



2023

IT^{Insight} SECURITY

FOR A #SAFERWORLD

Independent Portuguese publication focused
on cybersecurity and risk management for
CISO, CSO, CIO, DPO and IT Managers



mediakit

► ONLINE AD RATES 2023

THE ITSECURITY WEBSITE USES AD MANAGER:



The Ad Manager system offers a series of solutions designed to break down barriers and boost your business in the digital world. Campaigns programmed by cost per contact are the fairest and most efficient way of distributing your campaign, as they're paid

according to the number of times they are viewed and, in a way, adjusted to your budget. With the Ad Manager tool, you can control the progress of your campaigns with reliable audit data and request the desired segmentation.

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

| Average impressions (x1000) | Pixel Size | Ad Unit | Days | 14 | 21 | 30 |
|---|-------------|---------------|---------------|-------|-------|-------|
| | | | Impressions ± | 20k | 30k | 40k |
| Super Leaderboard | 970w x 90h | B1 | | 385 € | 520 € | 660 € |
| Billboard | 970w x 250h | B1 | | 465 € | 645 € | 825 € |
| FilmStrip | 300w x 600h | B3 | | 330 € | 440 € | 550 € |
| Medium Rectangle (mRec) | 300w x 250h | B3 | | 275 € | 358 € | 440 € |
| Mobile | 300w x 50h | (smartphones) | | 220 € | 275 € | 330 € |
| Dynamic optimization (Leader+mRec+Mobile) | | | | 385 € | 523 € | 660 € |

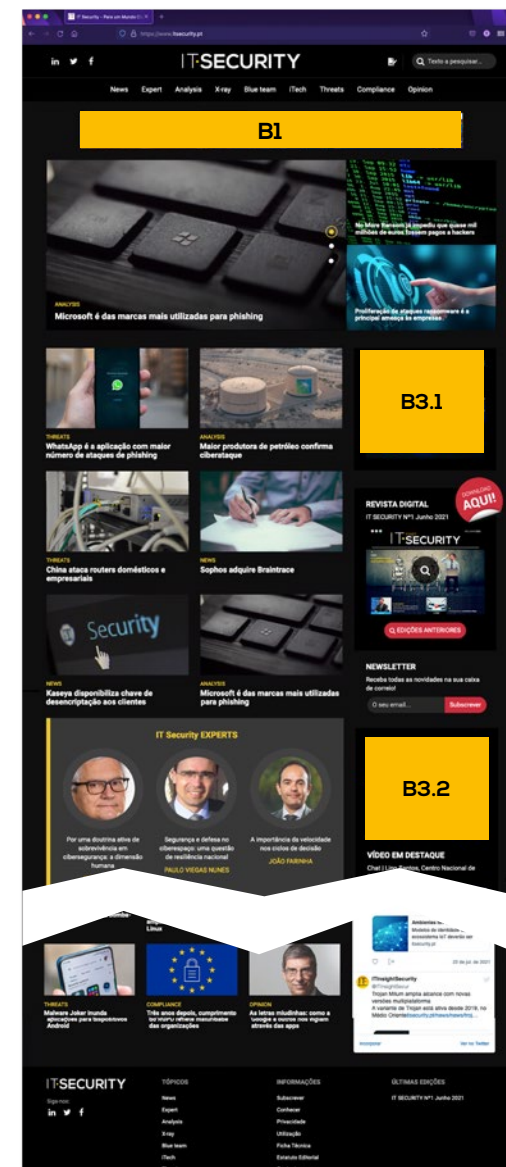
- Current VAT rate must be added to these prices with the exception of UE intra-Community B2B transactions.

■ AD RATES BANNERS CPM IMPRESSIONS

| Impressions | Pixel Size | Ad Unit | CPM |
|---|-------------|---------------|------|
| Super Leaderboard | 970w x 90h | B1 | 33 € |
| Billboard | 970w x 250h | B1 | 44 € |
| FilmStrip | 300w x 600h | B3 | 28 € |
| Medium Rectangle (mRec) | 300w x 250h | B3 | 22 € |
| Mobile | 300w x 50h | (smartphones) | 22 € |
| Dynamic optimization (Leader+mRec+Mobile) | | | 33 € |

■ NEWSLETTERS

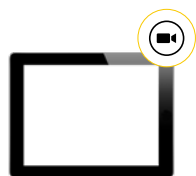
| | | | | | |
|----------------------|--------------------|----------------|------|---------|---------|
| Dedicated | Full size | 700w x < 2000h | 100K | | 1 050 € |
| Editorial Newsletter | Banner Leaderboard | 600w x 250h | 50K | 4 shots | 640 € |



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

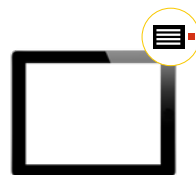
► DIGITAL MAGAZINE AD RATES 2023

A DIGITAL EDITION DESIGNED FOR INTERACTIVITY



VIDEO

Embedded so you need not be online



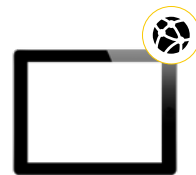
CONTENT

Accessible anytime through interactive menus



SLIDE SHOW

So there is always space for photos



WEB LINKS

Every referral a click away

ISSUE FREQUENCY SYSTEM

DISPLAY PAGES (location)

| | 1 | 2 | 4 | 6 |
|---------------|---------|---------|---------|---------|
| Up to page 4 | 1 200 € | 1 150 € | 1 100 € | 1 050 € |
| Pages 5 to 10 | 1 100 € | 1 050 € | 1 000 € | 950 € |
| 11 and beyond | 1 000 € | 950 € | 900 € | 850 € |

BRANDED CONTENT

| | 1 | 2 | 4 | 6 |
|--|---------|---------|---------|---------|
| 2-pages interactive branded content + Display page (optional) Advertorials, Event Coverage, etc. | 1 650 € | 1 540 € | 1 430 € | 1 320 € |
| 4-pages interactive branded content + Display page (optional) Case studies, Interviews, etc. | 2 860 € | 2 640 € | 2 420 € | 2 200 € |

- Current VAT rate must be added to these prices with the exception of UE intra-Community B2B transactions.

SERVICES

| | | | |
|--------------------------------|-------|---|-------|
| Advertorial Content Production | 200 € | Digital Interactive (Videos, Whitepapers, ect.) | 100 € |
| Advertising Artwork Production | 100 € | Weblinks in digital editions | 0 € |

SPECIFICATIONS

- IT SECURITY only accepts Adobe PDF
- IT SECURITY also accepts "open" materials when they originate in Adobe InDesign, Adobe Photoshop and Adobe Illustrator
- Page dimensions: 3000x2000px (minimum 150 dpi)
- Embedded videos: Mpeg4 format up to 4Mb.*
- Video streaming: unlimited duration**
- Audio: Mono Mp3 format up to 60s***
- External Links: Specify URL and interaction area

DISTRIBUTIONS FORMATS

- e-PUB: Includes audio, video, links, html5, navigation
- iPDF: Includes audio, video, flash animation, links, navigation
- PDF: Does not include any interactivity
- Page Flip: Includes interactive links

*Starting from 4Mb, 150€ per Mb. Autoplay is subject to approval.

Requires the reader to have data network access. * Sampling 22.050Hz.



Display Ad Page



S.LABS Branded Content



media
NEXT

► ISSUE - RELEASE DATE 2023

#10 FEBRUARY

COVER

Red Team / Blue Team

BRAVE NEW WORLD

Managed and Detection Response Services

#13 AUGUST

COVER

O Estado da Nação

ROUND TABLE

O Estado da Nação

#11 APRIL

COVER

OT Security

BRAVE NEW WORLD

Container & Kubernetes Security

#14 OCTOBER

COVER

The New Face of Phishing

BRAVE NEW WORLD

Pen Testing-as-a-Service

#12 JUNE

COVER

Account Takeover

BRAVE NEW WORLD

Security Information and Event Management (SIEM)

#15 DECEMBER

COVER

Internal Threats

BRAVE NEW WORLD

Integrated Risk Management



EDITORIAL SECTIONS:

COVER – The main article of the issue.

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

EXPERT – Where cybersecurity experts share their vision.

X-RAY – Analysis of a recent cyberattack.

BRAVE NEW WORLD – The new concepts of the cybersecurity world.

RISK – An article about risk management and/or compliance.

BLUE TEAM – Profile of a cybersecurity company.

COVERAGE – Coverage of recent conferences.



ARTICLES



PHOTOGRAPHS



AUDIO



VIDEO

DOWNLOAD YOUR COPY HERE:

www.itsecurity.pt

IT SECURITY

DIGITAL MAGAZINE FOR A CHANGING WORLD

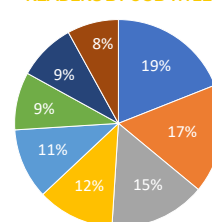
Guiding the decision-making process

IT Security was created for a new reality where organizations face a new realm of threats. Is designed to help CISO, CSO, CIO and IT managers with cybersecurity responsibilities to better navigate the digital disruption and the increase of digital vulnerabilities.

Evangelizing enterprise users

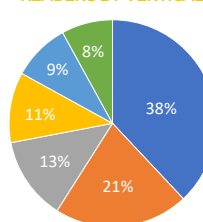
By familiarizing users with the themes that characterize the cybersecurity agenda, IT Security seeks to promote the cultural change needed for the adoption of new technologies, practices, and processes, while maintaining a secure IT environment.

READERS BY JOB TITLE



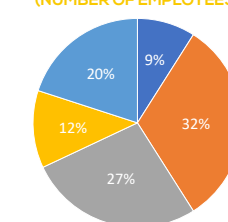
■ CIO, CTO, IT Director
 ■ IT Security Staff
 ■ Business Management
 ■ CSO, CISO
 ■ CEO, C-level, Executive Dir.
 ■ IT Staff
 ■ Middle managers
 ■ DPO & Consultors

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 a 99
 ■ 100 a 499
 ■ 500 a 999
 ■ > 1,000

Digital

> 31.306 downloads

Issue july

(AWS + Calameo)

Web

page-views: > 82.764

unique users: > 3.818

(2022 – 1st Semester)

Newsletter

3.120 Active subscribers

(Mail Chimp – 2022 – 1st Semester
(Audited By Associação Portuguesa Controlo de Tiragem))

Business Development Lead: Rita Castro (+351) 910 788 082 - rita.castro@medianext.pt

Senior Account Executive: João Calvão (+351) 910 788 413 - joao.calvao@medianext.pt

Publisher: Jorge Bento - jorge@medianext.pt

Director: Rui Damião - rui.damiao@medianext.pt

Request updated traffic data at: webmaster@medianext.pt