



MEDIA KIT

WE ARE A  
**MULTI-PLATFORM**  
**COMPANY**  
BUILT BY  
**MAGAZINE,**  
**WEBSITE** AND  
**SOCIAL MEDIA.**

WE ARE THE **ONLY VEHICLE**  
CAPABLE OF **UNITING**  
**ALL MEDIAS**  
IN ONE PLACE.

ABSOLUTE LEADERS IN  
**MAKING CONTENT**  
FOR THE FINAL CONSUMER,  
COVERING THE  
**WHOLE BRAZIL.**

BECAUSE WE ARE NOT  
ONLY A **MAGAZINE**,  
WE ARE A **POTENCY**  
IN **MAKING CONTENT**.



+ 300.000  
followers



105.000  
readers



30.000/ month  
magazines



7.000  
subscribers



8.000 unique visitants  
40.000 pageviews

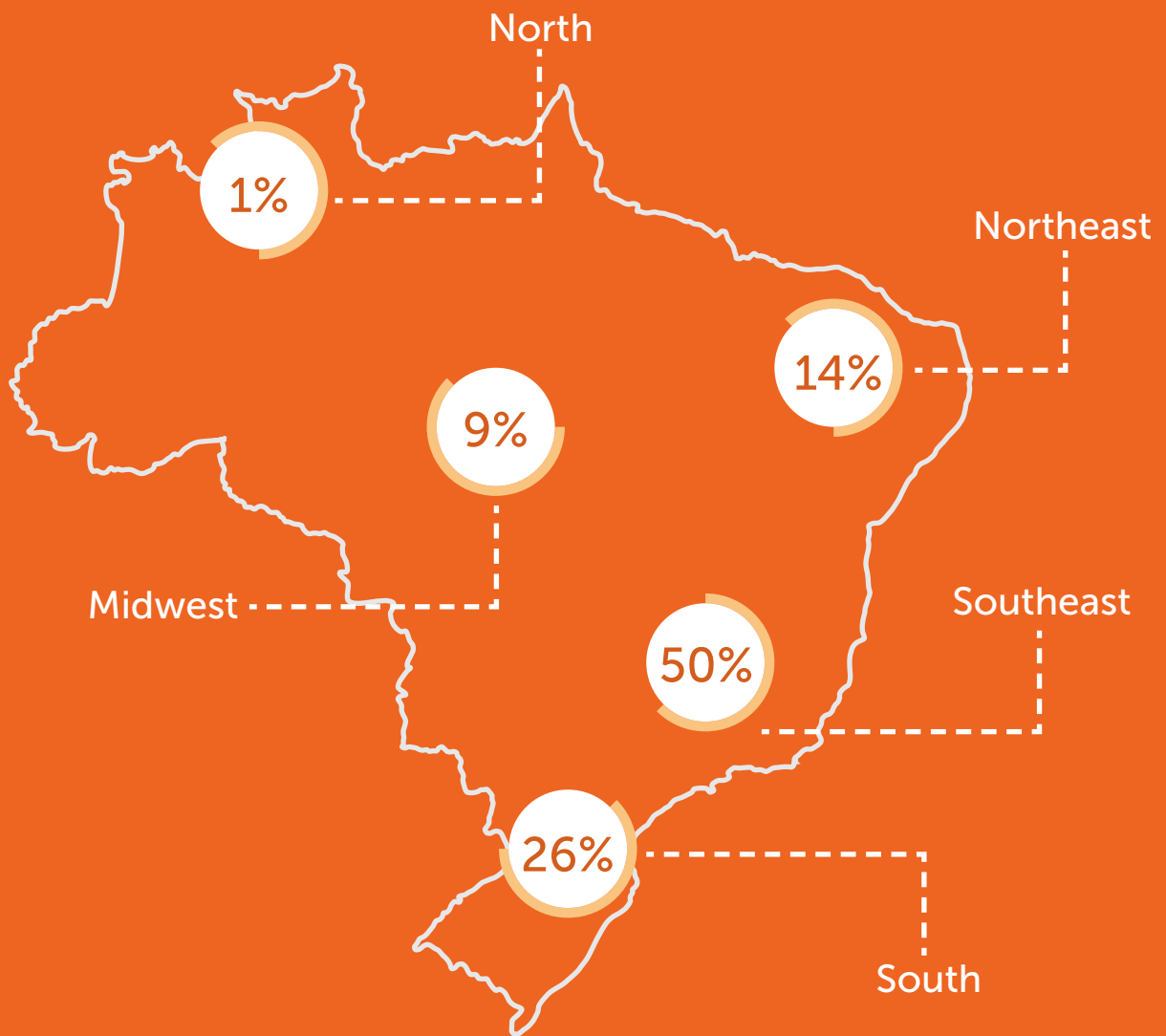


5 pressed guides +  
3 e-books per year

# AUDIENCE PROFILE (MAGAZINE)

WOMEN 68%	MEN 32%	30 A 45 YEARS 38%	46+ YEARS 52%
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CLASS A 36%	CLASS B 52%	Travel 2x + PER YEAR 65%	HIGHER EDUCATION 52%
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# WHAT WE DO, TOGETHER, FOR YOUR BRAND

- ▷ Travels
- ▷ Branded Content
- ▷ Publishes in the magazine and our website
- ▷ Shares in our social media
- ▷ Special and custom projects
- ▷ Interviews with content and much information
- ▷ Create commercial videos to publish in our channels
- ▷ Ads for pressed and digital Medias
- ▷ Pressed guides and E-books

# WHY TRUST IN VIAJAR'S PRODUCTS?

- ▷ Content written by experienced journalists
- ▷ Infos given by someone who REALLY visited the destination
- ▷ Impartiality in the Information
- ▷ We do not accept publishing paid content\*
- ▷ We provide much more information than opinions.

# OUR FOLLOWERS HABITS

- ▷ 65% travel at least 2 times in a year
- ▷ 45% associate gastronomy to tourism
- ▷ 92% travel to a new destination per year
- ▷ 85% have accommodation as the highest preoccupation
- ▷ 35% have travelled in the Executive Class in the last 2 years

*\* all paid content have the info PubliViajar*

# PUBLICITY TABLE

COSTS (US\$) ARE VALID UNTIL DECEMBER/2019

- »» 4th cover (20,2 x 26,6cm).....6.700    »» 1/2 Horizontal page (20,2 x 13,3cm).....3.100
- »» Simple page (20,2 x 26,6cm).....5.200    »» 1/3 Vertical page (6,7 x 26,6cm).....2.000
- »» Double page (40,4 x 26,6cm).....9.800    »» Publieditorial.....(add 25% to the value)

# SOCIAL MEDIA TABLE

COSTS (US\$) ARE VALID UNTIL DECEMBER/2019

Post Stories Instagram  
US\$ 77,00

Post feed Instagram  
US\$ 207,00

Post feed Facebook  
US\$ 155,00

# DATES – DELIVERING MATERIAL

EDITION		NUMBER		RESERVATION		MATERIAL
<b>February</b>	»»	<b>115</b>	»»	<b>18/01/19</b>	»»	<b>21/01/19</b>
March	»»	116	»»	18/02/19	»»	20/02/19
<b>April</b>	»»	<b>117</b>	»»	<b>18/03/19</b>	»»	<b>20/03/19</b>
May	»»	118	»»	18/04/19	»»	22/04/19
<b>June</b>	»»	<b>119</b>	»»	<b>17/05/19</b>	»»	<b>20/05/19</b>
July	»»	120	»»	14/06/19	»»	18/06/19
<b>August</b>	»»	<b>121</b>	»»	<b>19/07/19</b>	»»	<b>22/07/19</b>
September	»»	122	»»	16/08/19	»»	20/08/19
<b>October</b>	»»	<b>123</b>	»»	<b>16/09/19</b>	»»	<b>19/09/19</b>
November	»»	124	»»	18/10/19	»»	21/10/19
<b>December</b>	»»	<b>125</b>	»»	<b>18/11/19</b>	»»	<b>21/11/19</b>
January	»»	126	»»	16/12/19	»»	19/12/19

Send file in JPG or PDF format, in 300 DPI with 1 cm of bleed





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