

COMMERCIAL PRESENTATION

PORTAL MESA DE BAR

The screenshot shows the homepage of the Mesa de Bar portal. At the top left is the logo with the text "MESA DE BAR" and "O maior portal de notícias sobre bebidas da América Latina". To the right is a banner for "A PRIMEIRA FÁBRICA-BAR DE SP" with a "CERVEJARIA NACIONAL" logo. Below the banner is a navigation menu with categories: CERVEJAS, DESTILADOS, VINHOS, OUTRAS BEBIDAS, MERCADO, VISITAMOS, EVENTOS, VÍDEOS, and FALE CONOSCO, along with a search icon. The main content area features a "ÚLTIMAS NOTÍCIAS" section with a featured article: "MARQUÊS DE RISCAL É ELEITO O MELHOR VINHEDO DO MUNDO". Below this are three article thumbnails: 1) "PETRA FECHA NAMING RIGHTS DA CASA DA MÚSICA BRASILEIRA" (CERVEJAS) with a date of "4 de janeiro de 2025"; 2) "SEIS VINÍCOLAS DE SÃO PAULO PARA VISITAR" (VINHOS); and 3) "MARQUÊS DE RISCAL É ELEITO O MELHOR VINHEDO DO MUNDO" (VINHOS). A fourth thumbnail "LOUVADA CHEGA A 99 MEDALHAS" (CERVEJAS) is partially visible on the right.

MESA DE BAR
O maior portal de notícias sobre bebidas da América Latina

A PRIMEIRA FÁBRICA-BAR DE SP
CERVEJARIA NACIONAL

CERVEJAS ▾ DESTILADOS ▾ VINHOS ▾ OUTRAS BEBIDAS ▾ MERCADO ▾ VISITAMOS EVENTOS VÍDEOS FALE CONOSCO 🔍

ÚLTIMAS NOTÍCIAS MARQUÊS DE RISCAL É ELEITO O MELHOR VINHEDO DO MUNDO

CERVEJAS
PETRA FECHA NAMING RIGHTS DA CASA DA MÚSICA BRASILEIRA
Leonardo Millen - 4 de janeiro de 2025

VINHOS
SEIS VINÍCOLAS DE SÃO PAULO PARA VISITAR

VINHOS
MARQUÊS DE RISCAL É ELEITO O MELHOR VINHEDO DO MUNDO

CERVEJAS
LOUVADA CHEGA A 99 MEDALHAS

MESA DE BAR

AN OPPORTUNITY WITHOUT EQUAL IN THE MARKET

- **We are the most complete news portal specialized in beverages on the market. 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 a wine, a whiskey, a sparkling wine, a caipirinha, a gin tonic, an energy drink, a soft drink, a coffee... In short, it is a qualitative target audience, which is interested in good drinks and, why not, in information and tips from this wide universe.**
- **The Portal Mesa de Bar offers free, independent and complete content, with information from experiences and reliable sources written by expert journalists. In other words, your brand will be associated with a place where many will come to seek knowledge knowing that the business is well-done, cool and reliable. And that consumer who browses the Portal may be impacted and interested in the product of your ad or your sponsored content. It couldn't be better!**
- **Our articles always have reference and/or link to the website or Instagram of the companies and products mentioned there. We also make customized articles and advertising reports with the quality of the Portal's editorial line. And with the difference that all articles have a reduced version and calls for home in our digital media (Facebook, Instagram and Youtube).**



REACH AND TARGET AUDIENCE

➤ **The Portal has been on the air since September 2020. We have already published more than 2 thousand articles that are available through the site's search engine. That is, it is possible to have access to all the articles published by your brand on the site. Our commitment is to publish at least one different article per day. We currently reach 6 to 7 thousand pageviews/month on the site, with a growth of 5% per month.**



➤ **Our target audience is fully qualitative. They are professionals in the sector, such as winemakers, sommeliers, brewmasters, master distillers, owners of breweries, distilleries, wineries, bars and restaurants, traders, press officers, marketing managers, employees of companies in the field... But there are also many connoisseurs and consumers of beverages in general who want to know about the news in the market.**

Most belong to classes A, B and C, aged between 25 and 55 years, 51% of whom are male and 49% female.



REACH AND TARGET AUDIENCE

➤ Portal also has a small but solid base of 5,000 real, organic Instagram followers. Data updated on January 5, 2025.



Dados analíticos de Instagram

 2 Reels	 98 Posts	 2 Stories
 14 Curtidas	 367 Curtidas	 2 Replies
 4 Comentários	 25 Comentários	 2 Taps back
 1 Salvos	 12 Salvos	 12 Impressões
 148 Visualizações	 4.256 Impressões	 0.00% Alcance
 1.37% Alcance	 0.89% Alcance	 0% Engajamento
 9.01% Engajamento	 7.27% Engajamento	Dados dos últimos 1 dias*

Dados dos últimos 80 dias*

*Dados atualizados em 05/01/2025

SPECIAL CONDITIONS

➤ **We are offering you special conditions to program your ads, campaigns, promotional actions and events.**

Bronze Plan - R\$ 1,000

It includes the insertion of a square banner in an undetermined location on the Portal's homepage within a period of 90 days with links to its page, which can be extended upon renewal.

Bonus: an article from your company with the content to choose, but written by a journalist or expert from our team. Post with link to the article in the digital media of Portal Mesa de Bar.

The company is free to renew or negotiate a longer period with a 10% discount on the annual schedule.

The screenshot displays the Portal Mesa de Bar homepage. At the top, there are two article cards: 'MIOLO ABRE INSCRIÇÕES PARA 8ª TURMA DE WINEMAKER DE VINHO TINTO' (dated 29 de dezembro de 2024) and 'VINÍCOLA AURORA ABRE O MAIOR CENTRO DE DISTRIBUIÇÃO DO BRASIL' (dated 28 de dezembro de 2024). Below these is a navigation bar with 'OUTRAS BEBIDAS' highlighted. The main content area features two more article cards: 'BALLENA E SHORTSCO LANÇAM COLLAB PARA O VERÃO 2025' (dated 27 de dezembro de 2024) and 'BALY LANÇA ENERGÉTICO MISTERIOSO E BALY KIDS SONIC' (dated 16 de dezembro de 2024). A red arrow points from the top-right article to a square banner with the text 'PASSAMOS POR AQUI' overlaid on an image of people clinking beer glasses. Another red arrow points from the bottom-right article to a red square banner with the text 'Bebidas por ai' and 'KITS DE CERVEJAS ESPECIAIS E BEBIDAS NA SUA CASA' along with a WhatsApp contact number (11) 99690-3187.



SPECIAL CONDITIONS

➤ **We are offering you special conditions to program your ads, campaigns, promotional actions and events.**

Silver Plan - R\$ 2.000

Insertion of a rectangular banner in an undetermined location on the Portal's homepage within a period of 90 days, which can be extended in renewal with a 10% discount on the annual schedule.

Realization of an exclusive article about the company's portfolio, with an interview with a person determined by the company.

Publication of relative post in our social media as best suited to the company's objectives and the availability of the Portal.

Release of the material to be used in the company's digital or printed channels.



SPECIAL CONDITIONS

- **We are offering you special conditions to program your ads, campaigns, promotional actions and events.**



Gold Plan - R\$ 3,000

Insertion of a rectangular banner at the top of the homepage of the Portal Mesa de Bar for a period of 90 days.

The company is free to renew or negotiate a longer period with a 10% discount on the annual schedule.



SPECIAL CONDITIONS

- **Campaigns, promotional actions and events.**
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Custom Plan - R\$ XX (to be negotiated))

Insertion of a rectangular or square banner on the Portal's homepage for a certain period.

Bonus: presence in promotional actions and/or events with journalistic coverage and posts on the Portal's social networks.

The company is free to renew or negotiate a longer period with a 10% discount on the annual schedule.



SPECIAL CONDITIONS

- **On the website there is a section called VISITAMOS in which our team visits a bar, restaurant, brewery, distillery and similars and reviews the portfolio or the drinks offered to customers.**
- **An opportunity to leverage a change in the drinks menu or introduce a new partner to the market.**



Visitamos Plan - From R\$ 500 to R\$ 1,000 (to be negotiated)

Production of an article with text and photos with the right to prior approval before publication and posts on the Portal's social networks.



CONTACT US DIRECTLY

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