

# Media Kit 2026

v0 - December 2025

**BRASIL**  
**ENERGIA**

[brasilenergia.com.br](http://brasilenergia.com.br)



# SOBRE NÓS

Founded in 1979, **Editora Brasil Energia** is the leading publishing company specializing in the Brazilian energy industry, valued for its editorial independence and quality. Its team of specialized and award-winning journalists has attracted thousands of national and international subscribers. It is the most respected and long-standing publisher in the sector.



To see our portfolio of publications, visit [loja.editorabrasilenergia.com](https://loja.editorabrasilenergia.com).

To download the template with the technical specifications and tips for producing graphic pieces, click [HERE](#).

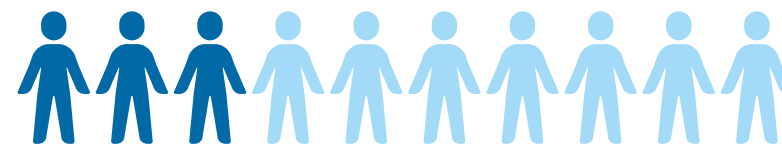
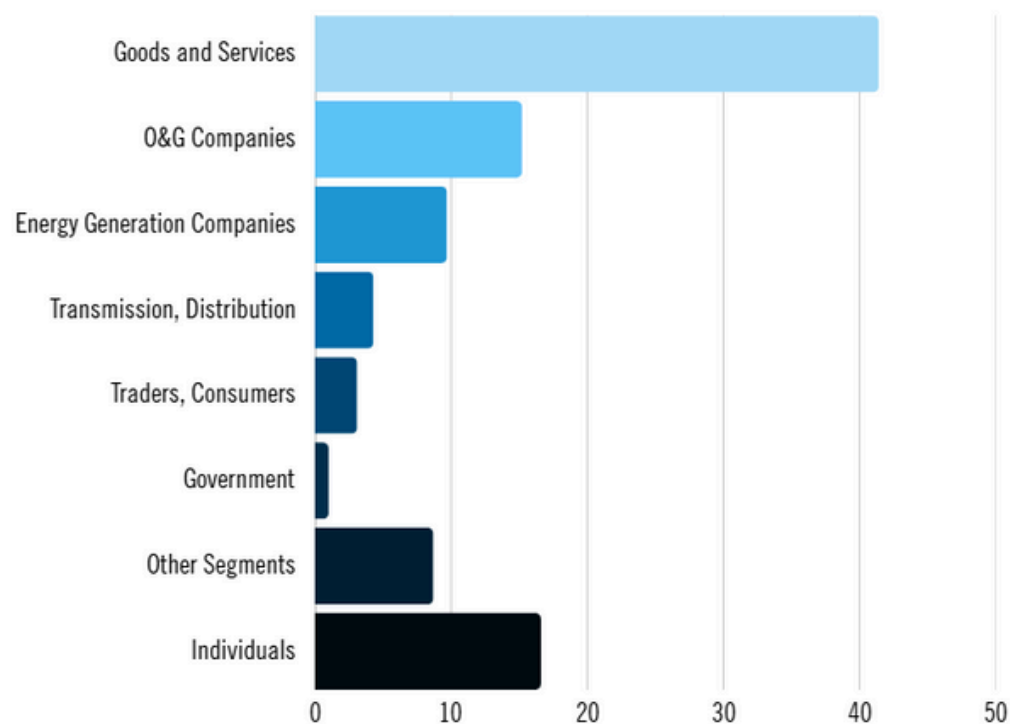
[publicidade@brasilenergia.com.br](mailto:publicidade@brasilenergia.com.br)



**BRASIL**  
**ENERGIA**

# OUR AUDIENCE

Our publications—both subscription-based and open-access - reach a **qualified audience interested in the business and activities of the Energy, Gas, and Oil sectors in Brazil and abroad**. With content in text, audio, and video formats, they cater to different information consumption habits and deliver consistent reach with high levels of engagement across social media.



**29% of the audience is composed of Directors and Country Managers**

CEOs and Presidents: 7,3% ; Managers: 26,1% ; Liberal Professionals, Technicians: 25% ; Partners, Investors: 5,5% ; Others: 7%



**67.8% of the audience is based in the Rio-São Paulo axis**

MG: 4,9%; BA: 4,1%, PR: 3,3%; DF: 2,9%; SC: 2,4%; ES: 2,3%; RS: 2,2%; RN: 1,58%

# QUICK ACCESS

Click and get  
right to the point

**Portal Brasil Energia**

**e-Revista Brasil Energia**

**Social Media**

**Brasil Energy (inglês)**



# BANNERS ONLINE

Brasil Energia's online banners ensure continuous visibility among a specialized audience, offering a range of formats designed to support different communication strategies and brand positioning.

	see the image of the site	Rate for 30 days (home + matérias)
Superbanner Top	A	USD 2,800
Superbanner B	B	USD 2,600
Superbanner C	C	USD 2,300
Square	D	USD 2,350
Medium Rectangle Horizontal	E	USD 2,300
Vertical Rectangle	F	USD 1,800

- Rates valid for rotation on the homepage of the Brasil Energia Portal, PetróleoHoje, EnergiaHoje, or the Revista Brasil Energia homepage.
- Bonus:** banners included in packages with the Main Homepage + PetróleoHoje + EnergiaHoje are also displayed on the Opinion, Services, and Scenarios homepages.
- For placements in more than one section, a 30% discount applies from the second section onward.



General image of the site's home page Advertising spaces in orange.

# BANNERS ONLINE

## Technical specifications

### Superbanner (A, B ou C)

Ref. IAB: Horizontal 10x1

Dimensions:

Desktop: **1800 x 180 px**

Mobile: **450 x 90 px**

### Medium Rectangle Horizontal (E)

Ref. IAB: (Horizontal 8x1)

Dimensions:

Desktop: **1200 x 150 px**

Mobile: **450 x 90 px**

### Square (D)

Ref. IAB: Retângulo 1x1

Dimensions:

Desktop: **450 x 450 px**

Mobile: **450 x 450 px**

### Vertical Rectangle

Ref. IAB: Vertical 1x2

Dimensions:

Desktop: **450 x 900 px**

Mobile: **450 x 900 px**



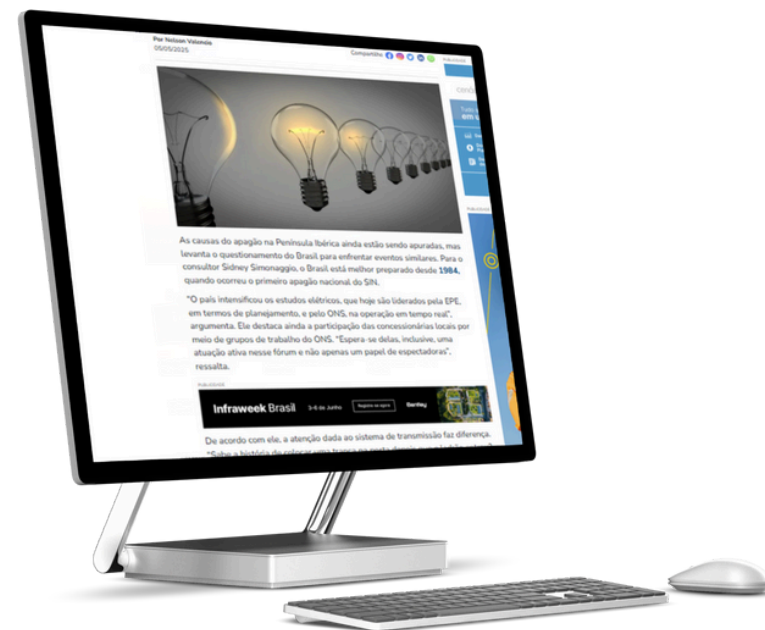
For banners sent in code, please consult specifications via [publicidade@brasilenergia.com.br](mailto:publicidade@brasilenergia.com.br)

 Files must be delivered in **.GIF** or **.PNG** format; recommended maximum file size: **200 KB**; destination **URL** must be provided.

# SELECTIVE BANNER

Your message directly to your audience, without being dispersed.

Verticalized digital advertising tool that allows advertisers to choose which editorial categories their campaign should target.



1

The Advertiser selects the categories/editorial sections in which they wish to appear;

2

The Advertiser informs the desired package of views and their ad will remain on the air until the contracted number of views is reached.

**1000 views: USD 270**

**Packages over 1,000 views, customize: USD 0.27 per view**

- Minimum purchase: Each pack of **1000 views** can hold a maximum of two categories.
- Technical specifications: **1200 x 150 px** (IAB Ref: 8x1, up to **100k** in **JPG or PNG**. Advertiser must inform the **URL** that the banner should point to.

# BANNER IN THE NEWSLETTER

Deliver your message directly to the inbox of our entire subscriber base, from Monday to Friday\*.

**USD 240/ ad triggering**

## Volume Discounts

0 to 5 days – no discount; 6 to 10 days – 10% discount; 11 to 15 days – 15% discount; 16 days or more – 20% discount.

■ **Technical specifications:** 560 × 250 px banner, in **JPG or PNG** format; recommended maximum file size: up to **200 KB**; destination **URL** must be provided.

*\* PetróleoHoje and EnergiaHoje newsletters are published daily, except on national holidays.*





# BRANDED CONTENT

Digital alternative for campaigns focused on content and branding.

Ideal for promoting products, services and brand/institutional content in advertising text format, including:

- 1 Text + up to three images (one of them highlighted);
- 2 Callout or Widget (window) on Home;
- 3 UA Heads-up in the daily newsletter
- 4 After the contracted period, the text becomes part of the site's digital collection indefinitely and can be removed at any time at the client's request.

**Specifications:** Texts and images provided by the client. Article: title with a maximum of 60 characters and body text submitted in a .DOC file. Up to three images at 72 dpi (web resolution), in .JPG or .PNG format, indicating which image should be featured. Video inclusion is also possible, provided it is hosted on YouTube or other platforms.



Click [HERE](#) to access a Branded Content template.

**15 days: USD 2,000**

1 heads-up in daily Newsletter + 15 days call in Home

**30 days: USD 3,000**

2 calls in the daily Newsletter + 30 days call in the Home

# E-MAGAZINE BRASIL ENERGIA

**Monthly multimedia digital flip magazine**, distributed to both subscribers and non-subscribers, as well as to participants and registrants of events with which Editora Brasil Energia maintains promotional agreements.

It brings together **analytical and in-depth content on Energy, Gas, and Oil**, tracking the dynamics of ongoing energy integration and the sector's main developments.

Available on smartphones, tablets, and desktops, with a **reading experience adapted to different devices**.

**Discover it:** click the button below and read issue 500 for free

[\*\*Read Now >\*\*](#)



# E-MAGAZINE BRASIL ENERGIA

 **Formatos e Valores**

Format	Dimensions	Amount (USD)
1 Page	210 x 280 mm	USD 3,300
Double Page	420 x 280 mm	USD 5,900
1/2 Horizontal Page	180 x 125 mm	USD 2,000
1/3 Horizontal Page	180 x 85 mm	USD 1,400
1/3 Vertical Page	57 x 234 mm	USD 1,400
Center	100 x 100 mm	USD 2,000
Specific Pages	On request	On request
Inside Cover + Page 3	420 x 280 mm	USD 7,000
Inside Front Cover	210 x 280 mm	USD 5,900
Inside Back Cover	210 x 280 mm	USD 4,500
Back Cover	210 x 280 mm	USD 4,200

Please contact us for customized formats.

# SOCIAL MEDIA

Brasil Energia's social media channels are **strategic spaces for dialogue and engagement** with a qualified community interested in energy sector topics.

They serve as an essential channel to expand reach, stimulate engagement, and complement campaigns run across other **Brasil Energia** platforms, contributing to an integrated and consistent media mix.



**More than 82,000**  
followers across social media channels\*

**USD 300/ per Post**

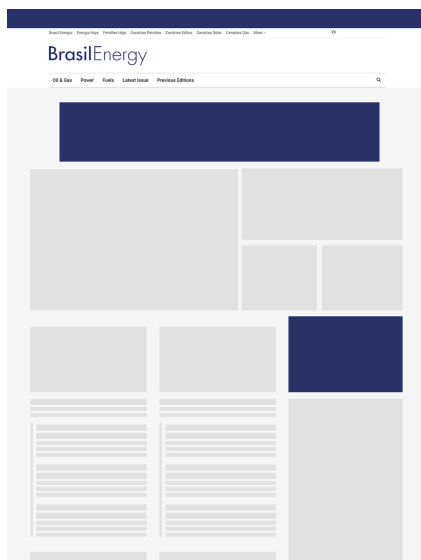
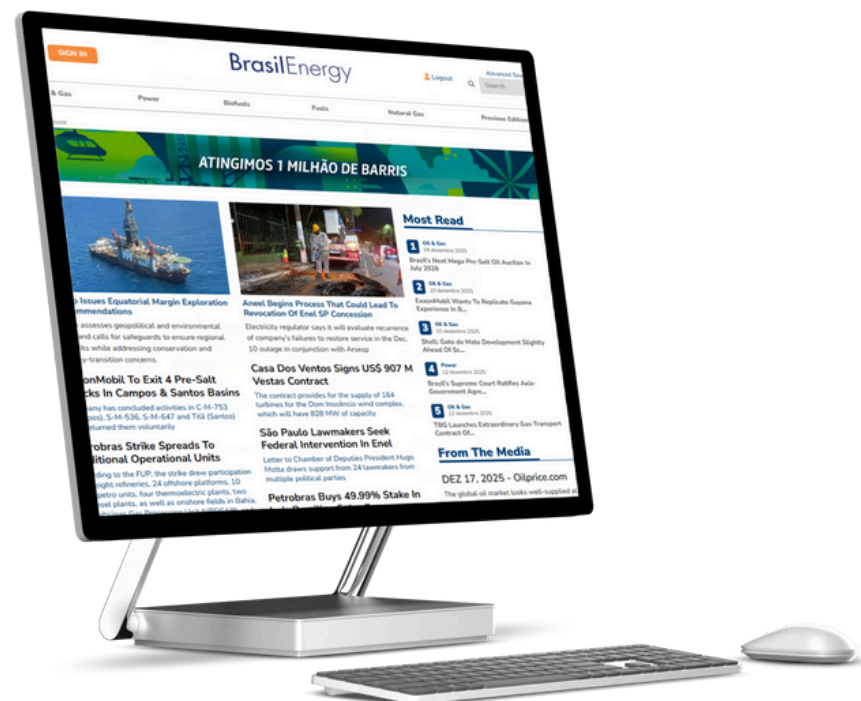
- \***Technical specifications:** caption up to 500 characters + 1 image in .JPG or .PNG format + URL. All advertising posts must include one of the following hashtags: #publi, #publicidade, #publieditorial, or #patrocinado. Video placements are also possible (via YouTube or Vimeo link, or MP4 file up to 30 seconds and a maximum of 20 MB). Applicable to LinkedIn, Instagram, X, Facebook, and YouTube.



# BRASIL ENERGY

Daily English-language publication, **Brasil Energy** provides continuous coverage of the Brazilian energy sector for the international community operating in Brazil and abroad, with a focus on Oil, Gas, and Energy, highlighting Renewables and Bioenergy.

It includes one daily newsletter distributed to subscribers.



## Format

Superbanner  
Quadrado

## Dimensions

970 x 90 px  
360 x 240 px

## Amount (USD)

USD 1,800  
USD 1,400

- Banners are displayed on the Homepage and Article pages. Accepted formats: **.GIF** or **.JPG**. Recommended maximum file size: up to **200 KB**. The destination **URL** must be provided. All banners run on a random rotation system, with a maximum of three advertisers per zone.





[publicidade@brasilenergia.com.br](mailto:publicidade@brasilenergia.com.br)

