



seafood brasil

Your brand featured in the
fastest growing food market in Brazil

SEAFOOD BRASIL

Seafood Brasil is a content platform designed to bring together all the stakeholders in the seafood chain, from production to consumption.

Launched in 2013, the platform has the following information and promotional channels for your brand:

■ **Seafood Brasil Magazine** - four annual editions richly illustrated and packed with information. Reference publication for anyone doing business with this sector.

■ **Seafood Brasil Site** - services and news fully renovated website that encourages business and promotes information at all stages of the production seafood chain in Brazil and worldwide.

■ **Seafood Brasil Yearbook** - special edition with a printed suppliers guide, a compendium of articles and a session of segment statistics.

■ **Seafood Brasil Suppliers Guide** - database of the most important companies in the sector, segmented by links of the production chain and available in our site or Yearbook.

■ **Seafood Brasil Newsletter** - channel with periodical informative content with the main news, opportunities and market peculiarities.



SEAFOOD BRASIL

Target Audience

- Fish Farmers
- Fishermen
- Fishing vessels
- Services and equipments suppliers
- Fish processing industries
- Importers
- Exporters
- Retail
- Wholesale
- Hotel chains
- Restaurants
- Catering
- Buffets
- Government
- Research institutions
- Specialized media
- Academic fields





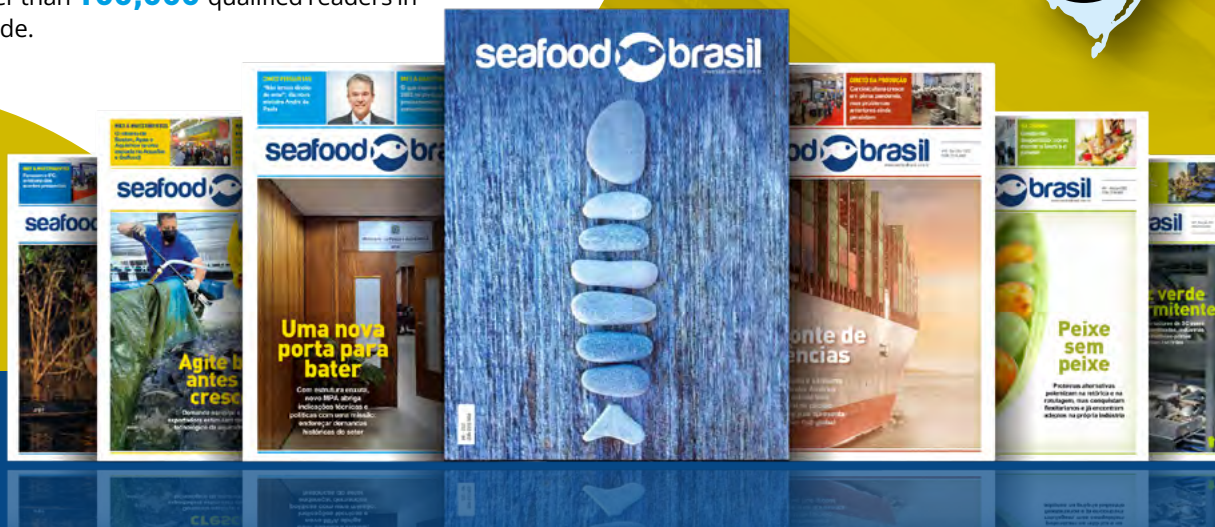
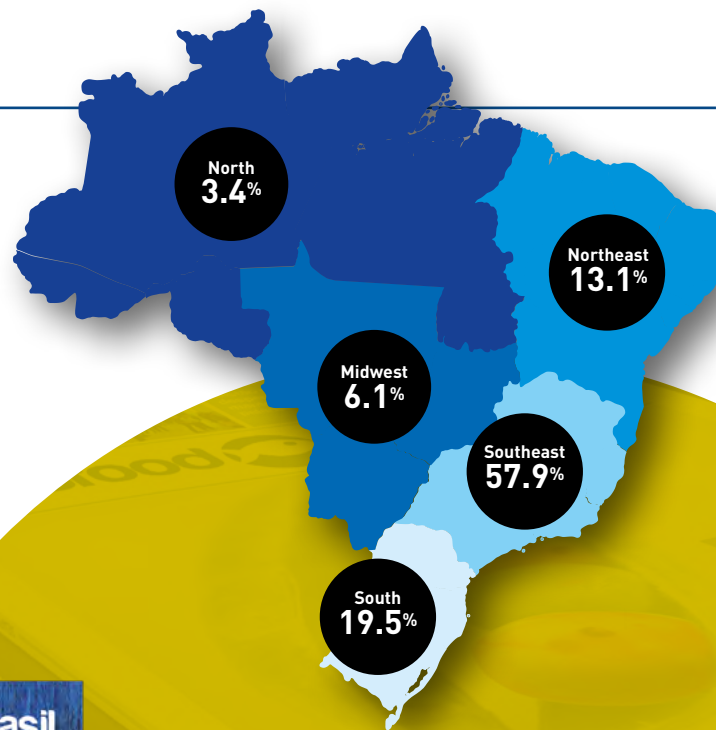
SEAFOOD BRASIL - MAGAZINE

Geographic Distribution

Average circulation of **3,000 hard copies** per issue distributed nationally, with complementary circulation in national and international trade shows. We make additional impressions according to the relevance of the event to our clients at no additional cost.

The digital version is exposed to a universe of more than **85,000** qualified national and foreign readers, through newsletters, email marketing, Facebook, Instagram and WhatsApp.

Our customers have the option and are encouraged to include their potential buyers or users free of charge in the mailing list to receive publications in print or digital form. Every launched edition, we make complementary distribution at national and international trade fairs or events. With the digital version added to the physical distribution, the publications reach an audience greater than **100,000** qualified readers in Brazil and worldwide.



SEAFOOD BRASIL - MAGAZINE

Sectoral distribution

The magazine is distributed to all links in the production chain: fishermen, fish farmers, process plants, retail and food service, as well as institutional audiences, such as government, universities and research centers. The main suppliers of all these sectors are also impacted by our publications.

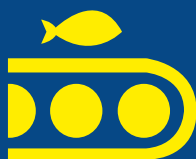


Suppliers



33,6%

Seafood Production
Industry and Trade



29,9%

Retail and
Food Service



18,4%

Government and
Institutions



11,6%

International
Trading



4,1%

Media



2,4%

SEAFOOD BRASIL - MAGAZINE

Hierarchical distribution

The printed version of **Seafood Brasil** is distributed to a highly qualified audience, all of them decision makers from the companies within the seafood productive chain.



Owner
Partner

30,6%



Administrator CEO /
Director President

22,8%



Coordinator
Manager
Supervisor

40,0%



Analyst
Assistant Assessor

4,9%



Consulting
Autonomous

1%

Academic
Field

0,7%

SEAFOOD BRASIL - MAGAZINE

Digital Version

The digital edition of **Seafood Brasil** magazine is distributed free of charge through our website, newsletter, Issuu digital store and social networks (Instagram, Facebook and WhatsApp).

The advertiser of the print version automatically gains the opportunity to publish their ad also in the digital version, which readers can download and share without restrictions.

Site: 1,786 users accessed the latest editions page on the website

E-mail: 2,600 readers receive emkt in each delivery

Instagram: 6,693 followers exposed to the magazine

Facebook: 4,700 followers exposed to the magazine

LinkedIn: 1,000 followers exposed to the magazine

Issuu (digital banking): 53,256 thousand views in one year

WhatsApp: 3,000 people receive each edition on their mobile phones, via broadcast lists or groups



TOTAL
85,035 views

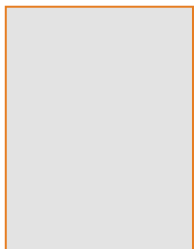
(2nd Jan 2023 > 2nd Jan 2024)



SEAFOOD BRASIL - MAGAZINE

Ads Format (cm.)

1 page



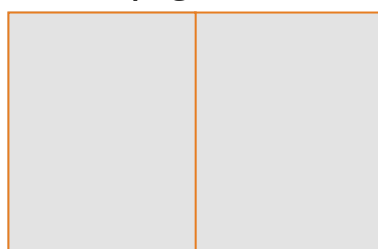
21 x 27,5 (cut)

1/2 page



21 x 13,5

Double page

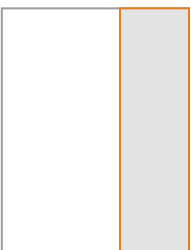


42 x 27,5 (cut)

1/3 page



21 x 9

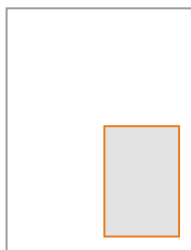


7 x 27,5

1/4 page



21 x 6,5



9,5 x 12,7

Format:

In all indicated measurements, keep 0.5 cm of bleed and 1.0 cm of safety margin.

Desired extension:

300 DPIs PDF with fonts converted to curves.

Download the template with the formats here:
http://bit.ly/gabarito_SB



SEAFOOD BRASIL - MAGAZINE

Rates (BRL - Brazilian Real)

AD FORMATS	1 EDITION	2 EDITIONS	3 EDITIONS	4 EDITIONS	5 EDITIONS
Fourth cover	R\$ 8.800	R\$ 8.415	R\$ 8.030	R\$ 7.590	R\$ 7.205
2nd or 3rd cover	R\$ 6.325	R\$ 5.995	R\$ 5.720	R\$ 5.390	R\$ 5.148
Page 3	R\$ 5.060	R\$ 4.807	R\$ 4.565	R\$ 4.345	R\$ 4.125
Double page	R\$ 7.590	R\$ 7.205	R\$ 6.853	R\$ 6.512	R\$ 6.182
1 page	R\$ 4.048	R\$ 3.850	R\$ 3.652	R\$ 3.465	R\$ 3.289
1/2 page	R\$ 2.783	R\$ 2.640	R\$ 2.508	R\$ 2.387	R\$ 2.255
1/3 page	R\$ 1.760	R\$ 1.683	R\$ 1.595	R\$ 1.518	R\$ 1.430
1/4 page	R\$ 1.265	R\$ 1.199	R\$ 1.133	R\$ 1.078	R\$ 1.034

For overseas invoice payments, please consider a 30% additional fee on the ad formats final price to cover administrative costs and banking rates.

Contact us for **further information** about **branded content** and **others materials** to be promoted in our magazines.

The image shows a person's hands interacting with a laptop and a smartphone. The laptop screen displays a website with the text "Patrocine este espaço. Consulte comercial@seafoodbrasil.com.br para mais informações." and "A história e o presente no Chile". The smartphone screen shows a news article with the headline "Neste banner pode estar sua empresa ou o Brasil" and subheadings "Instituições" and "Acordo UE e Mercosul beneficia pescado". A cup of coffee is visible in the foreground. The entire scene is overlaid with a blue tint and a semi-transparent text box containing the title.

SEAFOOD BRASIL ONLINE CHANNELS

SEAFOOD BRASIL - ONLINE CHANNELS

Reliable source of insights and information

Seafood Brasil's website is an online news portal covering topics such as fisheries, aquaculture, seafood processing, market and trade, health and nutrition, sustainability, among others.

It is a reliable source of information about the fishery industry in Brazil and around the world, which aims to provide valuable insights and perspectives for professionals, researchers, and enthusiasts of the sector.

Site audience

PAGE INTERACTIONS*

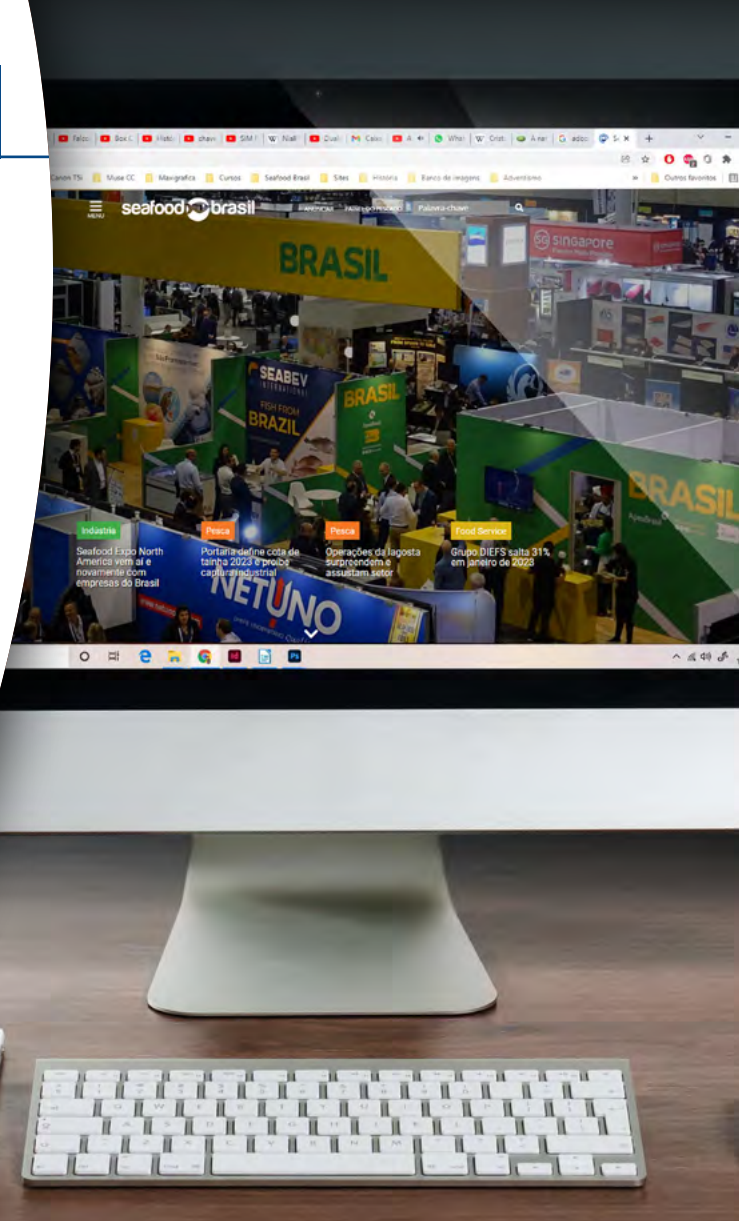
271,182

2nd Jan 2023 > 2nd Jan 2024

*All interactions that the user makes with the website, including the menu, banners, footer, videos, and even clicks on download buttons.

AVERAGE TIME ON THE PAGE

00:01:04



SEAFOOD BRASIL - ONLINE CHANNELS

Audience data

ONLINE SUPPLIERS GUIDE

15,982
views

2nd Jan 2023 > 2nd Jan 2024

NEWSLETTERS BANNERS

23,320
impressions

2nd Jan 2023 > 2nd Jan 2024

SITE SQUARE BANNER

424,662
impressions

406 CLICKS 2nd Jan 2023 > 2nd Jan 2024

SITE FULL BANNER

2,162,037
impressions

661 CLICKS 2nd Jan 2023 > 2nd Jan 2024



SEAFOOD BRASIL - ONLINE CHANNELS

Site - Banner`s templates

The site offers two formats for banner insertions: full banner (728 x 90 pixels) and Square Banner (300 x 300 pixels). The inserts are random, that means they alternate between all the advertisements contracted in that period. For mobile devices, the full banner format changes at 300 x 100 pixels.



SEAFOOD BRASIL - ONLINE CHANNELS

Branded content

Use the expertise in specialized journalism and credibility of the **Seafood Brasil** team to produce content associated with your brand, with interviews, videos, photos and special arts. There are two options for branded content: sponsored (when the **Seafood Brasil** team creates or reproduces its already created content) or offered (when your brand sponsors an existing content, such as a special report or a note).

Especial Patrocinado
seafood brasil

Conteúdo Patrocinado
seafood brasil



SEAFOOD BRASIL - ONLINE CHANNELS

Site

BANNERS

		1 MONTH	6 MONTHS	12 MONTHS
Full Banner	Horizontal	R\$979	R\$5.280	R\$9.405
Square Banner	Square	R\$682	R\$3.685	R\$6.545

BRADED CONTENT*

		QUANTITY	PRICE
Sponsored special	Sponsored ordered article	1	R\$ 4.048
Special offered by	Sponsored existing article	1	R\$ 2.783
Sponsored content	Sponsored ordered note	1	R\$ 1.760
Content offered by	Sponsored existing note	1	R\$ 1.200

* Regular campaigns has a progressive discount applied

For overseas invoice payments, please consider a 30% additional fee on the ad formats final price to cover administrative costs and banking rates.

SEAFOOD BRASIL - ONLINE CHANNELS

Newsletter - Banner`s templates

The *Seafood`s Brasil* newsletter, now with a new design, is distributed biweekly with a collection of the most important news of the period. The subscription is free in a form available on the site.



Top, Central and Bottom Banner

600 x 90 pixels



Side Banner

160 x 120 pixels



SEAFOOD BRASIL - ONLINE CHANNELS

Newsletter

FORMAT	1 MONTH	6 MONTHS	12 MONTHS
Top Banner	R\$ 1.078	R\$ 5.830	R\$ 10.450
Central Banner	R\$ 902	R\$ 4.950	R\$ 8.690
Bottom Banner	R\$ 858	R\$ 4.620	R\$ 8.250
Side Banner	R\$ 682	R\$ 3.685	R\$ 6.490

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SEAFOOD BRASIL - SUPPLIERS GUIDE

Online Suppliers Guide

The Online Suppliers Guide offers a complete directory of suppliers of the entire fish production chain with filters for five categories: Aquaculture, Fisheries, Industry, Market and Institutional.

Seafood Brazil advertisers have free basic insertion, with logo and description of products and services. Supporters of the VIP option have at their disposal an exclusive page, which includes multimedia content, catalogs, photo gallery, among other articles.



Logo:
120 x 120 pixels

Seafood Brasil Yearbook Suppliers Guide

Seafood Brazil advertisers have free basic insertion at the printed and online lists. New entries on the printed guide instantly enter on the online guide and vice versa.



SEAFOOD BRASIL - SUPPLIERS GUIDE

Rates (BRL - Brazilian Real)

SUPPLIERS GUIDE

PERIODICITY

Basic Guide

New Entries

Annual

R\$ 644

Printed outlets historic advertisers

Lifelong

-

VIP GUIDE

New entries

Annual

R\$ 1.645

Printed outlets historic advertisers

Annual

R\$ 1.001

For overseas invoice payments, please consider a 30% additional fee on the ad formats final price to cover administrative costs and banking rates.





SEAFOOD BRASIL

SPECIAL PROJECTS

SEAFOOD BRASIL - SPECIAL PROJECTS

Besides the presented channels, **Seafood Brasil** can develop a several special projects to encourage business expansion between you and your client, either by using offline and online media or also events. Look some of the projects we already did:



• Exclusive Thematic Newsletter

Your electronic newsletter distributed to our database

• Infopublicity

Your infographic developed or adapted to be spread to our data base in a exclusive e-mail marketing



• Events, lectures and marketing actions

Content development and events organization to the sector



Contact us for more details about these projects and **many others** that we can **set up together!**

seafood brasil

