

**Media Kit 2023**

**ENERGIA**

V2 - May 2023

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[www.petroleohoje.com](http://www.petroleohoje.com)

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Founded in 1979, **Editora Brasil Energia** produces the most respected and traditional publications in the Brazilian energy sector. Recognized for its editorial independence and quality, it has a team of award-winning, specialized journalists, and has secured thousands of subscribers in Brazil and abroad.

To learn more about each product in the portfolio, please go to [loja.editorabrasilenergia.com](http://loja.editorabrasilenergia.com).

To download the template with the technical specifications and tips for producing the graphic pieces click [HERE](#).

## SUMMARY

- 03** EnergiaHoje  
*Digital website with daily Newsletter*
- 09** Brasil Energia e-Magazine  
*Digital website with bimonthly e-Magazine*
- 13** Brasil Energy (in English)  
*Digital website with daily Newsletter*

## Digital website with daily Newsletter

### Commercial spaces on the website and in the newsletter.

News site. Follows the activity of the Exploration, Production and Refining segments by Brasil Energia's specialized journalism team. Publication of a daily newsletter , for qualified (paying) subscribers.

#### Pageviews\*

**82,058**

#### Users

**42,921**

#### Pages./ Session

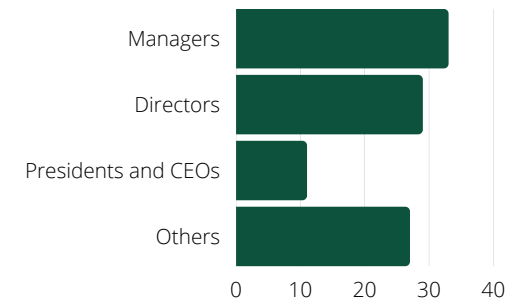
**1.52**

#### Minutes/ Session

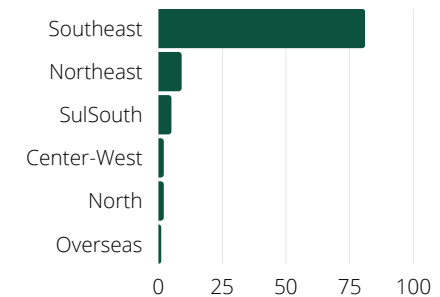
**1.11**

*\*Average annual Pageviews from March 2023*

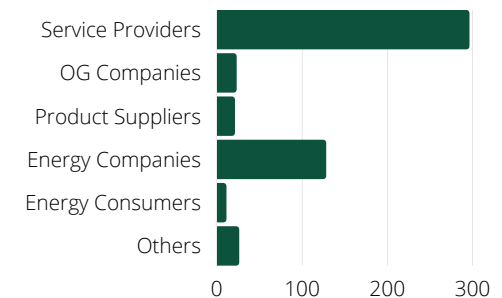
### READERSHIP (%)



### DISTRIBUTION (%)



### SEGMENTS (%)



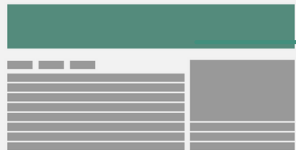
## Banner ads per month



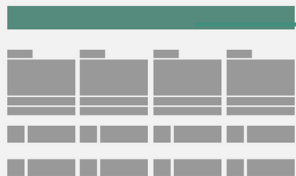
**Superbanner (970x 180 px):** USD 1,700  
(home + stories)



**Quadrado (360 x 240 px):** USD 1,300  
(home + stories)



**Superbanner Destaques (970x 180 px):** USD 1,600  
(home)



**Retângulo Central (970 x 90 px):** USD 1,350  
(home)



**Retângulo Inferior (970 x 90 px):** USD 1,250  
(home)



**Retângulo Vertical (300 x 600 px):** USD 1,150  
(home)

**Amount for 30 days of display.**

**Specifications: .Gif or .JPG.**

**All banners in random display,  
maximum of three advertisers per  
zone.**

**Maximum size: 100k.**

## Selective Banner (prices per view)

The **Selective Banner** is a digital outreach tool that allows Advertisers to choose in which categories to display the message, optimizing their campaigns to reach the specific audience interested in their field of activity without unnecessary dispersion.

1. The Advertiser selects the categories and publications in which it wishes to appear (PetróleoHoje, EnergiaHoje, Brasil Energia);
2. The Advertiser chooses the desired viewing package and your advertisement will remain on the air until the contracted amount of views is reached.



**Package 1000 views: USD 160**

**Customize: USD 0.16**  
Over 1000 views

**Note:** Minimum purchase: package of 1000 views, joining a maximum of two categories. Above 1000 views: USD 0.15 per additional view.

**Specifications:** The Advertiser must deliver a banner in 728 x 180 px format, with up to 100k, in JPG or PNG format.

**Target Link:** Along with the banner artwork, the Advertiser must indicate the URL to which the banner should point.

## Newsletter Banner

Placing your message in a **Banner in the newsletter** means delivering **your message directly to the mailboxes of all our subscribers.**



**Daily Placement: USD 135/ day**

### Volume Discounts

- From 0 to 5 days - 0% discount
- From 6 to 10 days - **10%** discount
- From 11 to 15 days - **15%** discount
- From 16 days - **20%** discount

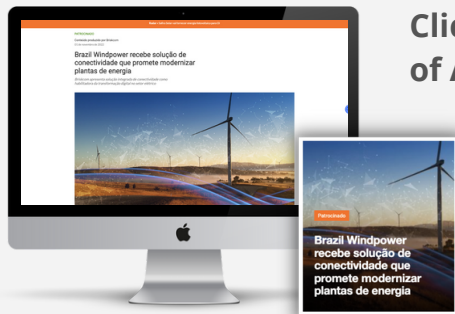
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**Specifications:** Banner in 560 x 250 px format, up to 100k, in JPG or PNG. **Target Link:** Specify the URL to which the banner should point.

## Advertorial

**Advertorial** is a low-cost digital alternative to publicize products and services in advertising text format, including:

1. Text + up to three images (one of them, highlighted) and a brand logo for disclosing of one product or service by hiring;
2. A Home screen widget;
3. In addition a call to action widget in the daily newsletter on the first day of the publication.



Click [HERE](#) for access an example of Advertorial.

### ADV 15: USD 1,700

1 call to action in the daily newsletter  
15 days of Home screen widget

### IADV 30: USD 2,600

1 call to action in the daily newsletter  
30 days of Home screen widget

**Technical Specifications:** Texts and images produced by the customer. Article: Title and text in DOC or DOCX file. Include in the footer contact details that can be disclosed (phone, e-mail and website). Pictures: Up to three pictures 72dpi - JPG or PNG. Home screen widget: Title and text up to 200 characters. Brand logo: .PNG, .AI or .EPS.

## Customized Special Projects

You can customize your campaign deliveries (media and formats), according to the project needs and range audience.

See below, some of the possible options:

- **Email Mkt** - spread your message to the entire Brasil Energia base
- **Institutional and/or promotional videos** - Amplify your audience and post your video on our portals and social networks
- **Webinars** - your event takes the Brasil Energia brand and reaches new audiences

### And more:

Video interviews, podcasts and other customized and planned projects.

### Contact us for more information:

[publicidade@brasilenergia.com.br](mailto:publicidade@brasilenergia.com.br)



## e-Magazine (digital flip)

**Twice yearly e-Magazine** (digital flip format) accessible to subscribers and non-subscribers as well as to participants and registrants in events with which Editora Brasil Energia maintains promotional agreements.

Analytical content in the fields of Energy, Gas and Oil, in line with the ongoing energy transition integration.

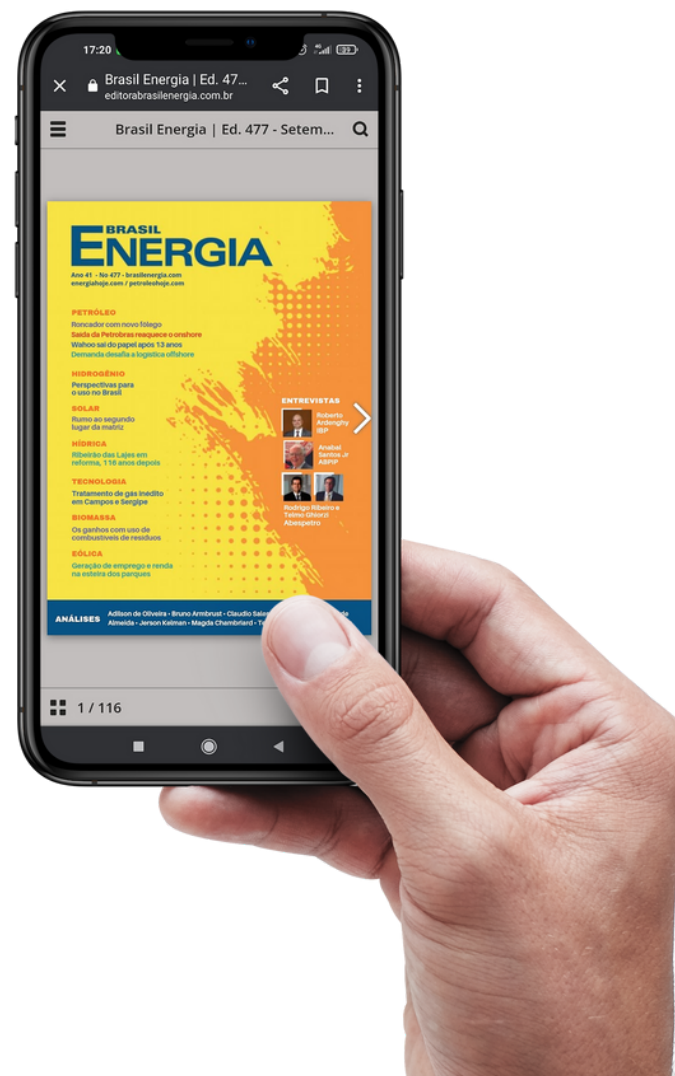
Available for mobile devices (smartphones and tablets) and desktops.

**Average views\* per edition: 63,267.**

*\*average of all of the editions of 2022*



Click [HERE](#) for access.



## Rates and Formats

### FORMATS (Width x Height) - Prices

**1 Page (205 x 275 mm) - USD 2,800**

**Double Page (410 x 275 mm) - USD 5,500**

**1/2 Page Horizontal (180 x 125 mm) - USD 1,650**

**1/3 Page Horizontal (180 x 85 mm) - USD 1,100**

**1/3 Page Vertical (57 x 234 mm) - USD 1,100**

### SPECIFIC PAGES (Width x Height) - Call for price

**Page 2 and 3 spread (410 x 275 mm) - USD 5,900**

**Inside Front Cover (205 x 275 mm) - USD 3,400**

**Inside Back Cover (205 x 275 mm) - USD 3,300**

**Back Cover (205 x 275 mm) - USD 3,600**

### SPECIAL FORMATS - Call for price



Example of Page 2 ad

### MATERIAL

Click [HERE](#) to check all the especifications, interactivity options and download the templates for each ad format.

## Banners (prices per month)



**Superbanner: USD 1,650**  
**Amount for 30 days of display.**

Banners in random display,  
maximum of three advertisers per  
zone.

**specifications: .Gif or .JPG.**

**Maximum Size: 100k.**

## Social Media - Publipost

Publishing your content on social networks complements your communication pieces to a diversified audience and is highly recommended when part of advertising campaigns associated with other media formats.



**53,199 followers\***  
**Growth: 47% in 2023\***  
Engajement Rate: **5,00%\***



**5.813 followers\***  
**Growth: 1,38% in 2023\***

*\* Data obtained via metric tools from April/2023*

### Publipost LinkedIn

1 Publipost (post in feed): **USD 270**

### Publipost Twitter

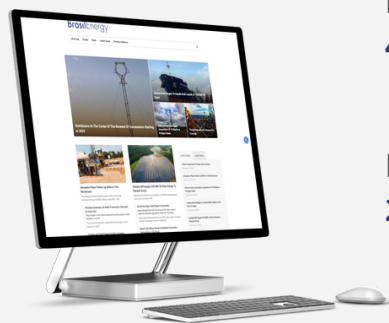
1 Publipost: **USD 110**

**NOTE:** All advertising posts must start with a hashtag that allows the reader to quickly identify that it is advertising content. E.g.: #publipost #ad Specifications: **LinkedIn:** Text up to 500 characters + one image.JPG or .PNG + URL. Video streaming is also possible, with a maximum of 15 seconds and 20 Mb - **Twitter:** Text up to 280 characters + URL.

## Digital website with daily Newsletter

Published in English, **Brasil Energy** offers coverage of the Brazilian energy sector and of interest to the international community living and working in the country and abroad, focusing on O&G, Energy, Renewables, Biofuels and Energy Integration with neighboring countries.

It distributes a daily newsletter to subscribers.



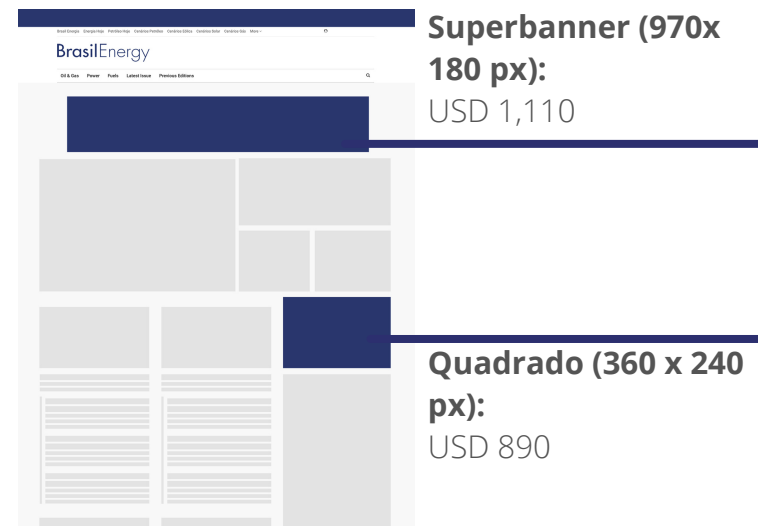
**Pageviews\***  
**4,577**

**Users**  
**904**

**Pages./ Sessiobn**  
**2.8**

**Minutes/ Session**  
**2.14**

*\*average of the last 12 months (Januart to March 2023)*



Amount for 30 days of display.

Specifications: .Gif or .JPG.

All banners in random display, maximum of three advertisers per zone.

Maximum size: 100k.



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