



**iPNews**

**MIDIA KIT**  
2016





# WHO WE ARE



The IPNews Portal is a Brazilian electronic publication edited by Comunicação Interativa, and reference in a specialized cover of IP, Cybersecurity, Unified Communications, Internet, and Telecommunications market.

Launched in 2006, the IPNews has a daily newsletter, IPNews Urgent, sent to 30,000 subscribers.

# RELEVANCE AUDIENCE



MORE THAN  
**25 000**  
PAGE VIEWS



MORE THAN  
**16 000**  
USERS



MORE THAN  
**20 DAILY POSTS**



MORE THAN  
**2 MINUTES VIEW**

# WHICH READERS



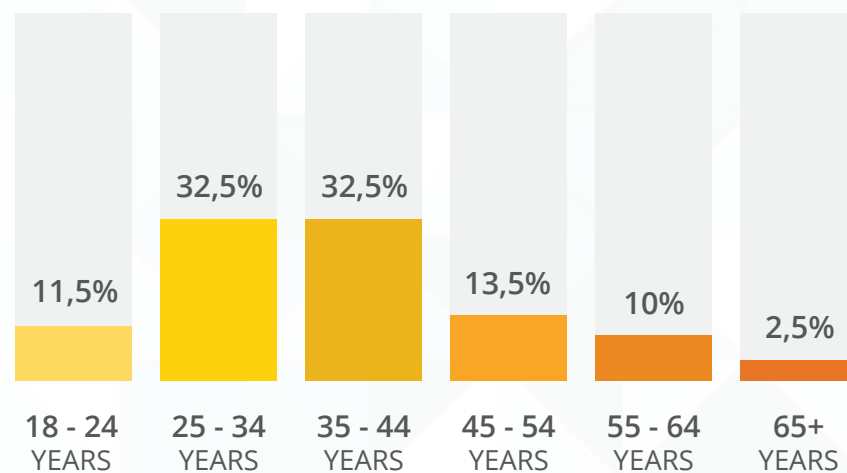
MEN  
72%



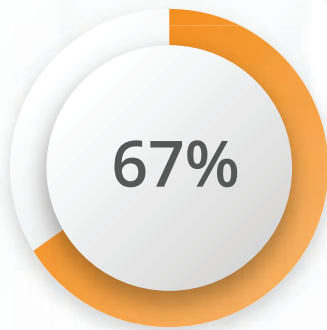
WOMEN  
28%



## AGES



# WHICH PLATFORM



DESKTOP

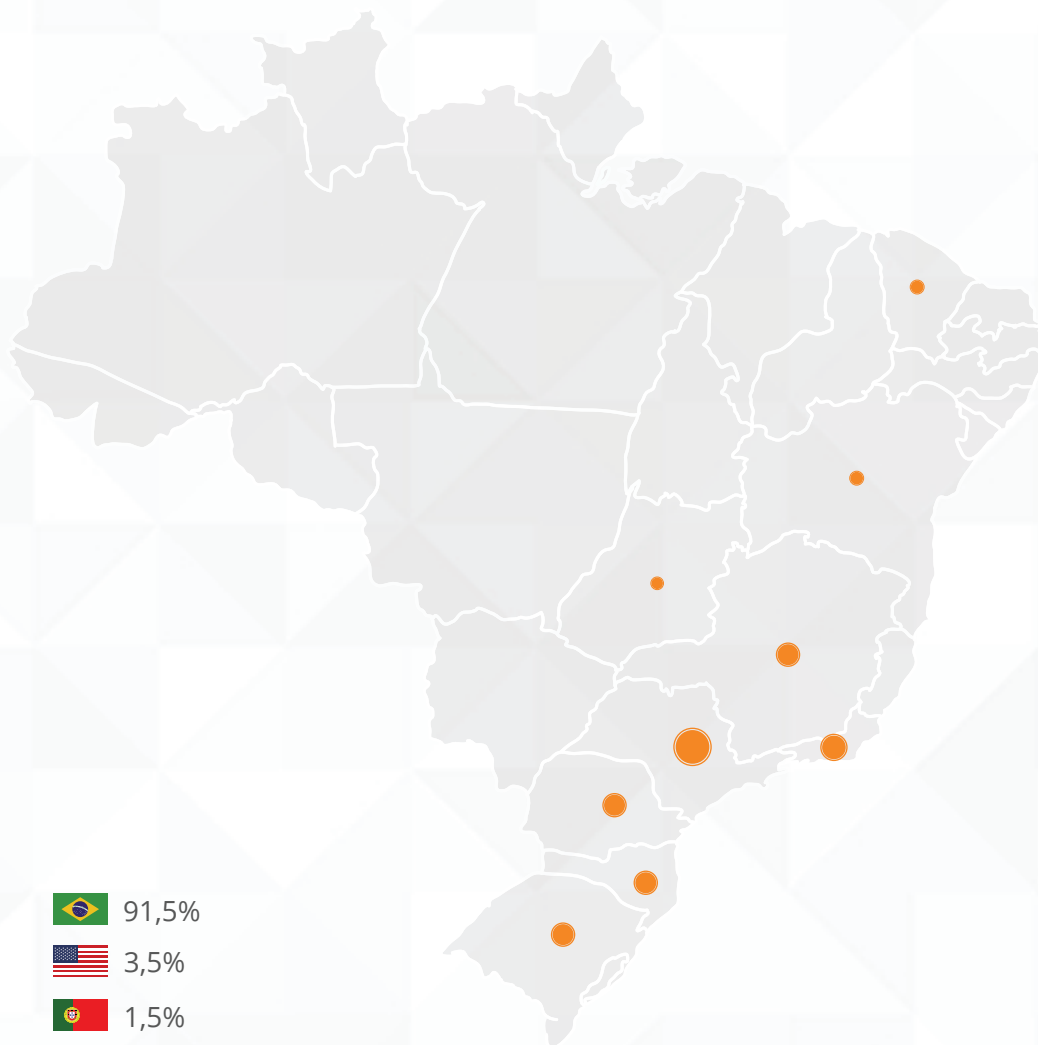


MOBILE



TABLET

# AUDIENCE BY REGION



1<sup>a</sup>



SÃO PAULO

2<sup>a</sup>



RIO DE JANEIRO

3<sup>a</sup>



MINAS GERAIS

4<sup>a</sup>



RIO GRANDE  
DO SUL

5<sup>a</sup>



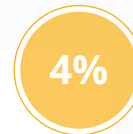
PARANÁ

6<sup>a</sup>



BRASÍLIA

7<sup>a</sup>



SANTA  
CATARINA

8<sup>a</sup> - 9<sup>a</sup>



CEARÁ  
E BAHIA

10<sup>a</sup>



GOIÁS

# INTERESTS AND TAGS

TECHNOLOGIES COLLABORATION  
INTERNET IPTV  
POLITICS ECONOMY  
BUSINESS SOLUTIONS NETWORK  
PLATFORMS VOIP E-COMMERCE SECURITY

# AD FORMAT





# BANNERS OPTIONS



## TOP LEADERBOARD BANNER

728x90px

- More used form Publication
- Model by CPM - cost per thousand views
- Programming Possibility by period and time band

# BANNERS OPTIONS



## HALF BANNER

728x90px

- Model by CPM - cost per thousand views .
- Programming Possibility by period and time band

# BANNERS OPTIONS

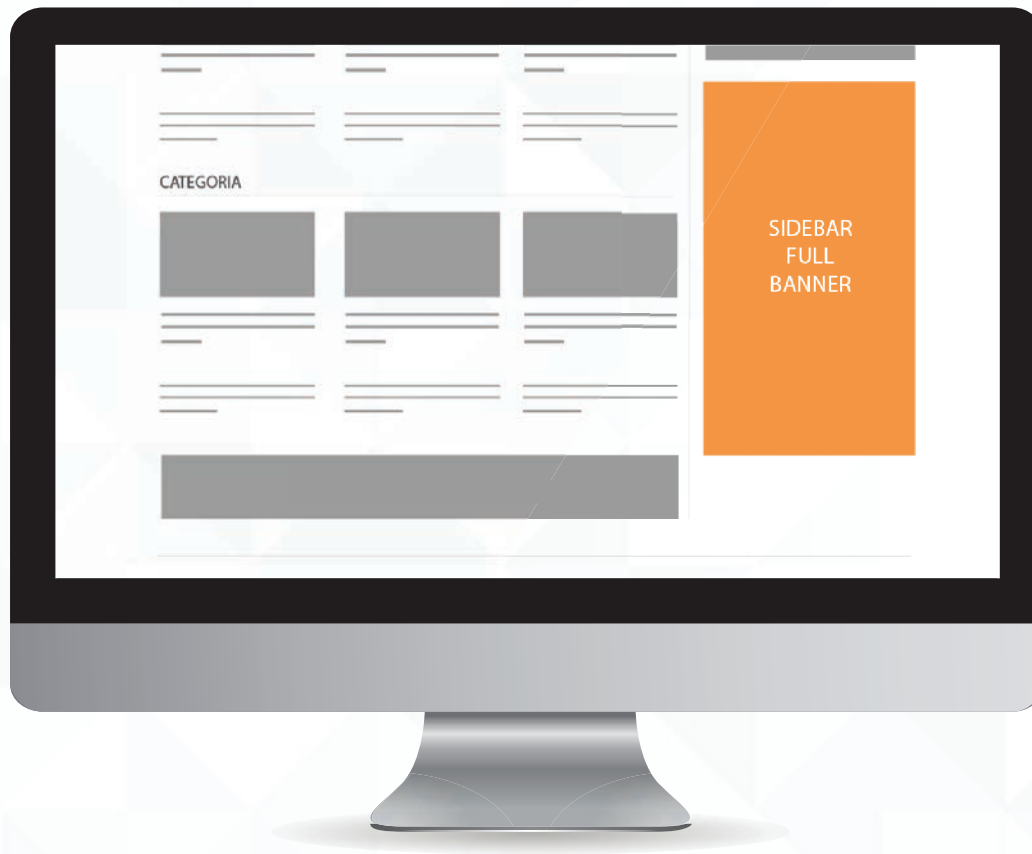


## SQUARE 300x250px

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- Model by CPM - cost per thousand views .
- Programming Possibility by period and time band

# BANNERS OPTIONS

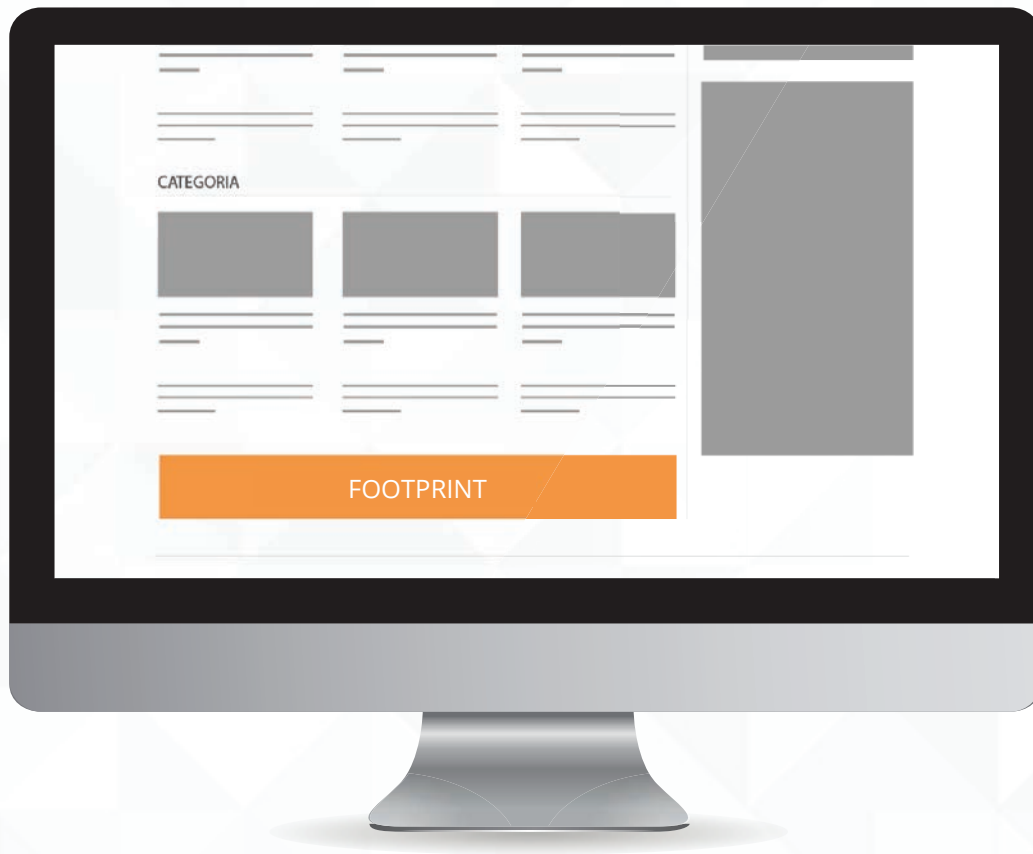


## SIDEBAR FULL BANNER

300x600px

- Model by CPM - cost per thousand views .
- Programming Possibility by period and time band

# BANNERS OPTIONS



## FOOTPRINT LEADERBOARD BANNER

728x90px

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- More used form Publication
- Model by CPM - cost per thousand views .
- Programming Possibility by period and time band

# BRANDED CONTENT

A strategy of building and consolidation through the quality of content creation, related to the universe which your organization is part and that is relevant to your target audience.

## HOW TO REACH?

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You can contract as:

- Sponsored Matters
- Tags
- Videos
- Infographics
- E-books
- Researchs

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