

IT·Insight

2027

DIGITAL MAGAZINE
FOR A CHANGING WORLD

THE DIGITAL MAGAZINE FOR EXECUTIVES
LEADING DIGITAL TRANSFORMATION, WITH THE
LARGEST AUDIENCE IN ITS SEGMENT IN PORTUGAL

DIGITAL
TRANSFORMATION

0%  100%



mediakit

NEW MEDIA FOR
DIGITAL ACCELERATION

IT·Insight

it·channel

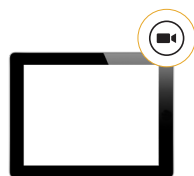
IT·SECURITY

Smartplanet

media
NEXT
STAY AHEAD · STAY RELEVANT

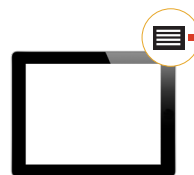
DIGITAL MAGAZINE AD RATES 2027

A DIGITAL EDITION DESIGNED FOR INTERACTIVITY



VIDEO

Embedded, no connection needed



CONTENT

Accessible anytime through interactive menus



SLIDE SHOW

Always room for photos



WEB LINKS

Every reference one click away

SPONSORSHIP PACKAGE, BRANDED CONTENT + DISPLAY PAGE

ISSUE FREQUENCY SYSTEM

	1	2	4	6
2-page interactive + 1 ad page	1,830 €	1,690 €	1,570 €	1,440 €
4-page interactive + 1 ad page	3,160 €	2,860 €	2,640 €	2,390 €

DISPLAY PAGES PER LOCATION

ISSUE FREQUENCY SYSTEM

	1	2	4	6
Up to page 4	1,320 €	1,260 €	1,190 €	1,130 €
Pages 5 to 10	1,190 €	1,130 €	1,080 €	1,030 €
11 and beyond	1,090 €	1,030 €	980 €	930 €

EDITION PACKAGES

FORMAT

CONDITIONS

RATE

IT Insight Forum Partner

1 issue

1,950 €

Includes participation in the issue round table (Forum) and webinar, 1 advertising page, 2 advertorial pages, a news article on the web platform with social media distribution, and opt-in registrations for direct contact. Single price, no frequency discount.

SERVICES

Advertorial content production	225 €	Digital interactive (videos, whitepapers, etc.)	125 €
Advertising artwork production	125 €	Web links in digital editions	0 €

SPECIFICATIONS

- IT Insight accepts Adobe PDF files.
- Open files created in Adobe InDesign, Photoshop and Illustrator are also accepted.
- Page dimensions: 3000 x 2000 px (minimum 150 dpi).
- Embedded videos: MPEG-4, up to 4 MB. Above 4 MB, 150 € per MB. Autoplay subject to approval.
- Video streaming: unlimited duration (the reader needs a data connection).
- Audio: mono MP3, up to 60 seconds (sampling rate 22,050 Hz).
- External links: specify the URL and the interaction area.

DISTRIBUTIONS FORMATS

- e-PUB: audio, video, links, HTML5, navigation
- iPDF: audio, video, links, navigation
- PDF: no interactivity
- Page flip: interactive links



Publicity



Branded Content

■ ONLINE AD RATES 2027

THE ITInsight 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 BANNER SPONSORSHIP (per campaign)

Ad unit	Pixel size	Position	14 days	21 days	30 days
Average impressions			± 20k	± 30k	± 40k
Super Leaderboard	970w x 90h	B1	450 €	600 €	750 €
Billboard	970w x 250h	B1	525 €	725 €	925 €
FilmStrip	300w x 600h	B3	375 €	500 €	625 €
Medium Rectangle (mRec)	300w x 250h	B3	300 €	400 €	500 €
Mobile (smartphones)	320w x 50h		250 €	300 €	375 €
Dynamic optimization (Leader + mRec + Mobile)			450 €	600 €	750 €

■ BANNERS CPM IMPRESSIONS

Ad unit	Pixel size	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	Pixel size	Distribution	Conditions	Rate
Dedicated	700w x < 2000h	100K	1 shot	1,350 €
Editorial Leaderboard	600w x 250h	50K	4 shots	900 €

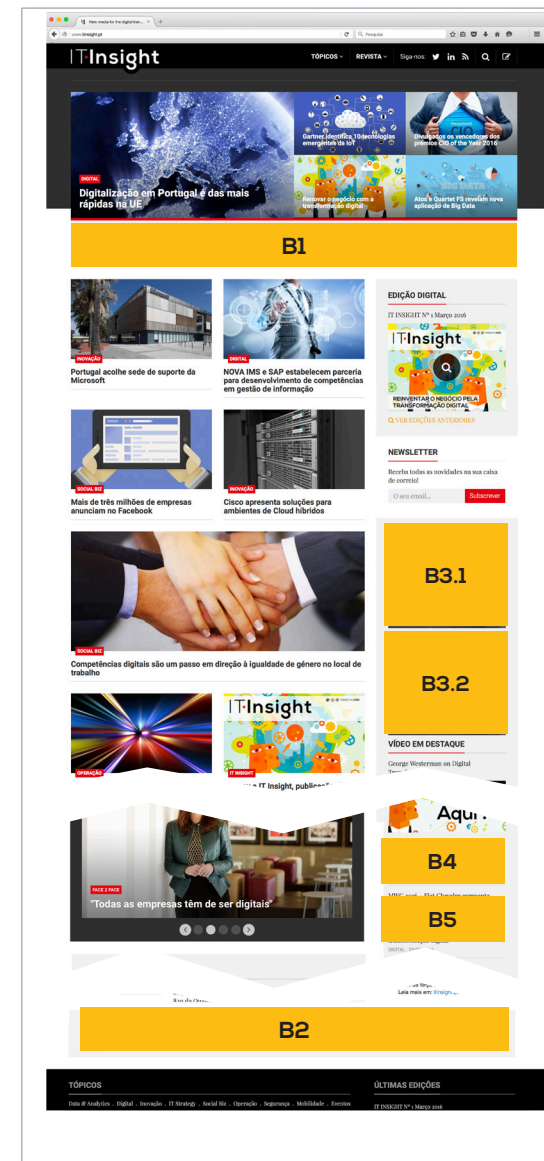
■ SOCIAL MEDIA POSTS

Format	Rate
LinkedIn, Facebook (per post)	525 €
Spotify & YouTube (per post)	375 €

■ VIDEOCAST

Format	Conditions	Rate
Editorial videocast sponsorship (Estado da Arte)	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.



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

■ EDITORIAL CALENDAR 2027

ISSUE	IN DEEP	CONTENT HUB	THE BEST OF BREED	DELIVERY DEADLINE
#66 MAR	▶ Agentic AI: From Experimentation to Measurable ROI	▶ Hybrid Event Cybersecurity, Compliance & Trust	▶ Networking & Connectivity	▶ 18-02-2027
#67 MAY	▶ Reskilling: Building the Skills for What Comes Next	▶ Live Event Applications, Platforms & Integration	▶ Cybersecurity & Zero Trust	▶ 22-04-2027
#68 JUL	▶ Embedded AI: Intelligence Moves Into the Physical World	▶ Hybrid Event AI, Data & Automation: From Pilot to Action	▶ Storage & Data Protection	▶ 28-06-2027
#69 SEP	▶ Legacy Modernization: Paying Down the Technology Debt	▶ Live Event (joint with IT Channel) Future of Work & Digital Leadership	▶ ERP, CRM & Enterprise Software	▶ 01-09-2027
#70 NOV	▶ Data Strategy: From Governance to Decisions	▶ Hybrid Event Continuity, Resilience & Recovery	▶ IT Operations, AIOps & Automation	▶ 22-10-2027
#71 JAN 2028	▶ Tech Outlook 2028: The Priorities of Digital Leadership	▶ Hybrid Event Cloud Strategy, Governance & Sovereignty	▶ PCs, Workstations & Workplace	▶ 09-12-2027

HYBRID EVENT: IT INSIGHT TALKS

IT Insight Talks are hybrid round tables: an in-person audience of about 60 business and public-sector decision-makers, and a live broadcast on the IT Insight channel for hundreds of readers. See the dedicated IT Insight Talks mediakit.

DIGITAL MAGAZINE NEW MEDIA FOR DIGITAL TRANSFORMATION

Supporting decision-makers. IT Insight gives C-level executives, IT leaders and decision-makers in business and government the insight and practical guidance to lead digital transformation, spot opportunities and make informed choices.

Driving transformation across sectors. IT Insight covers the technologies, strategies and policies that shape the digital economy and accelerate progress in public and private organisations across Portugal.

Identified professionals. Our readers are the people who evaluate, recommend and approve technology investments in business and government. Our editorial independence is what gives your brand a credible context.

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).

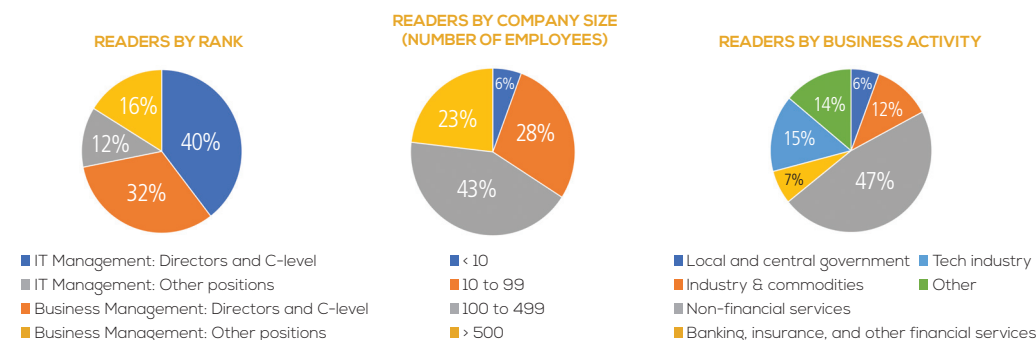
PLAN YOUR 2027 PRESENCE: TALK TO OUR BUSINESS DEVELOPMENT TEAM.

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■ TURN INFORMATION INTO ACTION

Digital	Web	Newsletter	LinkedIn
> 13,274 downloads (average circulation per issue; AWS + Calaméo)	59,435 page views; 6,616 users; 8,152 sessions (May 2026)	10,627 active subscribers (audited by APCT, October 2026)	5,286 followers (October 2026)

Digital: 2025, 1st semester.

– 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.