



# PANROTAS

PANROTAS

OFFLINE

PUBLICATIONS

## 2019 Media Kit



## PANROTAS - We make business opportunities for your company possible

A communication, event, and market intelligence company for the Travel and Tourism industry. Established in 1974, it puts together and customizes events, print publications (including digital versions), news portals, web, websites, and actions and activations in trade fairs, congresses, and social networks.

Headquartered in São Paulo, with offices in Brasília, Rio de Janeiro, and Miami, PANROTAS is the leading Corporate Travel content producer, working closely with the industry's production chain, airlines, hotels and hotel chains, car rental companies, cruise lines, distribution and booking services, travel insurance cards, official tourism offices, trade organizations, tech companies, and others

# PUBLICATIONS

Your brand on quality publications and editorial under the PANROTAS banner.

## PANROTAS Weekly

The only weekly Travel magazine for 27 years

## Yearbooks and Guides

Current language and looks, with tips from experts

## PANROTAS at ABAV Expo

Two editions: the 1<sup>st</sup> edition includes the *Power List*, the Travel Industry's 100 most powerful names, and the 2<sup>nd</sup> edition features the event coverage

## PANROTAS at WTM LA

Two editions: the 1<sup>st</sup> edition includes " Best of Tourism " and the 2<sup>nd</sup> edition brings the coverage of the event

## Special Booklets

Custom made publications for clients

# 2020 WTM LATIN AMERICA SPECIAL

For a WTM Latin America fair (March 31 to April 2), one of the main Latin American Tourism fairs, a PANROTAS for two publications:

- **Edition 1:** Publicizing the "Best of Tourism" research, including the best agencies, operators, consolidators and Top 15 professionals in Tourism and Travel Managers.

**Distribution:** During the fair WTM LA 2019; for the entire subscriber base PANROTAS (+ 5,000 people) and for users who receive via Whatsapp (+ 5700 contacts).

- **Edition 2:** Coverage of the event, highlighting unique launches, promotions, trends and key moments of WTM.

**Distribution:** for the signers of the PANROTAS Magazine (leaders of the entire Tourism industry and Decision of all segments of industry).



### WTM LA – 1<sup>st</sup> and 2<sup>nd</sup> editions



Module	Format	Size	1 EDITION		2 EDITIONS	
1	Double Page	42cm x 28cm	R\$28,350.00	\$ 8,300.00	R\$41,450.00	\$ 12,150.00
2	1 Page	21cm x 28cm	R\$15,750.00	\$ 4,600.00	R\$23,100.00	\$ 6,750.00
2	Covers	21cm x 28cm	R\$22,550.00	\$ 6,600.00	R\$33,000.00	\$ 9,700.00
3	½ Horizontal Page	19cm x 12cm	R\$ 8,900.00	\$ 2,600.00	R\$13,100.00	\$ 3,850.00
4	Footer	19cm x 6cm	R\$ 4,200.00	\$ 1,200.00	R\$ 6,150.00	\$ 1,800.00
6	Double Footer	40cm x 6cm	R\$ 7,550.00	\$ 2,200.00	R\$11,100.00	\$ 3,250.00
6	½ Vertical Page	9cm x 26cm	R\$ 8,900.00	\$ 2,600.00	R\$13,100.00	\$ 3,850.00