

Advertising on print magazine in portuguese

Advertising Options	Value per issue (U\$)
One page	1.950
1/2 page	1.250
1/3 page	800
2nd or 3rd cover	2.250
4th cover	2.575
1 page advertorial	1.400
1 page classified ads	1.400

Circulation: 5,000 copies | Periodicity: Bimonthly

Distribution of magazines: Subscribers, mailing list and brazilian related events

Digital magazine

	Portuguese	Spanish
Advertising Options	Value per issue (U\$)	
One page	750	375
One page advertorial	500	250
One page classified ads	500	250

Reading format: Flip format to browse with links

Statistics: 20,000 downloads per edition in portuguese version and 8,000 in spanish

Web Portal

	Portuguese	Spanish
Per channel	Monthly rates for exclusive banners (U\$)	
Top leaderboard (728 x 90)	450	225
Bottom leaderboard (728 x 90)	150	75
Small rectangle (300 x 150)	250	125
Medium rectangle (300 x 250)	450	225

Statistics: 120,000 single visitors monthly and 100,000 registered professionals

Other ad options

	Brazil	LatinAmerica
Per product	Values (U\$)	
Company guide online per country (1 year)	450	250
Exclusive Banner (728 x 90) in the newsletter	125	60
Webinars*	2.500	1.900

*More than 100 webinars have been organized with an average of 1,200 subscriptions and 650 participants in portuguese version and 800 subscriptions and 400 participants in spanish. The sponsors get all the database.