



2027

IT^{Insight} SECURITY

FOR A #SAFERWORLD

The only Portuguese publication dedicated to cybersecurity, serving CISOs, CSOs, CIOs, CTOs, DPOs and IT managers

mediakit



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it channel

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Smartplanet

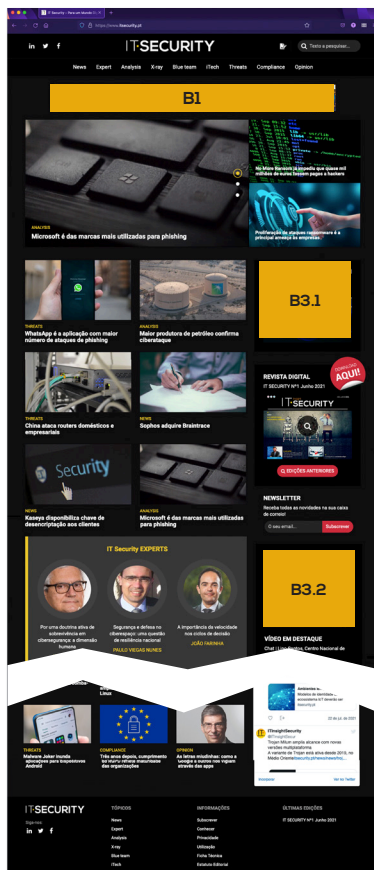
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► ONLINE AD RATES 2027

THE ITSECURITY 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 €

■ IT SECURITY WATCH

Format	Conditions	Rate
Editorial videocast sponsorship (IT Security Watch)	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 €

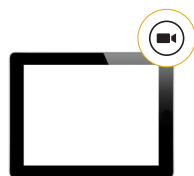
Editorial videocast sponsorship: the sponsor supports the episode; editorial content remains the responsibility of MediaNext.

Audience data transparency: all audit data about the digital edition may be consulted at www.apct.pt. Statistical data on the digital edition is provided by Calameo.com – Paris and Amazon Web Service. Website audit data are audited by DoubleClick and newsletter data are from Mailchimp Atlanta, Georgia, USA. All updated data can be provided by request at webmaster@medianext.pt



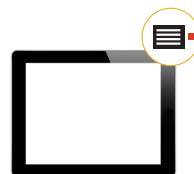
► DIGITAL MAGAZINE AD RATES 2027

A DIGITAL EDITION DESIGNED FOR INTERACTIVITY



VIDEO

Embedded, no connection needed



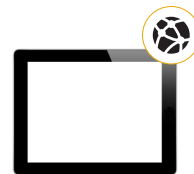
CONTENT

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
Forum Estado da Nação (IT Security 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 Security 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



Display Ad Page



S.LABS Branded Content



► ISSUE - RELEASE DATE 2027

ISSUE	COVER	BRAVE NEW WORLD	MATERIAL DELIVERY DEADLINE
#34 FEB	► AI-Powered Cyberattacks	► Cryptographic Agility	► 22-01-2027
#35 APR	► NIS2: A Year Later	► Continuous Controls Monitoring	► 18-03-2027
#36 JUN	► Identity as the New Perimeter	► Sovereign Security	► 19-05-2027
#37 AUG	► State of Cybersecurity (Webinar)		► 09-07-2027
#38 OCT	► Cyber Resilience Act	► Software Bill of Materials	► 17-09-2027
#39 DEC	► SOC in 2028	► Continuous Threat Exposure Management	► 19-11-2027

EDITORIAL SECTIONS:

COVER – the main article of the issue.

CHAT – interview with a CISO, CSO or other cybersecurity specialist.

EXPERT – cybersecurity experts share their views.

X-RAY – analysis of a recent cyberattack.

BRAVE NEW WORLD – new concepts in cybersecurity.

RISK – risk management and compliance.

BLUE TEAM – profile of a cybersecurity company.

COVERAGE – coverage of recent conferences.

VIDEOCAST

IT Security Watch

The monthly cybersecurity observatory, in videocast interviews.



DIGITAL MAGAZINE FOR A CHANGING WORLD

Guiding the decision-making process. IT Security helps CISOs, CSOs, CIOs and IT managers with security responsibilities to understand a changing threat landscape, make better decisions and strengthen their organisations' resilience.

Serving the public and private sectors. IT Security brings the themes that define the cybersecurity agenda to enterprises and public organisations across Portugal, supporting the cultural change needed to adopt new technologies, practices and processes securely.

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

■ PLAN YOUR 2027 PRESENCE: 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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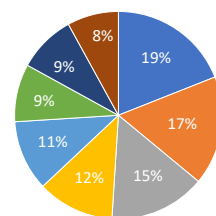
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– All rates effective from October 2026.

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

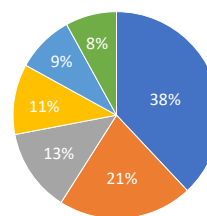
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READERS BY JOB TITLE



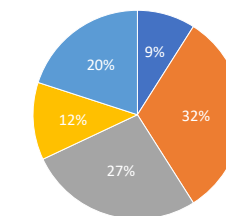
■ CIO, CTO, IT Director
■ IT Security Staff
■ Business Management
■ CSO, CISO
■ CEO, C-level, Executive Dir.
■ IT Staff
■ Middle managers
■ DPO & Consultants

READERS BY VERTICAL



■ Non-financial Services
■ Tech Industry
■ Industry & Utilities
■ Other
■ Banking, Insurance Finance
■ Local & Central Government

READERS BY COMPANY SIZE
(NUMBER OF EMPLOYEES)



■ < 10
■ 10 to 99
■ 100 to 499
■ 500 to 999
■ > 1000

■ TURN INFORMATION INTO ACTION

Digital
 > 22,545 downloads
(average circulation per issue; AWS + Calaméo)

Digital: 2025, 1st semester.

Web
 page-views: 207,213
 unique users: 8,153
 sessions: 15,444 (April 2026)

Newsletter
 6,071 Active subscribers
(audited by APCT, October 2026)

LinkedIn
 7,571 followers
(October 2026)

■ MAJOR IN-PERSON CONFERENCES AND SUMMITS

– IT Security Summit Porto | 20 April 2027 | summit.itsecurity.pt

– IT Security Conference | 14 October 2027, Lisbon | conf.itsecurity.pt

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