



PRESS KIT

cipa &
INCÊNDIO

REFERENCE IN WORK HEALTH AND PROTECTION

Created in 1978 at a time when Brazil was facing the sad record in accidents at work, **CIPA Magazine** was the first Brazilian print media specialized in the area of safety, health and worker protection.

More than 40 years of experience, with an important participation in historical labor moments, which marked the progress and the improvement of the working conditions and environment.

Consolidated as a source of technical, legislative and product information, **CIPA Magazine** has built a solid relationship with entities, industries, employers and professionals in the sector with the aim of promoting accident prevention and defending the value of life.



A NEW MAGAZINE, THE SAME QUALITY

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

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

With the inclusion of the section in CIPA Magazine, 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.



OFFICIAL FAIR MEDIA



The **CIPA & Incêndio Magazine** is the official media of **FISP - International Fair of Safety and Protection**, 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 MAGAZINE

The purpose of **CIPA & Incêndio Magazine** is to spread good practices in Occupational Health and Safety management, and to bring out 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



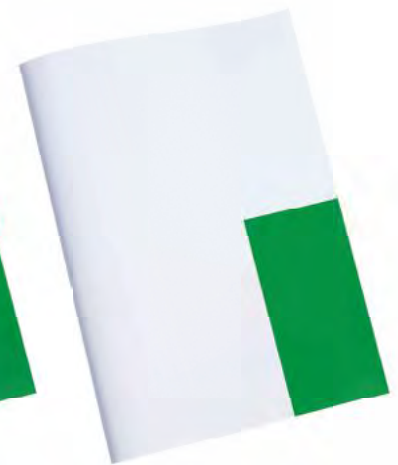
1/3 page

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
- Reaches approximately 15,000 people between print, digital magazine and news portal

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 2023	505	PRODUCTS FOCUSED*	FOOT PROTECTION (SAFETY FOOTWEAR)	Dec 13 2022
		OCCUPATIONALHAZARDS*	BIOLOGICAL HAZARDS: HOSPITAL AND FOOD INDUSTRY	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	SMOKE CONTROL SYSTEMS	
		RISK AREAS*	SHOPPING MALLS AND POPULAR TRADE CENTERS	
mar/apr	506	PRODUCTS FOCUSED*	RESPIRATORY PROTECTION EQUIPMENT	Feb 24 2023
		OCCUPATIONALHAZARDS*	ELECTRICAL PROFESSIONALS (ARC AND FIRE HAZARDS)	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	FLAME RETARDANTS AND FIRE CONTROL	
		RISK AREAS*	LONG LENGTH TUNNELS	
may/jun	507	PRODUCTS FOCUSED*	EYE PROTECTION (GOGGLES, MASKS, EYE WASH, ETC)	Apr 26 2023
		OCCUPATIONALHAZARDS*	CONFINED SPACE PROFESSIONALS	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	SOLUTIONS FOR COMPARTMENTATION	
		RISK AREAS*	FOREST FIRES	
jul/aug	508	PRODUCTS FOCUSED*	MEASURING INSTRUMENTS (GASES, NOISE, HEAT, ETC.)	Jun 27 2023
		OCCUPATIONALHAZARDS*	WORKERS EXPOSED TO VIBRATION	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	EMERGENCY: EQUIPMENT, ALARMS AND SIGNALING SYSTEMS	
		RISK AREAS*	CONFINED SPACE WORKERS	

**It will not necessarily be the cover story*

CIPA MAGAZINE ARTICLE

INCÊNDIO SECTION ARTICLE

Edition				Deadline Ad
sep/oct	509	PRODUCTS FOCUSED*	GLOVES AND HAND PROTECTION	Aug 30
		OCCUPATIONAL HAZARDS*	WORKERS IN COLD AND HOT TEMPERATURES	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	SPECIAL CLOTHING FOR FIREFIGHTING	
		RISK AREAS*	WAREHOUSES AND GENERAL WAREHOUSES (INCLUDING PORTS)	
nov/dec	510	PRODUCTS FOCUSED*	UNIFORMS: SPECIAL AND SUSTAINABLE FABRICS	Nov 01
		OCCUPATIONAL HAZARDS*	PROFESSIONALS SUBJECTED TO EFFORTS REPETITIVE	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	REMOTE FIRE PROTECTION CENTERS	
		RISK AREAS*	PROCESSING OF AGRICULTURAL PRODUCTS AND FOOD	
jan/feb 2024	511	PRODUCTS FOCUSED*	SIGNAL EQUIPMENT	Dec 13
		OCCUPATIONAL HAZARDS*	WORKERS AT HEIGHT PROFESSIONALS: ANCHORING	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	FOAM GENERATING LIQUIDS	
		RISK AREAS*	BUILDINGS AND COLLECTIONS OF CULTURAL INTEREST	

**It will not necessarily be the cover story*

PORTAL

Following the digital growth, **CIPA & Incêndio Magazine** 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.



USER PROFILE

(ANNUAL DATA)



PAGE
VIEWS

172.086



BASE
NEWSLETTER

300.000



NAVIGATION

00:01:25



USERS

85.411



DEMOGRAPHIC
DATA

Male: 55,6%
Female: 44,4%



INTERNATIONAL
ACCESS

142 Countries

TOP 10 COUNTRY
Brazil • USA • China
Portugal • Norway
Mozambique • Sweden
Angola • Russia
Germany



AGE GROUP

18-24 28,98%
25-34 30,37%
35-44 20,11%
45-54 11,19%
55-64 5,95%
65+ 3,40%



DEVICE

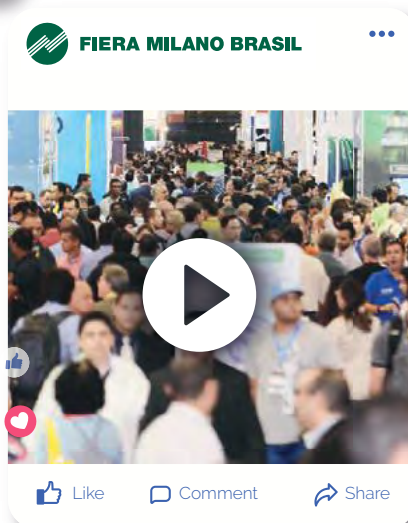
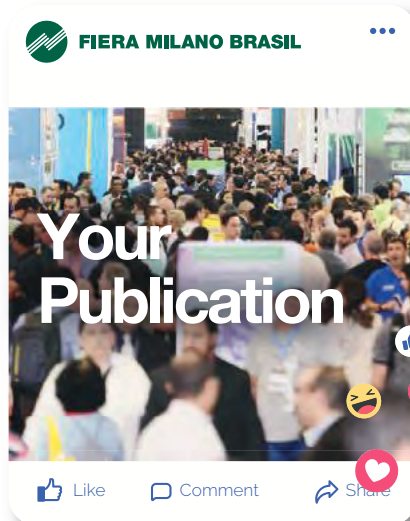
Mobile – 70,65%
Desktop – 28,95%
Tablet – 0,40%

SOCIAL NETWORK FOLLOWERS **+ 20k followers**



POSTS ON SOCIAL NETWORKS

DSST - POSTMS - IT 7 - MÊS








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

Increase interaction between target audience and brand.

Specifications:

Specifications:

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

\$ 600,00 (1 post)

COMPANY LOGO ON THE PORTAL

DSST - 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

\$ 1.000,00 (insertion of 1 logo - monthly)

POPUP AT THE PORTAL HOME

DSST - 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


DSST - 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

\$ 1.500,00 (per month)

HOME

LATERAL BANNER

DSST - 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

\$ 800,00 (per month)

BANNER

AT THE BOTTOM SECTION OF THE PORTAL

DSST - 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

\$ 700,00 (per month)

SUPER BANNER ON THE NEWS PAGE

DSST - 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

\$ 1.000,00 (per month)

E-MAIL MARKETING

DSST - 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

DSST - SBEMKT - IT 2 - MÊS



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

\$ 1.500,00 (1 sending)

PODCAST

DSST - 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

\$ 1.000,00 (each - monthly)

VIDEO

DSST - 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!

☎ +55 11 5585-4355

☎ +55 11 3159-1010

@ anuncio@fieramilano.com.br

🌐 www.revistacipa.com.br

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