

# MEDIA KIT 2024



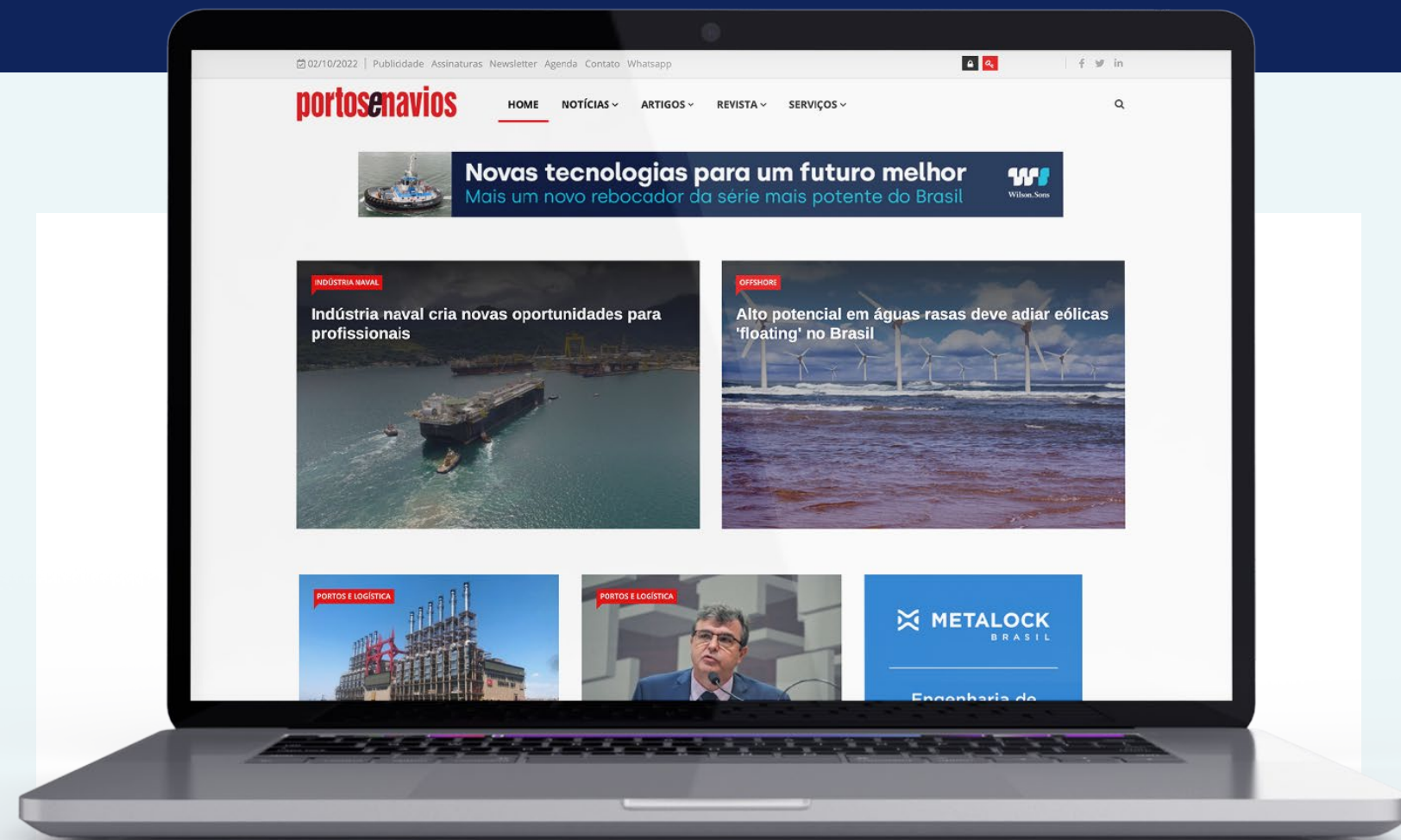
PORTS AND LOGISTICS  
MERCHANT MARINE  
SHIPBUILDING AND  
OFFSHORE INDUSTRIES

**portosenavios**



# Portos e Navios NUMBERS

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.



SITE



**+300 K**  
VIEWS / MONTH

DAILY NEWSLETTER



**+50 k**  
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**PORTOS  
E NAVIOS  
MAGAZINE**

PRINT AND  
DIGITAL

**4.8 K**  
COPIES

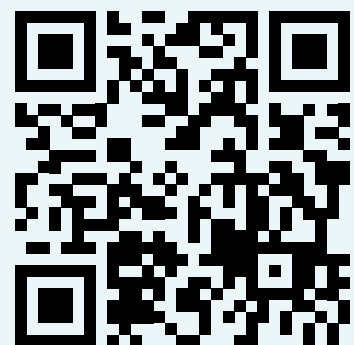
# PORTOS E NAVIOS

| BANNER               | SIZE, WEIGHT AND POSITION      |                                     | INVESTMENT/MONTH<br>€ |
|----------------------|--------------------------------|-------------------------------------|-----------------------|
| SQUARE               | 125 x 125 pixels<br>max: 12 kb | EDITORIAL PAGES,<br>EXCEPT HOMEPAGE | 168,55                |
| SUPER<br>LEADERBOARD | 970 x 90 pixels<br>max: 70 kb  | TOP ON ALL PAGES                    | 573,07                |
| RECTANGLE            | 300 x 250 pixels<br>max: 30 kb | HOMEPAGE AND ALL<br>EDITORIAL PAGES | 453,67                |
| CONTENT              | 750 X 230 pixels<br>max: 30kb  | INSIDE CONTENT                      | 453,67                |

**FORMAT: GIF, JPG OR PNG**

ALL BANNERS ARE RANDOMIC

## Access Portos e Navios' website



**SUPER LEADERBOARD**  
970 X 90

NAVEGAÇÃO

## MOL entra em parceria para eficiência de combustível de navios

**Da Redação** 27/09/2022 - 15:07



A japonesa Mitsui OSK Lines (MOL) e sua subsidiária Techno-Trade formaram parceria estratégica com a Akishima Laboratories para aumentar a eficiência de combustível das embarcações operadas pelo Grupo armador. O objetivo é minimizar os gases de efeito estufa (GEE) das embarcações.

O projeto prevê a implantação de tecnologia nas embarcações operadas pela MOL para impulsionar uma transformação traduzida em maior eficiência de combustível e redução de emissões de GEE.

Por meio dessa parceria, 30 especialistas em projetos das três empresas estarão envolvidos para buscar a eficiência de combustível e reduzir as emissões de GEE das embarcações imediatamente.

PUBLICIDADE

CONTENT  
750 X 230

A parceria estabeleceu uma meta clara para alcançar uma melhoria de 5% na eficiência de combustível em comparação com o ano fiscal de 2019 até o final do ano fiscal de 2024.

As empresas parceiras examinarão as diferentes características e condições de cada embarcação e combinarão 18 tipos diferentes de medidas, abrangendo acabamento ideal, usos avançados de pintura anti-incrustante de baixo atrito, retrofitings de hélice e introdução de tecnologias e equipamentos de economia de energia.

O Grupo MOL estabeleceu metas de médio a longo prazo para reduzir a intensidade das emissões de GEE no transporte marítimo em aproximadamente 45% até 2035 em relação a 2019 e atingir zero emissões líquidas de GEE até 2050 por meio de cinco estratégias que incluem aumentar a eficiência operacional.



SQUARE  
125 X 125

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125 X 125



731 set-out de 2022

**BOMBANDO**

INDÚSTRIA NAVAL



# NEWSLETTER


# Notícias do Dia

| BANNER   | SIZE, WEIGHT AND POSITION      | INVESTMENT/MONTH<br>€ |
|----------|--------------------------------|-----------------------|
| SQUARE   | 125 x 125 pixels<br>max: 20 kb | TOP                   |
|          |                                | MIDDLE                |
| DESTAQUE | 665 x 82 pixels<br>max: 30 kb  | TOP                   |
|          |                                | MIDDLE                |
|          |                                | BOTTOM                |

|            |                                |        |
|------------|--------------------------------|--------|
| RECTANGULE | 300 x 250 pixels<br>max: 30 kb | MIDDLE |
|------------|--------------------------------|--------|

FORMAT: GIF, JPG OR PNG

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DESTAQUE (TOP)  
665 X 82

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Notícias do dia

SQUARE (TOP)  
125 X 125

SQUARE (TOP)  
125 X 125

SQUARE (TOP)  
125 X 125

SQUARE (TOP)  
125 X 125

27/09/2022 - 00:30



Executivos veem aceleração de investimentos em renováveis e otimização da...

Durante primeiro dia da Rio Oil & Gas, empresas destacaram inovação, gestão eficiente de dados e foco crescente na redução de emissões...

SQUARE (MIDDLE)  
125 X 125

SQUARE (MIDDLE)  
125 X 125

SQUARE (MIDDLE)  
125 X 125

SQUARE (MIDDLE)  
125 X 125



Desestatização da Codesa cria cenário de apreensão para trabalhadores portuários

Sindicato Unificado da Orla Portuária do Espírito Santo alega que Quadra Capital, empresa que assumiu portos de Vitória e Barra do Riacho...

RECTANGULE (MIDDLE)  
300 X 250

RECTANGULE (MIDDLE)  
300 X 250



VLI inicia operação do Terminal Integrador de Porto Franco, no...

A unidade está apta a receber carga de caminhões para armazenamento e posterior transferência para o transporte ferroviário, com destino à exportação Q...

DESTAQUE (BOTTOM)  
665 X 82

# ADVERTISE MAGAZINE

FORMAT AD

Advertisement Format

DIGITAL MATERIAL

JPG, TIFF or PDF

RESOLUTION

300 dpi | CMYK color standard.

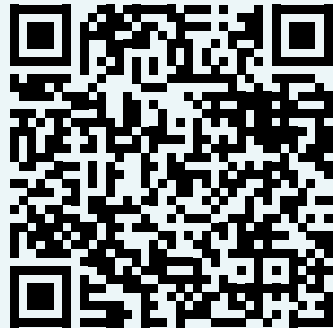
\* BLEED

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.

Read Portos e  
Navios magazine



| FORMAT AD                                  |  | WITH MARGIN (CM)                                  | BLEED (CM)*                                     | INVESTMENT € |
|--|--|---|---|--------------|
| FRONT COVER                                |  | -----   | 21 x 28   | 6.736,00     |
| DOUBLE COVER                               |  | -----   | 41,7 x 28                                       | 6.736,00     |
| DOUBLE PAGE                                |  | 39,4 x 26,6                                       | 42 x 28   | 4.214,00     |
| SPECIFIC DOUBLE PAGE                       |  |   |   | 4.659,00     |
| FULL PAGE                                  |  | 18,5 x 26,6                                       | 21 x 28   | 2.598,00     |
| SPECIFIC FULL PAGE                         |  |   |   | 2.850,00     |
| INSIDE FRONT COVER OR<br>INSIDE BACK COVER |  | -----   | 21 x 28   | 2.859,00     |
| OUTSIDE BACK COVER                         |  |   |   | 2.988,00     |
| 2/3 PAGE                                   |  | 18,5 x 16 (H)<br>12,1 x 23,9 (V)                  | 21 x 18,5 (H)<br>13,4 x 28 (V)                  | 1.987,00     |
| 1/2 PAGE                                   |  | 18,5 x 12 (H)<br>8,9 x 23,9 (V)                   | 21 x 14 (H)<br>10,4 x 28 (V)                    | 1.530,00     |
| 1/3 PAGE                                   |  | 18,5 x 8 (H)<br>5,7 x 23,9 (V)<br>12,1 x 12,1 (Q) | 21 x 9,3 (H)<br>7,1 x 28 (V)<br>13,4 x 13,4 (Q) | 1.120,00     |
| 1/4 PAGE                                   |  | 18,5 x 6 (H)<br>8,9 x 12,1(V)                     | -----   | 841,00       |
| 1/6 PAGE                                   |  | 18,5 x 4 (H)<br>5,7 x 12,1(V)                     | -----   | 615,00       |

# ANNUAL REPORT

Allow us to bring to your attention  
Portos e Navios magazine editorial  
calendar for 2024.

Consolidated in its new bimonthly  
format, the printed version of Portos  
e Navios magazine will be present  
at all major events in the ports,  
navigation and shipbuilding and  
offshore industries in 2024. Its annual  
agenda includes high-level technical  
sector reports, analysis of market and  
trends of its different niches.

In the market for 66 years, Portos e  
Navios is a reference in the Brazilian  
maritime and port market and an  
essential decision-making tool for  
its highly qualified target audience.  
Distributed by direct mail, the  
circulation currently totals 4,800  
copies.

## 739 - JANUARY/FEBRUARY

- Dredging
- Port support
- Propulsion

Space reservation: January 29<sup>th</sup>

Material delivery: February 8<sup>th</sup>

Circulation: February 29<sup>th</sup>

This edition will be circulated on Intermodal South America,  
from March 5<sup>th</sup> to 7<sup>th</sup>, São Paulo (SP)

## 740 - MARCH/APRIL

- Ports and climate change
- Special : Shipbuilding at the Northern Region
- Engines for work boat vessels
- Single Maritime Window

Space reservation: March 12<sup>nd</sup>

Material delivery: March 21<sup>st</sup>

Circulation: April 5<sup>th</sup>

This edition will be circulated at Navegistic Navalshore Amazônia  
2024, at Manaus (AM) from April 10<sup>th</sup> to 12<sup>th</sup>

## 741 - MAY/JUNE

- Green Hydrogen Projects in Brazilian ports
- Coverage report of the Exhibition Navegistic Navalshore Amazônia
- Environmental Management in Ports

Space reservation: May 22<sup>nd</sup>

Material delivery: June 4<sup>th</sup>

Circulation: June 17<sup>th</sup>

This edition will be circulated at Ecobrasil – 18<sup>th</sup> National Seminar  
on Maritime Industry and the Environment, Rio de Janeiro, on June  
19<sup>th</sup> and 20<sup>th</sup>, 2024

## 742 – JULY/AUGUST

- Special: Shipbuilding and Offshore Industries
- LNG transport logistics (FRSUs Projects)
- Ecobrasil Coverage

Space reservation: July 26<sup>th</sup>

Material delivery: August 6<sup>th</sup>

Circulation: August 17<sup>th</sup>

This edition will be circulated at Navalshore 2024 – 18th Maritime  
Industry Fair and Conference, from August 20<sup>th</sup> to 22<sup>nd</sup>, Rio de  
Janeiro (RJ)

## 743 - SEPTEMBER/OCTOBER

- Offshore support
- Ship-to-ship operations
- Decommissioning of platforms

Space reservation: August 25<sup>th</sup>

Material delivery: September 4<sup>th</sup>

Circulation: September 17<sup>th</sup>

This edition will be circulated at ROG.e 2024, from September 23<sup>rd</sup>  
to 26<sup>th</sup>, Rio de Janeiro (RJ)

## 744 - NOVEMBER/DECEMBER

- Works, engineering and port projects
- Cabotage and feeder service

Space reservation: November 8<sup>th</sup>

Material delivery: November 21<sup>st</sup>

Circulation: December 5<sup>th</sup>



# EDITORIAL ACTIONS



**Post on social networks  
(LINKEDIN, FACEBOOK E INSTAGRAM)**  
€ 254,61 (total)



**Technical  
Article**  
**ON WEBSITE**  
€ 218,83



**Eblast**  
**TO NEWSLETTER'S  
SUBSCRIBERS**  
€ 231,64



**Press release in  
section Companies &  
Business**  
**ON WEBSITE**  
€ 161,96







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