

MMTech

The Media Marketing's MarTech & AdTech Multi-channel Editorial Concept

Launch: February 2023



Global Presentation & Partnership Proposal

The background of the slide is a light blue circuit board pattern with glowing blue nodes and lines. A dark blue horizontal bar is at the top, and another is at the bottom.

Technology is invading all sectors of activity, including marketing.

Media Marketing creates "MMTech", a multi-channel concept to address the evolution of these technologies and their impact on marketing, communication and media players.

MMTech

The Media Marketing's MarTech & AdTech Multi-channel Editorial Concept
Belgian MarTech Community Building

MMTech News
Weekly Newsletter

MarTech news in Belgium
and abroad

Interviews with players in
the MarCom, MarTech &
AdTech sectors

Case studies, etc.

MMTech Club
Monthly Event

Afterwork Format

Duo of Speakers

Professional
Moderation

Cocktail & Catering

MMTech Web
mm.be/mmttech

Dedicated section on
mm.be

All Newsletter's News

MMTech Club Events
replays

MMTech Social Media
LinkedIn

Dedicated Posts

TechNews Reposts

Polls

MMTech News Weekly Newsletter

Weekly newsletter

- MarTech news in Belgium and abroad
- Interviews with players in the MarCom, MarTech and AdTech sector
- Case studies
- Focus on Belgian MarTech players
- Expert's insights

Techimonials, CaseTech, BelTech, FunTech, NexTech, PeopleTech, Tech Event's Agenda

Distribution

- MM subscribers : 4.200 daily readers
- 40% Agencies
 - 20% Media Agencies
 - 35% Advertisers
 - 5% Others



MMTech Club Monthly Event

The MMTech Club conferences

Each month the "MMTech Club" bring together users and technology players to share their experiences and future perspectives.

Agenda (2023) : Tuesday 7 February – Tuesday 7 March

- Tuesday 4 April – Tuesday 16 May – Tuesday 6 June
- Tuesday 5 September – Tuesday 3 October
- Tuesday 7 November – Tuesday 5 December

Afterwork format – 18h30/21h – The Merode

- Duo of Speakers
- Professional Moderation
- Cocktail & Catering

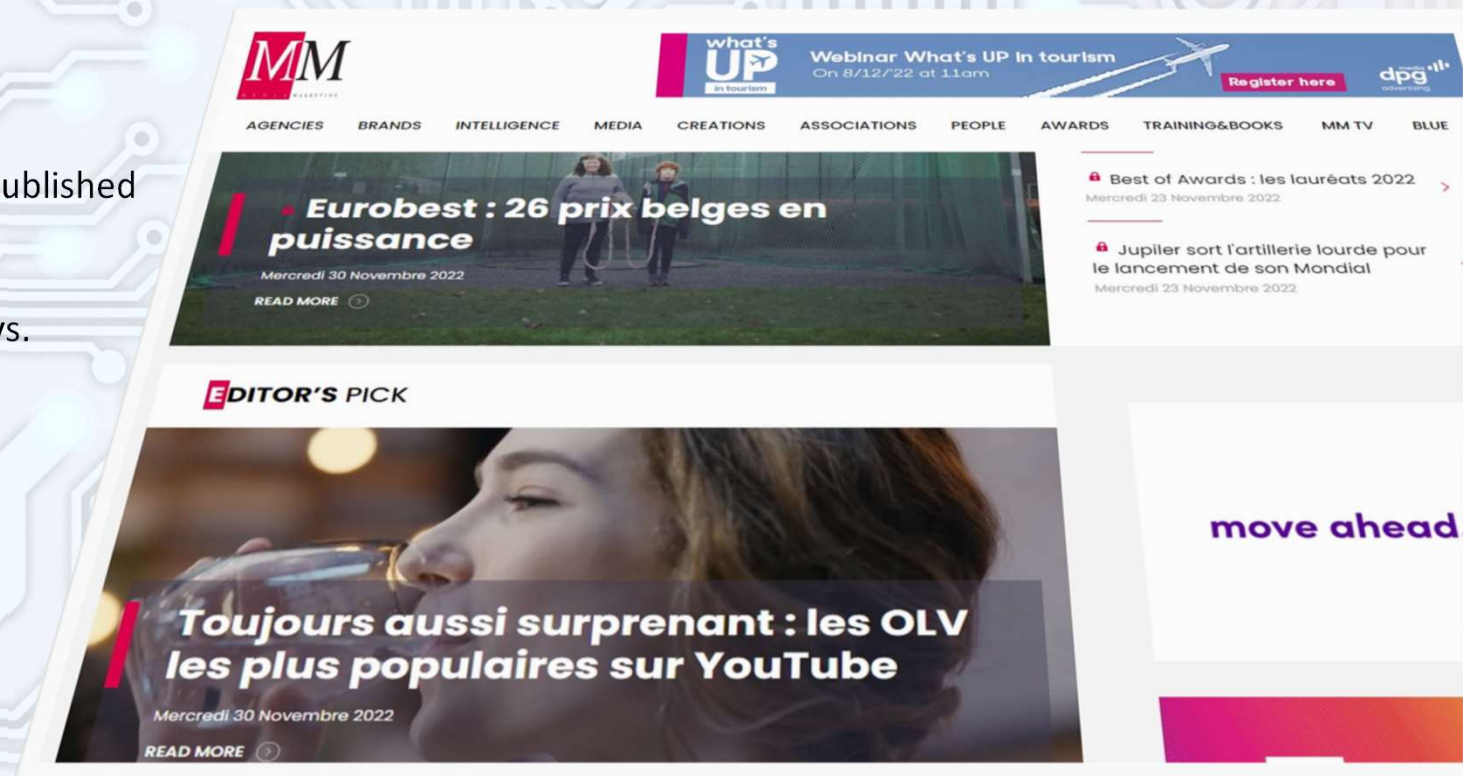


Our moderator: Stefanie De Regel
Successful fundraiser and tech savvy entrepreneur with a focus on Augmented Reality as part of our new extended reality!

MMTech Web
mm.be/mmttech

The MMTech website

- Hosted on mm.be
- Compilation of all articles published in the newsletter.
- MMTech Club Events replays.



MMTech Social Media LinkedIn

Social networks activation

- LinkedIn as main channel
- Dedicated posts, reposts & comments of external posts
- Frequent polls

Audience : 5.000 subscribers



MMTech Planning

MMTech Newsletter: Weekly - Starting on 2nd of February 2023

MMTech Club Events: Monthly - Starting on Tuesday 7th of February 2023

Schedule

- Tuesday 7 March
- Tuesday 4 April
- Tuesday 16 May
- Tuesday 6 June
- Tuesday 5 September
- Tuesday 3 October
- Tuesday 7 November
- Tuesday 5 December



MMTech Global Partnership Proposal

Looking for 4 key partners to support our multi-channels MarTech concept

Yearly Pack including:

- All MMTech channels Partner's Inclusion
- 1 MMTech Club Speaking Slot
- MMTech Club free entrances

+ at choice:

- Partner Content Publications
- Reposts Social Networks
- Xtra bannering

Package Value: 30.000€/Year

Partnership Proposal: 20.000€/Year

MMTech - Global Partnership Proposal

Fixed package – Value 14.200€	Value
Partner's IMU in MMTech's Newsletter (Partner's Exclusivity – Rotation 1/4)	2.750€
Partner's IMU on MMTech's Landingspage & on mm.be/MMTech (Partner's Exclusivity – Rotation 1/4)	4.450€
One MMTech Club event's Speaking slot	2.500€
9*10 MMTech Club event's Free entrances (Value 50€)	4.500€
Value	14.200€
At your choice for a value of 15.800€	Value
Partner Content publication - Per unit	2.300€
Repost Social Networks - Per post	800€
Xtra Partner's IMU in MMTech's Newsletter - Per month	1.100€
Xtra Partner's IMU on MMTech's Landingspage & on mm.be/MMTech - Per month	1.780€
Partner's Leaderboard MMTech's Landingspage & on mm.be/MMTech - Per month	1.780€
Partner's Inread video on MMTech's Landingspage & on mm.be/MMTech - Per month	3.200€
Value	15.800€
TOTAL VALUE	30.000€
GLOBAL PARTNER PACK 20.000€	

The background is a dark blue field filled with a complex network of glowing cyan lines and nodes, resembling a printed circuit board or a digital data network. The lines are of varying thickness and form a dense, interconnected web. Small, bright cyan circles are scattered throughout, some acting as endpoints for the lines, others as standalone nodes. The overall effect is one of high-tech, digital connectivity.

Thank you