

2025

BELOW  
THE LINE

*and out of the box*

Specialized tech content production

## EVENT COVERAGE

ALL EVENTS ORGANIZED BY MEDIANEXT INCLUDE EDITORIAL COVERAGE IN THE RESPECTIVE PUBLICATIONS THEY REFER TO, AS WELL AS THEIR CORRESPONDING WEBSITES AND SOCIAL MEDIA PLATFORMS.

### EVENT ORGANIZED BY THE CLIENT – COVERAGE BY MEDIANEXT

#### Includes:

- Pre-event promotion – web banner (1 month) / 2 banners in the editorial newsletter + 2 dedicated newsletters and a complementary replicate
- Post-event promotion – editorial coverage (1 or 2 pages depending on the chosen publication) / photo coverage / distribution via social media, website and editorial newsletter

**TOTAL INVESTMENT:** 1.900€

**PRE-EVENT PROMOTION INVESTMENT:** 1.000€

**POST-EVENT COVERAGE INVESTMENT:** 1.100€

**EXTRA | VIDEO COVERAGE INVESTMENT: (2-3 MIN):** 900€

## EVENT ORGANIZATION

Physical, hybrid, and online-only events

### BUSINESS BREAKFAST / LUNCH

This is one of the event formats developed by MediaNext for its publications, highly sought after and yielding the best results. Held in a designated hotel venue, led by a vendor, with the aim of discussing a specific topic, for up to 10 attendees.

**INVESTMENT:** 7.000€

#### Includes:

- Turnkey event, including organization and logistics\*, pre-promotion, guest invitation for the event, hosting by the publication's director or senior journalist, and editorial coverage;
- Coverage of the event in the contracted publication (2 pages in IT Channel; 2-4 pages in IT Insight; online article on Smart Planet and Tecno Hotel);
- Full event video for on-demand streaming, also included in the event coverage and published on the website and YouTube channel of the corresponding publication;
- Option for live streaming on a social media platform of choice, mentioning the speakers.

\*Hospitality and associated third party costs subject to a separate budget (+- 1.500€)



## IT WEBINARS

- Production, hosting and publishing of IT Webinar presented and moderated by the Director or Senior Journalist of the chosen publication (check date availability);
- Pre-event promotion & post-event promotion ;
- Possibility of sharing documentation provided by the client, in addition to the presentation used during the webinar;
- Live streaming in a social media platform of choice, with mention of the participants;
- Editorial coverage of the webinar in the selected publication in the month following its occurrence, featured on the website, social media, and editorial newsletter, at a later date;
- Video summarizing the webinar featured on the website, at a later date (optional);
- The leads of event participants are provided in accordance with GDPR regulations.

Duration: 45 minutes (max.)

Number of speakers: 1 or 2

(In the case of a roundtable format, the additional speakers can be designated by the company or selected through editorial invitations by MediaNext).

**INVESTMENT: 5.000€**

### Benefits

- Real-time Q&A
- Only requires internet connection;
- Lower prices than traditional on-site events;
- The greater number of participants and audience members enables a higher lead generation;
- The quickest way to share content and respond to questions in real-time.

### OPTION

Coverage of a webinar previously planned by the client.

### Includes:

– Editorial coverage (1 to 2 pages, depending on the chosen publication) + distribution via social media, website and editorial newsletter.

**INVESTMENT: 1.300€**

**EXTRA | VIDEO COVERAGE 2-3 MINUTES: 600€**

**EXTRA | MODERATION BY PUBLICATION DIRECTOR: 350€**

**EXTRA | MODERATION BY A SENIOR JOURNALIST: 250€**

## OTHER EVENTS

The MediaNext events team is equipped to handle a wide range of turnkey events, from intimate roundtable discussions to large-scale conferences. Share your needs with our team, and we will develop a customized solution to meet your specific requirements.

In addition, our commitment to tailor-made events extends to providing comprehensive and customized solutions. We work closely with clients to understand their specific goals, the nature of the target audience, and the desired outcomes. Whether for product launches, specialized workshops, or training programs, the MediaNext team is ready to turn your ideas into special events, ensuring your success.



## LEAD GENERATION CAMPAIGNS

Lead generation among engaged, active, and reliable audiences. MediaNext's mission is to contribute to the development of the IT market by providing our readers and IT professionals with knowledge of technological solutions, projects, and suppliers, along with platforms to connect with IT decision-makers. We offer lead generation campaigns focused on content distribution through dedicated newsletters and landing pages.

### BASIC PRO LEAD

(Active Professionals, no filter) – 70€

FILTER: +10€/filter

### POSITION OR SECTOR

Company type (Public, Corporate, Channel)

OPT-IN/CONSENT

CONTACT: 20€ / opt-in

# CONTENT CREATION

## EXECUTIVE DOCUMENT

Executive document developed by the MediaNext team, featuring IT market analysis based on surveys conducted among our readers on specific topics or market trends, with diagrams on an interactive PDF.

**INVESTMENT:** 3.500€

## ONLINE BRANDED CONTENT PAGE

Content preparation for publication on the website, with the possibility of including links to sponsor documentation and videos. Additionally, promotion of the page on social media and in editorial newsletters.

**INVESTMENT:** 900€

## CASE STUDY

Content spanning 2 to 3 pages detailing the client's implementation, featuring an interview conducted with the manufacturer/integrator and the client. This can be accompanied by a video in which two spokespeople can participate.

**EDITORIAL CASE-STUDY INVESTMENT:** 1.000€

**VIDEO CASE-STUDY (2-4 min) INVESTMENT:** – 3.000€\*

\*These values are predicted for a video with up to 4 minutes, considering up to 4 hours of on-site video recording and up to two speakers. Videos exceeding these criteria are available upon request.

## PUBLISHED ON OUR TITLES

1 page in the physical and digital edition + publication on the web, social media, and featured in the editorial newsletter.

**INVESTMENT:** Without video - 2.000€ | With video – 3.700€

## WHITE PAPER PRODUCTION

Co-branded with the journalists of the team and with the provision of a PDF, without public publication.

**INVESTMENT:** 1.500€; Published in our titles | **INVESTMENT:** 2.500€

### Advantages:

- This is a format that requires prior research and thus based on empirical studies and precise techniques, instilling confidence and credibility;
- The choice of the topic is crucial for generating more leads and sales; therefore, it should be appealing and captivating;
- It delivers a concise message, providing a definitive solution to the reader by illustrating causes and resolutions;
- To download the White Paper, one can request more specific data (such as name and email), thereby obtaining more qualified leads;
- Associating links throughout the White Paper enables the promotion of other relevant terms and content;
- Increases the number of views on social media.

## CORPORATE MAGAZINES AND PRINTED OR DIGITAL BROCHURES

Upon request

### INTERVIEW

Preparation, execution, editing | INVESTMENT: 500€

### ORIGINAL ARTICLE

Developed by our journalists based on a client's briefing | INVESTMENT: 400€

### ADAPTED OR TRANSLATED ARTICLE

With editing, based on texts in PT, EN or ES | INVESTMENT: 150€

### PRESS RELEASE

Developed based on a briefing | INVESTMENT: 250€

### CORPORATE VIDEO PRODUCTION

As an external service, hence without publication in our magazines: 2.700€

Featured in our publications: 3.700€

NOTE: These prices are projected for a video with a duration of up to 5 minutes and filming at one location for up to 4 hours. If a longer video is desired, the price is subject to consultation. Extra fee will be applicable for travels outside Lisbon.

#### Advantages:

- Presents the company and its services/solutions/products in a quick, efficient, and memorable manner;
- The video enables interactive communication, capturing the interlocutor's attention more easily;
- Business promotion for increased sales;
- Tells a story and conveys a message, thereby adding value to the brand name;
- Provides greater credibility, as most people prefer watching a video to reading text, making communication more effective;
- By telling a story with images and music, it can evoke emotions, which is positive for conversion;
- Opportunity to explore new markets;
- Increases the number of views on social media.

## CONTACTS

### BUSINESS DEVELOPMENT :

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