



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

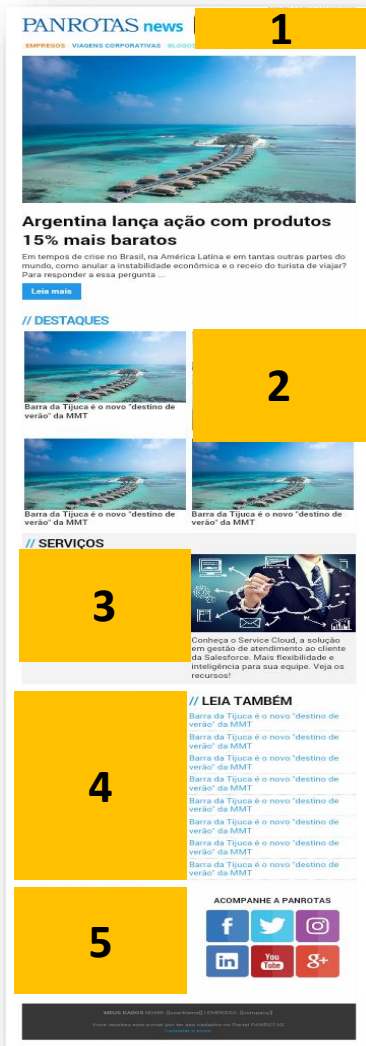
Microsite
Destinations

PANROTAS
News

PanCorp
PANROTAS
CORPORATE

Publi-Editorial

PANROTAS NEWS

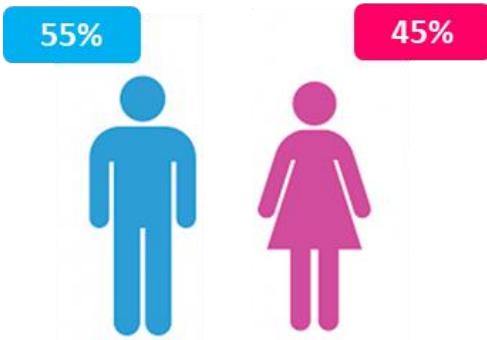


WHAT IT IS

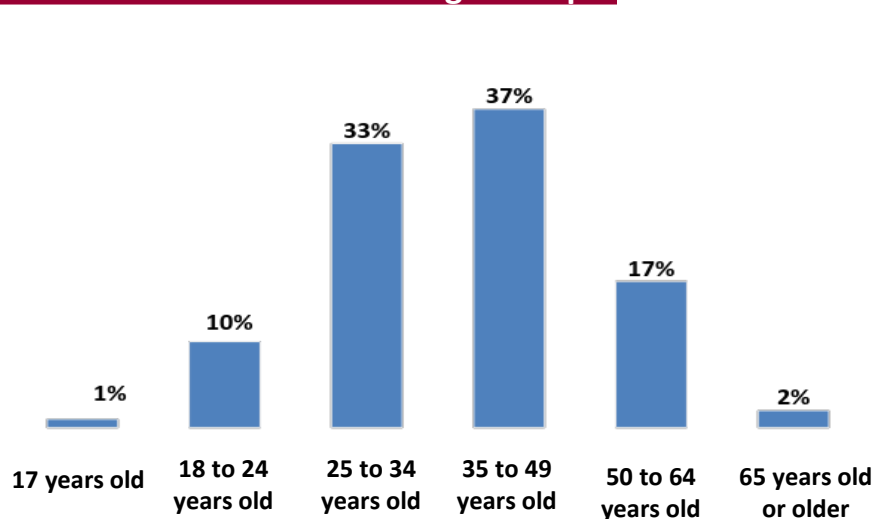
- With the main news and images of the day on the PANROTAS Portal.
- Since it is a platform readers choose to receive, it is a channel containing areas for advertising, which provides visibility and a good return.
- More than **8,000** registered emails
- **Distribution: from Monday to Friday**
- **National 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

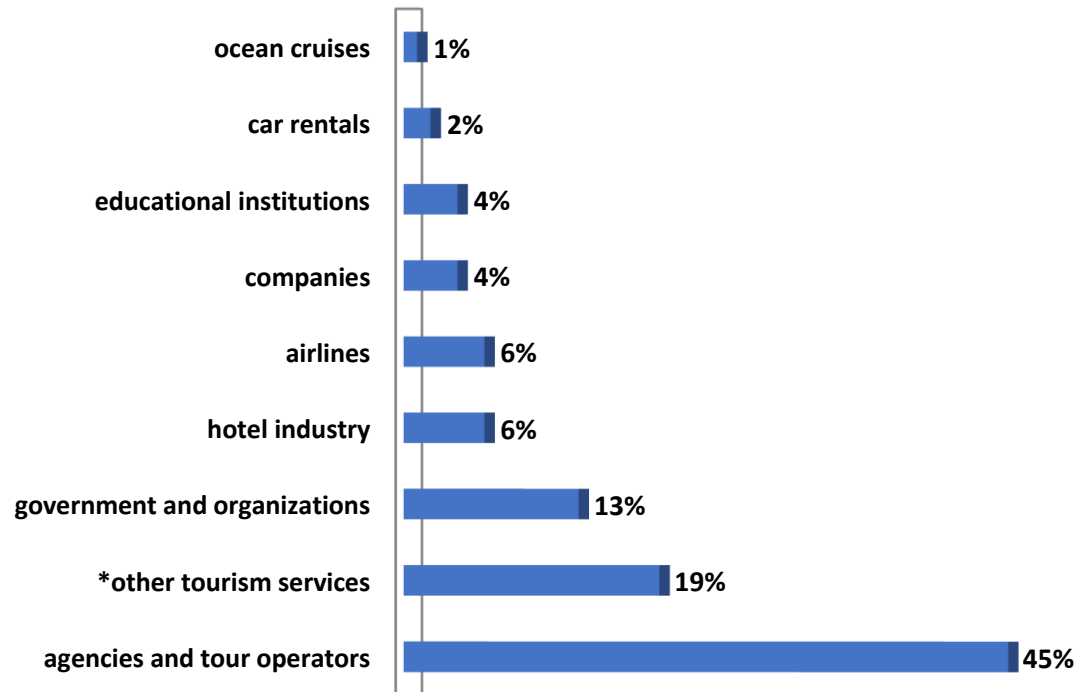
Gender



Age Group



Segment



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