



portosenavios

62ND YEAR | EDITIONS 708 TO 719

MEDIA KIT

PORTS AND LOGISTICS
SHIPBUILDING AND OFFSHORE INDUSTRIES
MERCHANT MARINE

2020

CIRCULATION DISTRIBUTION

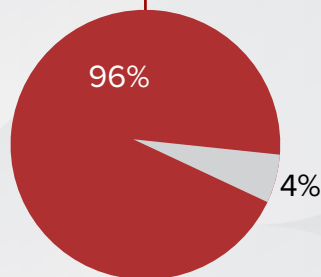
PORTOS E NAVIOS IS A TECHNICAL AND INFORMATIVE MAGAZINE PUBLISHED SINCE 1958. ITS EDITORIAL SCOPE COVERS THE SHIPBUILDING AND OFFSHORE INDUSTRIES, PORTS, MARITIME TRANSPORTATION AND LOGISTICS.

**MONTHLY MAGAZINE
CIRCULATION: 5.800 COPIES**

Paid Circulation: 54%

Complimentary circulation: 46%

- » Universities
- » Technical Institutions
- » Marketing + Publicity
- » Professionals with decision making functions in public and private establishments
- » The Congress and the executive branch of the government



ABROAD: 4%

Latin America: 1%
USA: 1,4%
Europe: 1,3%
Other countries: 0,3%

BRAZIL: 96%

Southeast: 67%
Central-West (Federal District): 8%
North-Northeast: 8%
South: 3%

DISTRIBUTION BY BRANCH OF ACTIVITY

Shipping equipment industry / Construction and repair shipyards	33%
Ports and Terminals	21%
Port equipment industry and commerce	12,5%
Petrobras and companies in the offshore sector	9%
Ship owners and shipping agents	8%
Exporters	5%
Logistics companies and other transportation operators	5%
Technical institutions	2%
Governmental organizations	1%
Consulting and design/projects companies	1%
National Congress	0,5%
Publicity agents.....	0,5%
Other activities.....	1,5%

DISTRIBUTION BY JOB TITLE

Executives, supervisors and managers	41%
Presidents, directors and businessmen	21,5%
Professionals with university degrees	18%
Engineers	11%
Medium level professionals.....	3%
Navy Officers (merchant + defence).....	2%
Public authorities ("government + congress")	1,5%
Others.....	2%



**ALLOW US TO BRING TO YOUR ATTENTION
PORTOS E NAVIOS MAGAZINE EDITORIAL
CALENDAR FOR 2020.**

ANNUAL REPORT

The following list presents relevant topics for the ports, shipbuilding and offshore industry, shipping and logistics sectors and can be used as a publicity decision-making tool for our advertisers.

In addition to main topics listed below, PN will include special reports on day-to-day news throughout the 12-month period. Portos e Navios is a reference publication for the Ports and Shipping sector to which it devotes its activities in the countrywide circulation of 5,800 issues, distributed by direct mailing.

CIRCULATION:
1ST DAY OF EACH MONTH

DEADLINE TO RESERVE SPACE:
15TH OF THE PREVIOUS MONTH

DEADLINE FOR DIGITAL MATERIAL:
24TH OF THE PREVIOUS MONTH

JANUARY - 708

- >> Propulsion systems
- >> Outlook for marine fuels and technological trends to meet IMO 2020
- >> Lubricants – prospects with IMO 2020
- >> Option for scrubbers – balance sheet and outlook
- >> Port lease program
- >> Sergipe Port TPP
- >> IMO 2020 surveillance – How will Navy do?

FEBRUARY - 709

- >> Workboat engines
- >> Dredging
- >> The new polygons and implications for public ports

MARCH - 710

- >> Container and general cargo handling equipment
- >> Current stage of cabotage and developments with new rules
- >> Investments in port infrastructure

APRIL - 711

- >> Ship repair
- >> Investment in passenger terminals
- >> LNG terminals expansion prospects
- >> Port support

MAY/JUNE - 712/713

- >> Offshore insurance
- >> Ship dismantling
- >> Ship-to-ship operations
- >> Ship maintenance

JULY/AUGUST - 714/715

- >> Logistic basis for pre salt operators
- >> Productivity in ports
- >> Logistics for LNG transportation
- >> Port emergency health response plan
- >> How maritime industry is preparing for the post fossil fuel era
- >> Port automation
- >> Solid bulk transport logistics

SETEMBRO/OCTOBER - 716/717

- >> Environmental management in ports
- >> Offshore support
- >> Decommissioning of platforms
- >> Maintenance on offshore platforms
- >> Liquid bulk transport logistics
- >> Special issue – shipbuilding and offshore industry
- >> Military naval industry
- >> Social and environmental responsibility projects in ports
- >> Ecobrasil coverage
- >> Ore handling equipment

NOVEMBER/DECEMBER - 718/719

- >> Bathymetry and nautical signaling
- >> Shipyards specializing in work boats
- >> Project cargo shipping logistics
- >> Ship energy efficiency
- >> Liquid bulk distribution logistics
- >> Projects and port engineering
- >> Offshore logistics



FORMAT AD

Advertisement Format.

DIGITAL MATERIAL

JPG, TIFF or PDF

RESOLUTION

300 dpi resolution | CMYK color standard.












ADVERTISE MAGAZINE

* BLEED

All advertisements subject to bleed must have an additional 0.5 cm at each side of the ad format. this ensures that the items appearing in the safety margin are printed in the event of variations in cutting the magazine, avoiding appearance of white strips..

SAFETY MARGIN

Is the area belonging to the ad. Indent where trimmed photos or backgrounds that can be trimmed should appear but where text should not appear. Any textual content that cannot be trimmed should not be in this area. The margin varies from 0.5 to a 1 cm.

FORMAT AD	WITH MARGIN (CM)	BLEED (CM)*	INVESTMENT US\$
FRONT COVER 	_____	21 x 28	7,196.00
DOUBLE COVER 	_____	41,7 x 28	7,196.00
DOUBLE PAGE SPECIFIC DOUBLE PAGE 	39,4 x 26,6	42 x 28	4,505.60 4,982.45
FULL PAGE SPECIFIC FULL PAGE 	18,5 x 26,6	21 x 28	2,777.00 3,048.00
INSIDE FRONT COVER OR INSIDE BACK COVER OUTSIDE BACK COVER 	_____	21 x 28	3,057.00 3,194.00
2/3 PAGE 	18,5 x 16 (H) 12,1 x 23,9 (V)	21 x 18,5 (H) 13,4 x 28 (V)	2,124.00
1/2 PAGE 	18,5 x 12 (H) 8,9 x 23,9 (V)	21 x 14 (H) 10,4 x 28 (V)	1,636.00
1/3 PAGE 	18,5 x 8 (H) 5,7 x 23,9 (V) 12,1 x 12,1 (Q)	21 x 9,3 (H) 7,1 x 28 (V) 13,4 x 13,4 (Q)	1,199.00
1/4 PAGE 	18,5 x 6 (H) 8,9 x 12,1(V)	_____	900.00
1/6 PAGE 	18,5 x 4 (H) 5,7 x 12,1 (V)	_____	657.00
1/8 PAGE Exclusive "Produtos e Serviços" 	5,7 x 9,1 (V)	_____	369.00

WEBSITE

BANNER	SIZE, WEIGHT AND POSITION		INVESTMENT/ MONTH US\$
SQUARE	125 x 125 pixels max: 12 kb	EDITORIAL PAGES, EXCEPT HOMEPAGE	202.00
SUPER LEADERBOARD	970 x 90 pixels max: 70 kb	TOP ON ALL PAGES	624.00
RECTANGLE	300 x 250 pixels max: 30 kb	HOMEPAGE AND ALL EDITORIAL PAGES	520.00
CONTENT	750 X 230 pixels max: 30kb	INSIDE CONTENT	520.00

FORMAT: GIF, JPG OU PNG

ALL BANNERS ARE RANDOMIC

The screenshot shows the website layout with the following elements:

- Navigation:** HOME, NOTÍCIAS, ARTIGOS, REVISTA, CATÁLOGO, EVENTOS
- Super Leaderboard:** A red banner at the top with the text "SUPER LEADERBOARD 970 X 90".
- Article:** "Após leilão, agentes discutem futuro do petróleo e transição energética" by Danilo Oliveira, dated 11/19/2019 - 15:40. The article includes a photo of an offshore oil rig and text discussing energy transition and ANP's perspective.
- Rectangles:** Two red rectangular banners (300 X 250) are placed on the right side of the article.
- Content Banner:** A large red rectangular banner (750 X 230) is placed at the bottom of the article content area.
- Magazine Cover:** A small image of the "portosnavios" magazine cover with the text "Assine" next to it.
- Comments:** A section for "Comentários" with 0 comments and a "Mais antigos" link.
- Small Squares:** A grid of eight small red square banners (125 X 125) is located at the bottom right of the page.

NEWSLETTER

NOTÍCIAS DO DIA

Daily newsletter with the major news from the sectors of shipbuilding and offshore industry, ports, logistics and shipping. Over 38,000 subscribers.

BANNER	SIZE, WEIGHT AND POSITION		INVESTMENT/MONTH EXCLUSIVE
SQUARE	125 x 125 pixels max: 20 kb	TOP	410.00
		MIDDLE	285.00
DESTAQUE	665 x 82 pixels max: 30 kb	TOP	1,054.00
		MIDDLE	924.00
		BOTTOM	647.00

FORMAT: JPG OU PNG

DESTAQUE (TOP)
 665 X 82


Notícias do dia

SQUARE
125 X 125

SQUARE
125 X 125

SQUARE
125 X 125

SQUARE
125 X 125

11/10/2019 - 01:10



Libra quer anular processo arbitral de dívida bilionária contra a Codesp
in Portos e logística
 O Grupo Libra pediu, na Justiça, a anulação do processo arbitral que reconheceu a dívida bilionária da operadora portuária com a Companhia Docas do Estado de São Paulo (Codesp), estatal que administra o Porto de Santos. A Libra aponta, entre outras questões,...



Blocos da 16ª rodada demandarão 3 a 4 plataformas, estima ANP
in Offshore
 A Agência Nacional do Petróleo, Gás Natural e Biocombustíveis (ANP) estima que os blocos arrematados na 16ª rodada de licitações de petróleo e gás, realizada nesta quinta-feira (10), demandem de três a quatro plataformas offshore a serem instaladas no litoral...

DESTAQUE (MIDDLE)
 665 X 82



Sem confirmar origem, ministro reafirma que óleo vazado é similar ao da Venezuela
in Offshore
 Um dos temas mais abordados durante a 16ª rodada de licitações de petróleo e gás, realizada nesta quinta-feira (10), no Rio de Janeiro, foi o vazamento de óleo que atingiu a costa dos nove estados do Nordeste brasileiro. Durante coletiva realizada após a...

SQUARE
125 X 125

SQUARE
125 X 125

SQUARE
125 X 125

SQUARE
125 X 125



TCP inaugura obras de ampliação e consolida sua modernização
in Portos e logística
 A TCP - empresa que administra o Terminal de Contêineres de Paranaguá, inaugurou nesta quinta-feira (10) as obras de ampliação do Terminal, que recebeu investimentos superiores a R\$ 600 milhões, sendo a maior obra do setor portuário do Brasil...



portosenavios

Rua Leandro Martins, 10/6º Andar
Centro - Rio de Janeiro - Rj - Brasil
Cep 20080-070 - Tel: +55 21 2283-1407

publicidade@portosenavios.com.br
www.portosenavios.com.br

