



*Good that you
want to be
our partner!*

**The Mesa de Bar Portal offers you an
unmatched opportunity in the market**

We are the only news portal specialized in beverages in Brazil. Of course there are those dedicated to one or the other, but not to all. Your consumer may be the one who likes beer, but he also drinks wine, whiskey, sparkling wine, caipirinha, gin-tonic, energy drink, soft drink, coffee... Anyway, he's interested in good drinks and, why not, for information and tips from this wide universe.

www.mesadebar.com.br





The Mesa de Bar Portal offers just that. Content with information from experiences and reliable sources written by experts, journalists and professionals in the industry. Your brand will be associated with a place where many will come to seek knowledge knowing that there the content is well done, nice and reliable. And that consumer who browses the Portal may be impacted and interested in the product of your ad or sponsored content. It's better than impossible!

Our articles always have reference or a link to the companies websites and products mentioned therein. We also make customized articles and advertising reports with the quality of the the portal's editorial line. And with the differential that all articles win a post call on our digital media. This includes Facebook, Instagram and a video channel on Youtube.



SCOPE AND TARGET AUDIENCE

The Portal has been on the air since September 2020 and currently we have reached more than 5,000 pageviews on the site, with a growth of 5% per month and we also have a solid base of real followers on Instagram. Our target audience is people in general, of A, B and C classes. Our reader range is wide, of course it focuses more on those who are interested in the world of beverage, aged between 25 and 55, 60% male and 40% female.



Advertising plans:

Bronze Monthly Plan US\$ 200

- Insertion of a square banner in an indeterminate location on the Portal homepage within 30 days.
- Links to your page in all posts in which the company is mentioned for the same period, and can be extended in renewal.
- A company story with the content of your choice, but written by a journalist or expert on our team. Post with link of the matter in the digital media of the Mesa de Bar Portal.
- The company is free to renew or negotiate a longer period with a discount of 10% of the total value and 20% on the annual schedule.

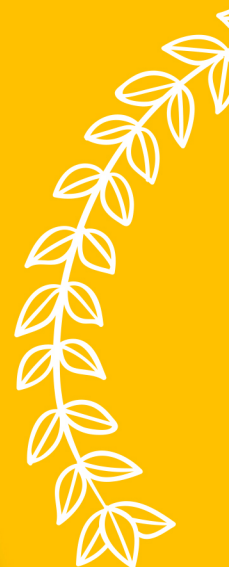


MESA DE BARI

silver Monthly Plan US\$ 300



- Insertion of a square banner in an indeterminate location on the Portal homepage within 30 days.
- Links to your page in all posts in which the company is mentioned for the same period, and can be extended in renewal.
- Two company articles with the content of your choice, but written by a journalist or expert on our team. Post with link of the matter in the digital media of the Mesa de Bar Portal.
- The company is free to renew or negotiate a longer period with a discount of 10% of the total value and 20% on the annual schedule.



MESA DE BARI



Gold Monthly Plan US\$ 400



- Silver Plan +
- Insertion of a rectangular banner in an indeterminate location homepage of the Portal.
- Exclusive article about the company's portfolio interviewing a spokesperson assigned by the company about the company's portfolio, with interview with a spokesperson determined by the company. Video of this content in tune with the editorial line of the Portal;
- Dissemination in our Portal of the subject, video, posts and stories in digital media according to better adaptation to the company's objectives and the availability of the Portal.
- Release of the material for use in the company's digital or printed channels.





Platinum Monthly Plan

US\$ 600



- Gold Plan +
- Insertion of a rectangular banner on the noble top of the homepage of the Portal Mesa de Bar.



SEASONAL OR ON-TIME CAMPAIGNS

If you are interested in having the Portal Mesa de Bar as an ally in an advertising or promotional campaign of the company, it is possible to align the content and the desired inserts in the period determined by the company. In principle, the Portal charges US\$ 400 + amounts to be negotiated by the inserts.

Individual post on our digital media should follow the editorial line of the Portal, edited by a journalist of our team, with material (text and photos) provided by the client. For each the amount charged is US\$ 200.

Individual videos on our Youtube channel should follow the editorial line of the Portal, with material provided by the company. For each the amount charged is US\$ 400. Please remember that this video will be incorporated into the portal video library and can be accessed by subscribers on the channel indefinitely.

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Midia Kit

