

## media **xxi** PUBLISHING PHILOSOPHY

mediaxxi - Publishing is an innovative publishing service aimed at fulfilling every writer or researcher's objective: to see their work published and disseminated.

The company employs qualified professionals, able to develop book publishing projects, with modern graphics, in all genres: novels, reports, poetry, essays, memoirs, dissertations, etc.

mediaxxi - Publishing perceives every work as unique, selecting specific publishing models and designs for each work, according to its specific characteristics.

This publisher counts on a team of specialised editors, reviewers, illustrators and designers concerned with every detail.

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Visit us at

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**PUBLISH  
YOUR BOOK**  
SHARE AND PROMOTE  
YOUR **KNOWLEDGE**

(Formalpress Brand & Intelligence Unit)

**media xxi**  
Moved by Knowledge

PUBLISHING

**NORTE2020**  
PROGRAMA OPERACIONAL REGIONAL NORTE

PORTUGAL  
**2020**



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Desenvolvimento Regional



**media xxi**  
CONSULTING, RESEARCH & PUBLISHING

# media XXI RESEARCH & CONSULTING

mediaXXI - Publishing is associated to an intelligence unit that also develops consulting and applied research activities. Since its foundation, media XXI has based its business model on the idea of creating a project allowing the combination of knowledge production and dissemination.

Throughout its business, media XXI has consolidated its know-how and diversified its activities within the areas of applied research and consulting, having also participated in important international projects, including activities promoted by entities such as the World Bank, the European Commission and the European Parliament, amongst others.

media XXI is an international trademark and positions itself as an intelligence unit developing products, services and research activities - theoretical and empirical - related to the areas of communication, media, entertainment and creative industries, regarding which the following activity areas may be highlighted:

## APPLIED RESEARCH AND CONSULTING

- > Scientific research and support to doctoral theses
- > Management, investment and public subsidies
- > Design and analysis of public policies

## BOOKS AND SCIENTIFIC PUBLICATIONS

- > Publishing of books and academic publications
- > Book and academic magazine distribution
- > Educational and scientific work publishing

## CORPORATE COMMUNICATIONS AND MARKETING

- > Corporate magazine and newsletter publishing
- > Support in contents design and writing
- > Marketing and corporate communication plans

## COURSES, TRAINING, SEMINARS AND CONFERENCES

- > Executive courses and advanced training
- > Professional training and modular courses
- > Seminars, conferences and academic events

# media XXI PUBLISHING PROCESS

## > EDITING

We employ a team of qualified professionals, able to edit and suggest improvements to original works.

## > DESIGN

We carefully paginate and design book covers and contents. Authors are welcome to collaborate in this process, by providing images, illustrations, prints, etc.

## > SUPPORT

We deal with all the administrative aspects related to book publishing, from registration to legal deposit copies and ISBN.

## > PRINTING

The last step in book production, through various printing partnerships, including digital printing, ensuring publishing quality.

## > PROMOTION

We plan and execute all local and global communication and marketing tasks, as well as distribution, using the most appropriate channels, such as book shops, stands, direct sales or digital platforms.

# media XXI COMPANY STRATEGY

## > BUSINESS MODEL

Combining contents production and dissemination, exploring synergies between three areas - research, training and publishing - that constitute an integral part of the same value chain.

## > PRODUCT CHARACTERISTICS

Developing specialised products in the areas of communications, media and creative and communication industries, in collaboration with renowned researchers and specialists.

## > ORGANISATION MODEL

Supported on an international network, promoting continuous interaction, innovation and development of innovative products, relevant to society.

## > STRATEGY AND POSITIONING

Positioning itself as a company dealing with products of interest to a wide audience and with a solid scientific background, often collaborating with universities and research centres.