

# MEDIAKIT 2024



YOUR FULL SERVICE  
**GROWTH** AGENCY!

# WHAT WE DO

## PUBLICATIONS



**Andy:** Business magazine in French



**Duke:** Business magazine in English

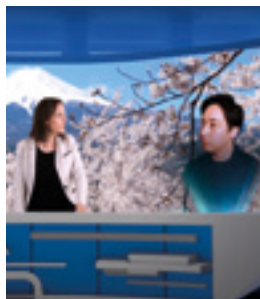


**LuxembourgOfficial:** Our freemium publication

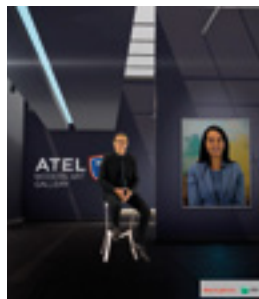


**Decision Makers:** The annual Luxembourg business directory

## VIDEOS



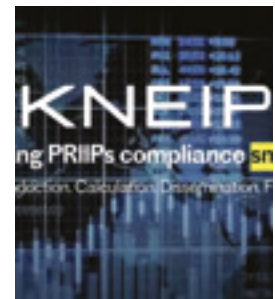
**Interview:** Anywhere in the world



**E-conferences/Live streams:** For all budgets



**Studio in your company:** from 35€/day



**Corporate Videos:** For companies of all sizes

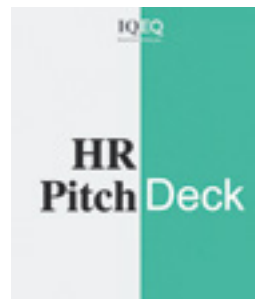
## DESIGN SPRINTS



**Websites:** Simple website in 1 day



**Brochure:** Produced together in 3 hours



**Pitch deck:** 10 slides in 3 hours



**Consulting:** 50 modules delivered in 3 hours

# DRIVEN BY PASSION

## ARE YOU LOOKING FOR A COMMUNICATION AGENCY YOU CAN TRUST?

**360Crossmedia gives you access to a large team of highly driven professionals who focus on solving your business problems:** growing your company, becoming an employer of choice, and boosting your brand in specific markets.

Created in 2000, **360Crossmedia is a communication agency and a publisher specialized in design sprints.** We help you craft and distribute your message in record speed, for a fraction of the traditional price.

By working with us, you access innovations such as the **www.360-Box.com** and high level events.

In this brochure, you will find tools and solutions that will help you plan a solid strategy for reaching your business goals.

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

Best regards



Jerome Bloch  
CEO



# TIMELINE



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

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

Regulation  
HR Recrutement  
Trends 2023  
Innovation/Tech  
Cars

Boost your growth  
with LinkedIn

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

# 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.*



# 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 a Luxembourg

Print: 10.000

Digital: 136.328

Downloads: 29.210

Language: French

#### Duke

Print: 5.000

Digital: 256.286

Downloads: 54.980

Language: English

#### Linkedin Performance

Impressions: 5.020.354



### 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 campain »

- + 1 translation
- + 2-page layout in a second magazine
- + 1 additional online link (Andy or Duke)
- + 10 paper copies of the magazine

**Price: 6.96k€**

**-30%**  
on the second  
publication

## 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 (30k+ connections)	<b>1k</b>
> Newsletter push (120k+ connections)	<b>1k</b>

# 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](http://www.luxembourgofficial.com/firstname-lastname) which is optimized for maximum impact on all social platforms.

## LuxembourgOfficial

Print: 0

Digital: 186.354

Downloads: 66.267

Language: English and French



### BRONZE PACKAGE

Content sent by you, respecting out format & rules

**free**

### SILVER PACKAGE

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

**2k**

### GOLD PACKAGE

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

**3.5k**

> **OPTIONS**

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

> 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: 247.340

Downloads: 104.230

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 pages in the book  
+ 10 books

2k

### GOLD PACKAGE

1 interview (1to1) + 1 photoshoot  
+ 1 video interview  
+ 1 digital link  
+ 4 pages 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		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		Traveling fees further than 20 km are not included.
1 hour	Included the 360Box, 2 cameras or a HD camera, 1 microphone, the studio and 2 operators.	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



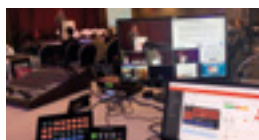
e-AGM



e-conference



live-show



Live stream



# 360PARTNERSHIPS

THESE PARTNERSHIPS ALLOW YOU TO BUILD A LONG TERM STRATEGY WHILE SAVING MONEY.

## DIGITAL ESSENTIALS

- 1 interview (1to1)
  - + 1 photoshoot
- + 1 publication LuxembourgOfficial.com
- + 1 video in the 360Crossmedia studio
  - + 1 ticket for the CEO White night
- + 1 LinkedIn push (30k+ connections)

**Price: 371€/month (or 4.45k€/year)**  
including a 2k discount

### > OPTIONS

- > Website : from **3k**
- > Brochure : from **3k**
- > Training: check the modules page 18. **-20%**

## FUNDAMENTALS

### INCLUDING All Digital Essential items +

- + 1 media planning design sprint per year
  - + 2-page article in Andy
  - + 2-page article in Duke
  - + 1 press release
- + 1 newsletter push (120k emails)
- + 1 ticket for the LuxembourgOfficial Top150

**Price: 1.35k€/month (or 16k€/year)**  
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

### INCLUDING

All Digital Essential and Fundamental items +

- + 1 custom training in your company
- + 2-page article in Duke
- + 2-page article in Andy
- + 1 additional press release
- + 1 chapter in the book Decision Makers Luxembourg
- + 1 additional LinkedIn Push
- + 1 additional newsletter push (120k emails)

**Price: 2.42k€/month (or 29k€/year)  
including a 9k discount**

### REMARK:

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

TO THANK OUR CLIENTS FOR THEIR LOYALTY,  
WE NEVER CHANGE THE PARTNERSHIP PRICING,  
AS LONG AS IT REMAINS ACTIVE.

(SEVERAL CLIENTS STILL PAY THE 2006 FEE!)

# 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
- **Media training:** Deal with the media like a Pro
- **Influencers' academy**
- **Leadership :** Company's compass

#### HR-SUITE

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

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

**Price: 3k€**



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

# CUSTOM SOLUTIONS



## WE LOVE SOLVING PROBLEMS!

CONTACT US TO DISCUSS YOUR OWN ISSUES. IT IS FREE.

CONTACT@360CROSSMEDIA.COM – (+352 356877)

### ● Examples of custom solutions:



**Goal:**

become a leader in ESG Thought Leadership

**Solution:**

www.esgsquare.com  
(a website, a conference and a book)

0€ (Financed by ads)



**Goal:**

Run a conference online after the late cancellation of the physical event

**Solution:**

A turnkey e-conference in 10 days

from 7.5k



**Goal:**

maximize the communication of the company, for free

**Solution:**

a corporate magazine financed by business partners

0€ (Financed by ads)

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

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