

# MEDIAKIT 2025



YOUR FULL SERVICE  
**GROWTH** AGENCY!

Publishing • Design Sprints • Training center & Consulting

# WHAT WE DO

## PUBLICATIONS

We offer guaranteed distribution



**Andy:** Business magazine in French



**Duke:** Business magazine in English



**LuxembourgOfficial:** 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



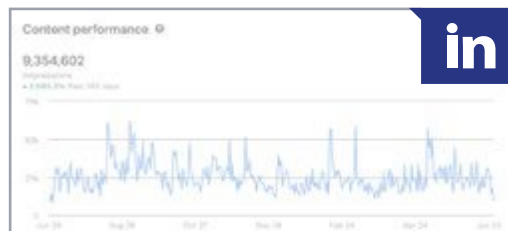
Jerome Bloch  
CEO



**120+K**  
Emails/  
Newsletter



**12+m**  
VIEWS  
in total



# DISTRIBUTING YOUR MESSAGE

## 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

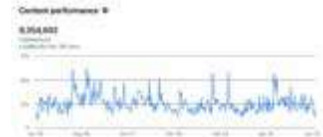
Digital: 332.185

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](http://www.360Crossmedia.com/mediakitandyduke)

Photo galleries: [www.360Crossmedia.com/galleries](http://www.360Crossmedia.com/galleries)

Andy à Luxembourg: [www.Andyaluxembourg.com](http://www.Andyaluxembourg.com)

Duke : [www.Duke.lu](http://www.Duke.lu)

# PRICING

## 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	<b>2k</b>
> 4-page print (200 copies)	<b>1k</b>
> 4-page supplement	<b>2k</b>
> Full page ad	<b>3.96k</b>
> Panoramic ad	<b>6k</b>
> C2-C3 full page ad	<b>6k</b>
> C4 full page ad	<b>7.5k</b>
> LinkedIn push (35k+ connections)	<b>1k</b>
> Newsletter push (120k+ connections)	<b>1k</b>

# OUR VALUE CHAIN

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



4

**CONTENT CREATION  
& DISTRIBUTION**

- Photos, Texts
- Videos
- Infographics

5

**PRODUCTION**

- Branding
- Staffing & Booking
- Management

6

**KPIs &  
FOLLOW-UP**

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

”

# 360ALL 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**

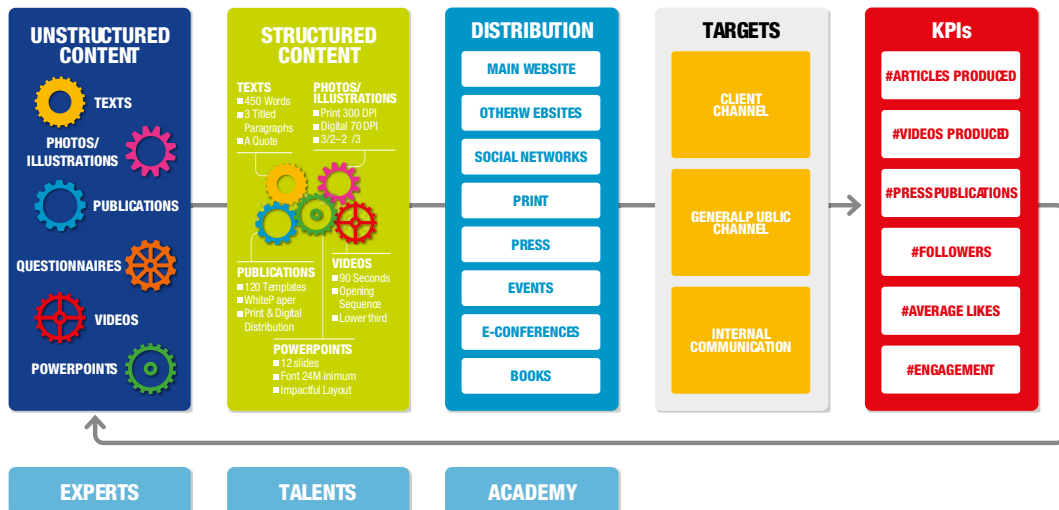
## PREMIUM

**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

2.6% **2.0%** **\$5421bn** **5.6%**  
 expected inflation 2024 GDP growth forecast 2024 of Asset Under Management 2024 employment rate May 2024

**LUXEMBOURG OFFICIAL**

All the content that's in the Luxembourg Official

**Luxembourg's Building Blocks for a Better Future**

Claude Meisch is the minister responsible for two of the government's priorities: Education and Housing and Spatial planning. He plans to diversify school programs to adapt them to the needs of Luxembourg's diverse population. He also proposes bringing together all the involved stakeholders to accelerate the authorization of housing to make it more responsive to market demand.



**20's priority: Not only for the Ministry of Education and Spatial Planning but for the entire government to build better.**

**A Vision of the Future in 3D**



**"Here in Luxembourg, you live and improve together, and for people like us."**

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](http://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 (ItoI)  
 + 1 photoshoot  
 + 1 video interview  
 + 1 digital link

3.5k

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

Mediakit:

[www.360crossmedia.com/mediakitluxembourgofficial](http://www.360crossmedia.com/mediakitluxembourgofficial)

# DECISION MAKERS

## 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 (1to1) + 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](http://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](http://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](http://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 econferences

**No editing** ✓

## **NO EDITING**

Your videos are ready immediately



## **AUTOMATED**

You can control everything with 6 buttons

More information:

[www.360-box.com](http://www.360-box.com)

Contact us for a free demo or a custom analysis:

[studio@360Crossmedia.com](mailto:studio@360Crossmedia.com)



# OPTION 1: IN YOUR COMPANY FROM 35€/DAY

- Record as many videos as you want
- Boost your digital culture
- Launch your 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	Included: the 360Box, 2 cameras, up to 3 microphones, the studio, PPT management, prompter and 2 operators.	2k
½ day		3k
1 day		4.5k
Recordings & live shows in your company or a conference center		
1 hour	Traveling fees further than 20 km are not included.	3k
½ day		4.5k
1 day		6.75k
Options		
PPT management	Equipment + 1 operator	1.5k
Zoom management (For remote speakers)		1.5k
Prompter management		1.5k
Live stream		1.5k
Moderator		1.5k
Additional microphones (Same price from 2 to 8)		1.5k
Training		360Box training / Public speaking
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



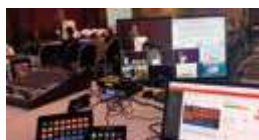
e-AGM



e-conference



live-show



Live stream

# CRAFTING YOUR MESSAGE

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

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

*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€**



Several modules are available on our e-learning platform  
[www.360Masterclass.com](http://www.360Masterclass.com)

# 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€**

# TIMELINE

360  
Masterclass



360  
Masterclass



JANUARY



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

FEBRUARY



Regulation  
HR Recrutement  
Trends 2024  
Innovation/Tech  
Cars

MARCH



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

APRIL



Boost your growth  
with LinkedIn

MAY



Digitalization  
Corporate services  
Local brands/Heroes  
AML  
Watches

JUNE



Metaverse/Crypto/Blockchain  
Assurances  
Management companies  
VCs  
Art



CEO White night



LuxembourgOfficial 150



JULY

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

No nonsense  
Public speaking

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

Top150  
Start-ups  
HR Workspace  
Risk  
Winners & losers

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  
Communication Agency  
specialised in “Design  
Sprints”, a Publishing  
department and a  
technology department  
which has developed the  
[www.360-Box.com](http://www.360-Box.com)

[www.the-360group.com](http://www.the-360group.com)  
[www.360Crossmedia.com](http://www.360Crossmedia.com)