

# MundoGEO Media Kit 2012

## Communications in Latin America

### Magazines, Internet and Events

#### > Advertising on MundoGEO PRINTED Magazine

**Circulation:** 6,000 copies / **Periodicity (2012):** Bimonthly – **Language:** Portuguese

**MundoGEO Magazine:** Geographic Information Systems (GIS), Remote Sensing, LBS, GeoWeb, GNSS, Land Surveying, Cartography, Topography, Territorial Cadastre and Georeferencing of Land Parcels.

**Target Readers:** Professionals from the public and private sectors who work with the collection, processing, representation, analysis and sharing of geospatial data.

**Distribution of magazines:** Subscribers, mailing list driven to the decision-makers and related events, in all the states of Brazil.

Advertising Options	Value per Issue U\$
<b>One Internal Page</b>	2,100.00
<b>1/2 Page</b>	1,250.00
<b>1/3 Page (Vertical)</b>	850.00
<b>Internal Pages (2<sup>nd</sup> or 3<sup>rd</sup> Cover)</b>	2,450.00
<b>4<sup>th</sup> Cover</b>	2,650.00
<b>Corporate Informative (Advertorial)</b>	1,300.00
<b>Footer</b>	370.00

#### > Advertising on MundoGEO DIGITAL Magazine

**Periodicity (2012):** Bimonthly – **Language:** Portuguese and Spanish.

**Editorial Content:** Identical to the printed version of the Magazine.

**Reading way:** Flip Model (online to browse through). See examples:

**Portuguese:** [www.mundogeo.com/mundogeo66.php](http://www.mundogeo.com/mundogeo66.php)

**Spanish:** <http://mundogeo.com/mundogeo espanol11.php>

**Distribution:** Advertisement to MundoGEO e-mail database – 60,000 contacts in Brazil and 20,000 in other parts of Latin America. Free Access.

Advertising Options	Per Issue in Portuguese U\$	Per Issue in Spanish U\$
<b>One Internal Page</b>	1,045.00	450.00
<b>One Page end/mag</b>	715.00	320.00

**Special Conditions** for annual contracts in printed version + online



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> Advertising on MundoGEO Web Portal – Portuguese and Spanish

**Launched in 2004**, MundoGEO web Portal is the absolute leader in number of visitors in Latin America, and fully connected to the social networks: Twitter, Facebook, LinkedIn, YouTube, Flickr and GeoConnectPeople.

**Content:** daily update of news, online forum, companies guide, mailing list, geolinks, blogs, podcast, videos, courses calendar and events.

**Statistics:** + than 150,000 unique visitors and 290,000 page views monthly, 60,000 professionals registered in Brazil (from Google Analytics) , 20,000 professionals from the other parts of Latin America and over 15,000 followers in social networks (Twitter, Facebook, LinkedIn, YouTube, Flickr and GeoConnectPeople).

Banners	Portuguese	Spanish
	Monthly rates for Exclusive Banner U\$	Monthly Rates for Exclusive Banner U\$
<b>Top Leaderboard (728x90)</b>	833,00	238,00
<b>Bottom Leaderboard (728x90)</b>	533,00	175,00
<b>Small Rectangle (300x150)</b>	533,00	175,00
<b>Medium Rectangle (300x250)</b>	833,00	238,00

Annual Contract: special discounts.

### Other Online Actions on MundoGEO Web Portal

**Companies Guide:** Portuguese: Publication for 12 months on MundoGEO Web Portal and in 6 issues of the printed and online magazine MundoGEO (worksheet). Annual rate: U\$ 650.00. Spanish: Publication for 12 months on MundoGEO Web Portal and in 6 issues of the online magazine MundoGEO (worksheet). Annual rate: U\$ 220.00.

**Exclusive Banner on MundoGEO e-Newsletter:** Portuguese: sent daily to more than 60,000 professionals registered in Brazil: U\$ 166.00 each launch. Spanish: sent three times per week to more than 20,000 professionals registered in the other parts of Latin America: U\$ 83.00 each launch.

**Corporate e-Newsletter:** Portuguese: sent to 60,000 registered professionals: U\$ 3055.00 each launch. Spanish: sent to 20,000 registered professionals: U\$ 1388.00 each launch.

**Webinars:** Portuguese: U\$ 1,950.00. Spanish: U\$ 950.00 (special conditions for the hiring of several webinars per year). See below the benefits of the webinar sponsor:



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> [MundoGEO Webinar](#)

#### About:

- Online seminars, designed for educational and informative purposes, about technology, cases and trends in the geospatial technologies sector.

#### Sponsor's Benefits:

- The Webinars can be used to publish the release of new products and services, success cases, discussion of market trends, and so forth;
- To reinforce the brand name;
- To promote direct interaction with the attendees, through a chat tool, or even with the use of audio;
- Right after the end of the webinar, a report presenting the attendees' data is sent to the sponsor's company. Such report presents name, address, area of activity, as well as the answers to the questions on the application form, answers to the polls and questions asked during the webinar;
- The average number of participants per webinar is approximately 600 professionals, as well as the number of registered people that is 1.200.

#### How the publicity is done:

- Through the sending of invitation messages (e-mail marketing with sponsor's logo and information about the webinar) to the e-mail database of the MundoGEO e-Newsletter.
- Publication of two pieces of news on MundoGEO Web Portal, which counts on the average of 3,500 daily unique visits;
- Publicity on the main social media containing MundoGEO's profile: Twitter, Facebook, LinkedIn, GeoConnectPeople, etc.
- Press releases for the publicity of the webinar on other media.



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**MundoGEO#Connect 2012 Event**  
**São Paulo, from May 29<sup>th</sup> to May 31<sup>st</sup>**  
*Sharing Information for a Better World*

**We  
invite  
your**

company to take part, as a sponsor and exhibitor, in **MundoGEO#Connect Event** (<http://mundogeoconnect.com>), which will be held in São Paulo, at Frei Caneca Convention Center, from May 29<sup>th</sup> through May 31<sup>st</sup> 2012. Such event is organized by MundoGEO Group, founded in 1998, Latin American leader in the spreading of geospatial technologies through events, magazines and internet. The format of the event is innovative, since it integrates a trade fair of products and services of the geospatial solutions sector to a wide variety of interactive activities driven to experts, users and decision-makers.

#### **Plan of the trade fair attached**

- **Institutions that have already confirmed support of the event:** Embrapa – Brazilian Company of Agribusinesses Research, Emplasa - Government of São Paulo, City Hall of São Paulo, IBGE – Brazilian Institute of Geography and Statistics, DSG and CPRM; and internationally from ISPRS – International Society Photogrammetry and Remote Sensing and OGC – Open Geospatial Consortium, .

- **Publicity:** MundoGEO and InfoGPS Web Portals, MundoGEO and A Mira Magazines, in Brazil, and abroad from Directionsmag, GIM, V1, Geoconnexion and Professional Surveyor.

- **Target:** Experts, users and public and private decision-makers.

- **Estimated Audience:** 10,000 professionals: 1,500 attending the seminars and parallel events, 2,500 visitors of the trade fair and over 6,000 professionals following the event through webinars and social networks (10% of the event will be broadcast through the web).

#### **Statistics from the latest edition:**

- **Number of participants:** 7,500: 900 in the seminars and parallel events, 1,800 visitors at the trade fair and over 5,000 professionals following the event through webinars and social networks;

- **Event's approval rating:** over 90%

- **Participants Occupation:** 32% director, 33% manager and 35% production sector/ **Sector:** 50% private, 36% public and 14% academic / **Area of interest:** 21% environment/natural resources, 21% utilities/infrastructure, 20% Territorial Management, 17% Business Intelligence and 14% geospatial industry;

- **Trade Fair:** 30 exhibitors who represented more than 70 worldwide brands;

- **Lecturers/debaters:** 120, where 15% of them are internationally known.



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