



PANROTAS

PANROTAS

ONLINE

SPONSORED WORD OR THEME

2018 Media Kit



## PANROTAS – Committed to promoting business opportunities for your company

A communication, event, and market intelligence company for the Travel and Tourism industry. Founded in 1974, it operates in the organization of private and tailored events, printed publications (which also include a digital version), news portals, websites, activities and brand activation in trade shows, conventions, and social media.

Headquartered in São Paulo with offices in Brasília, Rio de Janeiro, and Miami, PANROTAS is the leading company in content production for the tourism professional, working with the entire sector's supply chain, such as airlines, hotels and hotel chains, tour operators, travel agencies, car rentals, ocean cruise companies, distribution and reservation services, assistance cards, official tourism agencies, professional associations, tech companies, among others.



**ONLINE**

PANROTAS Portal, the main news portal for the  
Brazilian tourist trade for the last 18 years

PANROTAS  
Portal

PANROTAS  
Portal  
Envelopment

PANROTAS  
Mobile

PANROTAS  
Blogosphere

PanJobs

Sponsored  
Word or  
Theme

Online  
Event  
Coverage

Microsite  
Destinations

PANROTAS  
News

PanCorp  
PANROTAS  
CORPORATE

Publi-Editorial

## WHAT IT IS:

Clients choose a theme or a word and every time a news item from PANROTAS Portal addresses this theme or word, your company's banner will appear within the news

This news item might be within a themed microsite (for example, for an event) or on the standard list of the PANROTAS Portal's Breaking News section.

**Examples:** the client chooses to appear in every news item about Luxury Trips, or in all the news about a Luxury Travel Fair, or every time the word "luxury" appears in a news item, for a determined period of time.

News items are chosen through a curating process to avoid an exposure that is not in the client's interest



Sponsored News within the PANROTASA EA Portal's Breaking News section



SIGNAGE Sponsor's Logo