



IT CHANNEL - SPECIAL EDITION: CHANNEL PROGRAMS 2027

THE ANNUAL GUIDE TO CHANNEL PROGRAMS IN PORTUGAL

Printed Guide + Interactive Digital Guide + Online Directory

The IT Channel Channel Programs Guide 2027 is the annual reference for Portugal’s IT Channel partners: a working tool for the whole year, published in three complementary formats:

- 1. Printed Guide, for in-depth reading of each program
- 2. Interactive Digital Guide, for quick reference and direct links
- 3. Online Directory, searchable by brand, partner type or technology area

Show your Channel Program to current partners and to thousands of potential new resellers, integrators and MSPs, with the support of our editorial team.

IT Channel readers are identified professionals who evaluate, recommend and approve IT purchases, and our editorial independence gives your program a credible context.

OBJECTIVES

- Maintain and grow market share
- Find new partners
- Drive sales
- Strengthen loyalty among existing partners



RATES 2027

FORMAT	WHAT IT INCLUDES	INVESTMENT
Premium Sponsor (Exclusive)	Sponsor package + back cover. One per edition.	2,700 €
Channel Program Sponsor	1 advertorial + 1 advertising page, or 2 advertorial pages, in all three formats.	1,700 €
Back cover advertising page	One position only.	1,800 €

SCHEDULE

MILESTONE	DATE
Booking deadline	11 January 2027
Material submission	18 January 2027
Digital distribution	26 January 2027
Print distribution	5 February 2027

TURN INFORMATION INTO ACTION PROMOTE YOUR CHANNEL PROGRAM!

We deliver your message to your current and future partners

TOTAL READERSHIP: > 8,080	Web: 57,953 pageviews, 11,363 unique users, 14,471 sessions (May 2026)
Print: 2,150 copies (average per issue; audited by APCT)	Newsletter: 6,563 active subscribers LinkedIn: 6,904 followers (October 2026)
Digital: 5,930 readers per issue	(Print and digital: APCT, 2nd quarter 2026. Newsletter: audited by APCT, October 2026)



SPECIFICATION	DETAIL
Page size	A4, 210 x 297 mm + 3 mm bleed
Colour	CMYK
Resolution	300 dpi

Book by 11 January 2027: talk to our Business Development team.

MediaNext is a technology-focused media company built on a B2P (business-to-professional) model. It publishes IT Channel, IT Insight, IT Security and Smart Planet, and organises Portugal’s leading technology-sector events. An independent media company founded in 2014 (ERC registration no. 224011).

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– All rates effective from October 2026.
– All prices are subject to 23% VAT for companies with a Portuguese tax number. For foreign entities, VAT is not applicable.

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