seafood brasil

5 anos

Your brand featured in the fastest growing food market in Brazil

Seafood Brasil

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

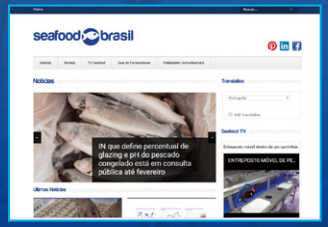
Launched in 2013, the platform has the following information and promotional channels for your brand:

***Seafood Brasil* Magazine -** four annual editions richly illustraded and stuffed with information. Reference publication for anyone doing business with this sector.

***Seafood Brasil* Site -** services and 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, a compedium of articles and a session of segment statistics.

***Seafood Brasil* Suppliers Guide -** database of the most important companies in the sector.



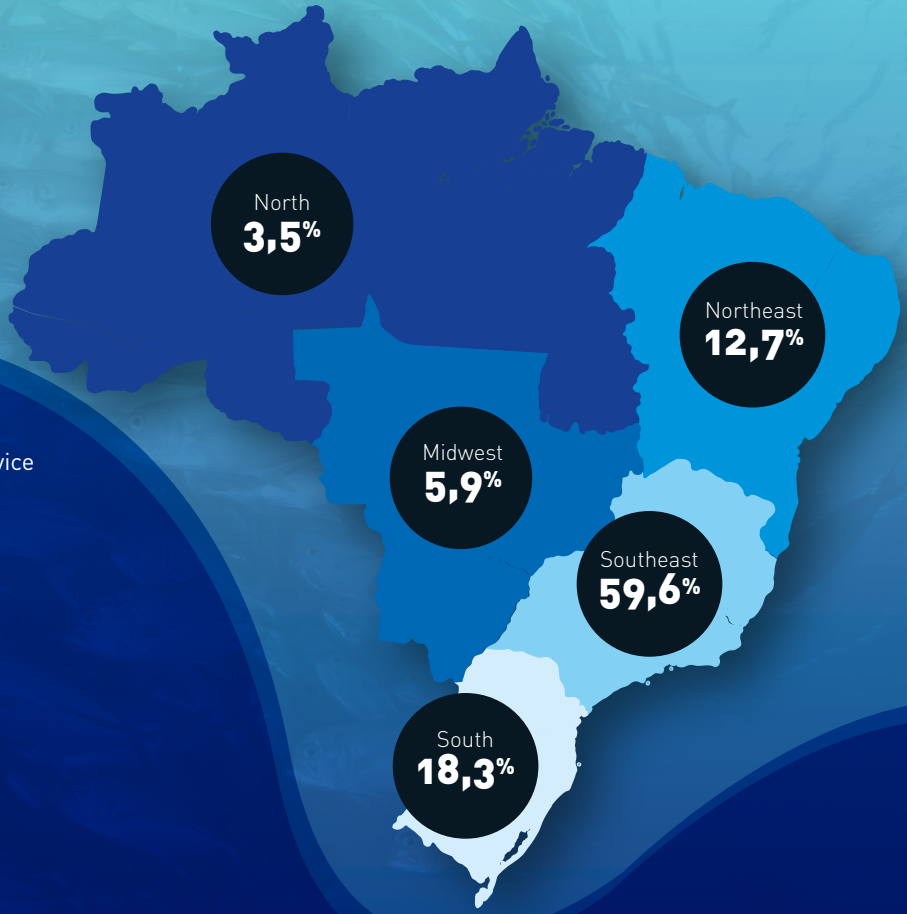
Target Audience

Aquaculturists, fishermen, fishing vessels, services and equipments suppliers, fish processing industries, importers, exporters, retail, wholesale, hotel chains, restaurants, catering, buffets, government, research institutions, specialized media and academic fields.

Seafood Brasil - **MAGAZINE**

Geographic Distribution

Average circulation of **3500 units** per issue distributed nationally. Complementary circulation in national and international trade shows. With the digital version, the publication reaches an audience of more than 10,000 decision makers in Brazil and abroad.

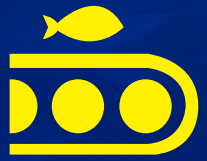


Sectorial Distribution

Suppliers

36,5%

Seafood Production Industry and Trade



26,7%

Retail and Food Service

19,4%

Government and Institutions

10,1%

International Trading

4,4%

Media

3,0%

Seafood Brasil - **MAGAZINE**

Positions

Owner Partner	Administrator CEO / Director President	Coordinator Manager Supervisor	Analyst Assistant Assessor	Consulting Autonomous	Academic Field
29,8%	**20,0%**	**42,6%**	**5,5%**	**1,5%**	**0,7%**

The printed version of ***Seafood Brasil*** is distributed to a highly qualified audience, all of them decision makers from the companies whithin the seafood productive chain

Seafood Brasil - **MAGAZINE**

Rates (BRL - Brazilian Real)*

AD FORMATS	1X	2X	3X	4X	5X
Fourth cover	R$ 8.000	R$ 7.650	R$ 7.300	R$ 6.900	R$ 6.550
2nd or 3nd cover	R$ 5.750	R$ 5.450	R$ 5.200	R$ 4.900	R$ 4.680
Page 3	R$ 4.600	R$ 4.370	R$ 4.150	R$ 3.950	R$ 3.750
Double page	R$ 6.900	R$ 6.550	R$ 6.230	R$ 5.920	R$ 5.620
1 page	R$ 3.680	R$ 3.500	R$ 3.320	R$ 3.150	R$ 2.990
1/2 page	R$ 2.530	R$ 2.400	R$ 2.280	R$ 2.170	R$ 2.050
1/3 page	R$ 1.600	R$ 1.530	R$ 1.450	R$ 1.380	R$ 1.300
1/4 page	R$ 1.150	R$ 1.090	R$ 1.030	R$ 980	R$ 940

CLASSIFIELD ADS	1X	2X	3X	4X
With logo	R$ 200	R$ 190	R$ 180	R$ 170

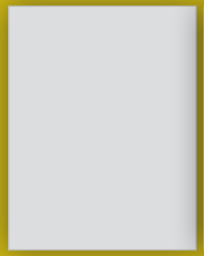
For overseas invoice payments, please consider a 30% additional fee on the pubicity final price to cover administrative costs and banking rates.

Contact us for further **information** about **report advertising** or **others materials** to be promoted in the magazines

Seafood Brasil - **MAGAZINE**

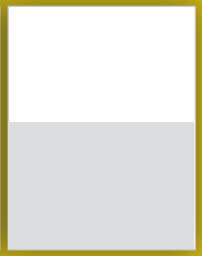
Ads Format (cm.)

1 page



21 x 27,5 (cut)

1/2page



21 x 13,5

Double page

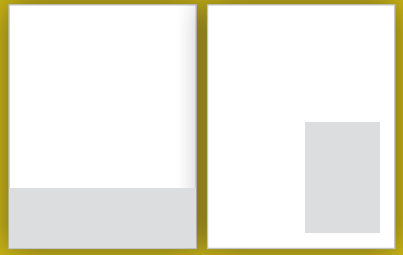
42 x 27,5 (cut)

1/3 page

21 x 9

7 x 27,5

1/4 page



21 x 6,5

9,5 x 12,7

Format:
In all indicated measurements, keep 0.5 cm of bleed and 1.0 cm of safety margin.

Desired extension:
300 DPIs PDF with fonts converted to curves.

Please contact us and we will provide the template of the format corresponding to your approval.

Seafood Brasil - **ONLINE OUTLETS**

Newsletter

Side Banner:
160 x 120 pixels
Bottom/Top Banner:
600 x 90 pixels

Suppliers Guide

Logo: 158 x 78 pixels

Rates (BRL - Brazilian Real)*

MEDIA	FORMAT	1 MONTH	6 MONTHS	12 MONTHS
Site	Suppliers Guide	R$ 300	R$ 1.560	R$ 2.700
	Top Banner	R$ 590	R$ 3.100	R$ 5.400
	Side Banner	R$ 890	R$ 4.600	R$ 8.000
Newsletter	Side Banner	R$ 620	R$ 3.250	R$ 5.700
	Bottom Banner	R$ 780	R$ 4.100	R$ 7.000
	Top Banner	R$ 980	R$ 5.100	R$ 8.800

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Seafood Brasil - **SPECIAL PROJECTS**

Besides the presented channels, ***Seafood Brasil*** can develop a several especial projects to encourage business expansion between you and your client, either by using offline and online media or also events. Look some of the projects we already did:

• Exclusive Tematic Newsletter

Your electronic newsletter distributed to our database

• Infopublicity

Your infographic developed or adapted to be spread to our data base in a exclusvie e-mail marketing.

• Events, lectures and marketing actions

Content development and events organization to the sector

Contact us for more detais about these projects and many **others that we can** set up **together**!

seafood brasil 5 anos

Sister magazine REVISTA REDES & SEAFOOD

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