



# MEDIA KIT

**DATAMARNEWS  
2021/2022**

*News + Data = Greater Insight*



# About us

**DatamarNews** is a service specialized in providing South American foreign trade and logistics news.

The added value it provides is due,, in particular, to the data and market intelligence it includes in news stories wherever relevant, to enable, the readers to have greater insight into each topic.

**All news is published in Portuguese and English to provide foreign colleagues with a convenient way of tracking South American logistics news.**

## Audience



### WEBSITE

Page views:  
Between **20,000-23,000**/month

**More than 8,300**  
unique users month

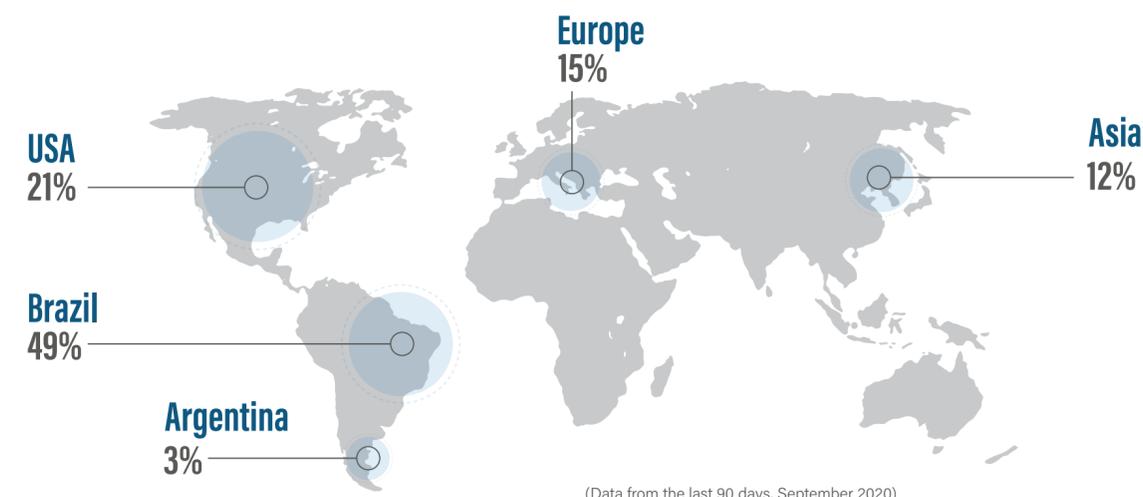


### NEWSLETTER

Sent daily to **over 7,500**  
**contacts**, most of whom are  
specialized in maritime logistics

**25% of mailing list contacts**  
hold senior positions  
(CEO, director and manager level)

### Geographical distribution of audience



[www.datamarnews.com.br](http://www.datamarnews.com.br)

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# Website Banner sizes and monthly investment

\*Rotating banner space shared  
with up to 3 advertising companies

## All pages (Home page + Internal pages)

| Banner       | Size    | Fixed     | Rotating* |
|--------------|---------|-----------|-----------|
| Super banner | 922x190 | R\$ 4,500 | R\$ 2,200 |
| Square 1     | 270X270 | R\$ 3,200 | R\$ 1,600 |
| Square 2     | 270X270 | R\$ 2,800 | R\$ 1,200 |

## Home page

| Banner            | Size    | Fixed     | Rotating* |
|-------------------|---------|-----------|-----------|
| Super banner      | 922x190 | R\$ 3,800 | R\$1,600  |
| Square 1          | 270X270 | R\$ 2,800 | R\$ 1,300 |
| Square 2          | 270X270 | R\$ 2,200 | R\$ 800   |
| Sponsored content | 821x330 | R\$ 3,000 |           |

## Internal Pages

| Banner       | Size    | Fixed     | Rotating* |
|--------------|---------|-----------|-----------|
| Super banner | 922x190 | R\$ 1,900 | R\$ 700   |
| Square 1     | 270X270 | R\$ 900   | R\$ 450   |
| Square 2     | 270X270 | R\$ 600   | R\$ 300   |

The screenshot shows the DatamarNews website interface. At the top, there is a 'Super Banner' area. Below it is a navigation bar with links for 'Quem Somos', 'Contato', and flags for Brazil and Portugal. The main content area features a large image of shipping containers and a headline: 'BALANÇA COMERCIAL REGISTRA SUPERÁVIT RECORDE EM AGOSTO'. Below this are several news articles with thumbnails and titles, such as 'CMA CGM amplia período de sobretaxa para cargas reefer' and 'Santos Brasil estuda fazer oferta de ações'. On the right side, there are two 'Square' placeholder boxes labeled 'Square 1' and 'Square 2'. At the bottom, there is a 'Sponsored Content' banner. A registration form is visible on the right side of the page, including fields for 'First Name', 'Last Name', 'Job Title', 'Company', and 'Email (required)'.





# Newsletter

## Daily Newsletter

The daily newsletter is sent in English to a **mailing list of over 7,500 readers**, a significant portion of whom are decision-making professionals from the main companies in the logistics sector.

The mailing list has been built organically as a result of the relationship **Datamar** has with the **main players in the market from all over Latin America, United States and Europe**.

About **40% of this mailing is composed of decision-makers** in the fields of shipping lines, importers and exporters, OTIs, as well as ports and terminals, amongst others.

**The average daily rate for opening newsletter is 25%.**

## Banner sizes and investment

| Banner | Size    | Price     |
|--------|---------|-----------|
| Top    | 600x100 | R\$ 2,900 |
| Middle | 600x100 | R\$ 2,600 |

## Top Banner



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## Middle Banner



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## Sponsored Content

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# Editorial and marketing opportunities

Sponsored content on DatamarNews that is displayed on the website's home page and daily newsletter for up to one month: **R\$ 2,990**

*So as to increase reader engagement with sponsored content, we recommend the text to contain market analysis such as graphs and tables. Datamar can help with such relevant analysis for your business. Consult us for a quote of this additional service.*

Sharing of sponsored content on DatamarNews social media: **R\$ 490**

*One time post on LinkedIn, Twitter and Facebook*

Publication of a press release: **R\$ 490**

*The press release is published for 24 hours on the website's home page and then transferred to a Press Releases section where it stays for a month.*

For other content marketing opportunities such as joint content creation of videos, studies, and events amongst others, contact us: **marketing@datamar.com.br**



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# DatamarNews

[www.datamarnews.com](http://www.datamarnews.com)

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