



# PANROTAS

PANROTAS

ONLINE

PANROTAS NEWS

## 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

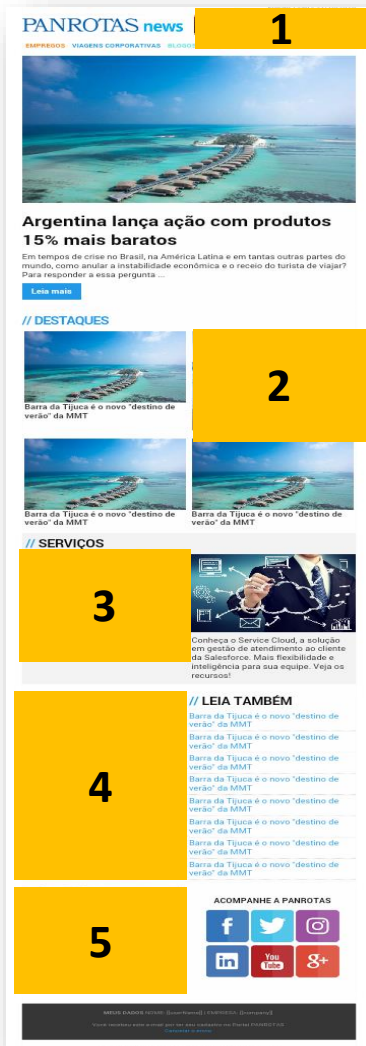
Microsite  
Destinations

PANROTAS  
News

PanCorp  
PANROTAS  
CORPORATE

Publi-Editorial

# PANROTAS NEWS

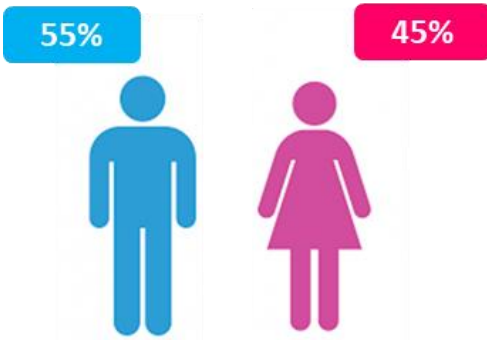


## WHAT IT IS

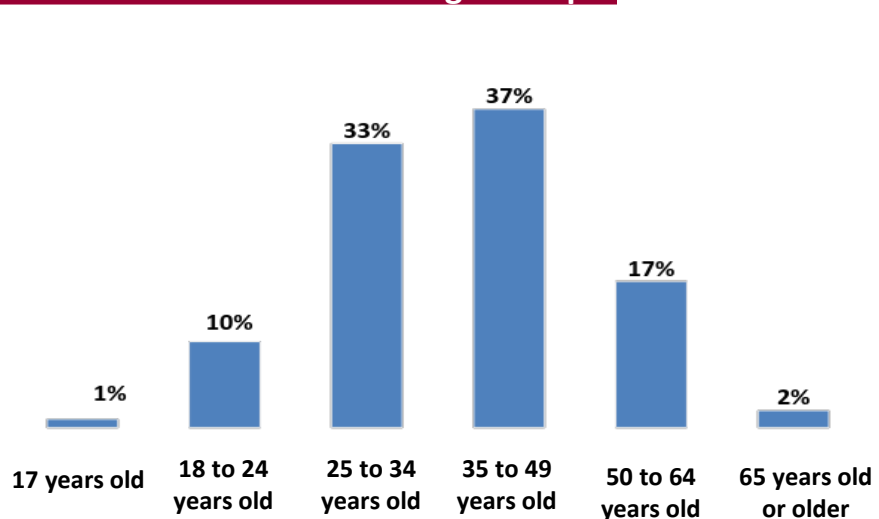
- With the main news and images of the day on the PANROTAS Portal.
- Since it is a platform readers choose to receive, it is a channel containing areas for advertising, which provides visibility and a good return.
- More than **11,000** registered emails
- **Distribution: from Monday to Friday**
- **National range - it reaches 850 Brazilian cities**

Module	Layout	Size in Pixels	Size in Kylobites	Weekly Price
1	Stamp	300x50	20 kb	R\$ 2,800.00
2	Square – High Light	300x250	40 kb	R\$ 4,100.00
3	Square – Service	300x250	40 kb	R\$ 3,500.00
4	Skyscraper	300x450	60 kb	R\$ 3,200.00
5	Square – Bottom	300x250	40 kb	R\$ 2,100.00

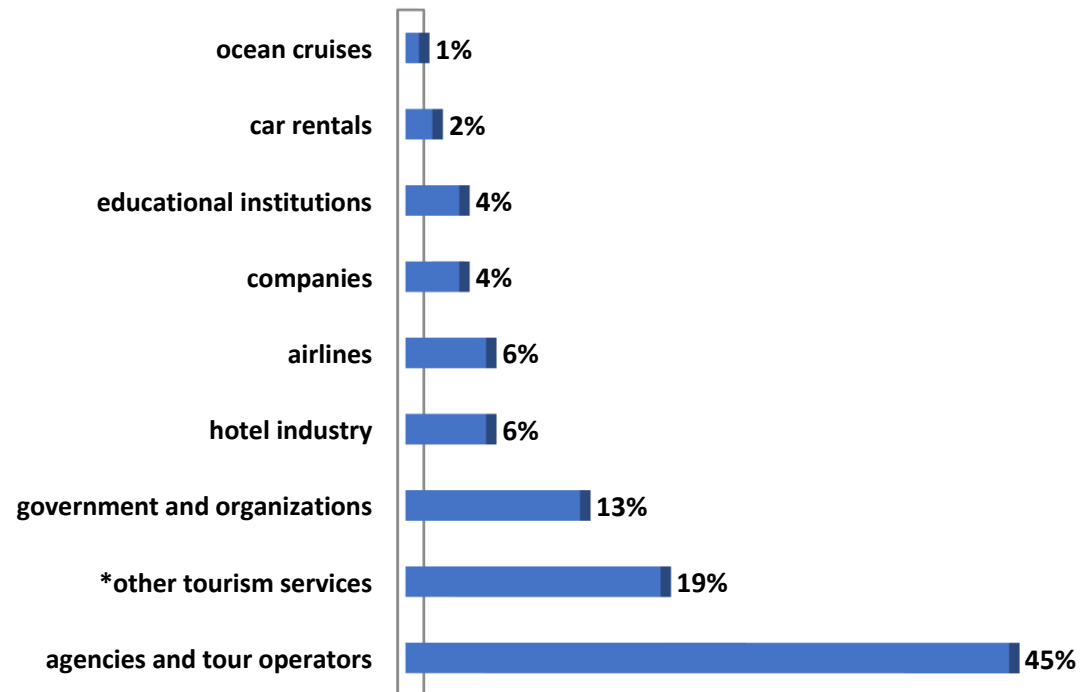
## Gender



## Age Group



## Segment



*\* Other services: assistance cards, global distribution systems, technology, and independent professionals*