

Communicate 365 days a year with executives and buyers who decide for over 26,000 points of sale.

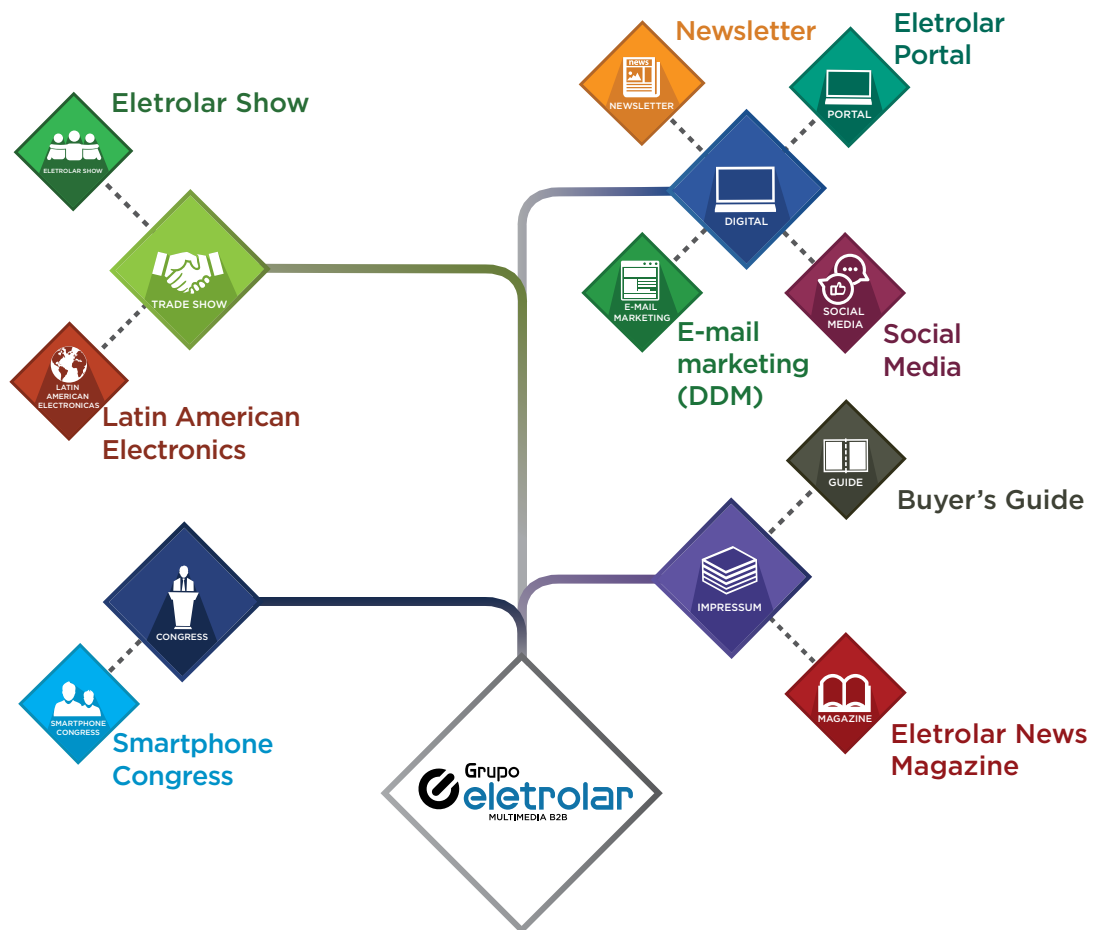
## **ADVERTISING CATALOG**

*Online and Offline*



**Eletrolar News Magazine**  
**Guia do Comprador (Buyer's Guide)**  
**Eletrolar.com Portal**  
**Newsletter Eletrolar**  
**E-mail marketing (DDM)**

# GRUPO ELETROLAR: COVERAGE AND EFFICIENCY TO COMMUNICATE YOUR BRAND!

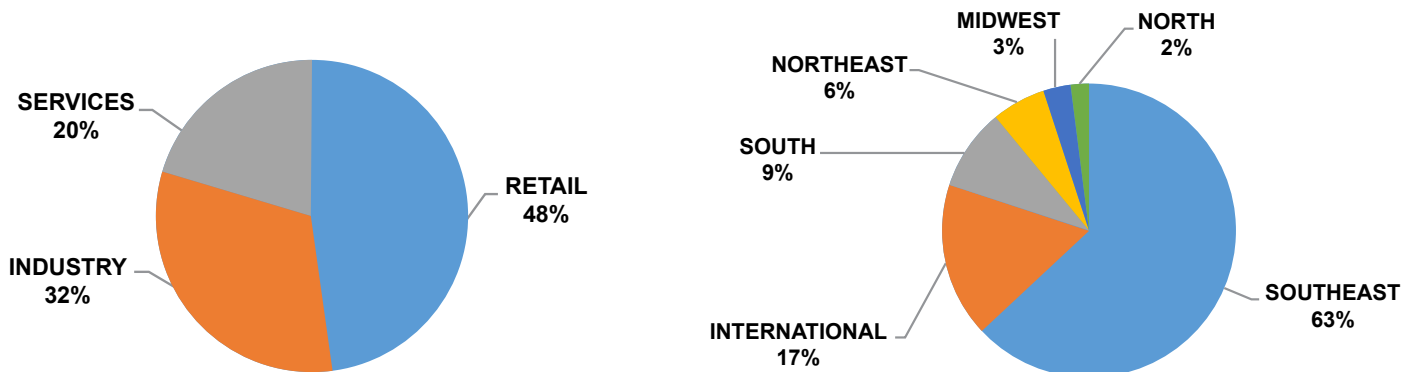


## TARGET AUDIENCE: + THAN 100 THOUSAND PROFESSIONALS OF THE SECTOR

- CEOs
- Executives of the retail and industry
- Directors
- Managers
- Coordinators
- Buyers

## CIRCULATION: PRESENT IN + THAN 26 THOUSAND POINTS OF SALE

- Chains of large, medium and small retail
- Home centers
- Wholesalers and Distributors
- Industries
- E-commerce
- Corporate market



## CATEGORIES

- Home Appliances
- TV & Home Theater
- Audio & Video
- Small Appliances
- Personal Care & Beauty
- Health & Wellness
- Household & Housewares
- Tools
- Cell Phones & Telecommunication
- IT / Computer & Accessories
- Wearable Technology
- Toys & Games
- Sport & Leisure
- Automotive Electronics
- Musical Instruments

## CONTENT OF GENERAL INTEREST, LAUNCHES, INTERVIEWS AND MARKET NEWS

# Revista **eletrolar** news

The **ELETROLAR NEWS** magazine is the only publication in Brazil directed exclusively to the industry and the retail of Consumer Electronics, Mobile Phones, Furniture, Portables, It and Home Appliances.



## DIGITAL VERSION

Digital magazine available online, with full content

## DISTRIBUTION

- National

## FREQUENCY

- 8 annual editions
- 15,000 copies per edition  
(audited by IVC)



### FULL PAGE

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5 mm bleed on all four sides  
(Obs: it must not contain text close to the cut, 5mm internal bleed)



### HALF HORIZONTAL PAGE

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### 2<sup>nd</sup> AND 3<sup>rd</sup> COVER

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### DOUBLE PAGE

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### DOUBLE PAGE (2<sup>nd</sup> OR 3<sup>rd</sup> + FULL)

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### 4<sup>th</sup> COVER

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### COVER FOLDER

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### PROMOTIONAL TAPE COVER

On demand

## Edition 110

### Presidents - Perspectives for 2016

**Feature:** Easter - Portables

**Feature:** Loss prevention for retail

**Dossier:** Cookers

**Reservation:** 01.29.16

**Delivery of material:** 02.05.16

**Cover:** February

## Edition 111

### Mothers Day / Valentines Day

**Feature:** Personal care: hairdryers, straighteners, curling irons, shavers and body massagers.

**Feature:** Heaters and humidifiers

**Dossier:** Cooktops

**Reservation:** 03.16.16

**Delivery of material:** 03.21.16

**Cover:** March

## Annual

### Buyers Guide

**Reservation:** 04.13.16

**Delivery of material:** 04.18.16

**Cover:** April

## Edition 112

### Fathers Day + Preview of the Eletrolar Show 2016 products

**Feature:** Automotive multimedia

**Feature:** Headphones

**Dossier:** Shavers

**Reservation:** 05.11.16

**Delivery of material:** 05.16.16

**Cover:** May

## Edition 113

### Consumer trends / Releases of Eletrolar Show 2016

**Feature:** Consumer trends

**Dossier:** Smartphones

**Reservation:** 06.24.16

**Delivery of material:** 06.30.16

**Cover:** July - *Circulates in the 11<sup>th</sup> Eletrolar Show*

## Edition 114

### Summer products / Eletrolar Show 2016 coverage

**Feature:** Air conditioners and fans

**Dossier:** Water purifiers

**Reservation:** 08.19.16

**Delivery of material:** 08.24.16

**Cover:** August

## Edition 115

### Christmas Season

**Christmas in the living room:** TV, stereo, home theater

**Christmas in the kitchen:** Refrigerators, hobs, electric ovens, microwaves

**Christmas in the garden:** Children's pools, beer coolers, barbecues

**Dossier:** Grills

**Reservation:** 09.22.16

**Delivery of material:** 09.26.16

**Cover:** September

## Edition 116

### Climate Control: Air conditioners and humidifiers

**Feature:** Cookers (rice, steam, electric fryer and pressure) - machines that make everything in the kitchen.

**Feature:** Wearables

**Dossier:** Routers

**Reservation:** 10.19.16

**Delivery of material:** 10.24.16

**Cover:** October

## Edition 117

### Technology

**Feature:** 4k TV

**Feature:** Retail services

**Dossier:** Vacuum cleaners

**Reservation:** 11.18.16

**Delivery of material:** 11.24.16

**Cover:** November

# Guia do comprador eletrolar

15,000 COPIES PER YEAR



The Buyer's Guide provides easy access to the data of the companies in this market and provides relevant information for developing new business in key sales channels such as retailers of all sizes, home centers, wholesalers and distributors, e-commerce and corporate market.

Reference for the Brazilian retail purchasing managers, the Buyers' Guide Eletrolar is the only expert guide of the sector in the country.

## CIRCULATION

- Large, medium and small retail chain
- Home centers
- Wholesalers & Distributors
- E-commerce
- Corporate market

**Buyers Guide 2016**

**Reservation: 04.13.16**

**Delivery of material: 04.18.16**

**Cover: April**



## FULL PAGE

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(Obs: it must not contain text close to the cut, 5mm internal bleed)



## 2<sup>nd</sup> AND 3<sup>rd</sup> COVER

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5 mm de sangria nas quatro bordas



## DOUBLE PAGE

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(Obs: it must not contain text close to the cut, 5mm internal bleed)



## 4<sup>th</sup> COVER

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## COVER FOLDER

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## PROMOTIONAL TAPE COVER

On demand



# Portal eletrolar.com

**PROFESSIONALS OF THE SECTOR  
DIRECTLY CONNECTED TO WHAT IS  
NEWEST ON THE MARKET**



**UPDATED IN REAL TIME**

Portal directed exclusively to consumer electronics, cell phones, furniture, home appliances, portables, IT and home appliances in the country.

**800,000** pageviews/year

**90,000** visitors/year

**Information • Industry • Retail • Product  
Launches • Trends • Technology • Economy •  
IT • Industry drives • Curiosities**

**DETAILED REPORTS**, with information on the amount of impressions and clicks.

Frequency: Monthly



**SUPER BANNER:**

**Dimensions:** 728x90 px

**Place:** Home



**SUPER BANNER  
MOBILE**

**Dimensions:** 320x50 px

**Place:** Home and Editorials  
Mobile version included



**SQUARE BANNER:**

**Dimensions:** 300x250 px

**Place:** All pages - right column  
(*Sidebar*)



**SQUARE BANNER  
MOBILE**

**Dimensions:** 300x250 px

**Place:** Home and Editorials  
Mobile version included



**DHTML:**

**Dimensions:** : 250x250 px

**Place:** Home  
(*can't be sold in the same time as the  
LIGHTBOX*)



**RETANGLE BANNER:**

**Dimensions:** 300x600 px

**Place:** Home - right column  
(*Sidebar*)



**LINE BANNER:**

**Dimensions:** 970x90 px

**Place:** Top - Home and Editorials /  
footer - all pages  
(*can be sold separately*)



**LIGHTBOX:**

**Dimensions:** 800x500 px

**Place:** Home  
(*can't be sold in the same time as the  
DHTML*)

# Newsletter eletrolar

## ELETROLAR NEWSLETTER

Frequency: Weekly



**FULL BANNER:  
NEWSLETTER:**  
Dimensions: 468x60 px



**HALF BANNER:  
NEWSLETTER**  
Dimensions: 234x60 px



**SPECIAL BANNER:  
NEWSLETTER:**  
Dimensions: 600x140 px



**SQUARE BANNER:  
NEWSLETTER**  
Dimensions: 300x250 px

## E-MAIL MARKETING



**COMMUNICATE STRATEGICALLY YOUR  
BRAND, PRODUCTS AND SERVICES TO A  
QUALIFIED SEGMENTED DATABASE!**

**REPORTS** with qualified and detailed  
information.

**THE LARGEST DATABASE OF THE SECTOR, WITH MORE  
THAN 100,000 QUALIFIED PROFESSIONALS\***

- Segmented and qualified mailing
- Custom E-mail (DDM)
- Customer focus
- Sending scheduling
- Immediate result
- Great cost-benefit