



PRESS KIT INCÊNDIO

A NEW MAGAZINE, THE SAME QUALITY

Having been a reference in the market for four decades, **Incêndio Magazine** has a new look and many new features.

From now on, the publication will be bimonthly being a special section of **Cipa Magazine**, with specialized information in the area of fire prevention and fighting.

With the inclusion of the section in Revista Cipa, we strengthen the synergy between the sectors of **Safety and Protection to the Worker and Rescue and Fire Prevention**, increasing the visibility of Incêndio among the readers and amplifying your brand in this magazine that is regarded as a market reference today.

To keep up with society's new reading habits, the magazine will have a modern news portal with more content, updated daily with the most relevant information in the sector.



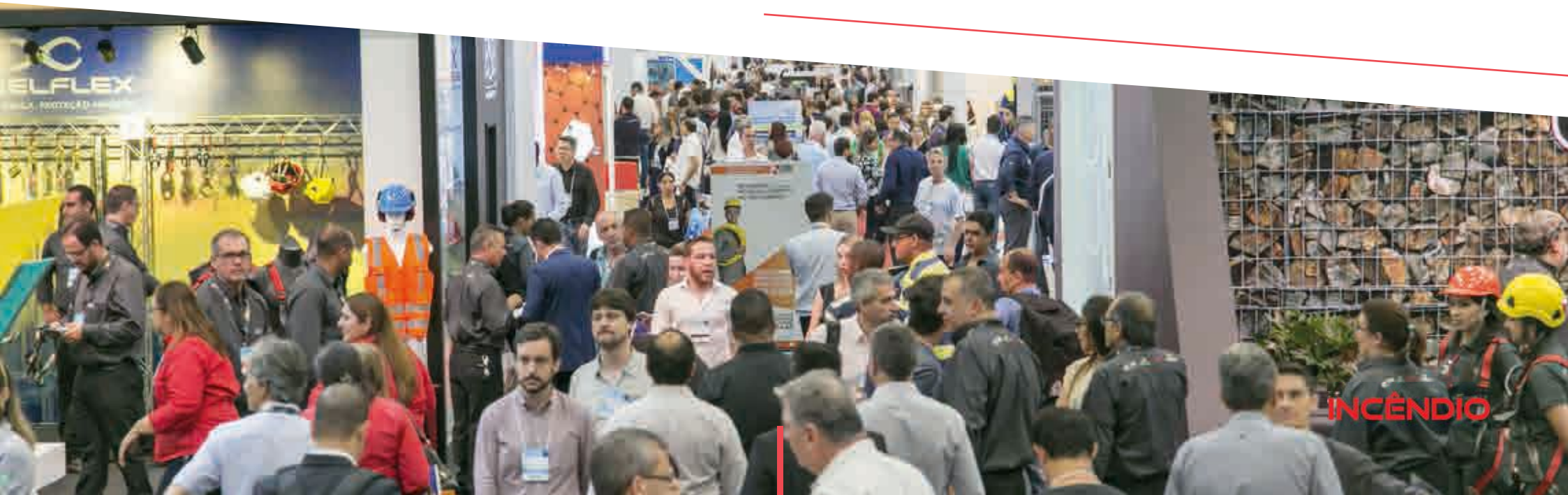
INCÊNDIO

OFFICIAL FAIR MEDIA



The **CIPA & Incêndio Magazine** is the official media of **FISP - International Security and Protection Fair**, and **Fire Show - International Fire Fair**, the main and largest events on security and protection, prevention and protection against fires in Latin America.

The two events bring together the latest technologies, products, services, experiences and the latest trends in accident prevention and worker health.



PROFILE OF READERS

Target audience

- Nursing assistant
- Work safety assistant
- Military, Civil and Volunteer Firefighters
- Buyers
- Consultants
- Distributors
- Industry entrepreneurs
- Occupational nurses
- Fire and occupational safety engineers
- Ergonomist
- Technical schools in occupational safety
- Students
- PPE and equipment manufacturers
- Occupational physiotherapists
- Speech therapists
- HR Manager

Distribution



- Southeast - 63.88%
- South - 16.28%
- Center-West - 4.98%
- Northeast - 8.18%
- North - 2.77%
- International - 4.91%

- Hygienists
- Importers
- Integrators
- CIPA presidents and members
- Occupational Physicians
- First Responders
- Technicians in Occupational Safety



91%

Are occupational safety professionals, occupational physicians, safety technicians, firefighters, first responders and rescuers



92%

Are loyal readers and are extremely satisfied



86%

Collect and circulate the magazine among other readers and use it as a research source.



72%

Are between 29 and 51 years old



91%

Consider the magazine essential for consultation on general information about the sector

PRINTED SECTION

The purpose of **Incêndio** is to present the best that is done and applied in fire prevention and fighting. Everything so that professionals in this area keep up to date with news, technical articles, reports, technology, products, standards and other topics that are part of this publication produced to promote the sector.

FORMATS



1 page
21cm x 28cm



2/3 page
14cm x 28cm



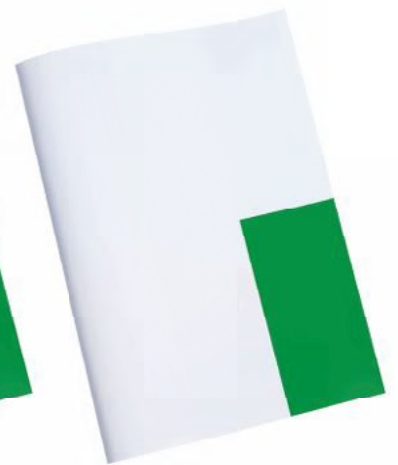
1/2 page
18,5cm x 12cm



1/3 page
18,5cm x 9cm



1/4 page
8,5cm x 12cm



1/6 page
6cm x 12cm

GENERAL INFORMATION

Format: 21cm x 28cm

- Circulation: Bimonthly
- Presentation: 4X4 colors
- Cover paper: Couché 150g/m2 with UV varnish
- Pages: Matte couches 90g/m2

TECHNICAL INFORMATION

The ads must be delivered in PDF, with a resolution of 300 dpi and 5mm bleed on each side. Send by email to: roberto.silva@fieramilano.com.br

PRICE TABLE

PAGES AND FORMATS	USD
Double Folder Cover	\$ 7.100,00
4th cover	\$ 2.700,00
2nd and 3rd covers	\$ 2.500,00
1 page	\$ 3.250,00
2/3 page	\$ 2.250,00
1/2 page	\$ 1.700,00
1/3 page	\$ 1.150,00
1/4 page	\$ 950,00
1/6 page	\$ 670,00
2 insertions	4%
4 insertions	8%
6 insertions	12%

* Determined placement: 20% increase

CIPA MAGAZINE ARTICLE

INCÊNDIO SECTION ARTICLE

Edition				Deadline Ad
jan/feb 2022	499	PRODUCTS FOCUSED*	PROTECTIVE CREAMS	Dec 7 2021
		OCCUPATIONAL HAZARDS*	TEXTILE INDUSTRY	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	HYDRAULIC SYSTEMS	
		RISK AREAS*	EDUCATION INSTITUTIONS	
----- COMMEMORATIVE ISSUE -----				
mar/apr	500	PRODUCTS FOCUSED*	[COMMEMORATIVE AGENDA]	Feb 26 2022
		OCCUPATIONAL HAZARDS*	[COMMEMORATIVE AGENDA]	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	FIRE DOORS: DOOR FRAME, PANIC BAR AND ACCESSORIES	
		RISK AREAS*	FURNITURE INDUSTRY	
may/jun	501	PRODUCTS FOCUSED*	HEAD PROTECTION: SKULL, HEARING, EYES AND FACE	Apr 22 2022
		OCCUPATIONAL HAZARDS*	PHYSICAL HAZARDS: NOISE, CUTS AND SHOCKS	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	FIRE DETECTION SYSTEMS AND ALARMS	
		RISK AREAS*	PLASTIC	
jul/aug	502	PRODUCTS FOCUSED*	EQUIPMENT AGAINST FALLS: WORK AT HEIGHT	Jun 22 2022
		OCCUPATIONAL HAZARDS*	CHEMICAL HAZARDS: ASPHYXIA AND IRRITATION TO EYES AND NOSE	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	FIRE EXTINGUISHERS: CARTS, PORTABLES, SHELTERS AND SUPPORTS	
		RISK AREAS*	INDUSTRIAL WAREHOUSES	

**It will not necessarily be the cover story*

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INCÊNDIO

CIPA MAGAZINE ARTICLE

INCÊNDIO SECTION ARTICLE

Edition				Deadline Ad	
FISP / FIRE SHOW PREVIEW					
sep/oct	503	PRODUCTS FOCUSED*	FISP EXHIBITOR CATALOG		Sep 9 2022
		OCCUPATIONAL HAZARDS*	----		
		SPECIAL ISSUE INCÊNDIO			
		PRODUCTS FOCUSED*	FIRE SHOW EXHIBITOR CATALOG		
		RISK AREAS*	----		
FISP / FIRE SHOW COVERAGE					
nov/dec	504	PRODUCTS FOCUSED*	PRODUCTS SHOWN FISP		Oct 28 2022
		OCCUPATIONAL HAZARDS*	----		
		SPECIAL ISSUE INCÊNDIO			
		PRODUCTS FOCUSED*	PRODUCTS SHOWN FIRE SHOW		
		RISK AREAS*	-----		
jan/feb 2023	505	PRODUCTS FOCUSED*	FOOT PROTECTION (SAFETY SHOES)		Dec 10 2022
		OCCUPATIONAL HAZARDS*	BIOLOGICAL HAZARDS: HOSPITAL AND FOOD INDUSTRY		
		SPECIAL ISSUE INCÊNDIO			
		PRODUCTS FOCUSED*	SMOKE CONTROL SYSTEMS		
		RISK AREAS**	SHOPPING MALLS AND POPULAR SHOPPING CENTERS		

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PORTAL

Following the digital growth, Incêndio presents the new version of its Portal, completely revamped, with intuitive layout, interactive design and the most important news about the sector of safety and work protection, and fire prevention and fighting, with daily updates.



INCÊNDIO

USER PROFILE

(MONTHLY DATA)



PAGE
VIEWS

21.531



BASE
NEWSLETTER

300.000



NAVIGATION

00:06:05



USERS

7.187



DEMOGRAPHIC
DATA

Male: 58,32%
Female: 41,68%



VISITS ON
THE SITE

10.125

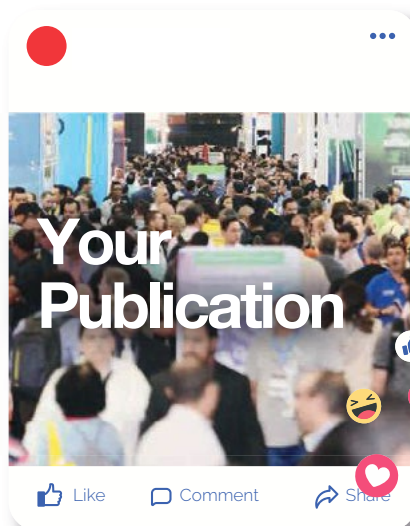
SOCIAL NETWORK FOLLOWERS **+ 10k followers**



INCÊNDIO

POSTS ON SOCIAL NETWORKS

DINC - POSTMS - IT 7 - MÊS








Reach and impact users by boosting the post about your company or product on the social networks of Incêndio (Facebook / LinkedIn / Instagram).

Increase interaction between target audience and brand.

Specifications:

Post with image or video

-  Facebook: 1200x1000 px
-  Instagram: 1080x1080px
-  LinkedIn: 1200x628px
-  Picture format: PNG
-  Video format: MP4

\$ 500,00 (1 post)

COMPANY LOGO ON THE PORTAL

DINC- LOGSITE - IT 9 - MÊS



Reach 100% of users with your company logo positioned in a strategic place on the portal home.

Information:

The customer must provide the logo in JPG or PDF and the link.

* Logo available only at the portal home

\$ 800,00 (insertion of 1 logo - monthly)

POPUP AT THE PORTAL HOME

DINC - POPUPH - IT 11 - MÊS



Invest on the power of the popup impact. It will be present at the home page, where 100% of the portal accesses are.

Information:

The material must be sent by the customer.

 Popup format: 700 x 700 pixels

 JPG, PNG or GIF file - static

\$ 1.5000,00 (per month)

SUPER BANNER AT THE HOME PAGE


DINC - SBHOME - IT1 - MÊS



Reach 100% of users with the super banner of your company or product positioned on the portal home.

Information:

The client must provide the banner art
Banner available only at the portal home.

 Banner format: 970 x 250 pixels (banner next to the magazine's logo)

 JPG, PNG or GIF file - static

\$ 750,00 (per month)

HOME

LATERAL BANNER

DINC - BLHOME - IT 5 - MÊS



Reach 100% of users with the banner of your company or product positioned on the lateral section of the portal home.

Information:

The client must provide the banner art



Banner available only at the portal home.



Banner format: 300x250 / 250x250 pixels.

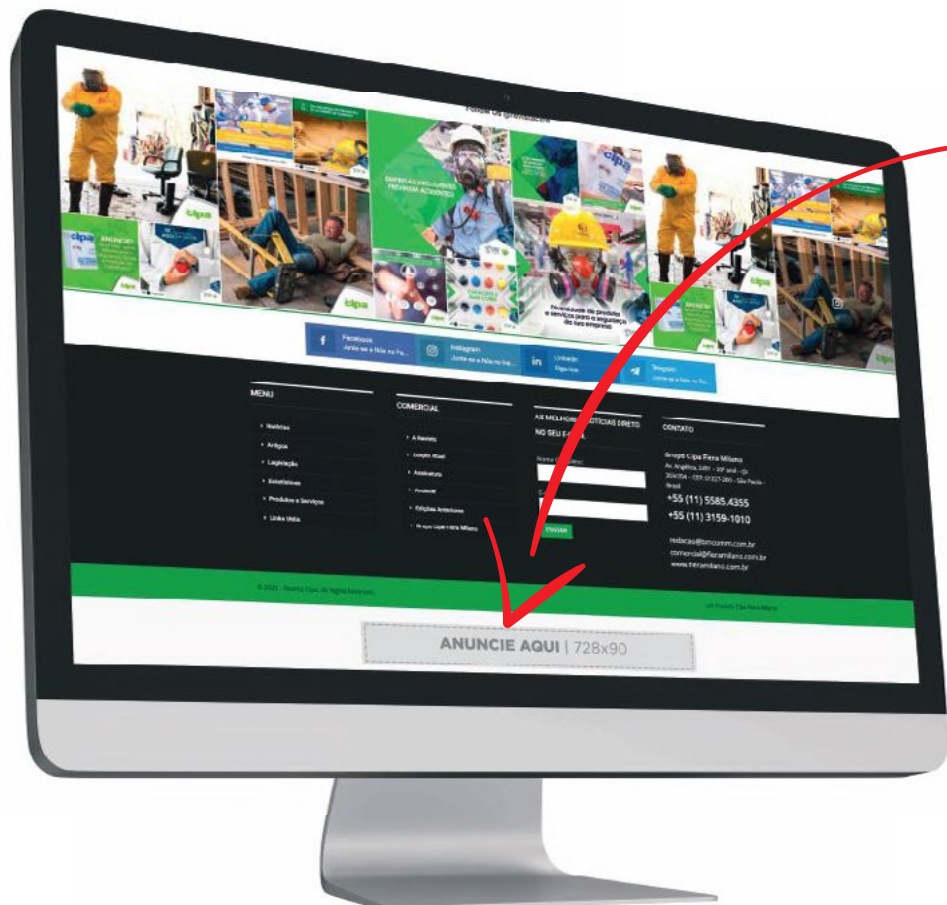
JPG, PNG or GIF file - static

\$ 500,00 (per month)

BANNER AT

THE BOTTOM SECTION OF THE PORTAL

DINC - BIHOME - IT 6 - MÊS



Reach 100% of users with the banner of your company or product positioned on the bottom section of the portal

Information:

The client must provide the banner art



Banner available only at the portal home.



Banner format: 728 x 90 pixels

JPG, PNG or GIF file - static

\$ 500,00 (per month)

SUPER BANNER ON THE NEWS PAGE

DINC - SBPAGN - IT 3 - MÊS



Reach 100% of users with the banner of your company or product positioned on the news page of the portal.

Information:

The client must provide the banner art

 Banner available only at the portal home.

 Banner format: 728 x 90 pixels

JPG, PNG or GIF file - static

\$ 625,00 (per month)

E-MAIL MARKETING

DINC - DPEMKT - IT 8 - MÊS



Reach a qualified mailing list and communicate directly with magazine users.

Use this direct marketing tool and improve your company's results. It can be a simple piece of information, sale or an electronic newsletter.

Specifications:

 Maximum width: 600 pixels

 HTML file

Maximum file size: 100Kb

Customer must inform reply email address and subject.

\$ 1.500,00 (1 sending)

SUPER BANNER E-MAIL MARKETING

DINC - SBEMKT - IT 2 - MÊS



INCÊNDIO

A **Revista Incêndio** é fonte de informação para milhares de profissionais como Bombeiros, Fabricantes de equipamentos, Compradores, Engenheiros, Socorristas, entre outros profissionais, que buscam informação técnica e as novas tecnologias do mercado.



ANUNCIE


Na revista que é especializada em resgate e proteção contra incêndios!

Apresente sua marca a um público ávido por informações, produtos e serviços e

Reach a qualified mailing list and communicate directly with magazine users.

The banner will be at the top of our email marketing and your brand or product will be impacted by an audience interested in this sector.

Specifications:

 Maximum width: 600 pixels x 80 pixels

 JPG, PNG or GIF file

Limited number of sendings

\$ 750,00 (1 sending)

INCÊNDIO

PODCAST

DINC - PDCAST - IT 10 - MÊS



Attract potential customers anytime and anywhere with exclusive content about your company's products and services, through Podcasts. The material will be available on our portal free of charge to a highly qualified audience.

Specifications:

The material must be sent by the customer



Format: MP3

\$ 800,00 (each - monthly)

VIDEO

DINC - VIDEOH - IT 12 - MÊS



Promote your brand on the magazine's portal by sending a video of your company or product. The promotion will also be made on social networks and on the sending of marketing emails.

Specifications:

The material must be sent by the customer

 Video length: maximum 2 minutes

 Format: MP4

\$ 1.500,00 (each - monthly)

BE PART OF THIS **CONSOLIDATED MEDIUM**

Talk to our sales team and check the
opportunities for your company!

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☎ +55 11 3159-1010

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🌐 www.revistaincendio.com.br

Follow us on social networks:



Incêndio



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