



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



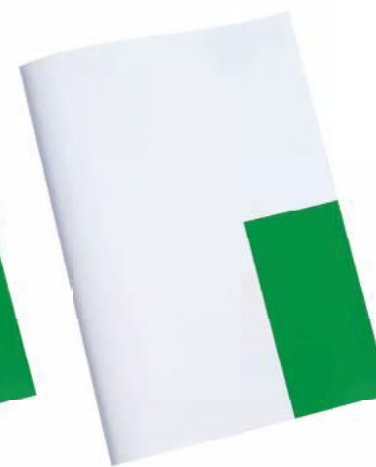
1/3 page

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 2024	511	PRODUCTS FOCUSED*	SIGNALING EQUIPMENT SIGNS - LIGHT AND SOUND SIGNALS - SAFETY COLORS - SAFETY LANES	Dec 15
		OCCUPATIONAL HAZARDS*	TEMPERATURE EXTREMES AND THE WORKPLACE	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	FOAM GENERATING LIQUIDS DEVELOPMENT OF SAFER, LESS TOXIC AND BIODEGRADABLE FOAMS - IMPROVED EFFICIENCY AND PERFORMANCE - FOAMS FOR FIRES IN PLACES WITH A HIGH RISK OF EXPLOSION OR IN ENVIRONMENTALLY SENSITIVE ENVIRONMENTS	
		OCCUPATIONAL HAZARDS*	FIRE PROTECTION FOR ELECTRIC VEHICLES	
mar/apr	512	PRODUCTS FOCUSED*	SPECIFIC PPE FOR WOMEN WORKERS SAFETY SHOES - SAFETY GLOVES - SAFETY GOGGLES - SAFETY HELMETS - EAR PROTECTORS - RESPIRATORS - PROTECTIVE CLOTHING	Feb 29 2024
		RISK AREAS*	MENTAL HEALTH CHALLENGES FOR WORKERS	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	TRANSPORT SYSTEMS AND MOBILE UNITS HOSES - PUMPS - EXTINGUISHERS - EXTINGUISHING AGENTS - MONITOR CANNON - PERSONAL PROTECTIVE EQUIPMENT (PPE) - RESCUE EQUIPMENT (STRETCHERS, ROPES, LADDERS AND OXYGEN) - COMMUNICATION EQUIPMENT (RADIOS, CELL PHONES) - SUPPORT EQUIPMENT (FOOD SUPPLIES, WATER AND SHELTER)	
		RISK AREAS*	THE TRANSPORT OF DANGEROUS GOODS	

**It will not necessarily be the cover story*

CIPA MAGAZINE ARTICLE

INCÊNDIO SECTION ARTICLE

Edition

Deadline Ad

may/jun	513	PRODUCTS FOCUSED*	WHAT'S NEW IN OSH MANAGEMENT SOFTWARE TECHNOLOGIES FOR RISK MANAGEMENT - PREVENTION OF OCCUPATIONAL DISEASES - UPDATING E-SOCIAL - AUGMENTED AND VIRTUAL REALITY	May 03
		OCCUPATIONAL HAZARDS*	STRATEGIES FOR PREVENTING SERIOUS INJURIES	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	FIRE RESISTANCE OF BUILDING MATERIALS BLANKETS AND COATED SHEETS - SEALANTS OR MASTICS - PROTECTIVE COLLARS - TAPES - GLOVES AND MODULES - PULLS AND BLOCKS - COMPOSITE SHEETS - PUTTY AND SEALING MORTAR - FOAMS - PUTTIES FOR ELECTRICAL BOXES	
		RISK AREAS*	FIRE SUPPRESSION SYSTEM IN DATA CENTER	
jul/aug	514	PRODUCTS FOCUSED*	PPE IN THE FIELD (AGRICULTURE AND FORESTRY) SAFETY BOOTS - PROTECTIVE GLOVES - PROTECTIVE GOGGLES - RESPIRATORY PROTECTION MASKS - PROTECTIVE CLOTHING - SAFETY HELMETS - REFLECTIVE VESTS - EAR PROTECTORS	Jul 05
		OCCUPATIONAL HAZARDS*	WORK RISKS IN SUPERMARKETS	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	HOSES AND NOZZLES HOSE TYPES (MATERIALS AND SPECIFICATIONS) - NOZZLE TYPES (MATERIALS AND SPECIFICATIONS)	
		RISK AREAS*	FACADES WITH GLAZED ELEMENTS	

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CIPA MAGAZINE ARTICLE

INCÊNDIO SECTION ARTICLE

Edition				Deadline Ad
- SPECIAL EDITION DISTRIBUTED AT FISP / FIRE SHOW - EVENT SHOWCASE + OFFICIAL CATALOG				
sep/oct	515	PRODUCTS FOCUSED*	FISP SHOWCASE - LAUNCHES AND INNOVATIONS WE WILL PRESENT THE MAIN PRODUCTS OR SERVICES THAT WILL BE LAUNCHED DURING THE FAIR, PRESENTING THE NOVELTIES OR DIFFERENTIALS OF THE PRODUCT OR SERVICE PRESENTED.	Sep 26
		OCCUPATIONAL HAZARDS*	PROFESSIONALS WORKING AT HEIGHTS: ANCHORING	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	FIRESHOW SHOWCASE - LAUNCHES AND INNOVATIONS WE WILL PRESENT THE MAIN PRODUCTS OR SERVICES THAT WILL BE LAUNCHED DURING THE FAIR, PRESENTING THE NOVELTIES OR DIFFERENTIALS OF THE PRODUCT OR SERVICE PRESENTED.	
		RISK AREAS*	PREVENTING AND FIGHTING FIRES AT GAS STATIONS	
FISP / FIRE SHOW COVERAGE				
nov/dec	516	PRODUCTS FOCUSED*	COLLECTIVE PROTECTION: CPES MUST COME BEFORE PPE NON-SLIP FLOORING - SAFETY NETS, GUARDRAILS AND HANDRAILS - SMOKE DETECTORS AND SPRINKLERS - SOUNDPROOFING - SIGNAGE (CONES, SIGNS, ETC.) - EXTRACTOR FANS, VENTILATION AND TEMPERATURE CONTROL SYSTEMS	Oct 26
		OCCUPATIONAL HAZARDS*	RISKS TO INFORMAL AND OUTSOURCED WORKERS	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	SIMULATORS AND TRAINING SESSIONS PHYSICAL, VIRTUAL OR AUGMENTED REALITY TRAINING CENTERS.	
		RISK AREAS*	PREVENTION AT BIG EVENTS	

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CIPA MAGAZINE ARTICLE

INCÊNDIO SECTION ARTICLE

Edition			Deadline Ad	
jan/feb 2025	517	PRODUCTS FOCUSED*	PPE AND OTHER EQUIPMENT FOR WORKING WITH ELECTRICITY DIELECTRIC SAFETY HELMET (PREVENTS IMPACTS AND SHOCKS); SAFETY GLASSES (AGAINST PARTICLES AND SPARKS); SAFETY GLOVES (AGAINST SHOCKS, CUTS AND ABRASION); SAFETY FOOTWEAR (PREVENTS IMPACTS, FALLING OBJECTS AND SHOCKS); SAFETY BELT WITH LANYARD (AGAINST FALLS FROM A HEIGHT); FALL ARRESTER; VOLTAGE DETECTOR; CONTINUITY TESTER: CHECKS ELECTRICAL CONTINUITY IN A CIRCUIT; VOLTAGE INSULATOR.	Dec 12
		OCCUPATIONAL HAZARDS*	STRATEGIES FOR PREVENTING SERIOUS INJURIES	
		SPECIAL ISSUE INCÊNDIO		
		PRODUCTS FOCUSED*	VERTICAL AND HORIZONTAL COMPARTMENTATION HORIZONTAL PARTITIONING: FIRE WALLS; FIRE DOORS; FIRE DAMPERS ON VENTILATION DUCTS, EXHAUST DUCTS, ETC. THAT PASS THROUGH THE FIRE WALLS; FIRE SEALS ON ELECTRICAL CABLES AND PIPES PASSING THROUGH FIRE WALLSVERTICAL PARTITIONING: FIRE SEALS IN CABLE AND PIPE PASSAGES BETWEEN FLOORS; FIRE-RATED FLOORS; ENCLOSURE OF STAIRS BY FIRE-RATED WALLS AND DOORS; FIRE-RATED PERIMETER SEALS; AUTOMATED FIRE-RATED ROLL-UP DEVICES; FIRE-RATED CONSTRUCTION ELEMENTS FOR VERTICAL SEPARATION BETWEEN FLOORS; FIRE-RATED DAMPERS.	
		RISK AREAS*	EMERGENCIES INVOLVING COLLAPSED STRUCTURES	

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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

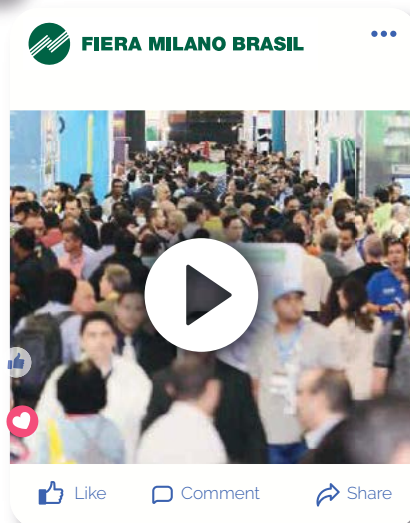
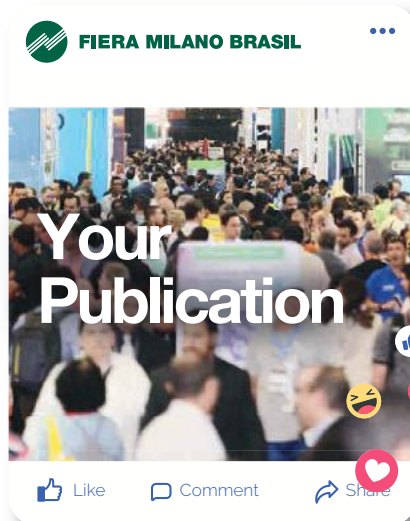
Mobile – 70,65%
Desktop – 28,95%
Tablet – 0,40%

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 MEDIA**

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

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