



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**.



+ 350.000
followers



105.000
readers



28.000/ month
magazines



8.400
subscribers



22.000 unique visitants
120.000 pageviews

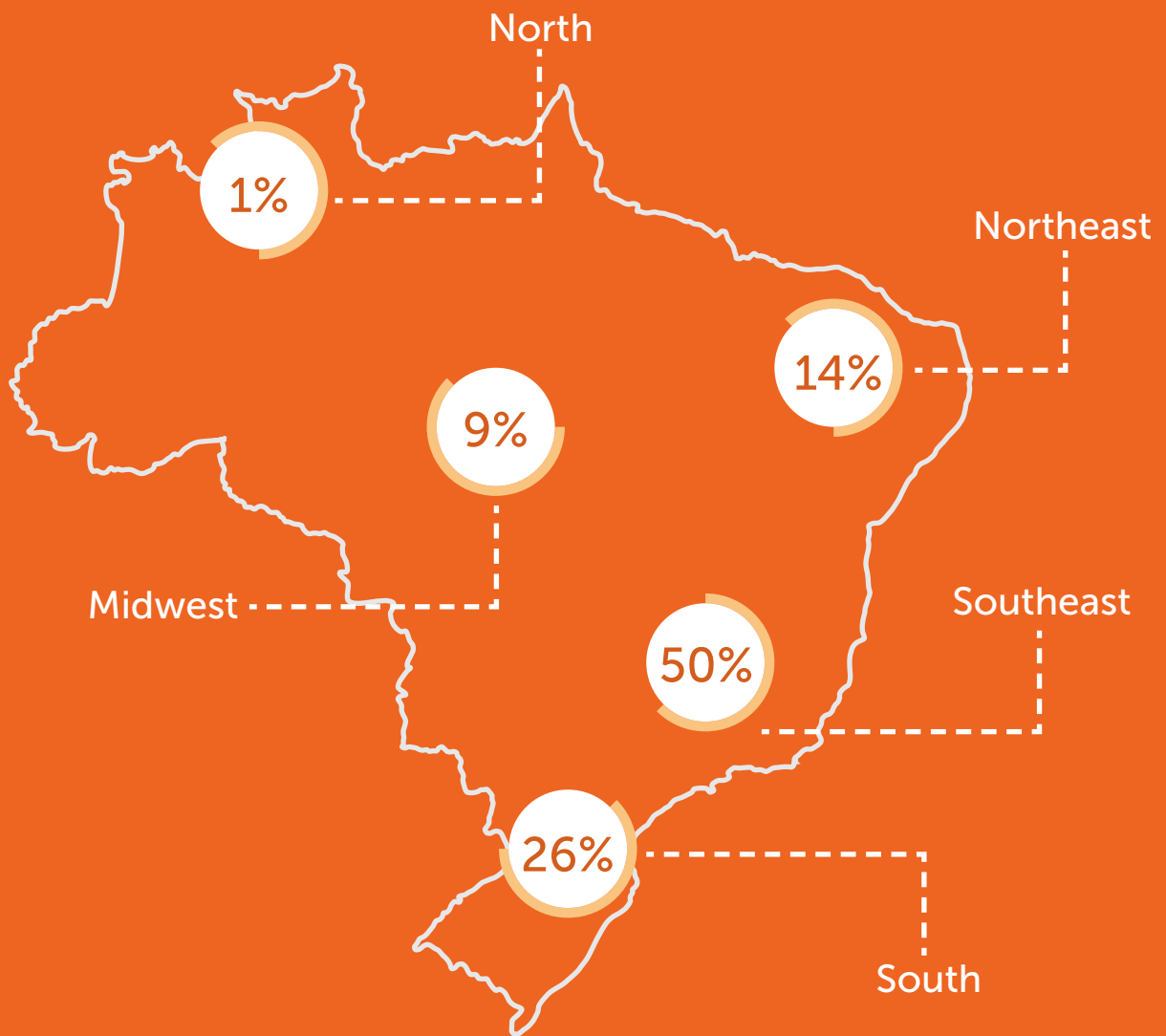


10 pressed guides +
15 e-books per year

AUDIENCE PROFILE (MAGAZINE)

WOMEN 68%	MEN 32%	30 A 45 YEARS 38%	46+ YEARS 52%
--------------	------------	----------------------	------------------

CLASS A 36%	CLASS B 52%	Travel 2x + PER YEAR 65%	HIGHER EDUCATION 52%
----------------	----------------	-----------------------------	-------------------------



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

INVESTMENT (US\$) ARE VALID UNTIL DECEMBER/2021

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

SOCIAL MEDIA TABLE

INVESTMENT (US\$) ARE VALID UNTIL DECEMBER/2021

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
January	»»	138	»»	18/12/20	»»	21/12/20
February	»»»	139	»»»	20/01/21	»»»	22/01/21
March	»»	140	»»	19/02/21	»»	22/02/21
April	»»»	141	»»»	18/03/21	»»»	22/03/21
May	»»	142	»»	20/04/21	»»	22/04/21
June	»»»	143	»»»	20/05/21	»»»	24/05/21
July	»»	144	»»	18/06/21	»»	21/06/21
August	»»»	145	»»»	20/07/21	»»»	22/07/21
September	»»	146	»»	19/08/21	»»	23/08/21
October	»»»	147	»»»	20/09/21	»»»	22/09/21
November	»»	148	»»	20/10/21	»»	22/10/21
December	»»»	149	»»»	19/11/21	»»»	22/11/21

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



📘 [revistaviajarpelomundo](#) | 📷 [revistaviajar](#) | 🌐 [www.mundoviajar.com.br](#)

☎ + 55 11 3774-6967 | @ publicidade@racmidia.com.br

Rua Dr. Luiz Migliano 1.986 | 13º andar – sala 1305 São Paulo - SP | CEP: 05711-001