



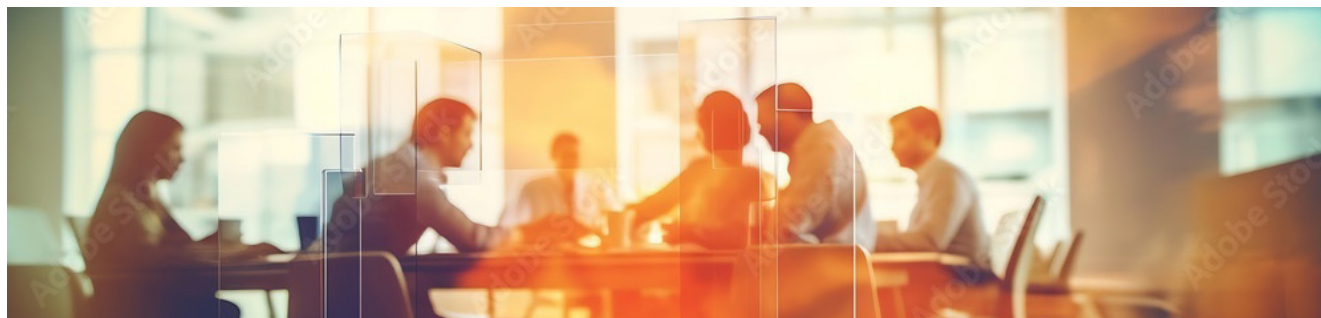
CONNECTING PORTUGAL'S TECH CHANNEL

THE ONLY PORTUGUESE PUBLICATION DEDICATED TO TECHNOLOGY PARTNERS

No other media connects you to Portugal's IT Channel community like we do.

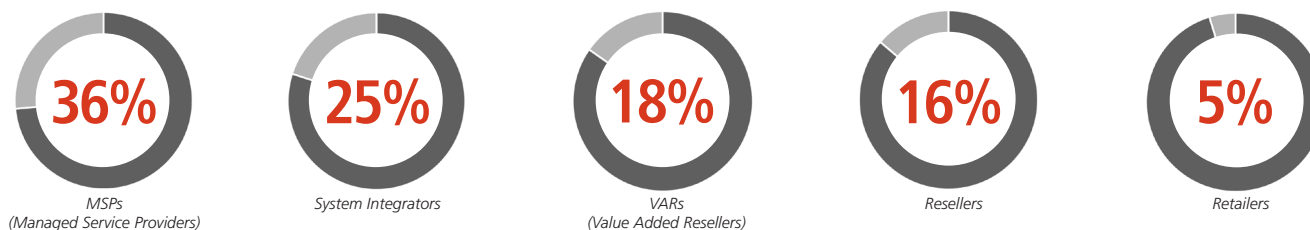
IT Channel delivers market insight and technology intelligence to **MSPs, system integrators, VARs, resellers** and **retailers** across Portugal. Through a daily news website and a monthly print and digital magazine, it offers exclusive content, expert analysis and thought leadership that help Channel partners make better business and technology decisions.

Our readers are identified professionals: the people who evaluate, recommend and approve IT purchases in Portugal's Channel companies. Every day, **IT Channel** connects vendors, distributors and partners across the country's technology ecosystem, and our editorial independence is what gives your brand a credible context.

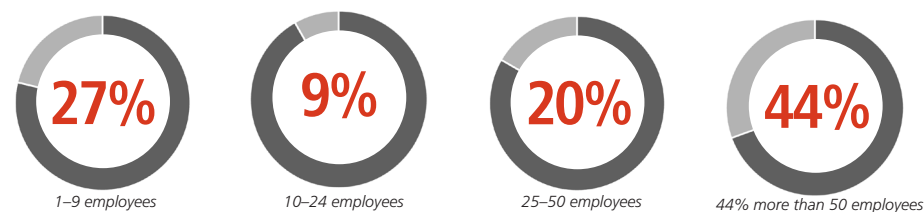


IT Channel is exclusively aimed at those responsible for purchase decisions within the Channel (MSPs, system integrators, VARs, resellers and retailers).

► READERS BY BUSINESS TYPE:



► READERS BY COMPANY SIZE:



According to the IT Channel Reader Survey, April 2025

► TURN INFORMATION INTO ACTION

The only professional IT publication in Portugal with audited circulation (APCT).

Total circulation: > 8,080 readers

Print: > 2,150 (APCT, 2nd quarter 2026)

Digital: > 5,930 (average per issue, 2nd quarter 2026)

Web: 57,953 page views, 11,363 users, 14,471 sessions (May 2026)

Newsletter: > 6,563 active subscribers (audited by APCT, October 2026)

LinkedIn: 6,904 followers (October 2026)



ASSOCIAÇÃO PORTUGUESA PARA O CONTROLO DE TIRAGEM E CIRCULAÇÃO
The only professional IT publication in Portugal with Audited Circulation

► ENGAGE THE CHANNEL: ANYWHERE, ANYTIME

IT Channel offers a full range of marketing solutions that connect brands with Portugal's technology Channel, from print visibility to digital reach and custom content. Magazine, website, newsletter, video or events: we make your communication relevant, credible and effective.

► PRINT & MAGAZINE OPPORTUNITIES

Our monthly magazine reaches more than 8,080 Channel professionals in print and digital (APCT, 2nd quarter 2026). Choose traditional ad placements or tailor-made editorial formats: case studies, partner profiles, thought leadership articles and custom inserts. Position your brand in Portugal's only audited IT magazine.

► DIGITAL & ONLINE OPPORTUNITIES

Our website, newsletters and social media offer several ways to reach and engage the Channel community: banner campaigns, sponsored content, spotlights and targeted email marketing. Available formats include:

- Super Leaderboard, mRec and Billboard banners
- Dynamic and segmented email campaigns
- Sponsored editorial features and partner highlights

► VIDEO & MULTIMEDIA CONTENT

Our team produces video interviews, videocasts and webinars that help vendors and distributors speak directly to their partners. From event coverage to product explainers, our video formats bring your brand to every IT Channel platform.



► CUSTOMIZED PROGRAMS

We use IT Channel's editorial expertise to design content marketing programmes that fit your business goals, combining credibility, storytelling and reach at any stage of the marketing funnel, from awareness to conversion. Because in the Channel, relevance drives relationships.

WE CONNECT PORTUGAL'S IT CHANNEL LIKE NO ONE ELSE

IT Channel delivers insight and visibility across every platform that matters to Portugal's technology Channel. Our print and digital presence makes sure your brand is seen, trusted and remembered wherever decision-makers are.

PRINT EDITION



Frequency: Monthly
(10 issues per year — double issues
in Jan/Feb and Jul/Aug)
Format: 270 x 320 mm

Average print run: > 2,150
(APCT, 2nd quarter 2026)

Distribution

Qualified circulation to Channel professionals
(MSPs, VARs, Integrators, Resellers)

DIGITAL EDITION



Average readers per issue: 5,930
(average per issue, 2nd quarter 2026)

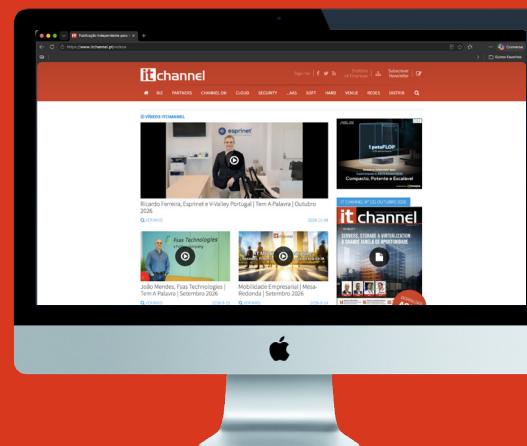
Available formats:
Interactive PDF (for PC and tablet)

Resolution: 1560x1890 px – 150 dpi

Integration:

Clickable links, embedded videos, and trackable
engagement.

ONLINE & WEB FORMATS



Website: www.itchannel.pt

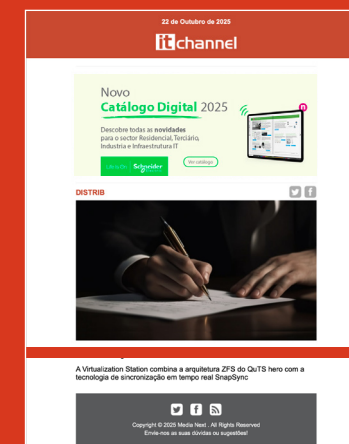
Website traffic:

57,953 pageviews | 11,363 unique users
14,471 sessions
(May 2026)

Main ad units:

Super Leaderboard — 970x90 px
Billboard — 970x250 px
mRec — 300x250 px
Filmstrip — 300x600 px
Mobile — 320x50 px

NEWSLETTER & COMMUNITY



6,563 active subscribers
(audited by APCT, October 2026)

LinkedIn: 6,904 followers
(October 2026)

Targeted and segmented
email campaigns available.

Each edition reaches verified Channel
decision-makers: your message delivered
to the inbox of those who matter.

Contacts:

Business Development: Catarina de Brito | (+351) 910 121 200 | catarina.brito@medianext.pt — João Calvão | (+351) 910 788 413 | joao.calvao@medianext.pt

Publisher & Director: Jorge Bento | jorge@medianext.pt; **Editorial Director:** Rui Damião | rui.damiao@medianext.pt

Newsroom: Marta Quaresma Ferreira (Coordinator) | marta.ferreira@medianext.pt — Inês Martins | ines.martins@medianext.pt

Address: Largo da Lagoa, 7-C | 2795-116 Linda-a-Velha, Portugal | Tel: 214 147 300 | Fax: 214 147 301 | geral@medianext.pt | medianext.pt

channel ON

IT channel conference

THE FLAGSHIP EVENT FOR PORTUGAL'S IT CHANNEL

Channel ON is the largest independent event for **Channel partners, distributors** and **vendor executives** in Portugal. It brings the Channel community together to discuss the trends, challenges and opportunities that shape the technology market. Each edition gathers around **200 professionals** (MSPs, system integrators, VARs and leading vendors) for a day of **insight, networking and collaboration**.

The programme includes **workshops, round tables** and live **debates**, giving brands a unique opportunity to position themselves as thought leaders.

Next edition: 3 June 2027, Lisbon

► SPECIALISED MEDIA SERVICES

IT Channel's editorial, creative and design teams create custom marketing solutions that help your brand communicate with authority and relevance.

Think of us as an extension of your marketing department, ready to deliver integrated campaigns across print, digital and live formats.

Our core capabilities:

- **Videocasts & webinars:** tailor-made video sessions with your executives, partners or clients.
- **Content marketing magazines & webzines:** branded publications and interactive editions that tell your success stories.

- **Thought leadership & research:** surveys, white papers and industry reports developed with our editorial team.
- **Video production:** interviews, product explainers, event coverage and promotional videos across IT Channel's platforms.
- **Targeted newsletters:** scheduled updates and exclusive mailings to verified Channel professionals.
- **Creative & design services:** print and digital artwork, advertorials, cover wraps and inserts.

From awareness to engagement, we help you build trust and visibility in Portugal's IT Channel.



EDITORIAL CALENDAR 2027

Each month, IT Channel explores the technologies, trends and strategies shaping Portugal's IT Channel.

Our editorial calendar connects your brand to the most relevant topics, from AI, cybersecurity and cloud to managed services, the workplace and the evolution of the Channel ecosystem.

Issue	Special Content & Live Event	in Focus	Deadline for Materials Delivery
JAN		▶ Special Edition Channel Programs: Partner Ecosystems 2027: Value, Growth & Collaboration	▶ 18 - 01 - 2027
#134 FEB		▶ Cybersecurity in the AI Era: Attack, Defense & Opportunity	▶ The Business of the Channel 2027: Growth & Profitability in the IT Channel
#135 MAR		▶ Data Centers Next: Capacity, Power & Intelligence	▶ Women in Tech
#136 APR		▶ AI at Work: From Pilots to Profit	▶ The New Enterprise PC Experience
#137 MAY		▶ Networks That Think: Intelligent Enterprise Connectivity	▶ Financing the Channel: As-a-Service, Leasing & DaaS
#138 JUN		▶ Cyber Resilience: Backup, Recovery & Managed Security	▶ IT Channel Survey 2027
#139 JUL		▶ Cloud Strategies 2027: Hybrid, Multicloud & Sovereign	▶ Physical Security & Video Surveillance
#140 SEP		▶ Workplace Everywhere: Mobility, Devices & the Digital Employee. Live Event with IT Insight (3 September)	▶ Managed Security & MSSP Evolution
#141 OCT		▶ Infrastructure for Intelligence: Servers, Storage & Virtualization	▶ TOP Channel 2027: The Year's Leading Players
#142 NOV		▶ Print, Capture & Automate: The Document Journey	▶ Sustainable IT & Green Data Centers
#143 DEC		▶ Managed Services & MSP Platforms	▶ Channel Business Outlook 2028

- Each edition may include sponsored round tables, partner interviews or event coverage.
- Themes may be adjusted during the year to reflect emerging technologies and market priorities.
- For editorial collaboration, contact editorial@medianext.pt.

Business Development: Catarina de Brito | (+351) 910 121 200 | catarina.brito@medianext.pt — João Calvão | (+351) 910 788 413 | joao.calvao@medianext.pt

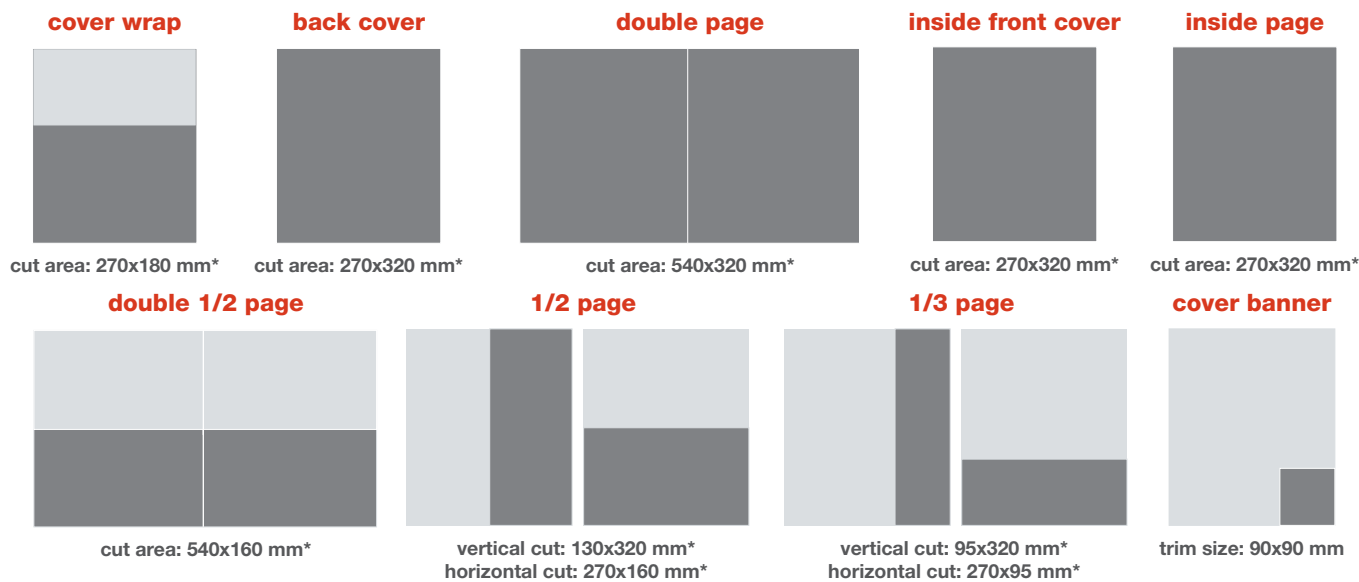
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PRINT AD RATES 2027



AD RATES PRINT

Frequency system (issues / year)	1	2	4	6	8	10
Cover wrap	2,290 €	2,200 €	2,140 €	2,100 €	2,050 €	2,000 €
Double page	2,380 €	2,270 €	2,220 €	2,180 €	2,140 €	2,090 €
Back cover	2,110 €	2,030 €	1,960 €	1,930 €	1,880 €	1,840 €
Full page	1,650 €	1,590 €	1,540 €	1,510 €	1,490 €	1,450 €
½ page	1,010 €	980 €	950 €	930 €	905 €	885 €
⅓ page	740 €	705 €	680 €	670 €	645 €	640 €

IT CHANNEL FORUM PARTNER

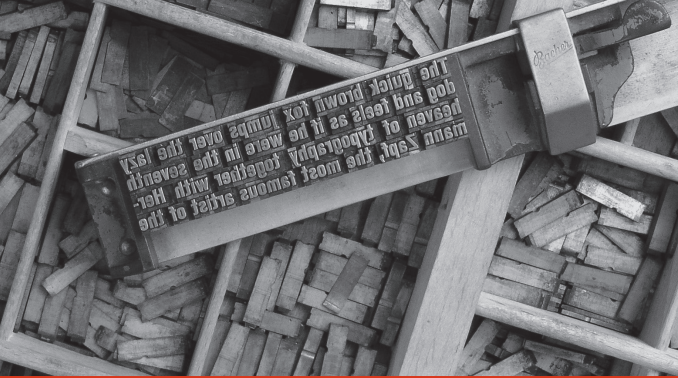
Format	Conditions	Rate
IT Channel Forum Partner	1 issue	1,950 €
IT Channel Forum Partner	4 or more issues (per issue)	1,750 €

Includes participation in the issue round table (Forum) and webinar, 1 advertising page, 1 advertorial page, a news article on the web platform with social media distribution, and opt-in registrations for direct contact.

SERVICES

Advertorial Content Production	225 €
Advertising Artwork Production	125 €
Digital Interactive (videos, whitepapers, etc..)	125 €
Web links in digital editions	0 €

- Mandatory placement adds 20% to the listed prices.
- Other advertising options (inserts, flaps or double covers) available on request.
- All prices are subject to 23% VAT for companies with a Portuguese tax number. For foreign entities, VAT is not applicable.



OFFSET SPECIFICATIONS

- IT Channel accepts Adobe PDF files to the PDF/X-1a:2001 specification (PDF 1.3).
- Open files created in Adobe Creative Suite 5 or later are also accepted, with a colour proof.
- Print: offset, 4 colours; pre-press: CTP; resolution 300 dpi.
- Cut area: 270 x 320 mm (total usable size). Bleed: 276 x 326 mm (background graphics). Trim size: 260 x 310 mm (relevant content).
- Crop marks and registration marks required.

Also in digital format for PC and tablet

Rates for insertion in the digital format on request.



Total Audit: > 8,080

Print: > 2,150 (APCT, 2nd quarter 2026)

Digital: > 5,930 (average per issue, 2nd quarter 2026)

ONLINE AD RATES 2027

THE *IT Channel* WEBSITE uses Ad Manager:

Campaigns are paid by cost per contact, according to the number of times they are viewed, so they fit your budget. Ad Manager lets you follow the progress of your campaign with reliable audit data and request the segmentation you need.



Website traffic
page-views: 57,953
users: 11,363
sessions: 14,471
(May 2026)

Newsletter subscribers: 6,563
(audited by APCT, October 2026)

LinkedIn: 6,904 followers
(October 2026)

Audience data transparency: IT Channel audit data can be consulted at www.apct.pt. Digital edition statistics are provided by Calaméo (Paris); website data are audited by DoubleClick; newsletter data come from Mailchimp (Atlanta, USA). Updated data are available on request at webmaster@medianext.pt.

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

PLAN YOUR 2027 PRESENCE: TALK TO OUR BUSINESS DEVELOPMENT TEAM.

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► AD RATES BANNERS SPONSORSHIP (25% Share per week ± 10k impressions per week)

Ad Unit	Size (px)	14 days	21 days	30 days
Super Leaderboard	970w x 90h	450 €	600 €	750 €
Billboard	970w x 250h	525 €	725 €	925 €
Filmstrip	300w x 600h	375 €	500 €	625 €
Medium Rectangle (mRec)	300w x 250h	300 €	400 €	500 €
Mobile (Smartphones)	320w x 50h	250 €	300 €	375 €
Dynamic optimization (Leader+mRec+Mobile)		450 €	600 €	750 €

► AD RATES BANNERS CPM IMPRESSIONS

Ad Unit	Size (px)	CPM
Super Leaderboard	970w x 90h	40 €
Billboard	970w x 250h	60 €
Filmstrip	300w x 600h	35 €
Medium Rectangle (mRec)	300w x 250h	30 €
Mobile	320w x 50h	30 €
Dynamic optimization (Leader+mRec+Mobile)		40 €

► NEWSLETTERS

Format	Size	Distribution	Rate
Dedicated Newsletter	700w	100K	1,350 €
Editorial Newsletter (4 shots)	600w x 250h	50K	900 €

► SOCIAL MEDIA POSTS

Format	Rate
LinkedIn, Facebook	525 €
Spotify & YouTube	375 €

► VIDEOCAST

Format	Conditions	Rate
Editorial videocast sponsorship (Channel View)	Per episode, minimum 3 consecutive episodes	1,100 €
Custom videocast	1 episode, interview recorded at the MediaNext studio	1,850 €
Custom videocast	Series of 4 or more (per episode)	1,650 €

Editorial videocast sponsorship: the sponsor supports the episode; editorial content remains the responsibility of MediaNext.

- 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.

Audit by **APCT** — Portuguese Association
for Controlled Circulation

