

MEDIA KIT 2018



Specialized publication in rescue and fire protection, aimed at the private sector and public institutions that develop projects, work in prevention, control and fire fighting, emergency, rescue, maintenance and manufacturing of fire extinguishers and fixed systems, hydraulic equipment, personal protective equipment and other risk managements situations.

ISSUE			AD DELIVERY
jan	150	PRODUCTS FOCUSED*	13 dec 2017
		AREAS OF RISK*	
feb	151	PRODUCTS FOCUSED*	19 jan 2018
		AREAS OF RISK*	
mar	152	PRODUCTS FOCUSED*	21 feb 2018
		AREAS OF RISK*	
apr	153	PRODUCTS FOCUSED*	21 mar 2018
		AREAS OF RISK*	
may	154	PRODUCTS FOCUSED*	22 apr 2018
		AREAS OF RISK*	
jun	155	PRODUCTS FOCUSED*	21 may 2018
		AREAS OF RISK*	
jul	156	PRODUCTS FOCUSED*	20 jun 2018
		AREAS OF RISK*	
aug	157	PRODUCTS FOCUSED*	18 jul 2018
		AREAS OF RISK*	
sep	158	PRODUCTS FOCUSED*	20 aug 2018
		AREAS OF RISK*	
oct	159	PRODUCTS FOCUSED*	19 sep 2018 13 th FIRE SHOW Distribution
		AREAS OF RISK*	
nov	160	PRODUCTS FOCUSED*	17 oct 2018 13 th FIRE SHOW Coverage
		AREAS OF RISK*	
dec	161	PRODUCTS FOCUSED*	20 nov 2018
		AREAS OF RISK*	
jan	162	PRODUCTS FOCUSED*	12 dec 2018
		AREAS OF RISK*	

*Not necessarily the cover story

READERS

- Buyers
- Consultants
- Distributors
- Equipment Manufacturers
- Firefighters
- Fire Protection Engineers
- Importers
- Rescuers
- Resellers
- Retailer
- Risk Inspector
- Safety Engineers
- Safety Technician Job
- Sector Businessmen

WHY READ?

We bring readers what the best on fire prevention and firefighting, with expertise and quality. Updates, technical articles, reports, new technologies, industry news, trends and standards, among others, are part of this publication created to promote the firefighting sector.

DISTRIBUTION



- Southeast 60,87%
- South 13,77%
- Midwest 7,04%
- Northeast 8,68%
- North 4,86%
- Other Countries 4,78%

MEDIA KIT

2018

magazine

INCÊNDIO

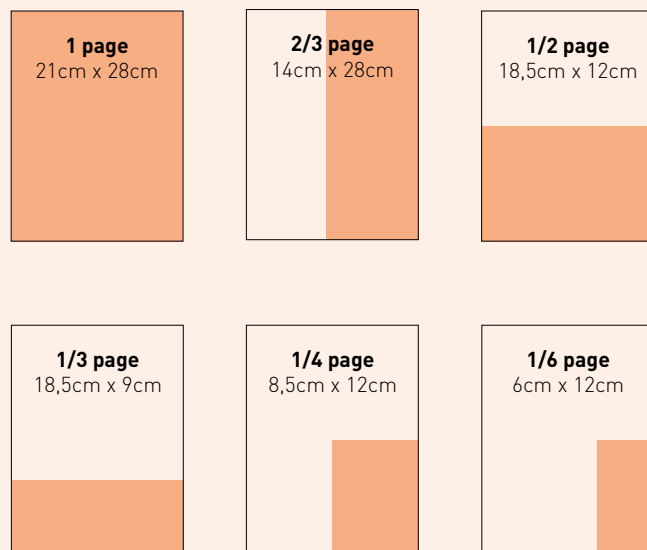
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PRICE LIST

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Inner Front Cover	1450,00
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2/3 page	1015,00
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1/3 page	550,00
1/4 page	490,00
1/6 page	320,00
4 inserts	discount 4%
6 inserts	discount 6%
8 inserts	discount 8%
12 inserts	discount 12%

SIZE



INFORMATION

- **Size:** 21cm x 28cm
- **Circulation:** 6.000 copies
- **Periodicity:** Monthly
- **Production:** 4x4 colors
- **Cover Page:** gloss coated 150g/m² with UV coating
- **Inner Pages:** matte coated 90g/m²

SPECIFICATIONS

All ads must be output to PDF with 300dpi and 5mm bleed on all sides.

Files should be sent to:

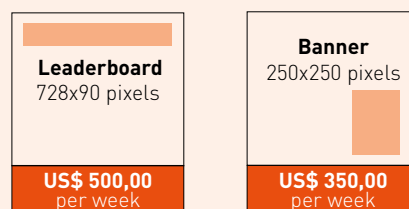
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APP

App for tablet and smartphone (iOS and Android)

MEDIA INSERTION IN YOUR AD	US\$
Photo gallery	1500,00
Videos (off or online)	1500,00

SITE



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