



2022

IT ^{Insight} SECURITY

FOR A #SAFERWORLD

Independent Portuguese publication focused on cybersecurity and risk management for CISOs, CSOs, CIOs DPOs and IT Managers



mediakit

► ONLINE AD RATES 2022

THE IT·SECURITY 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	Days	Impressions ±		
			14	21	30
			20k	30k	40k
Ad Unit					
Super Leaderboard	970w x 90h	B1	350 €	475 €	600 €
Billboard	970w x 250h	B1	425 €	588 €	750 €
FilmStrip	300w x 600h	B3	300 €	400 €	500 €
Medium Rectangle (mRec)	300w x 250h	B3	250 €	325 €	400 €
Mobile	300w x 50h (smartphones)		200 €	250 €	300 €
Dynamic optimization (Leader+mRec+Mobile)			350 €	475 €	600 €

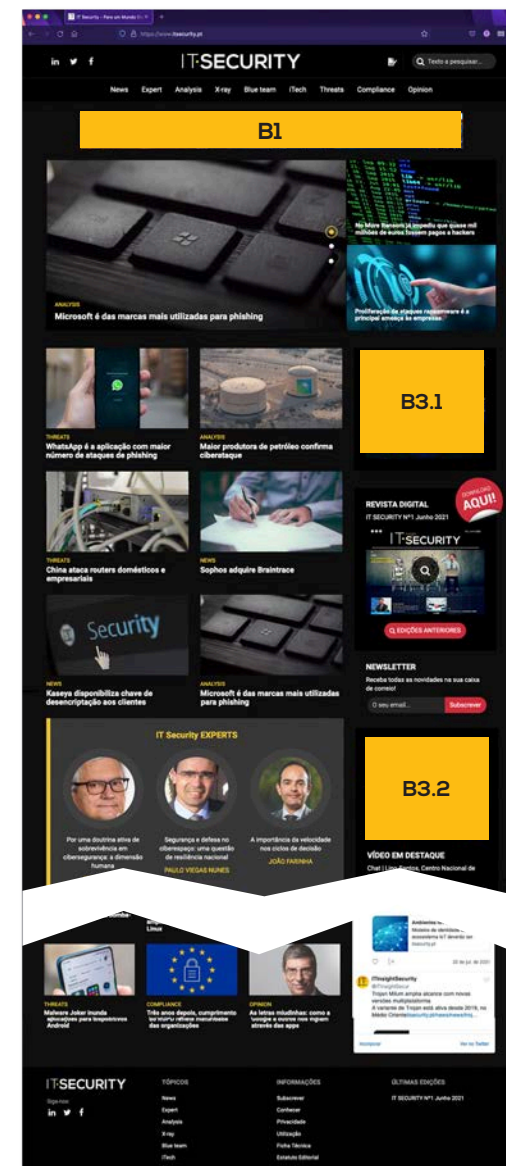
- Current VAT rate must be added to these prices with the exception of UE intra-Community B2B transactions.

■ AD RATES BANNERS CPM IMPRESSIONS

Impressions	Pixel Size	Ad Unit	CPM
Super Leaderboard	970w x 90h	B1	30 €
Billboard	970w x 250h	B1	40 €
FilmStrip	300w x 600h	B3	25 €
Medium Rectangle (mRec)	300w x 250h	B3	20 €
Mobile	300w x 50h (smartphones)		20 €
Dynamic optimization (Leader+mRec+Mobile)			30 €

■ NEWSLETTERS

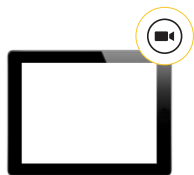
Dedicated	Full size	700w x < 2000h	100K		1 000€
Editorial Newsletter	Banner Leaderboard	600w x 250h	50K	4 shots	600€



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

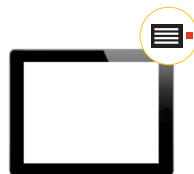
► DIGITAL MAGAZINE AD RATES 2022

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.	1 500 €	1 400 €	1 300 €	1 200 €
4-pages interactive branded content + Display page (optional) Case studies, Interviews, etc.	2 600 €	2 400 €	2 200 €	2 000 €

- 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 INSIGHT only accepts Adobe PDF
- IT INSIGHT also accepts “open” materials when they originate in Adobe InDesign, Adobe Photoshop and Adobe Illustrator
- Page dimensions: 2048x1536px (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 2022

#04 FEBRUARY

COVER

Cloud Cybersecurity

BRAVE NEW WORLD

BYOPC Security

#07 AUGUST

COVER

O Estado da Nação

ROUND TABLE

O Estado da Cibersegurança em Portugal

#05 APRIL

COVER

Security by Design

BRAVE NEW WORLD

Mobile Threat Defence

#08 OCTOBER

COVER

Ransomware

BRAVE NEW WORLD

Hardware-based Security

#06 JUNE

COVER

The Human Factor

BRAVE NEW WORLD

Disaster Recovery as-a-Service

#09 DECEMBER

COVER

Cyberdefense of Strategic Infrastructures

BRAVE NEW WORLD

EDR

EDITORIAL SECTIONS:

COVER – The main article of the issue.

CHAT – Interview with a CISO, CSO or others cybersecurity specialists.

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

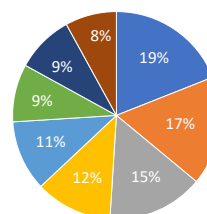
Guiding the decision-making process

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.

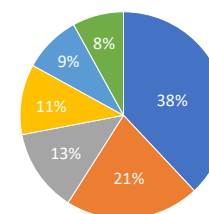
Evangelizing enterprise users

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.

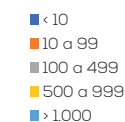
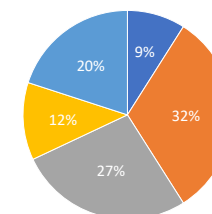
READERS BY JOB TITLE



READERS BY VERTICAL



READERS BY COMPANY SIZE (NUMBER OF EMPLOYEES)



Digital

> 23.161 downloads

Issue July

(AWS + Calameo)

Web

page-views: > 33.495

unique users: > 2.990

(2021 – 1st Semester)

Newsletter

2.519 Active subscribers

(Mail Chimp – 2021 – 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

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

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