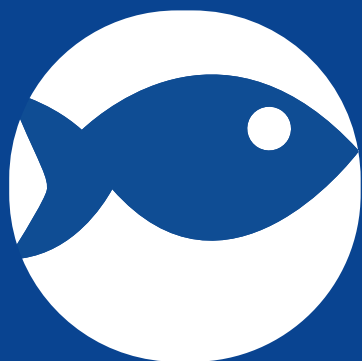


**Your brand featured
in the fastest growing food
market in Brazil**



**seafood
brasil**

MEDIA KIT

Seafood Brasil is a content platform designed to bring together all the stakeholders in the seafood chain, from production to consumption.

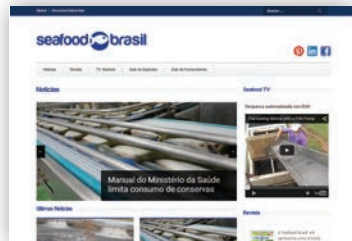
Launched in 2013, the platform has the following information and propagation channels for your brand:

Seafood Brasil Magazine - quarterly editions richly illustrated and stuffed with information, which quickly became a reference for those who make business with this sector.

Seafood Brasil Site - news website that encourages business and promotes information at all stages of the production seafood chain in Brazil and worldwide.

Seafood Brasil Yearbook - special edition with a printed suppliers guide and a compendium of articles and segment statistics.

Seafood Brasil Suppliers Guide - one of the highest access rates in the website, where are disclosed the most important companies in the sector.

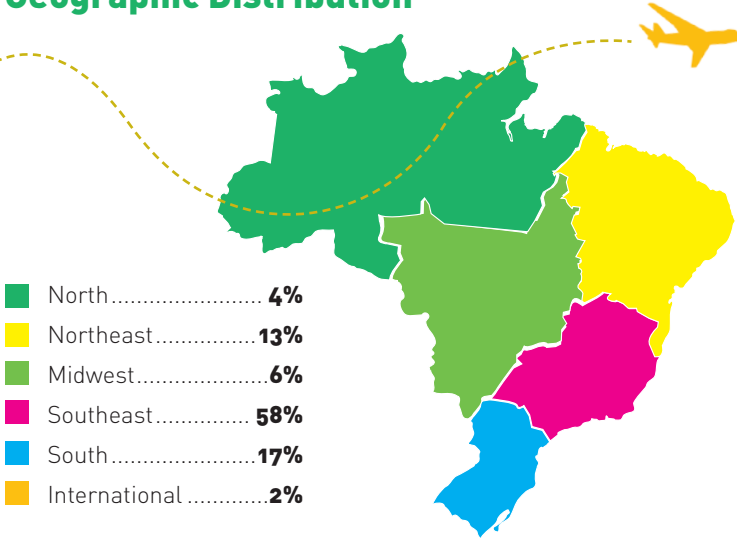


Target Audience

Producers, industry, equipment and service suppliers, importers, exporters, retail, wholesale, hotel chains, restaurants, catering, buffets, government, research institutions, specialized media and academic fields



Geographic Distribution



Sectoral Distribution



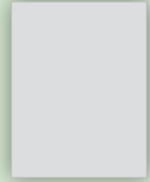
Rates (US\$)*

Inserciones	1x	2x	3x	4x	5x
Fourth cover	\$ 3,500	\$ 3,225	\$ 3,150	\$ 2,975	\$ 2,800
Double page	\$ 3,000	\$ 2,850	\$ 2,700	\$ 2,550	\$ 2,400
2nd or 3rd cover	\$ 2,500	\$ 2,375	\$ 2,250	\$ 2,125	\$ 2,000
Page 3	\$ 2,000	\$ 1,900	\$ 1,800	\$ 1,700	\$ 1,600
Page 1	\$ 1,600	\$ 1,520	\$ 1,440	\$ 1,360	\$ 1,280
1/2 page	\$ 1,100	\$ 1,045	\$ 990	\$ 935	\$ 880
1/3 page	\$ 700	\$ 665	\$ 630	\$ 595	\$ 560
1/4 page	\$ 500	\$ 450	\$ 450	\$ 425	\$ 400

*Invoices will be in BRL (Brazilian Real) at the exchange rate prevailing at the issue date.

Size (cm.)

1 page



21 x 27,5

Double page



42 x 27,5 (corte)

1/2 page



21 x 13,5

1/3 page



21 x 9

7 x 27,5

1/4 page



21 x 6,5

9,5 x 12,7

Technical specifications

Format: Choose as the measures indicates, keeping 0.5cm bleed and 0.7 buffer.

Extensions: Quark X Press, Adobe Illustrator, Adobe Photoshop or Corel Draw (in curves and saved in Ai). Photos should be in EPS or TIFF format with 300dpi resolution.

Typography: Inform the sources used or else convert all text to curves. Final format can be in jpg, since 300dpi resolution in size indicated.

Newsletter

Side Banner: 160 x 120 pixels

Bottom/Top banner: 600 x 90 pixels



Suppliers Guide

Logo: 158 x 78 pixels



Seafood Brasil is an organic content platform. We are constantly evolving. Contact us for further commercial opportunities related to our online and offline outlets.

Rates (US\$)*

Media Insertions		1 month	6 month	12 month	
Site	Suppliers Guide	\$ 117	\$ 612	\$ 1,064	
	Newsletter	Side Banner	\$ 245	\$ 1,282	\$ 2,236
		Bottom Banner	\$ 309	\$ 1,609	\$ 2,782
		Top Banner	\$ 386	\$ 2,018	\$ 3,491

*Invoices will be in BRL (Brazilian Real) at the exchange rate prevailing at the issue date.