

# Media Kit 2025

v2 - May 2025

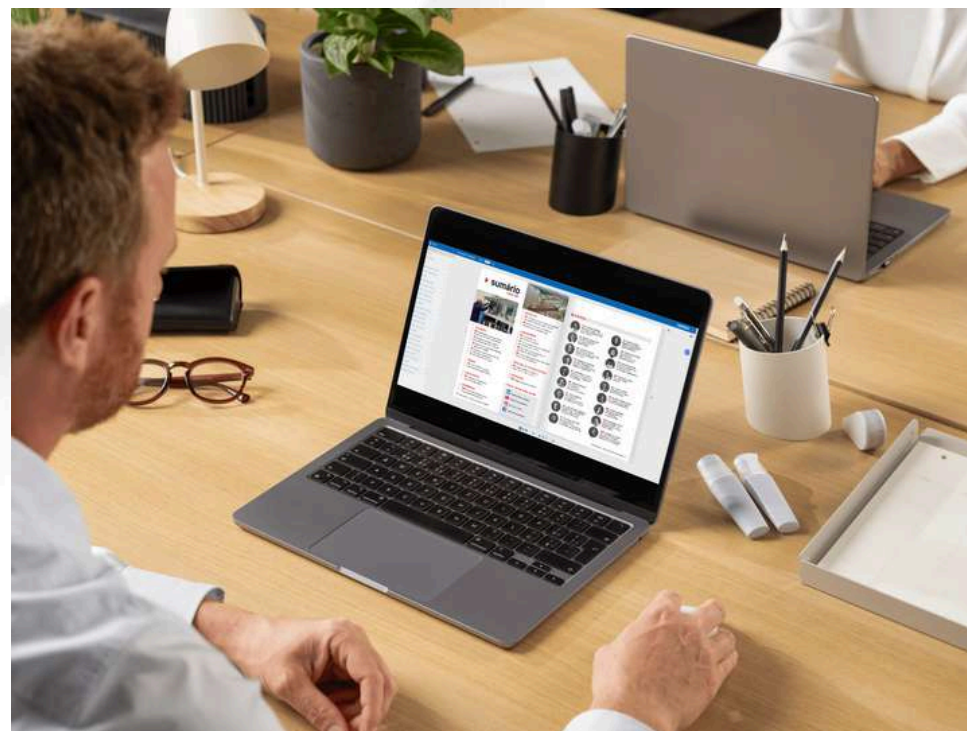
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**BRASIL**  
**ENERGIA**

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

## About us

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)

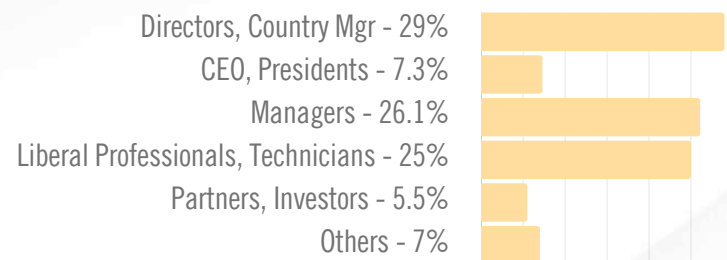


**BRASIL**  
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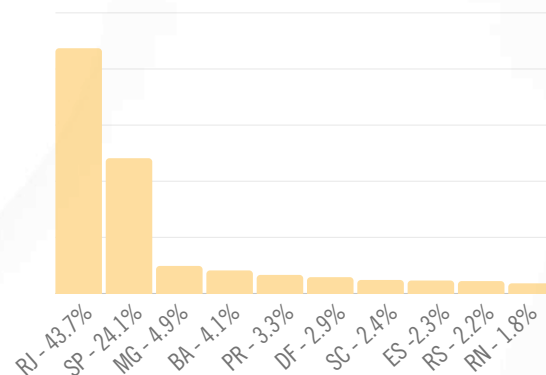
## Who Reads Us

Our publications, whether subscribed or open, reach an audience interested in business and activities in the Energy, Gas and Oil segments, in Brazil and abroad. With a variety of text, audio and video formats for different reading habits, they are also publications with a wide reach and engagement on social networks.

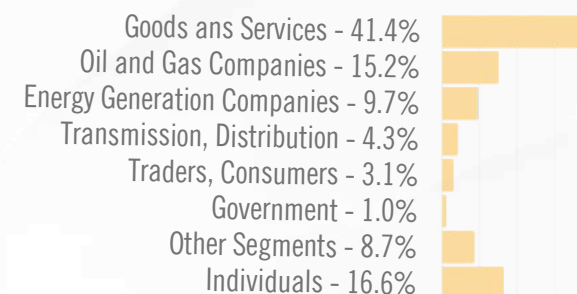
**AUDIENCE (%)**



**GEOGRAPHIC DISTRIBUTION (%)**



**SEGMENTS (%)**



## Quick Access

Click and get  
right to the point



[Portal Brasil Energia >](#)

[e-Magazine Brasil Energia >](#)

[Brasil Energy \(english\) >](#)

	See the image of the site	Main Home or Patr�leoHoje or EnergiaHoje
Superbanner Top	A	USD 2,500/ per month
Superbanner B	B	USD 2,300/ per month
Superbanner C	C	USD 2,050/ per month
Square	D	USD 2,100/ per month
Rectangular Horizontal	E	USD 2,050/ per month
Rectangular	F	USD 1,660/ per month

Banners displayed on the Main Home will also be displayed on the Home Magazine

**Bonus:** Banners added to packs containing Home Main + PetroleoHoje + EnergiaHoje will also be displayed in Opinion, Services and Scenarios Homes

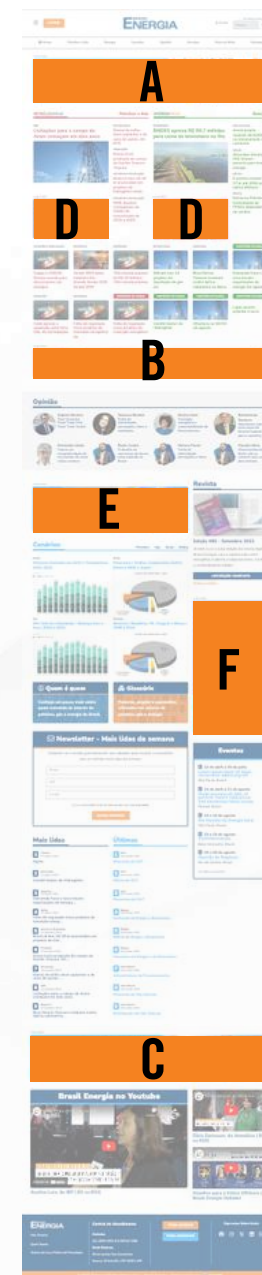
Amounts refer to 30 days of exhibition.

If you add placement in more than one section, we offer a 30% discount of the space from the second section.

#### Examples:

1. Superbanner Top in Main Home + PetroleoHoje or EnergiaHoje = USD 2,500 (main home) + USD 1,750 (PetroleoHoje or EnergiaHoje) or

2. Superbanner Top on Main Home + PetroleoHoje + EnergiaHoje = USD 2,500 (main home) + USD 1,750 (PetroleoHoje) + USD 1,750 (EnergiaHoje)



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

# Banners online

## Superbanner (A, B ou C)

Ref. IAB: Horizontal 10x1

Dimensions:

**Desktop: 1800 x 180 px**

**Mobile: 450 x 90 px**

## Square (D)

Ref. IAB: Rectangle 1x1

Dimensions:

**Desktop: 450 x 450 px**

**Mobile: 450 x 450 px**

## Technical specifications

## Medium Rectangle Horizontal (E)

Ref. IAB: (Horizontal 8x1)

Dimensions:

**Desktop: 1200 x 150 px**

**Mobile: 450 x 90 px**

## Rectangle Vertical

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**.

Recommended maximum size: **100k**.

Enter destination **URL**.



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

# 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 240

Packages over 1000 views, customize: USD 0.24/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

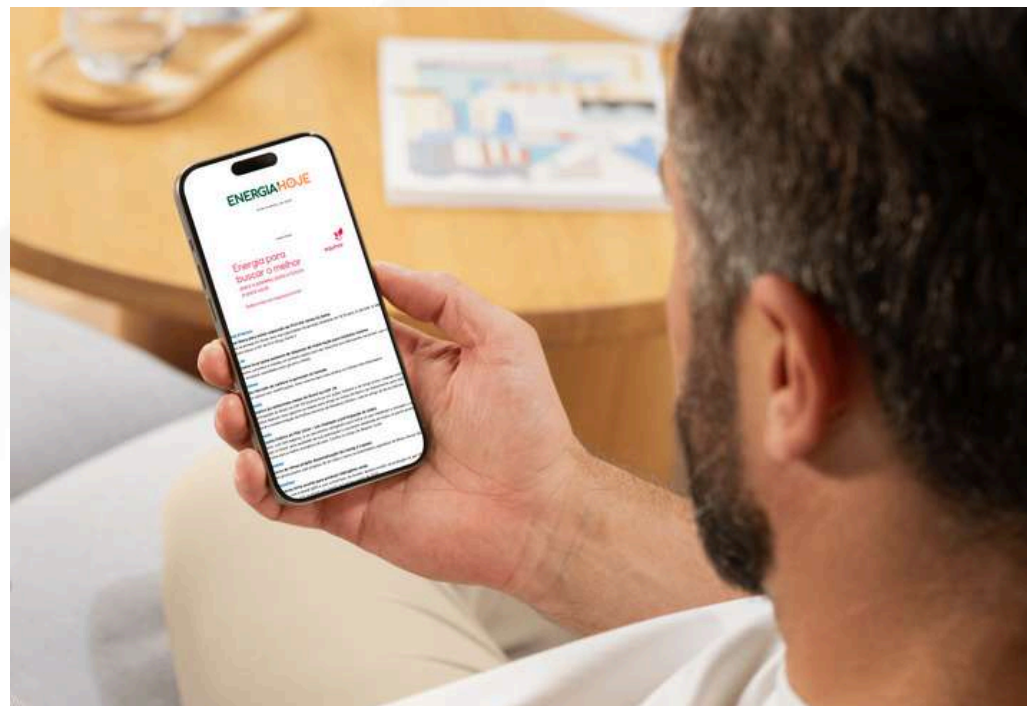
Deliver **your message** directly to the inbox of our **entire subscriber base**, from Monday to Friday\*.

**USD 215/ ad triggering**

## Volume discounts

- From 0 to 5 days - 0% discount
- From 6 to 10 days - **10%** discount
- From 11 to 15 days - **15%** discount
- From 16 days - **20%** discount

*\*Except national holidays*



- **Technical specifications:** 560 x 250 px banner in .JPG or .PNG.
- Recommended maximum size: **up to 100k**.
- Indicate the **URL** to which the banner should point.



# 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;
- 2 UA Heads-up in the daily newsletter
- 2 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.



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

**15 days: USD 1,780**

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

**30 days: USD 2,735**

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

**Specifications:** Text and images produced by the client. **Story:** Title up to 60 characters and text on file .DOC or .DOCX. Include contact details in the footer, which will be published at the end of the article (name, telephone number, e-mail address and website). Up to three **images** up to 72dpi in .JPG or .PNG, indicating which one should be highlighted. It is also possible to include a video, as long as it is hosted on YouTube or other platforms.

## e-Magazine Brasil Energia

**Monthly multimedia e-magazine** (digital flip format) available to subscribers and non-subscribers and also to participants and registrants at events with which Editora Brasil Energia has promotional agreements.

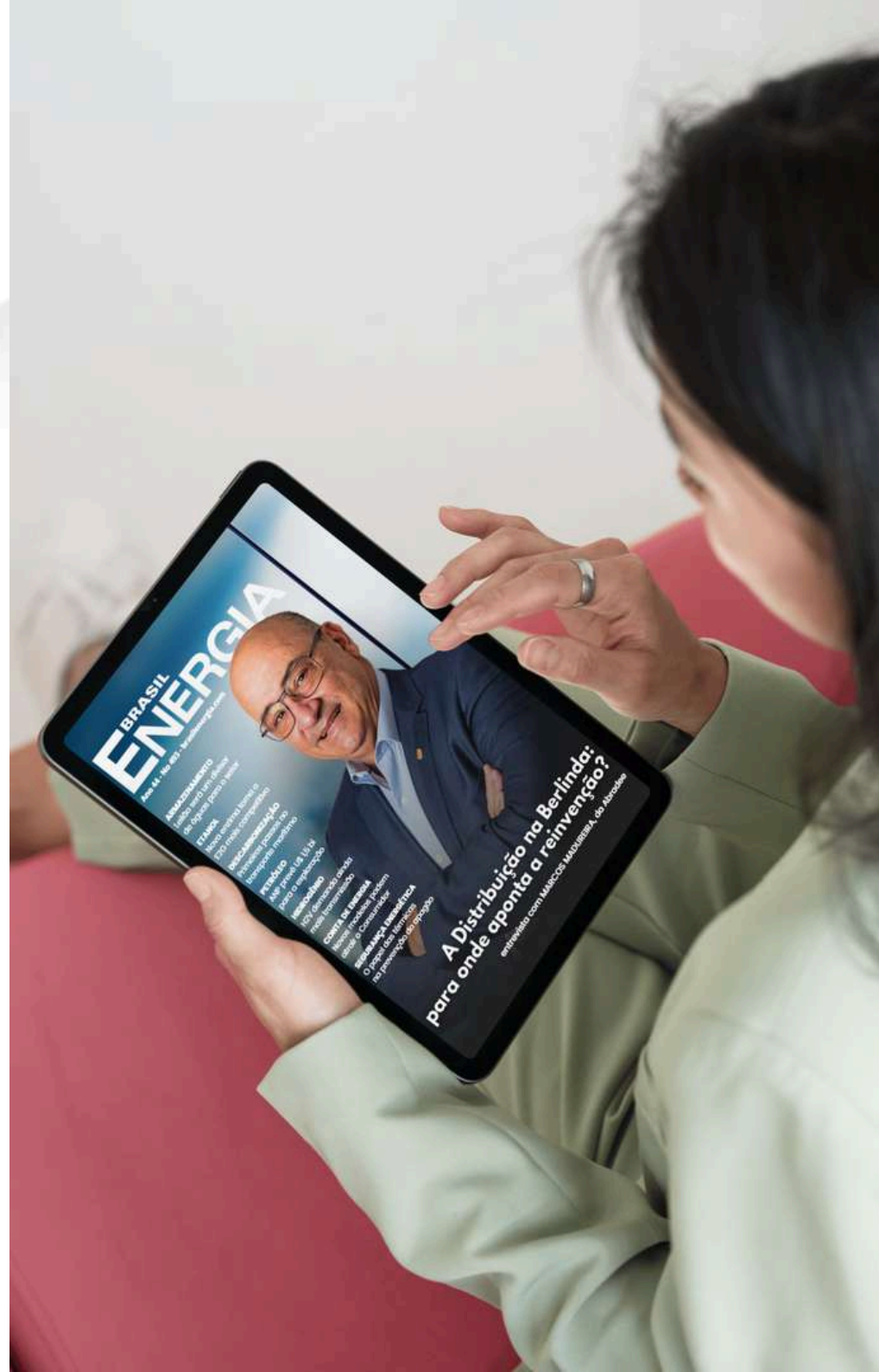
Analytical content on Energy, Gas and Oil, in line with ongoing energy integration.

Available for mobile devices (smartphones and tablets) and desktops.

### GET TO KNOW US:

Click on the button to read issue 493 for free.

[Read now >](#)



# e-Revista Brasil Energia

 **Formats and Amounts**

Format	Dimensions	Amount (USD)
1 Page	205 x 275 mm	USD 3,015
Double Page	410 x 275 mm	USD 5,270
1/2 Page Horz.	180 x 125 mm	USD 1,740
1/3 Page Horz.	180 x 85 mm	USD 1,254
1/3 Page Vert.	57 x 234 mm	USD 1,254
Center	100 x 100 mm	USD 1,740
Specified Pages	On request	On request
Inside Cover + Page 3	410 x 275 mm	USD 6,235
Inside Front Cover	205 x 275 mm	USD 4,395
Inside Back Cover	205 x 275 mm	USD 3,987
Back Cover	205 x 275 mm	USD 3,728

Contact us for customized formats.

## Social Networks

Social networks are the digital environment most conducive to dialog and essential for advertisers wishing to reach the community interested in energy. Ideal for creating a diversified media mix, offering support and complementing campaigns on other Brasil Energia channels.

**+75,000 followers**

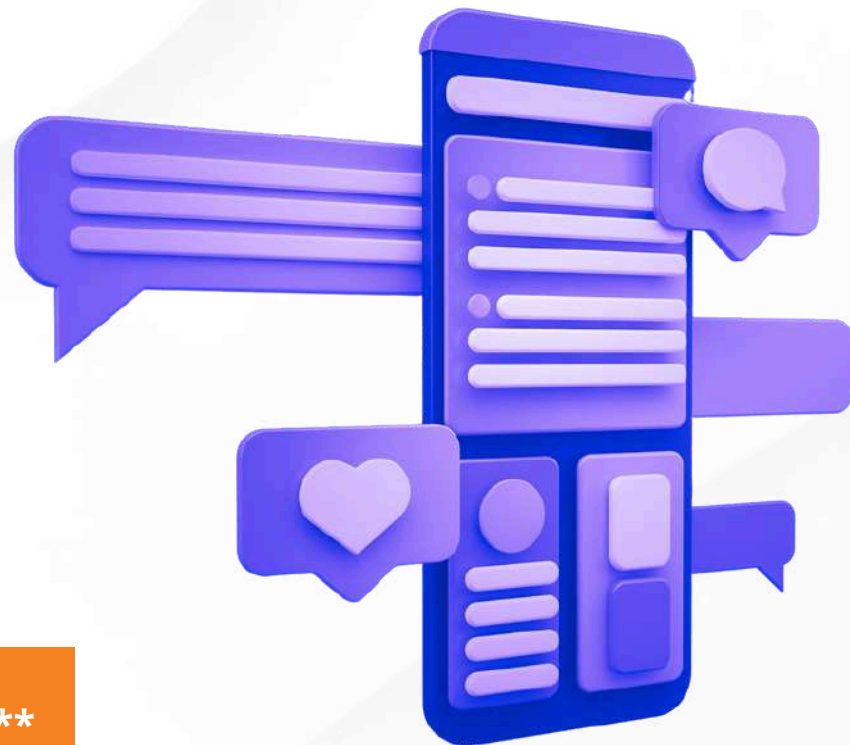


**90% via LinkedIn and 10% on other platforms**

*\*Instagram, Youtube, Facebook and X*

**USD 280/ per Post \*\***

- **Text:** up to 500 characters + 1 **.JPG** or **.PNG** image + URL.
- All advertising posts must contain one of the following hashtags: **#publi**, **#publicidade** or **#sponsored**.
- It is also possible to broadcast a video (via Youtube or Vimeo link or an MP4 file of up to 30 seconds and 20Mb).
- \*\* Post on LinkedIn, Instagram, Facebook, X, and YouTube



# Brasil Energy

Published daily in English, **Brasil Energy** provides **coverage of the Brazilian energy sector and of interest to the international community** working in the country and abroad, with a focus on Oil, Gas and Energy, especially Renewables and Bioenergy.

Sends out 1 newsletter a day to subscribers.



## Format

Superbanner  
Square

## Dimensions

970 x 90 px  
360 x 240 px

## Amount (USD)

USD 1,610/per month  
USD 1,230/per month

- Amounts refer to 30 days of exhibition
- The banners are displayed in the Home + Articles.
- Accepted formats: GIF or JPG. Maximum recommended size: 100k.
- All banners in a random system, maximum of three advertisers per zone.



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