

MEDIAKIT 2024



YOUR FULL SERVICE
GROWTH AGENCY!

WHAT WE DO

PUBLICATIONS



Andy: Business magazine in French



Duke: Business magazine in English

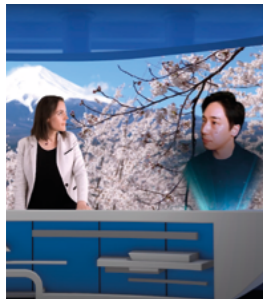


LuxembourgOfficial: Our freemium publication



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



CEO White night



LuxembourgOfficial 150



360 Masterclass



360 Masterclass



360 Masterclass



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 2023
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

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 pages, 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.

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 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: 3.949.913



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

Price: 6.96k€

-30%
on the second publication

1 YEAR CAMPAIGN A one-year 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
- + 2 page

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 (30k+ connections)	1k
> Newsletter push (120k+ connections)	1k

LUXEMBOURG OFFICIAL IS OUR DIGITAL PUBLICATION

3.6% inflation for 2021
+215% sustainable funds net assets in Luxembourg
2.4% GDP growth forecast for 2023
4.9% unemployment



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: 186.354
Downloads: 66.267
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

GOLD PACKAGE

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

3.5k

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

> 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: 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 (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

More information:
www.360-box.com

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

OPTION 1: IN YOUR COMPANY FROM 35€/DAY

- Record as many videos as your 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		Traveling fees further than 20 km are not included.
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



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 LuxembourgOfficial Top150
- + 1 LinkedIn push (30k+ connections)

Price: 316€/month (or 3,8k€/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 additional video in our studio
 - + 1 ticket for the CEO White night

Price: 1.2k€/month (or 14.5k€/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
- + 1 additional 2 page article in Andy
- + 1 additional 2 page article in Andy
- + 1 additional press release
- + 1 additional newsletter push (120k emails)
- + 1 additional LinkedIn Push
- + 1 chapter in the book Decision Makers Luxembourg.

Price: 2k€/month (or 24k€/year)
including a 9k discount

EMARK:

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

TO THANK OUR CLIENTS FOR THEIR LOYALTY,
WE NEVER CHANGE THE PARTNERSHIP PRICING
OF A CLIENT, 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

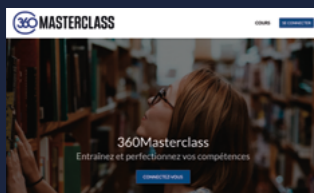
- **LinkedIn:** Boost your Growth with LinkedIn
- **Public speaking:** No nonsense public speaking
- **Media planning:** A 365-day communication plan in 3 hours
- **Media training:** Deal with the media like a Pro
- **Influencers' academy**
- **Leadership :** Company's compass

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

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:



0€ (FINANCED BY ADS)

Goal:
become a leader in ESG Thought Leadership

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



FROM 7.5K

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

Solution:
A turnkey e-conference in 10 days



0€ (FINANCED BY ADS)

Goal:
maximize the communication of the company, for free

Solution:
a corporate magazine financed by business partners

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.360Crossmedia.com

www.the-360group.com