



# 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.



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# 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



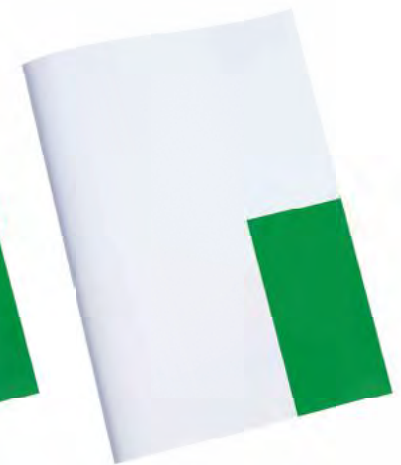
**1/3 page**

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](mailto:roberto.silva@fieramilano.com.br)

## PRICE TABLE

PAGES AND FORMATS	USD
DOUBLE FOLDER COVER	\$ 7.000,00
2 <sup>ND</sup> COVER	\$ 2.200,00
3 <sup>RD</sup> COVER	\$ 2.200,00
4 <sup>TH</sup> COVER	\$ 2.500,00
1 PAGE (UNDETERMINED)	\$ 2.000,00
2/3 PAGE	\$ 1.400,00
1/2 PAGE	\$ 1.100,00
1/3 PAGE	\$ 700,00
1/4 PAGE	\$ 600,00
1/6 PAGE	\$ 450,00
2 INSERTIONS - DISCOUNT	4%
4 INSERTIONS - DISCOUNT	8%
6 INSERTIONS - DISCOUNT	12%

*Obs: Determined placement 20% increase*



# CIPA MAGAZINE ARTICLE

# INCÊNDIO SECTION ARTICLE

Edition		Deadline Ad		
jan/feb 2025	517	PRODUCTS FOCUSED*	<b>PPE AND OTHER EQUIPMENT FOR WORKING WITH ELECTRICITY</b> 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.	2025 Jan 08
		OCCUPATIONAL HAZARDS*	<b>SECTORS WITH THE HIGHEST ACCIDENT RATES (MAPPING IN BRAZIL)</b>	
		<b>SPECIAL ISSUE INCÊNDIO</b>		
		PRODUCTS FOCUSED*	<b>VERTICAL AND HORIZONTAL COMPARTMENTALIZATION</b> 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 WALLS VERTICAL 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.	
		OCCUPATIONAL HAZARDS*	<b>EMERGENCIES INVOLVING COLLAPSED STRUCTURES</b>	
mar/apr	518	PRODUCTS FOCUSED*	<b>MULTI-RISK PPE (PHYSICAL, CHEMICAL AND THERMAL)</b> PHYSICAL RISKS: IMPACTS, PUNCTURES, CUTS, ABRASION, RADIATION, ETC. CHEMICAL RISKS: CONTACT WITH CHEMICAL PRODUCTS, TOXIC GASES, VAPORS, ETC. - THERMAL RISKS: EXTREME HEAT, INTENSE COLD, FIRE, ETC.	Mar 06
		RISK AREAS*	<b>PSYCHOSOCIAL RISKS WITH THE ADVENT OF THE NEW NR-01</b>	
		<b>SPECIAL ISSUE INCÊNDIO</b>		
		PRODUCTS FOCUSED*	<b>FIREFIGHTING PUMPS</b> PORTABLE MOTOR PUMPS AND HIGH-PRESSURE PUMPS.	
		RISK AREAS*	<b>CHEMICAL AND PETROCHEMICAL INDUSTRIES</b>	

*\*It will not necessarily be the cover story*

# CIPA MAGAZINE ARTICLE

# INCÊNDIO SECTION ARTICLE

Edition		Deadline Ad		
may/jun	519	PRODUCTS FOCUSED*	SERVICES FOR SIPAT (STRUCTURES, CONSULTANCIES, LECTURES, MATERIALS, ETC.) LECTURES AND TRAINING; EDUCATIONAL MATERIALS; HEALTH SERVICES AND ENTERTAINMENT.	May 07
		OCCUPATIONAL HAZARDS*	SAFE STORAGE WORKING WITH FORKLIFTS	
		<b>SPECIAL ISSUE INCÊNDIO</b>		
		PRODUCTS FOCUSED*	FIRE ALARM SYSTEMS (TRADITIONAL AND REMOTE MANAGEMENT) FIRE ALARMS AND REMOTE MONITORING SYSTEMS. ALARM MANUFACTURERS AND INTEGRATED SECURITY COMPANIES.	
		RISK AREAS*	WAREHOUSES OF FLAMMABLE MATERIALS	
jul/aug	520	PRODUCTS FOCUSED*	RESPIRATORY PROTECTION EQUIPMENT (MASKS WITH ADVANCED FILTERS) PFF2/PFF3 MASKS, MOTORIZED RESPIRATORS, REPLACEABLE FILTERS.	Jul 03
		OCCUPATIONAL HAZARDS*	MINING WORKERS	
		<b>SPECIAL ISSUE INCÊNDIO</b>		
		PRODUCTS FOCUSED*	PPE FOR FIREFIGHTERS (JULY 2, FIREFIGHTERS' DAY) HELMETS, THERMAL PROTECTIVE CLOTHING, GLOVES, BOOTS, BREATHING SYSTEMS, ETC.	
		RISK AREAS*	RESIDENTIAL BUILDINGS (ELECTRICAL INSTALLATIONS)	

*\*It will not necessarily be the cover story*

# CIPA MAGAZINE ARTICLE

# INCÊNDIO SECTION ARTICLE

Edition			Deadline Ad	
sep/oct	521	PRODUCTS FOCUSED*	<b>SUSTAINABLE WORKWEAR (UNIFORMS MADE FROM RECYCLED AND TECHNOLOGICAL MATERIALS)</b> BIODEGRADABLE FABRICS, NATURAL DYEING, ANTIMICROBIAL TREATMENTS, FABRICS WITH UV PROTECTION, WATER AND OIL REPELLENT FABRICS, AMONG OTHERS. ECOLOGICAL UNIFORMS AND PPE, SUSTAINABLE SAFETY FOOTWEAR.	Sep 03
		OCCUPATIONAL HAZARDS*	<b>ERGONOMICS AND PREVENTION OF REPETITIVE STRAIN INJURY (RSI/WMSD)</b>	
		<b>SPECIAL ISSUE INCÊNDIO</b>		
		PRODUCTS FOCUSED*	<b>Valves applicable to fire systems pressure firefighting systems</b>	
		RISK AREAS*	<b>Telecommunications installations</b>	
nov/dec	522	PRODUCTS FOCUSED*	<b>Hearing Protection Equipment manufacturers of hearing aids for industries with high noise levels</b>	Nov 05
		OCCUPATIONAL HAZARDS*	<b>Operations at airport facilities</b>	
		<b>SPECIAL ISSUE INCÊNDIO</b>		
		PRODUCTS FOCUSED*	<b>Emergency Lighting Systems autonomous lighting and evacuation route signs</b>	
		RISK AREAS*	<b>Transport and storage of pressurized gases</b>	

*\*It will not necessarily be the cover story*

# CIPA MAGAZINE ARTICLE

# INCÊNDIO SECTION ARTICLE

Edition		Deadline Ad	
jan/feb 2026	523	PRODUCTS FOCUSED*	<b>SAFETY FOOTWEAR FOR SPECIFIC CONDITIONS (COLD, HEAT, ETC.)</b> THERMAL BOOTS, WATERPROOF SHOES, SHOES RESISTANT TO HIGH TEMPERATURES. SHOES THAT OFFER THERMAL PROTECTION AND RESISTANCE IN SPECIFIC ENVIRONMENTS, SUCH AS REFRIGERATORS AND STEEL MILLS
		OCCUPATIONAL HAZARDS*	<b>BIOLOGICAL RISK MANAGEMENT IN INDUSTRIAL AND HOSPITAL ENVIRONMENTS</b>
		<b>SPECIAL ISSUE INCÊNDIO</b>	
		PRODUCTS FOCUSED*	<b>FIRE EXTINGUISHERS</b> TYPES OF EXTINGUISHERS AND EXTINGUISHING AGENTS, INCLUDING ECOLOGICAL SOLUTIONS, HIGHLIGHTING PORTABLE EXTINGUISHERS, ECOLOGICAL EXTINGUISHING AGENTS.
		RISK AREAS*	<b>INSTALLATIONS AND VEHICLES WITH LITHIUM BATTERIES</b>
Dec 07			

*\*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

**400.000**



NAVIGATION

**00:01:25**



USERS

**85.411**



DEMOGRAPHIC  
DATA

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



INTERNATIONAL  
ACCESS

**127 Countries**

TOP 10 COUNTRY  
Brazil • USA • Norway  
Sweden • Portugal  
Indonesia • Germany  
Angola • United Kingdom  
France



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

**Desktop – 68,80%**  
**Mobile – 30,70%**  
**Tablet – 0,50%**

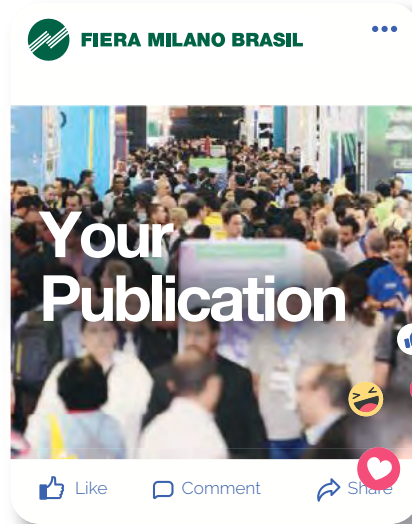
# SOCIAL NETWORK FOLLOWERS

## + 39,2k 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

**\$ 1.500,00 (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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 +55 11 3159-1010

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