

MEDIAKIT 2025



YOUR FULL SERVICE
GROWTH AGENCY!

Publishing • Design Sprints • Training & Consulting

WHAT WE DO

PUBLICATIONS

We offer guaranteed distribution



Andy: Business magazine in French



Duke: Business magazine in English



Luxembourg Official: Our freemium publication



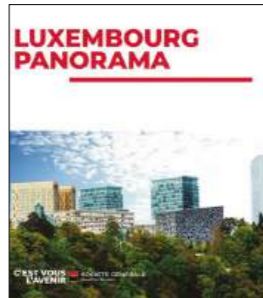
Decision Makers: The annual Luxembourg business directory

DESIGN SPRINTS

Get things done in 3 hours or 1 day



Websites: Simple website in 1 day



Brochure: Produced together in 3 hours



HR Suite: onboarding accelerator, benefits, etc



Consulting: 50 modules delivered in 3 hours

TRAINING CENTER

High impact 3-hour modules for all CEOs and employees



Influencers' Academy



Sales Masterclass



Public Speaking



Boost your growth with LinkedIn

SHARED VALUES

Long term is everything.

360Crossmedia partners with companies like yours to help you solve your problems: growing your business, boosting your brand, attracting the best talents and crafting a tangible corporate culture.

We give you **access** to a **large team of highly driven professionals**.

Created in 2000, **our mission statement is to empower companies of all sizes with prime solutions** sold for a fraction of the traditional price, **with a strong accountability at the heart of all our partnerships**.

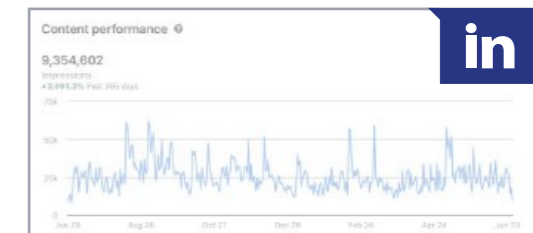
In this brochure, you will find solutions that will help you craft a **solid strategy** aimed at **reaching your goals**.

Do not hesitate to contact us for a free analysis or a demo.

Best regards



Jerome Bloch
CEO



DISTRIBUTING YOUR MESSAGE

PRICING

LANDING YOUR MESSAGE HAS NEVER BEEN SO IMPACTFUL



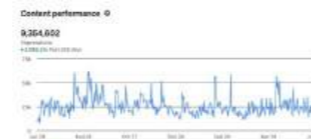
Andy à Luxembourg and Duke have been created to deliver high quality content and **guaranteed distribution**.

DISTRIBUTION

Andy à Luxembourg
 Print: 5.000
 Digital: 212.754
 Downloads: 36.306
 Language: French

Duke
 Print: 3.500
 Digital: 332.185
 Downloads: 97.320
 Language: English

Linkedin Performance
 9,354,602 views



Examples

2-PAGE ARTICLE



4-PAGE ARTICLE



ADS



Mediakit Andy/Duke : www.360Crossmedia.com/mediakitandyduke
Photo galleries: www.360Crossmedia.com/galleries
Andy à Luxembourg: www.Andyaluxembourg.com
Duke : www.Duke.lu

3-MONTH CAMPAIGN in French or english

- 1 interview (Rightsfree text)
- + 1 photoshoot (12 rightsfree photos)
- + 2-page layout in Andy or Duke
- + 1 online link (Andy or Duke)
- + 10 paper copies of the magazine

Price: 3.96k€

6-MONTH CAMPAIGN in French and english

- Same as « 3 month campaign »**
- + 1 translation
- + 2-page layout in a second magazine
- + 1 additional online link (Andy or Duke)
- + 10 paper copies of the magazine
- + 1 Video interview (Free)

Price: 7.92k€

Free video worth €2k

1-YEAR CAMPAIGN A full media planning in 2 languages

- Same as « 6-month campaign »**
- + 1 additional interview
- + 1 additional photoshoot
- + 2-page layout in two additional magazines
- + 2 additional online link (Andy and Duke)
- + 10 paper copies of all magazine

Price: 12k€

SAVE 4k€

> OPTIONS

| | |
|---------------------------------------|--------------|
| > Video interview | 2k |
| > 4-page print (200 copies) | 1k |
| > 4-page supplement | 2k |
| > Full page ad | 3.96k |
| > Panoramic ad | 6k |
| > C2-C3 full page ad | 6k |
| > C4 full page ad | 7.5k |
| > Linkedin push (35k+ connections) | 1k |
| > Newsletter push (120k+ connections) | 1k |

OUR VALUE CHAIN

25 years of existence allow 360Crossmedia to cover the full value chain.



«OUR MAIN DIFFERENTIATOR LIES IN OUR VERY DEEP NETWORK IN THE PRIVATE, PUBLIC AND POLITICAL SPHERES»

”

360 ALL INCLUSIVE PARTNERSHIPS

| | | DIGITAL ESSENTIALS | FUNDAMENTALS | PREMIUM |
|--------------------|---|--------------------|--------------|---------|
| CONTENT | 1 interview (1to1) | ✓ | ✓ | ✓ |
| | 1 photoshoot | ✓ | ✓ | ✓ |
| | 1 video in the 360Crossmedia studio | ✓ | ✓ | ✓ |
| | 1 media planning design sprint per year | ✗ | ✓ | ✓ |
| | 2-pages article in Andy | ✗ | ✓ | ✓ (x2) |
| | 2-pages article in Duke | ✗ | ✓ | ✓ (x2) |
| | 1 chapter in the book Decision Makers Luxembourg | ✗ | ✗ | ✓ |
| DISTRIBUTION | 1 LinkedIn push (30k+ connections) | ✗ | ✓ | ✓ (x4) |
| | 1 publication LuxembourgOfficial.com | ✓ | ✓ | ✓ (x4) |
| | 1 press release | ✗ | ✓ (x1) | ✓ (x2) |
| | 1 newsletter push (120k emails) | ✗ | ✓ (x1) | ✓ (x2) |
| NETWORKING | 1 ticket for the CEO White night | ✓ | ✓ | ✓ (x2) |
| | 1 ticket for the LuxembourgOfficial Top150 | ✓ | ✓ | ✓ (x2) |
| TRAINING* COACHING | Training in your company Linkedin, Public speaking, Sales, Company's DNA, HR modules, etc | ✗ | ✓ (x1) | ✓ (x3) |
| | WhatsApp hotline + coaching | ✗ | ✗ | ✓ |

*360Crossmedia is a lifelong training center (N°00127360/4) which allows you to receive subsidies.

We offer 3 partnerships adapted to your specific needs. (Details on the left page)

DIGITAL ESSENTIALS

0.49k€/month
(including a €2k discount)

- > **OPTIONS**
- > Website : from 3k
 - > Brochure : from 3k
 - > Training : -20%

FUNDAMENTALS

1.8k€/month
(including a 5k discount)

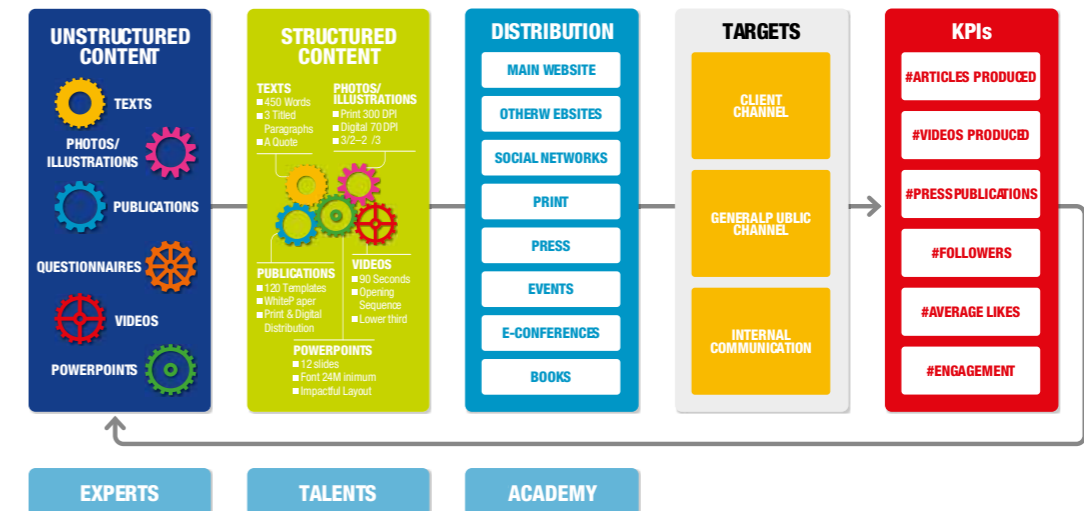
- > **OPTIONS**
- > Corporate video : from 7.5k
 - > E-conference / Live stream : from 5k
 - > Photo session for all your decision makers: from 1k

PREMIUM

3k€/month
(including a 9k discount)

REMARK:
Premium partners benefit from a 15% discount on all our prices.

THE 360 SYSTEM



Our system allows you to maximise your R.O.I. through a powerful distribution.

LUXEMBOURG OFFICIAL IS OUR DIGITAL PUBLICATION



LuxembourgOfficial is our digital native magazine, with **weekly interviews and videos** of politicians, decision makers and entrepreneurs. All our clients receive a personal link www.luxembourgofficial.com/firstname-lastname which is optimized for maximum impact on all social platforms.

LuxembourgOfficial
Print: 0
Digital: 338.128
Downloads: 76.793
Language: English and French



BRONZE PACKAGE

Content sent by you,
respecting our
format & rules

free

> OPTIONS

SILVER PACKAGE

1 interview (Questionnaire)
+ 1 photoshoot
+ 1 digital link

2k

> 1 LinkedIn push (30k+ connections) **1k**

GOLD PACKAGE

1 interview (Ito1)
+ 1 photoshoot
+ 1 video interview
+ 1 digital link

3.5k

> 1 newsletter push (120k+ emails) **1k**

Mediakit:

www.360crossmedia.com/mediakitluxembourgofficial

THE ANNUAL LUXEMBOURG BUSINESS DIRECTORY



This yearly publication is presenting Luxembourg's decision makers with great articles, videos and favourite locations, books, etc. A real ice breaker.

Decision Makers
Print: 5.000
Digital: 269.340
Downloads: 111.837
Language: English



DIGITAL ONLY

Content sent by you,
respecting our
format & rules

1.5k

SILVER PACKAGE

1 interview (Questionnaire)
+ 1 photoshoot
+ 1 digital link
+ 2-page in the book
+ 10 books

2k

GOLD PACKAGE

1 interview (Ito1) + 1 photoshoot
+ 1 video interview
+ 1 digital link
+ 4-page in the book + 10 books
+ 1 newsletter push (120k+ emails)

3.88k

Mediakit:

www.360crossmedia.com/mediakitdecisionmakers



LUXEMBOURG OFFICIAL CEO WHITE NIGHT



It brings 200 top decision makers together in a summer atmosphere enhanced by the bright dresscode.

We invite CEOs from the financial industry, but also the Tech world, Industry, Commerce and entrepreneurs.

The book “Decision makers” is always launched at this occasion.



Event page:
www.luxembourgOfficial.com/CEOwhitenight



LUXEMBOURG OFFICIAL TOP 150



in November at Cercle Municipal.

This event's ambition is to put the true heroes of the Luxembourg economy in the spotlight.

We establish 15 lists (Banking, Retail, Private Equity, etc) **of 10 leading firms by applying tangible criteria:** assets, balance sheet, staff. Each list is published by alphabetical order.

This event is fully financed by 360Crossmedia, without any sponsor in order to guarantee its independence.

300 tickets are sold to individual participants and companies.



Event page:
www.360Crossmedia.com/top150

THE MOBILE AND AUTOMATED VIDEO STUDIO



Our innovation allows you to produce as many videos as you want from 35€/day. You receive:
all the equipment
+ the training (or the crew)
+ the support



SIMPLE

Anyone can produce videos and e-conferences

No editing

NO EDITING

Your videos are ready immediately



AUTOMATED

You can control everything with 6 buttons

OPTION 1: IN YOUR COMPANY FROM 35€/DAY

- Record as many videos as you want
- Boost your digital culture
- Launch you own e-learning platform with hundreds of videos



Example of studio including
a 360Box, 2 motorized cameras, 5 lights, 4 professional microphones, 1 Macbook and one prompter.

OPTION 2: A MOBILE STUDIO FOR ALL YOUR EVENTS

Save dozens of thousands of euros

Studio recording (In Luxembourg City)

| | | |
|--------|---|------|
| 1 hour | | 2k |
| ½ day | Included: the 360Box, 2 cameras, up to 3 microphones, the studio, PPT management, prompter and 2 operators. | 3k |
| 1 day | | 4.5k |

Recordings & live shows in your company or a conference center

| | | |
|--------|--|-------|
| 1 hour | | 3k |
| ½ day | Included the 360Box, 2 cameras or a HD camera, 1 microphone, the studio and 2 operators. | 4.5k |
| 1 day | | 6.75k |

Options

| | | |
|---|------------------------|------|
| PPT management | | 1.5k |
| Zoom management (For remote speakers) | | 1.5k |
| Prompter management | Equipment + 1 operator | 1.5k |
| Live stream | | 1.5k |
| Moderator | | 1.5k |
| Additional microphones (Same price from 2 to 8) | | 1.5k |

| | | |
|----------|-----------------------------------|-----------|
| Training | 360Box training / Public speaking | 0.2k/hour |
|----------|-----------------------------------|-----------|

Animations

| | | |
|--|--|------|
| Video studio during your event (3 hours, up to 40 videos recorded) | Included the 360Box, 2 cameras, 1 microphone, the studio and 1 operator. | 3.5k |
|--|--|------|

More information:
www.360-box.com

Contact us for a free demo or a custom analysis:
studio@360Crossmedia.com



e-AGM



e-conference



live-show



Live stream

CRAFTING YOUR MESSAGE

A POWERFUL MESSAGE GENERATES EMOTIONS, IS EASY TO UNDERSTAND, REMEMBER AND SHARE



WHY IS THE MESSAGE SO IMPORTANT?

Internally, it allows you to create a tangible corporate culture, attract and retain the best talents of the market and align all employees through a clear vision for the future.

Externally, solid messages are building your brand, generating leads and boosting your growth.



PRICING

| Content bricks | | |
|--------------------------------|--|---------------------------|
| Interview | You fill a questionnaire in 20 minutes. We deliver a great text in 24 hours. | 0.8k€ |
| 1to1 interview | Answer our questions face to face in 40 minutes and receive the final text in 24 hours. | 0.9k€ |
| Video studio interview | Visit our studio and answer our 3 questions. (1 hour, up to 5 takes, prompter included.) | 2k€* |
| Video interview | Our video crew will interview you in your company. | 3k€* |
| Article | You fill a questionnaire in 20 minutes and we deliver a great text in 24 hours. | 0.8k€ |
| Infographics | Give us numbers , we make them look good. | 0.1k€/hour |
| Photoshoot | 1 hour. 12 rights-free pictures delivered. | 0.8k€ |
| 1 day photoshoot | Offer a professional portrait to your employees. Up to 100 photos included. | 2.8k€ |
| Design sprints | | |
| Whitepaper | A 3-hour brainstorm followed by the delivery of a 12-page document: analysis, interview, infographics, conclusion, etc | 7.5k€* |
| Your corporate magazine | 5 articles over 28-page, photos and layout included. | From 7.5k€* |
| e-magazine | A digital magazine where you can share your articles in a powerful way. | From 3.5k€* |
| More support | | |
| Consulting mission | We love to solve complex challenges. Share them with us and we will propose solutions. | From 1.5k€ |
| Training | "Scripting: the power of words" (FR/UK) OR "No bullshit public speaking" (FR/UK) delivered in your company. 5 hours of preparation, 3-hour 360Masterclass in your company and 5 hours of follow up. | 3.5k€ |
| e-training | Online videos. | From 0.25k€/person |
| Press release | Preparation of the press release and distribution to 10 targeted outlets. | 1.5k€ |

All prices excluding taxes.

*these items can be financed by ads sold to your providers.

TRAINING CENTRE

360DigitalHeroes is our authorized **Lifelong training center (N°00127360/4)** which allows your company to include our modules in your HR programmes and receive subsidies.

HOW DOES IT WORK ?

Each **360 Workshop** lasts **3 hours** and concludes with a tangible document that all your colleagues can access. **You build a tangible corporate culture**, one module at a time.



• **Most popular modules**

C-SUITE

- **LinkedIn:** Boost your Growth with LinkedIn
- **Public speaking:** No nonsense public speaking
- **Media planning:** A 365-day communication plan in 3 hours
- **Influencers' academy:** Leverage the power of social networks
- **Leadership & Sales:** Company's compass

HR-SUITE

- **Benefits brochure**
- **Pitch deck**
- **Onboarding accelerator**
- **Employee's scorecard**
- **Well-being academy**

All modules include the preparation, the 3-hour workshop, up to 5 hours of follow-up and the tangible document.

Price: 3,5k€

EVENTS

YOUR EVENT COVERAGE



360BOX
Livestream your videos on any platform

• From **3k€**



LIVE SHOW
Recording and live shows

• From **3k€**



VIDEO STUDIO
Record up to 25 interviews per hour

• From **2k€**



VIDEO COVERAGE
A 90-second video wrap-up of your event

• From **1,5k€**



EVENT BRANDING
Invitations, video teaser, banners, etc

• From **1,5k€**



PHOTO STUDIO
Great portraits of your guests

• From **1,5k€**



PHOTO COVERAGE
75 rights-free pictures delivered per hour

• From **0,8k€**



PHOTO PRINT
Your guests leave with a framed photo. Including 50 frames

• From **2k€**



ANIMATION
VR, video studio, golf simulator, magician...

• From **1,5k€**



MODERATOR
Moderation and preparation included

• From **2k€**



NEW!: THE 360BUBBLE

If your venue's technology is too complex, we can bypass it with our 360Bubble system. We bring our cameras, microphones, amplifiers and mixer.

• From **4,5k€**



Several modules are available on our e-learning platform
www.360Masterclass.com

TIMELINE



CEO White night



Luxembourg Official 150



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

A 365 day plan in 3 hours
Communicate for free (3h)

ESG
Fonds / Private Equity
Cybersecurity
Real estate (Promotion)
Wellness/Stress management

Digitalization
Corporate services
Local brands/Heroes
AML
Watches

No nonsense
Public speaking

Wealth Management / Banking
Real Estate (Construction)
HR Working in Luxembourg
Architecture
Tourism

Top150
Start-ups
HR Workspace
Risk
Winners & losers

Regulation
HR Recrutement
Trends 2024
Innovation/Tech
Cars

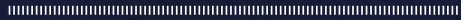
Boost your growth
with LinkedIn

Metaverse/Crypto/Blockchain
Assurances
Management companies
VCs
Art

Luxembourg business heroes
HR Education
Front office
Women in finance
Golf

HR Motivate
Compliance
Data
Politics
International trade champions

GET THINGS DONE



FUN, FAST, FAIR PRICES

**360Group combines
a communications agency
specialising in "Design
Sprints, an innovative
training centre and a
technology department,
which has developed the
www.360-box.com**

**www.the-360group.com
www.360Crossmedia.com**