

2018 Media Kit

PANROTAS



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 Brasilia, 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

SPONSORED WORD OR THEME

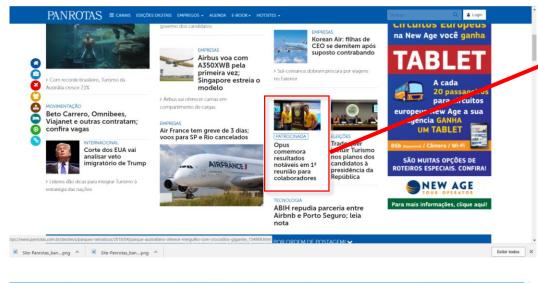
WHAT IT IS:

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