



# CASA

VOGUE

MEDIA KIT 2019

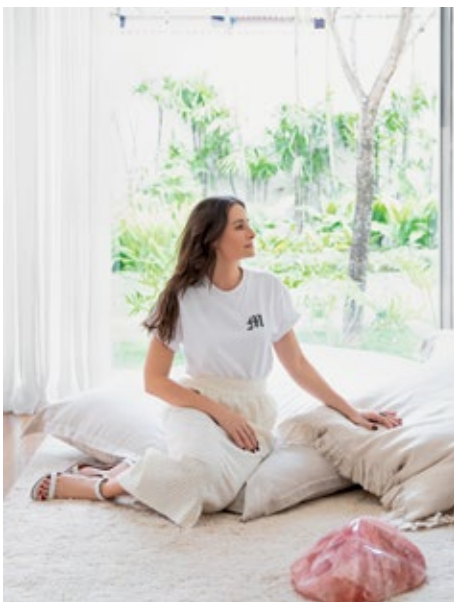


CASA VOGUE is the most prestigious magazine in decoration, design, architecture and lifestyle in Brazil, more than entertaining, Casa Vogue provides cutting-edge information: the latest architectural trends, and furniture, as well as the best travel destinations, cultural programs and gastronomic experiences. Essential reading for both world professionals from the company as for lovers of good living.

TAISSA BUESCU • content director







Casa Vogue is the ***most sophisticated title*** in the segment, an inexhaustible source of national and international references in decoration, architecture, design, art and lifestyle, and the only one able to enter the ***most admired and influential*** people's homes





## RESPECTED

Issues signed by the most famous designers of the planet - **Phillipe Starck, brothers Campana, Patricia Urquiola e Marcelo Rosenbaum**

## COLLECTIBLE

*Content that does not die* and extreme care with *photography*



## INTERNATIONAL

available in the best newsstands of **New York, Miami and London**





A photograph of a bedroom interior. A large bed with white linens and a fringed edge is the central focus. It has several pillows, including white ones and two with colorful, abstract patterns. The bed is positioned under a white canopy that hangs from a wooden frame. The room has a thatched roof and wooden walls. On the left wall, several framed artworks are displayed. A large window in the background looks out onto a tropical landscape with palm trees. A colorful, patchwork rug is on the floor. A woven basket sits on the floor near the bed.

**CASA VOGUE IS THE TITLE THAT  
BEST COMMUNICATES WITH THE  
PUBLIC INTERESTED IN INTERIORS,  
ARCHITECTURE, DESIGN, TRAVEL  
AND GASTRONOMY**

**217.000**  
monthly readers<sup>1</sup>  
Projection Readers Brazil

**26.521**  
circulation  
(printed + digital)

**69,1%**  
upper and middle classes

**77,7%** female

**56,3%**  
are more than 35

**56%** single copies

**44%** subscriptions

**READER'S PROFILE**



## TRAVELS THE WORLD

Travels when they can take ***vacations***, in most cases, ***abroad***

## HAS HIGH PURCHASING POWER

Prefers to pay more when they know the ***product has a better quality***



WHO READS CASA VOGUE





**+1 million**  
followers



**225 K**  
followers



**+1 million**  
followers

**+11 million**  
accesses a month

**DIGITAL RANGE**



**52%** viewability

**1.661.801**  
unique visitors a month

**3.360.630**  
pageviews a month

**+10 milhões**  
monthly banner  
printings

**21.199**  
heavy users  
people who have visited the  
site more than 10x a month



**CASAVOGUE.COM.BR**



# CASA VOGUE experience



*A house* entirely designed  
by the magazine's staff

+**3K** people

+**40** lecturers and workshops

+**60** lecturers

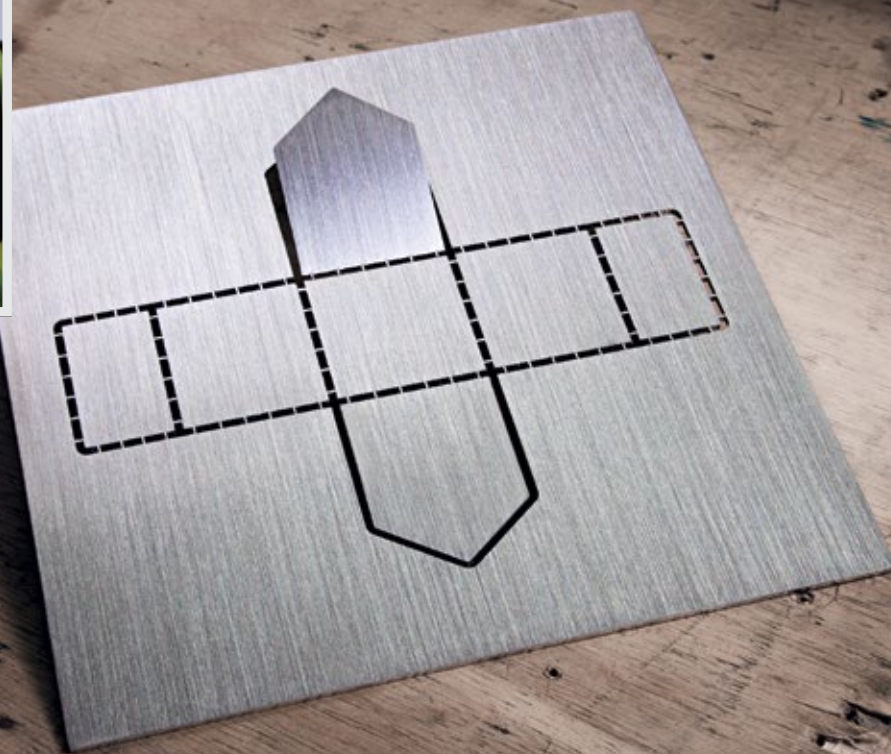
Featuring the best from decoration, design, architecture, art,  
gastronomy, well-being, technology, fashion and beauty



## EVENTS



A ***jury*** composed of the ***most important names*** in the national and international industry chooses the ***best releases of the year*** in 10 categories, covering all the business



EVENTS



EGCN Creation Studio also develops customized solutions for its clients. ***Events, branded content and native advertising*** are among the partnership options available. With ***special attention and curatorship***, the proposals are developed individually to meet the specific needs of each brand



### SP ART

An ***exclusive room*** for Casa Vogue in ***the largest art fair*** in Latin America Casa Vogue



### DESIGN STUDIO

***Environments decorated*** from the exclusive curatorship of Casa Vogue team's furniture, objects and coatings

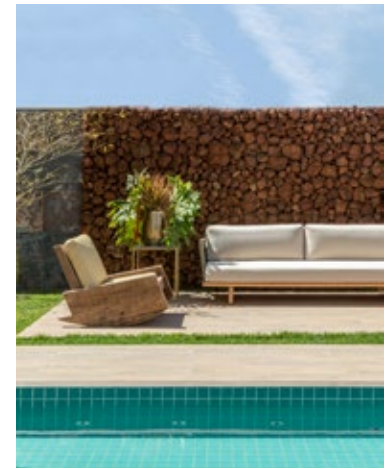


### CUSTOM-MADE MAGAZINES

A ***complete publication dedicated to a brand***, entirely made by four hands: those of the client and those of Casa Vogue

### BRAZIL AROUND

The best of architecture and design paned in the ***5 regions*** of the country and featured prominently in the magazine pages



### PROMOCASAVOGUE

Your ***brand is inserted from an editorial perspective***, with Casa Vogue's specialized look and execution

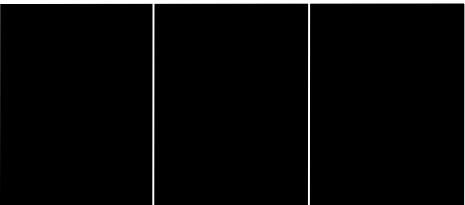
# CUSTOM-MADE SOLUTIONS

EDIÇÃO	TEMA
January 401	Special interior decorators, architects and landscapers
February 402	Bauhaus 100 years
March 403	Water / Sustentability
April 404	Art / Casa Vogue Design Award
May 405	Woman / Winners Casa Vogue Design Award
June 406	Black Issue
July 407	Digital Detox / Low Tech Luxury
August 408	-----
September 409	Spring / Colors
October 410	Folk / Guest editor Li Edelkoort
November 411	-----
December 412	2020 trend: purposes for a new decade

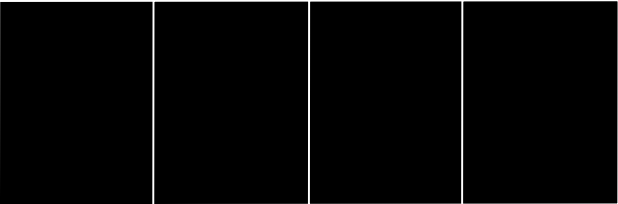


CALENDAR

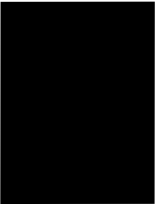




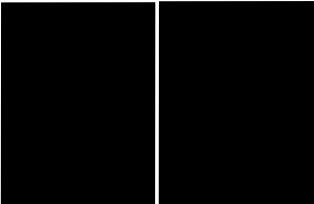
Cover's folder  
60.9 x 27.5 cm



Cover's double folder  
80.2 x 27.5 cm



Simple  
20.8 x 27.5



Double  
41.6 x 27.5 cm

FORMAT	SIZE	PRICE (NATIONAL)
1 indeterminate page	20.8 x 27.5 cm	\$ 23.042,25
1 indeterminate page of PROMO	20.8 x 27.5 cm	\$ 28.830,38
Double indeterminate page PROMO	41.6 x 27.5 cm	\$ 57.550,50
3 <sup>rd</sup> cover	20.8 x 27.5 cm	\$ 34.177,50
4 <sup>th</sup> cover	20.8 x 27.5 cm	\$ 29.602,13
2 <sup>nd</sup> cover + page 3	41.6 x 27.5 cm	\$ 55.180,13
Cover's folder	60.9 x 27.5 cm	\$ 70.284,38
Cover's double folder	80.2 x 27.5 cm	\$ 103.083,75
Double page	41.6 x 27.5 cm	\$ 46.084,50

TABLE OF FORMAT  
AND PRICES | PRINT

### Subtitle

Cluster ROS = It is able to determine segment, but it is not able to determine the site

No Cluster = It is able to determine the site, but it is not able to determine the segment

Vehicle + Cluster = It is able to determine the site and segment

CPM			WEBSITE
			Vehicle
DEVICE	FORMAT	SIZE	CPM
FORMATO IAB			\$ 24,65
Desktop	Rectangle	300x250	
Desktop	Super Banner	728x90	
Desktop	Super Leaderboard	970x90	
Mobile	Rectangle	300x250	
Mobile	Full Banner	320x50	
Desktop	Billboard	970x250	\$ 27,40
Desktop	Half Page	300x600	
FORMATO RICH MEDIA			\$ 32,35
Desktop	Rectangle Video	300x250	
Desktop	Half Page Video	300x600	
Desktop	Billboard Video	970x250	
Desktop	Rectangle Pushdown	300x250   300x600	
Desktop	Super Leaderboard Pushdown	970x90   970x400	
Desktop	Flip	300x250	
FORMATO VÍDEO			\$ 44,65
Desktop	Video Pre-Roll	1280x720   5mbps   .mp4	
Desktop	Inscreen	On request	
Desktop	Outstream	On request	
Mobile	Outstream	On request	

# TABLE OF PRICES 2019



DAILY RATES			WEBSITE
Delivery			ROS
DEVICE	FORMAT	SIZE	DAILY RATES
Desktop	Rectangle (with or without video)	300x250	\$ 12.320,45
Desktop	Super Banner	728x90	
Desktop	Super Leaderboard	970x90	
Desktop	Billboard (with or without video)	970x250	\$ 15.400,55
Desktop	Half Page (with or without video)	300x600	\$ 15.400,55
Desktop	Welcome Ad (frequency 1)*	1060x400	\$ 24.640,90
Mobile	Rectangle	300x250	\$ 15.400,55
Mobile	Full Banner	320x50	\$ 7.700,30
Desktop	BG	On Request	\$ 18.480,70
Desktop	Rectangle Pushdown	300x250   300x600	
Desktop	Super Leaderboard Pushdown	970x90   970x520	
Desktop	Flip	300x250	
Desktop	Super Banner + BG + Rectangle	728X90 + 1440X1100 + 300X250	\$ 24.640,90
Desktop	3-day sponsorship: channel “Celebrities” Glamour or channel “Fashion” Vogue	728X90 + 1440X1100 + 300X250	\$ 24.640,90
Desktop	3-day sponsorship: other channels	728X90 + 1440X1100 + 300X250	\$ 12.320,45

# TABLE OF PRICES 2019



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CONTACT