

CASA e JARDIM

MEDIA KIT 2024



Every home has a story to tell. Of affection, of memories, of transformations. And it is these stories, filled with authenticity, that Casa e Jardim showcases to those seeking inspiration.

Casa e Jardim kindly asks for permission to enter. But as soon as the door opens, we take a magnifying glass to explore the house. The main character of the story is not just the house, but the inhabitant. Someone who appropriates the space and sprawls on the couch, jumps rope in the middle of the living room, balances on the swing, cooks for friends, and tends to the garden plants. Without them, the house wouldn't stand. And we seek individuals whose spirit spreads throughout the house, from ceiling to floor.

70 YEARS OF HISTORY

Casa e Jardim is the first magazine in the country dedicated to decoration, architecture, design, and landscaping, and it is also the longest-running publication in the market. To remain relevant for such a long time, the brand has reinvented itself and has become a reference for living in a space full of personality. Always keeping an eye on trends, Casa e Jardim strengthens its mission of mapping the future of the home and deepens its focus on sustainable thinking and the functional application of emerging technologies (after all, who doesn't want a smart home?), all while maintaining its focus on design.



A FRESH PERSPECTIVE

The hyper-connected world inundates us with images and information. Readers and consumers demand authentic and inclusive behavior from brands. Among the many changes of recent decades, the home has become an expression of individuality, and we have been pioneers in this movement. Casa e Jardim builds bridges between dreams and reality, helping readers, professionals, and brands come together, thus enabling each resident to have a beautiful home that reflects their own unique style.



LEADER IN ALL PLATFORMS IN THE DECORATION SEGMENT

MAGAZINE READERS

(Print magazine and digital PDF version)

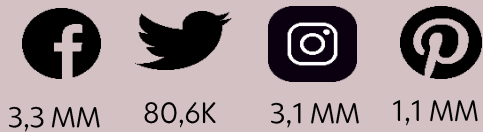
1,1M READERS
Circulation: **43.274**

WEBSITE READERS

3,7 MILLION unique visitors
6.4 MILLION pageviews

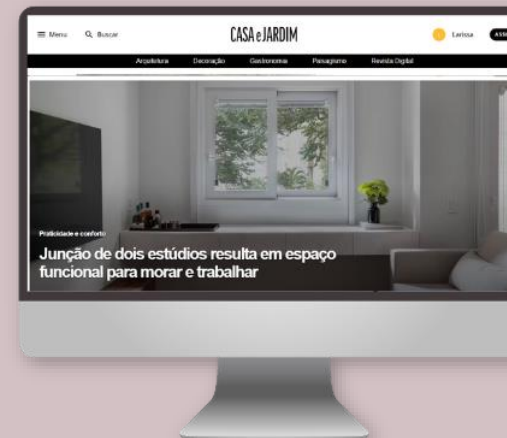
SOCIAL MEDIA

7.8 MILLION FOLLOWERS



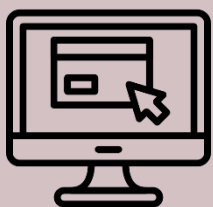
NEWSLETTER

22,613 posts (Oct/23)



AUDIENCE PROFILE

WEBSITE



60% Female

32% AB

50% C

08% aged 24 and below

18% aged 25 to 34

19% aged 35 to 44

17% aged 45 to 54

38% aged 55 and above

MAGAZINE



74% Female

76% AB

21% C

09% aged 24 and below

21% aged 25 to 34

27% aged 35 to 44

22% aged 45 to 54

21% aged 55 and above

Source: Print Profile >> Kantar Ibope Media - TG BR 2023 R2 - People: Magazine Readers: Read in print in the last 6 months + digital edition (without overlap) // Website Profile >> Kantar Ibope Media - Clickstream MP TG BR 2023 R1 - Personas



FOR WHOM IS CASA E JARDIM MADE?



For those passionate about living well, who seek to personalize their homes and improve their quality of life.



For those interested in decoration, design, landscaping, architecture, gastronomy, and technology.



For professionals in the field seeking inspiration and trends.



For individuals who are building, renovating, or planning to change their homes in the near future.



EDITORIAL CONTENT

TRENDS

Showcasing the latest releases in design, art, and decoration, featuring interviews with industry experts and service recommendations.

BEHAVIOR

Anticipating changes in the home environment with insightful articles and analysis from specialists.

LIVING

Showcasing decoration and architecture projects, inspiring stories and unique ways of living.

CONNECTED HOME

Highlighting the latest technology innovations for a more functional and user-friendly home environment.



EDITORIAL CONTENT

GASTRONOMY

Interviews with top chefs, recipes, and special ingredients.

WELLNESS

Initiatives to achieve balance, tips for organizing spaces, and improving quality of life.

LANDSCAPING

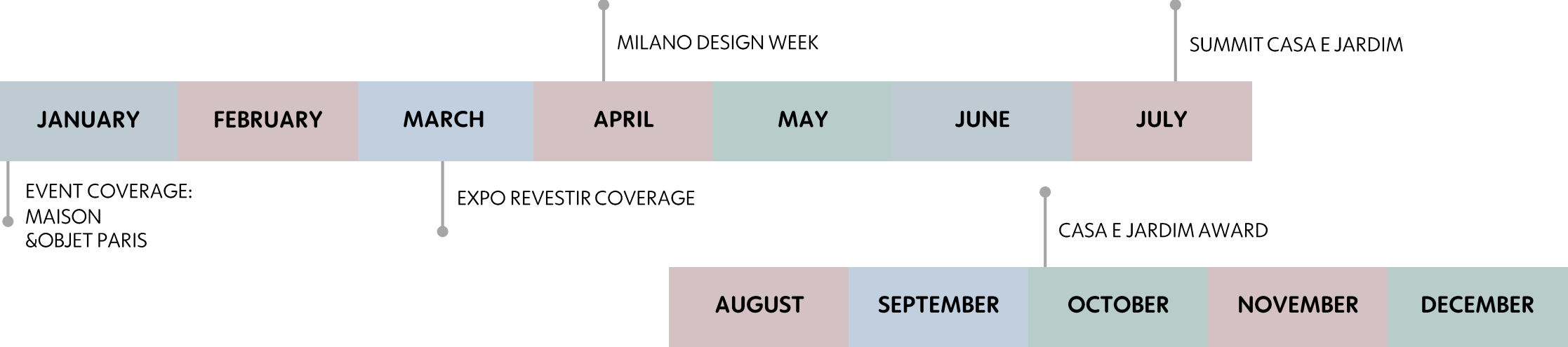
Showcasing inspiring gardens, terraces, and balconies, exploring ways to incorporate plants into the home.

REAL ESTATE

Showcasing new real estate developments from an architectural and interior design perspective, emphasizing their integration with green spaces.



CASA E JARDIM CALENDAR



TIMELESS - ACCORDING TO COMMERCIAL FEASIBILITY

EVENT COVERAGE: EXPO REVESTIR, DW SP, MAISON&OBJET, MILANO DESIGN WEEK, ART BASEL, CASACOR
CASA E JARDIM TOUR
CASA E JARDIM INSIGHTS
CONNECTED HOME
CASA E JARDIM LIVE WELL
CASA E JARDIM SHOWCASE
HOSTING AT HOME

EVENT COVERAGE

Casa e Jardim provides coverage of the main events in the industry on its website and social media channels. The content curation includes analysis of the key trends, exclusive interviews, and impeccable image selection. The partner can support the coverage or promote the brand's participation in these events.

- MAISON&OBJET
- AMBIENTE FRANKFURT
- MILANO DESIGN WEEK
- PARIS DESIGN WEEK
- ART BASEL MIAMI

CASA E JARDIM SUMMIT

The most acclaimed title in the world of decoration, architecture, design, and landscaping, a leader across all platforms, will bring together a select group of professionals for an immersion that encourages learning, with experiences, exchanges, and inspirations. The itinerary includes travel and accommodation in a premium hotel, featuring a schedule of lectures and experiences.

CASA E JARDIM TOUR

CASA E JARDIM is present in the main hubs of decoration, architecture, design, and landscaping worldwide. Together with a partner, we can promote an exclusive trip. The Tour Casa e Jardim brings the know-how for curating special itineraries and experiences, all gaining publicity in the magazine, website, and social media. The mailing list can be suggested by the brand or built collaboratively with the partner.

CASA E JARDIM AWARD

Created in 2019, Casa e Jardim holds the award to recognize professionals and give visibility to projects that inspire us to live better.

The award has ten editorial categories that include the Architecture, Interior Design and Landscaping pillars. Applications are open to sector professionals and projects are evaluated in the first stage by CJ's team and in the second stage by a multidisciplinary jury.

The awards event takes place in a hybrid format, with online transmission and face-to-face reception for a reduced guest audience.

CASA E JARDIM INSIGHTS

A project designed for the print magazine and social media, showcasing Casa e Jardim's choices for home appliances, electronics, furniture, accessories, and paint palettes. The Casa e Jardim team curates products from a partner brand and integrates them into the environments of a decorating project to be published in the magazine. The products are mentioned in the article and also featured in the Instagram feed and stories, as well as in Pinterest story pins.

Optional features in this project include showroom ambiance with the Casa e Jardim signature and collection launches.

CONNECTED HOME

Smart Homes are a trend gaining popularity for their convenience, cost-effectiveness, and security in light of their functionalities.

With that in mind, TechTudo and Casa e Jardim collaborate on a project that will deliver personalized content on the topic, providing more information about its advantages, investment, product diversity, installation, etc. The partner will reach a target audience entirely interested in the subject, given that the collaborating brands are experts in technology and architecture.

The project may include a talk with guests and professionals in the field, as well as promotion on the TechTudo and Casa e Jardim platforms.

LIVE WELL CASA E JARDIM

Casa e Jardim has a special editorial focus on promoting real estate launches in the market: Morar Bem (Live Well).

In addition to content about the development, we offer differentiated actions such as direct mail with geolocation, clustered actions, bulk subscriptions for relationship gifts, takeovers on social media, showroom ambiance, among other initiatives.

The portfolio aims to generate awareness for the launches of construction and real estate companies, as well as convert leads within the target audience.

CASA E JARDIM SHOWCASE

From the launches of electronics, new white and brown line products, and the major creations of designers, we will follow the launch of your new product in all its phases and provide a complete journey to the consumer, developing content for each consumption stage. Reviews, unboxing, how to buy, special conditions, among other content, can be explored in different formats: articles, videos, and social media posts. The articles feature backlinks and are produced with a focus on conversion and good ranking in organic search engines.

HOSTING AT HOME

The "Receber Casa e Jardim" project brings a series of Do It Yourself videos to Instagram, showcasing table setups in stop motion for different celebrations: Easter, Mother's Day, Father's Day, Christmas, New Year's.

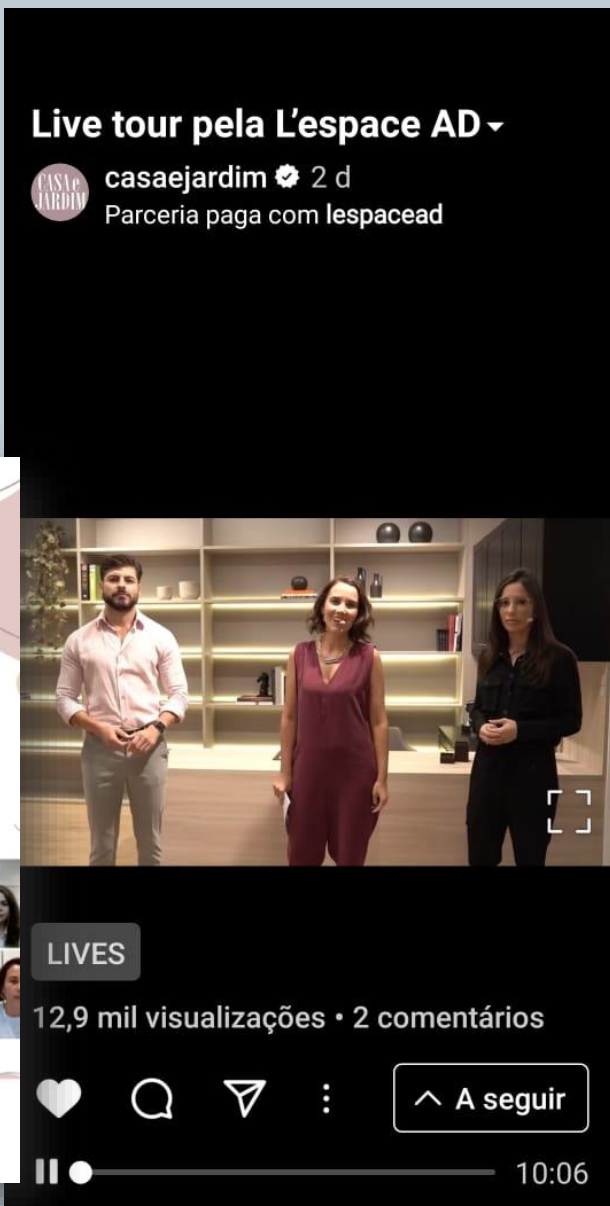
The videos will demonstrate, in a didactic manner, how to make the table more attractive - and unconventional - for these occasions. Sponsors will have the opportunity to develop exclusive content and showcase their brand's innovations to our audience.

CUSTOMIZED PROJECTS

Aligned with the partner, Casa e Jardim's editorial team can develop different topics for segments related to the titles.

The formats can include:

- PODCASTS
- SPONSORED DIGITAL COVERS
- LIVE EVENTS
- WORKSHOPS
- E-BOOKS
- INSTAZINE
- WEBSTORIES
- REELS
- CONTENT SNIPPETS FOR SOCIAL MEDIA/TAKEOVERS
- CONTENT HUB ON THE WEBSITE



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