

MEDIAKIT 2026



Passion and Reason
Ines Hansson Marsaud
2023, oil on canvas



THE ART OF GROWTH!

Video Studio • Publishing • Training & Consulting

WHAT WE DO

PUBLICATIONS

We offer guaranteed distribution



Andy: Business magazine in French



Duke: Business magazine in English



LuxembourgOfficial: Our digital publication



Decision Makers: The annual Luxembourg business directory

VIDEOS

Get things done in 3 hours or 1 day



Interviews in our studio



Remote interviews



Video series & corporate videos



Live shows

TRAINING & CONSULTING

High impact 3-hour modules for all CEOs and employees



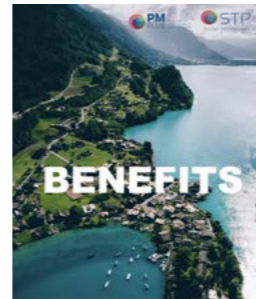
3-hour live and remote Training



Actionable Consulting



Brochures & Websites: produced in 3h or 1 day



HR Suite: onboarding accelerator, benefits, etc

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**.

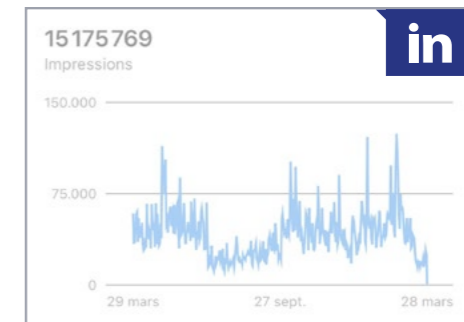
In this brochure, you will find solutions that will help you craft a **solid strategy** and **reach your goals**.

Contact us for a free analysis or a demo of our technology.

Best regards

Carole Hoffmann
Managing Director

Jerome Bloch
CEO



OUR VALUE CHAIN



«25 YEARS OF EXISTENCE ALLOW
360CROSSMEDIA TO COVER THE FULL
VALUE CHAIN.»

”

YOUR NEEDS

COMMUNICATION Internal External

Content creation

Articles: _____ Videos: _____ Photos: _____ Infography: _____

Distribution

Social Networks: LinkedIn facebook X Instagram TikTok

Print: _____

Digital: _____

Newsletters

Press releases

- Target markets: Luxembourg France Germany

Others: _____

Consulting

Topic 1: _____ Topic 2: _____ Topic 3: _____

Training

Boost your growth with LinkedIn Influencer's academy

Public speaking Sales Others: _____

Events

Attending

Organising: Big event Small event(s) E-conference E-AGM

HR

Recruitment process optimisation

HR Masterclass

In House Academy

SALES

Lead acquisition & Closing

Sales Masterclass

In House Academy

YOUR GOALS

GOAL #1: _____

GOAL #2: _____

GOAL #3: _____

YOUR BUDGET _____ €

Content creation _____ €

Distribution _____ €

Consulting _____ €

Training _____ €

Event(s) _____ €

HR _____ €

Sales _____ €

Contact us if you need any assistance: contact@360crossmedia.com

360ALL INCLUSIVE PARTNERSHIPS

«Get the support of 360 for the price of a junior»

		DIGITAL	FUNDAMENTAL	ALL INCLUSIVE	OPEN BAR VIDEO
CONSULTING	Lead generation strategies WhatsApp Hotline Event consulting Marketing ideas Project & Event Management	✗	• A Strategic planning	• A Strategic planning • Follow-up: 2 meetings per year	• A Strategic planning • Follow-up: 2 meetings per year • Video training
CONTENT	1 video in the 360 studio + 1 article (Digital native)	✓	✓x2	✓x12	✓x12 + unlimited videos with your 360Box
	1 article (Based on a questionnaire)	✗	✓x2	✓x6	✓x6
	1 photoshoot	✓	✓	✓x2	✓x2
	2-pages article in Andy	✗	✓	✓x2	✓x2
	2-pages article in Duke	✗	✓	✓x2	✓x2
	1 chapter in the book Decision Makers Luxembourg	✗	✓	✓	✓
DISTRIBUTION	1 digital publication LuxembourgOfficial.com + Andy + Duke	✓	✓x2	✓x4	✓x4
	1 press release	✓	✓	✓	✓
	1 digital push (120k emails)	✓	✓x2	✓x6	✓x6
	www.DecisionMakersLuxembourg.com	✗	2 pages	4 pages	4 pages
NETWORKING	1 ticket for the CEO White night	✓	✓	✓x2	✓x2
	1 ticket for the LuxembourgOfficial Top150	✓	✓	✓x2	✓x2
TRAINING* COACHING	Training in your company Linkedin, Public speaking, Sales, Company's DPA, HR modules, etc	✓	✓	✓x2/an	✓x2/an
	WhatsApp hotline + coaching	✗	✗	✓	✓

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

*All content provide by 360 is delivered right free for maximum distribution



DIGITAL

START-UP

- **Content creation**
 - 1 video in the 360 studio (4, rue de l'Eau)
 - 1 article (text delivered rights free)
 - 1 photoshoot (12 photos delivered rights free)
- **Distribution**
 - 1 publication on LuxembourgOfficial.com
 - 1 digital link on Andy and Duke
 - 1 digital push (120k+ emails) + 1 Press release
- **Networking**
 - 1 ticket for the CEO White Night
 - 1 ticket for the LuxembourgOfficial Top150
- **Training**
 - 1 training: Boost your growth with LinkedIn or Sales Live+Online

0,79K

Price/Month



FUNDAMENTAL

SME

- **A Strategic planning**
- **Content creation**
 - 2 videos in the 360 studio (4, rue de l'Eau)
 - 4 articles (text delivered rights free)
 - 1 photoshoot (12 photos delivered rights free)
- **Distribution**
 - 2 pages in Andy + 2 pages in Duke
 - 1 publication on LuxembourgOfficial.com
 - 1 digital link on Andy and Duke
 - 1 digital push (120k+ emails) / 1 Press release
 - 1 chapter in the book Decision Makers Luxembourg
- **Networking**
 - 1 ticket for the CEO White Night
 - 1 ticket for the LuxembourgOfficial Top150
- **Training**
 - 1 training: Boost your growth with LinkedIn or Sales or Public speaking Live+Online

1.9K

Price/Month



ALL INCLUSIVE

SCALE-UP

- **A Strategic planning**
- **Consulting on various topics** (Through a WhatsApp group, zoom calls)
- **Follow-up:** 2 meetings per year (M+4 & M+8)
- **Content creation**
 - 2 photoshoots per year
 - 1 video + 1 article per month (Digital native)
 - 6 articles (Based on a questionnaire)
- **Guaranteed distribution**
 - Andy + Duke + LuxembourgOfficial + Decision Makers + 6 Digital pushes + 1 Press release
- **Networking**
 - 2 tickets for the CEO White Night
 - 2 tickets for the LuxembourgOfficial Top150
- **Training:** 2 trainings per year (Boost your growth with LinkedIn, Influencer's academy, Public speaking, HR suite, Sales...)

3K

Price/Month



OPEN BAR VIDEO

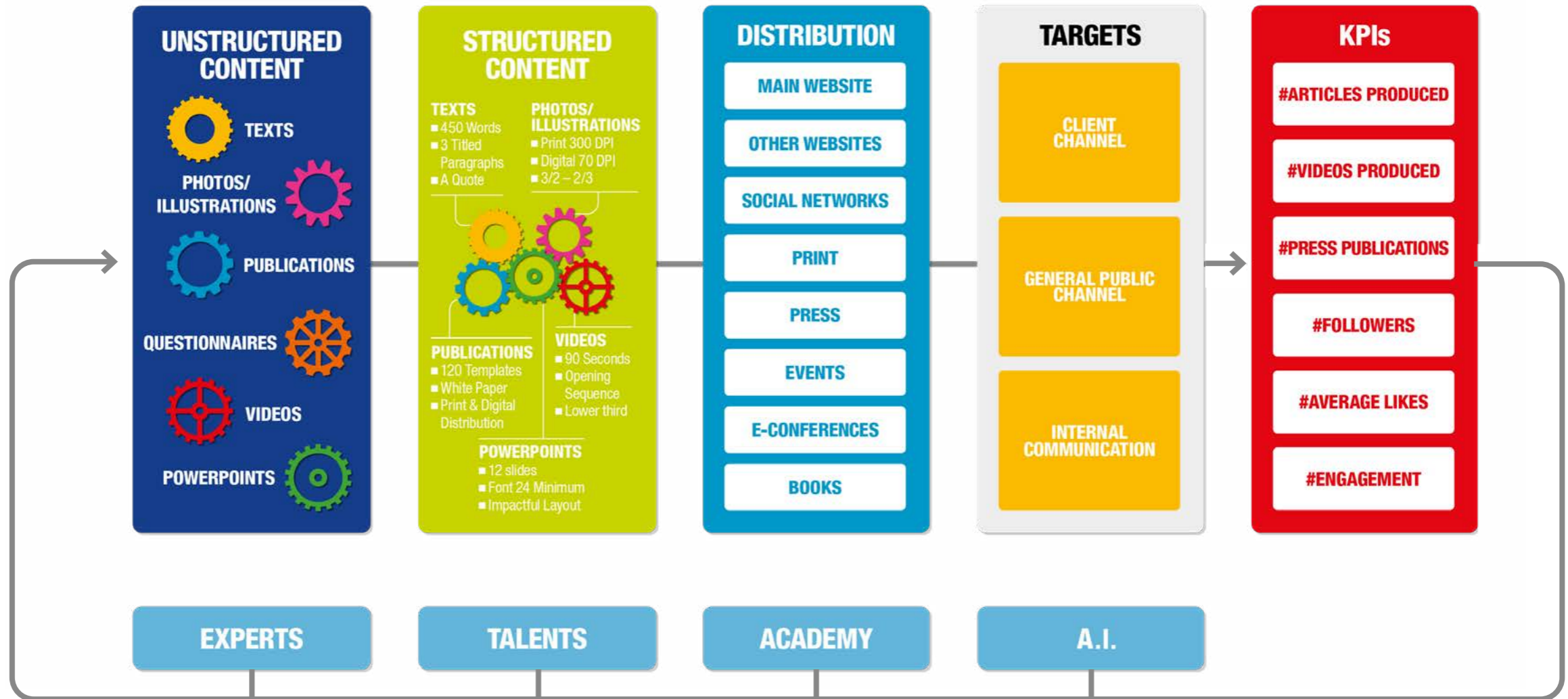
- **SAME AS ALL INCLUSIVE**
- +
- **Unlimited video recordings with your 360Box**
- **Your 360Box**
 - Activation (set-up and installation at your offices, "ready to use")
 - Hardware
 - Software
 - Training: Filming, editing, lipsync, chroma key, PIP
 - Support
 - Graphic design: virtual studio background, jingle, intro and outro, animated logo, and lower thirds
 - Based on a 2-year contract

4.5K

Price/Month

«Tailor-made»: contact us for a custom partnership: contact@360crossmedia.com

THE 360 SYSTEM



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

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**.

Examples

2-PAGE ARTICLE



4-PAGE ARTICLE



ADS



DISTRIBUTION

Andy à Luxembourg
 Print: 5.000
 Digital: 254.618
 Downloads: 41.629
 Language: French

Duke
 Print: 3.500
 Digital: 392.731
 Downloads: 127.482
 Language: English

Linkedin Performance
 15,175 769 views



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
- + 1 Video interview

Price: 5.96k€

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
- + Digital push

Price: 8.92k€

4k€ discount

1-YEAR CAMPAIGN A full media planning in 2 languages

- Same as « 6-month campaign »
- + 2 additional interviews
- + 1 additional photoshoot
- + 4 page layout in two additional magazines
- + 3 additional online links (Andy, Duke, L.O.)
- + 10 paper copies of all magazines
- + 1 Video interview (Free)
- + Digital push

Price: 14k€

SAVE 10k€

> 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
> Picture report	1.5k
> Newsletter push (120k+ connections)	1k
> Lipsync	1k/Language

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

LUXEMBOURG OFFICIAL IS OUR DIGITAL PUBLICATION

2.6% expected inflation 2024
2.0% GDP growth forecast 2024
\$5421bn of Asset Under Management 2023
5.6% employment in May 2024

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.



A Vision of the Future in 3D

...to build a more and more...
...to build a more and more...
...to build a more and more...

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: 412.796

Downloads: 94.391

Language: English and French



Face-to-face studio setup

BRONZE PACKAGE

Content sent by you, respecting our format & rules

1k

SILVER PACKAGE

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

2k

GOLD PACKAGE

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

3.5k

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: 283.329

Downloads: 127.612

Language: English



SILVER PACKAGE

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

2.88k

GOLD PACKAGE

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

3.88k

> **OPTIONS:** > 1 newsletter push (120k+ emails) **1k** > Printed copies **1.5k**

Mediakit:

www.360crossmedia.com/mediakitluxembourgofficial

Mediakit:

www.360crossmedia.com/mediakitdecisionmakers



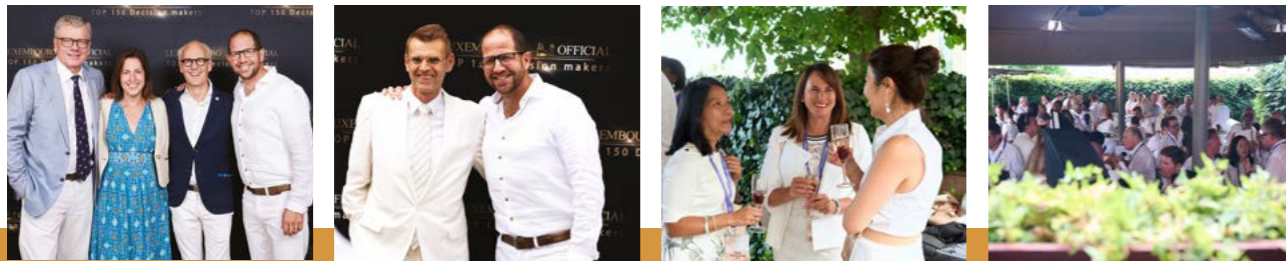
LUXEMBOURG OFFICIAL CEO WHITE NIGHT



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



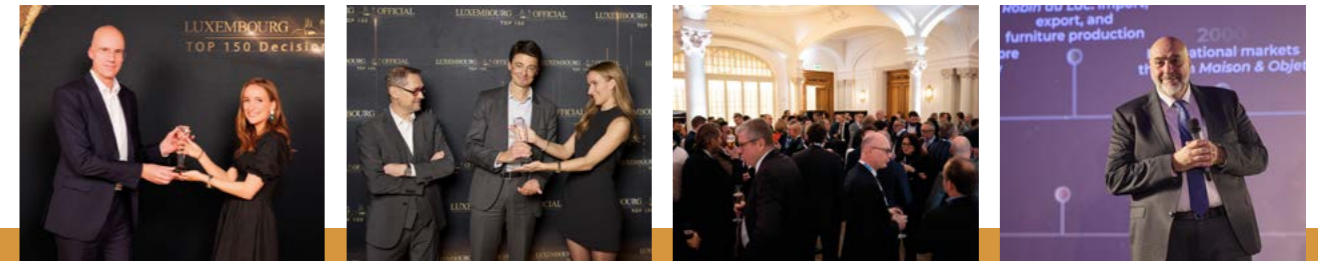
in November at Cercle Municipal.

This event's ambition is to put the true heroes of the Luxembourg economy in the spotlight while bridging the political, public and private sectors «Think short path».

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 STUDIO

In short

Equipment: Four Panasonic motorized cameras, 2 prompters, State of the art Sennheiser sound system.

3 modes

1. Green screen + virtual studio.
2. Custom physical background
3. Podcast mode.

Versatility

Suitable for short interviews, long format, live streaming, remote speakers and e-learning recordings. (Up to 80 videos per day)



e-AGM



Videos series & Corporate videos



e-conference



live-show



Live stream



SIMPLE

Anyone can produce videos and e-conferences



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

IN YOUR COMPANY FROM 45€/DAY



Example of studio including

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

We set up a studio in your offices. Hardware, training, and maintenance included.

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

IN OUR STUDIO OR IN YOUR EVENT

	OPTIONS	INTERVIEW 4 RUE DE L'EAU	WEB TV PILOT	EVENT LIVE SHOW
SCRIPTING/ CONSULTING		✓	✓	✓
BRANDING	<ul style="list-style-type: none"> • Jingle • Logo animation • Infographic • Lower third • Virtual studio background 	LuxembourgOfficial	✓	✓
RECORDING	• In our Studio	✓	✓	✗
	• Live-Show	✗	✗	✓
DISTRIBU- TION	• LuxembourgOfficial	✓	✓	✓
TOTAL		2k	5k	7.5k



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€*
Traduction	0,15€/word	
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 (Portraits)	Offer a professional portrait to your employees. Up to 100 photos included.	2.8k€
1 day photoshoot (Event)		2k€
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



LuxembourgOfficial 150



JANUARY



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

FEBRUARY



Regulation
HR Recruitment
Trends 2026
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

JULY



No nonsense
Public speaking

SEPTEMBER



Luxembourg business heroes
HR Education
Front office
Women in finance
Golf

OCTOBER



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

NOVEMBER



HR Motivate
Compliance
Data
Politics
International trade champions

DECEMBER



Top150
Start-ups
HR Workspace
Risk
Winners & losers

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**