



PANROTAS

PANROTAS

ONLINE

BRAZILIAN OVERVIEW

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

BRAZILIAN OVERVIEW

Same publication for 2 major international events

- ✓ **This Platform** exclusively targets the international audience and has a different content. It presents views, trends, and numbers that show the tourism economic activity in Brazil.
- ✓ Supplement: a brochure presenting the top 10 tourism trends in Latin America
- ✓ **Distribution** — Distributed in the English language in the major international tourism events in which PANROTAS participates:

300 units - WTTC , in Buenos Aires, in place of Global Trends (April 18-19, 2018)

1,500 units - IPW, in Denver, USA (May 20-23, 2018)

500 - WTM Latin America, in São Paulo (April 3-5)

200 - other trade shows in which we have participated

Total Distribution - 2,500 copies



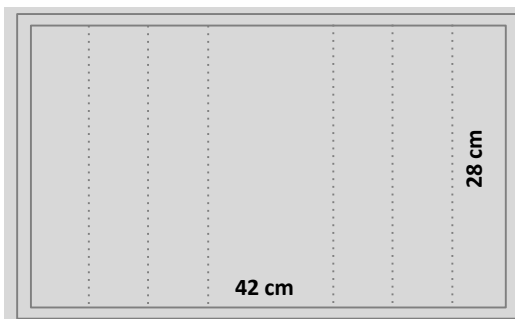
Access the link for the digital version

- <https://goo.gl/MWWpwr>

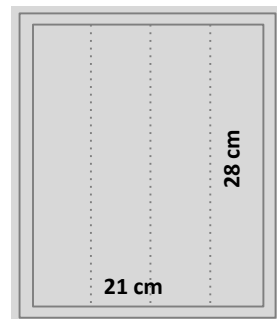
BRAZILIAN OVERVIEW

MEASUREMENTS AND TABLE - SIZE 21x28 CM

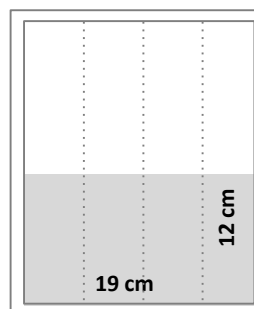
1 1 double page



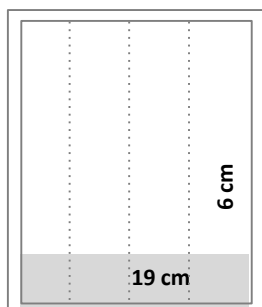
2 1 page



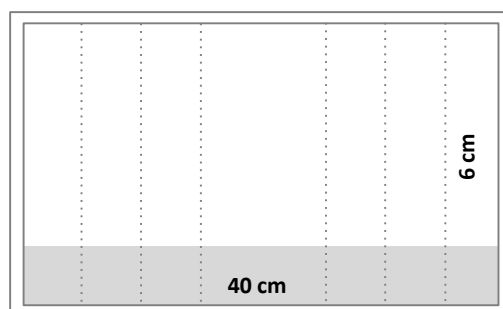
3 1/2 page



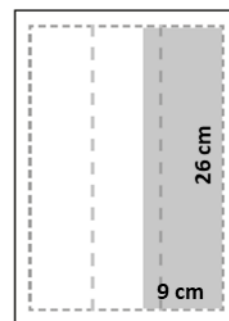
4 Footer



5 Double Footer



6 1/2 página Vertical



Module	Layout	Measurement	Price (R\$)	Price (US\$)
1	Double Page	42cm x 28cm	R\$ 27,000.00	US\$ 9818
2	1 Page	21cm x 28cm	R\$ 15,000.00	US\$ 5454
2	Covers	21cm x 28cm	R\$ 21,500.00	US\$ 7,818
3	½ Page (Horizontal)	19cm x 12cm	R\$ 8,500.00	US\$ 3,090
4	Footer	19cm x 6cm	R\$ 4,000.00	US\$ 1,454
5	Double Footer	40cm x 6cm	R\$ 7,200.00	US\$ 2,618
6	½ Page (Vertical)	9cm x 26cm	R\$ 8,500.00	US\$ 3,090