a **system integration** perspective.

WHO ARE WE?

Smart Planet is published by **MediaNext Lda.**, Portugal's leading group in professional technology and IT business media. With titles such as **IT Channel, IT Insight, and IT Security**, and through large-scale and custom corporate events, MediaNext delivers **independent editorial content, market intelligence, and communication platforms** for technology decision-makers.

Through its **publications, digital platforms, and events**, MediaNext connects the key players shaping Portugal's technology market, from manufacturers and integrators to public and private organisations.

DIGITAL PLATFORM FOR A SMARTER PLANET

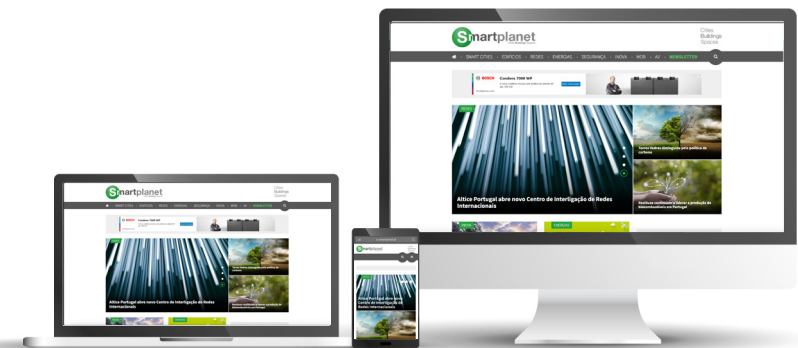
Smart Planet's digital platform is a meeting point for decision-makers, integrators, manufacturers, and professionals across the smart ecosystem.

It delivers independent, reliable, and timely information in the following formats:

- **News & Analysis** – technology, infrastructure, energy, mobility, and smart city innovation;
- **Case Studies & Reports** – real-world projects and successful integrations;
- **Opinion & Insight** – commentary from industry experts, researchers, and institutional leaders;
- **Newsletters & Digital Media** – weekly distribution to an engaged subscriber base.

AUDIENCE PROFILE

- Decision-makers in **public administration** and **enterprise environments**;
- **System integrators** and **installers** seeking technical and business opportunities;
- **Manufacturers and distributors** of smart technologies;
- **Consultants, architects, and engineers** in urban and building design;
- **Technology investors** and **innovation stakeholders**.



DEMOGRAPHICS

WEB

67. 403 page-views
13.163 users
105.314 events counted
(2025 – First Semester Statement)

NEWSLETTERS

4.158 Active subscribers
(2025 – First Semester Statement)
www.smartplanet.pt

SMART PLANET CHANNELS

Where Technology Meets Urban and Environmental Intelligence

Smart Planet is structured into distinct content channels that mirror the pillars of the smart ecosystem – from cities and buildings to energy, networks, and mobility.

Each section explores how innovation, digitalization, and sustainability are shaping the

infrastructures, services, and environments of tomorrow. Together, they form a comprehensive media platform connecting decision-makers, integrators, manufacturers, and innovators across multiple industries.



SMART CITIES

The future of urban life

The Smart Cities channel explores how municipalities, local authorities, and private partners are transforming cities into more connected, sustainable, and efficient environments. It features reports on smart-city policies, digital governance, citizen engagement, and urban infrastructure innovation – highlighting best practices from Portugal and beyond.



SECURITY

Protecting connected environments

The Security channel examines the physical and cybersecurity challenges within smart infrastructures. It addresses topics such as building safety, cybersecurity, data protection, and risk management – providing insights for integrators, IT/OT managers, and public-safety decision-makers.



BUILDINGS

Smarter spaces for better living and working

The Buildings section focuses on how smart technologies are building environment. From building automation and energy management to digital twins and IoT integration, this channel showcases the strategies, technologies, and projects that make buildings more sustainable, efficient, and responsive to their occupants.



INNOVATION

New ideas shaping the smart ecosystem

Innovation presents the disruptive technologies, startups, and research projects driving change across all smart verticals. It gives visibility to forward-thinking companies, research initiatives, and public-private collaborations that are shaping the future of smart living and sustainable growth.



NETWORKS

The infrastructure of connectivity

The Networks channel addresses the digital backbone of smart ecosystems – fibre, wireless, IoT and data networks that connect people, devices, and infrastructures. It explores the role of connectivity, edge computing, and network integration as enablers of smarter buildings, cities, and industries.



MOBILITY

Moving towards a connected future

The Mobility channel focuses on smart and sustainable transport systems – from electric mobility and shared transport to logistics and charging infrastructure. It shows how mobility solutions are integrated into the broader context of smart cities and buildings, promoting seamless, efficient, and low-impact movement.



ENERGIES

The power behind transformation

The Energies section focuses on the energy transition – renewable generation, smart grids, storage systems, and energy efficiency. It highlights the convergence of technology and sustainability in achieving decarbonisation goals and creating resilient, low-carbon energy systems for cities and organisations.



AV (AUDIOVISUAL)

Immersive technologies for intelligent spaces

The AV channel explores the role of audiovisual technologies in smart environments: digital signage, immersive media, unified communications, and smart meeting solutions. It connects the audiovisual industry with architects, integrators, and decision-makers building the next generation of interactive spaces.

ADVERTISING & SPONSORSHIP RATES

TRANSPARENCY AND DATA AUDITING

Website analytics are audited by **DoubleClick**, and newsletter performance is tracked by **MailChimp** (Atlanta, USA).

Updated data is available upon request via webmaster@medianext.pt.

ADVERTISING RATES 2026

BANNER ADVERTISING PACKAGES

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

Notes:

- +15% for demographic filters;
- +10% for rich media formats.

NEWSLETTERS

| Type | Format | Max File Size (kB) | Price (€) |
|---|----------------|--------------------|-------------------|
| Dedicated Newsletter | 700w x < 2000h | 100 | €900 (1 release) |
| Editorial Newsletter — Banner Leaderboard | 600w x 250h | 50 | €600 (4 releases) |

SPONSORSHIP PROGRAMME 2026

COMMUNICATION MIX PER QUARTER

Each sponsorship package includes a comprehensive communication plan combining editorial visibility and premium advertising exposure across Smart Planet's digital ecosystem.

| Component | Description / Frequency |
|----------------------------------|---|
| Branded Content Article | 1 article per quarter, produced and published within the Smart Planet editorial framework |
| Dedicated Newsletter | 1 exclusive send to Smart Planet subscribers |
| Editorial Newsletter Sponsorship | 8 inclusions (shared premium position) |
| Run-of-Site Banner | 90 days visibility, 25% share of impressions across all site sections |

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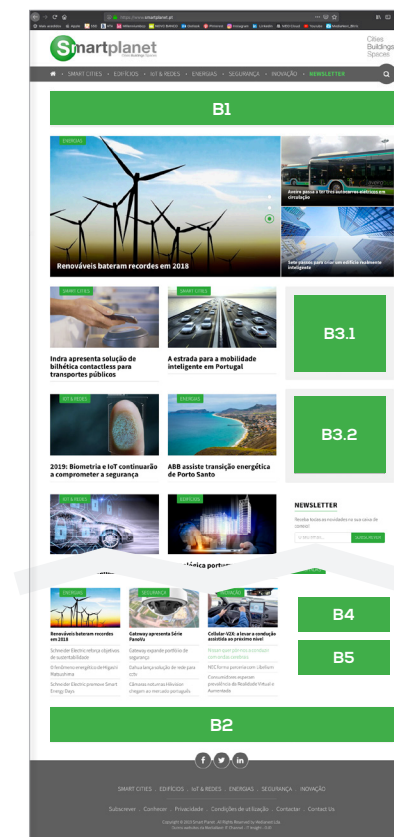
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MediaNext – Smart Planet | Stay Ahead, Stay Relevant

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Transparency of audience data: Statistical data for the digital edition is provided by Camaleão.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

SPONSORSHIP PACKAGE MONTHLY RATES

| Duration | Monthly Price (€) |
|-----------|-------------------|
| 3 months | €780 / month |
| 6 months | €710 / month |
| 12 months | €640 / month |

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

**media
NEXT**

STAY AHEAD • STAY RELEVANT