



VALOR ECONÔMICO
DOES NOT
HAVE INTERESTS



ECONÔMICO
Valor

THE MOST IMPORTANT VEHICLE OF ECONOMY, FINANCES, AND BUSINESS IN BRAZIL.

VALOR ECONÔMICO FOSTERS DEBATE SO THE COUNTRY CAN SEEK THE BEST WAYS TO OVERCOME CHALLENGES AND RETURN TO HEALTHY GROWTH.

OUR CONTENT IS ACCESSED ACROSS THE MOST DIVERSE PLATFORMS, AND ITS IMPORTANCE AND RELEVANCE ARE DISPLAYED BY AN EVER-GROWING AUDIENCE.

AND, THROUGHOUT THE YEAR, VALOR BRINGS TO BOTH ADVERTISERS AND READERS A SERIES OF SPECIAL PUBLICATIONS AND EVENTS THAT PROMOTE KNOWLEDGE AND THE RECOGNITION OF THE COUNTRY'S BUSINESSES AND LEADING PROFESSIONALS.



A man in a blue shirt and glasses is shown in profile, talking on a white corded telephone. The image is split into several horizontal sections by grey bars. The text 'MORE THAN AUDIENCE, REPUTATION' is overlaid on the left side in a teal color.

MORE THAN AUDIENCE, REPUTATION

*BRANDS BENEFIT FROM THEIR PRESENCE IN RELIABLE MASS MEDIA VEHICLES, WHICH, IN TURN, LEND THEM THEIR AUTHORITY AND CREDIBILITY - THIS IS THE HALO EFFECT.**

THE NEWSPAPER IS THE MEDIA WITH THE HIGHEST LEVEL OF TRUST FOR SHARING NEWS AND INFORMATION.

*SOURCE: KANTAR - DIMENSION 2020 MEDIA & I - THE PRINTED NEWSPAPER RELIABILITY INDEX FOR INFORMATION ABOUT BRANDS AND SERVICES, CORRELATED TO OTHER CHANNELS IS OF 90, ON A SCALE FROM 0 TO 100.

IN NUMBERS



EXPONENTIAL
AUDIENCE



RELEVANCE



REFERENCE



EXPONENTI AL AUDIENCE

VALOR ECONÔMICO GROWS EVERY YEAR AND OVER THE PAST FOUR YEARS INCREASED ITS CIRCULATION BY 11%.¹

THE NUMBER OF READERS² OVER THE PAST 4 YEARS INCREASED BY

15
%

¹SOURCE: IVC - CIRCULATION PRINT + DIGITAL - AVERAGE SEP/2024 TO AUG/2025 VS AVERAGE SEP/2020 TO AUG/2021

²SOURCE: KANTAR IBOPE MEDIA - TGI - TG BR 2025 R1 (Apr/2024 to Mar/2025) - People VS BR TG 2021 R2 (Mai/Set/2021) - People. READERS CLAIM THEY HAVE READ VALOR ECONÔMICO PRINTED OR ONLINE IN THE LAST 30 DAYS

RELEVANCE



14%

PARTICIPATION
OF THE AUDIENCE AMONG
THE MAIN WEBSITES
OF THE BUSINESS SEGMENT

IN THIS UNIVERSE
APPROXIMATELY
1 IN EVERY 7
INDIVIDUALS HAVE
ACCESSED
VALOR ECONÔMICO

THE MOST IMPORTANT VEHICLE OF ECONOMY, FINANCES, AND BUSINESS IN BRAZIL.

IN AN INCREASINGLY DYNAMIC AND CHALLENGING ECONOMIC
LANDSCAPE, VALOR STANDS OUT DUE TO ITS COMPREHENSIVE
AND IMPARTIAL ANALYSES.

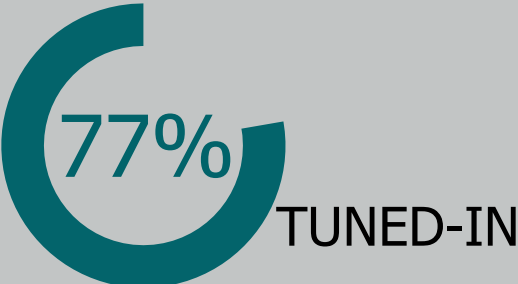
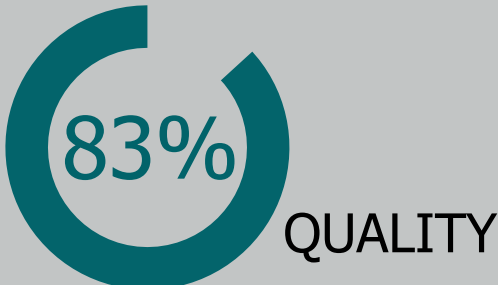
THE NEWSPAPER HAS A TEAM OF RENOWNED JOURNALISTS
AND EXPERTS, WHO OFFER A COMPLETE AND IN-DEPTH
COVERAGE OF THE BUSINESS WORLD, MACROECONOMY,
FINANCES, CAREERS, AND TRENDS.

REFERENCE



OPINIONS FROM THE READER

THEY ASSOCIATE THE BRAND WITH



SOURCE: PARTNERS SURVEY – SUBSCRIBERS PRINTED AND DIGITAL 2016 – PERCEIVED ATTRIBUTES: UP-TO-DATE/TUNED-IN(77%) – CREDIBILITY (88%) – PRESTIGE (81%) – HIGH QUALITY(83%)

READER PROFILE

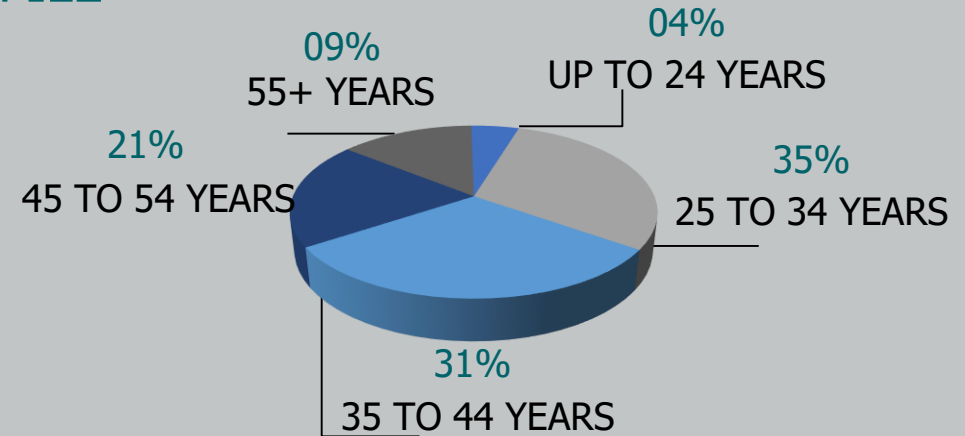
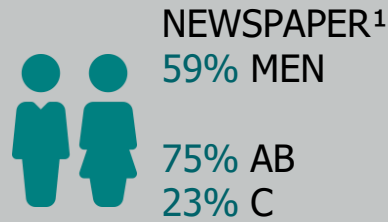




ECONÔMICO
Valor



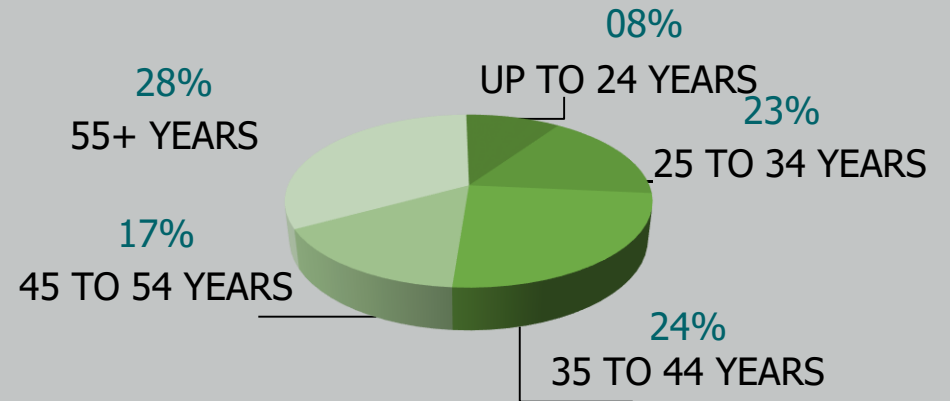
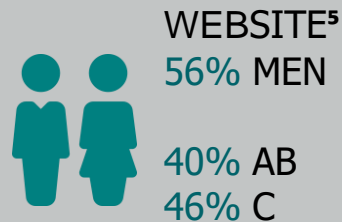
AUDIENCE PROFILE



AUDIENCE

NEWSPAPER READERS¹
(Read in print + digital issue)
625K READERS
CIRCULATION² **120,068**

WEBSITE READERS³
8.9 MM UNIQUE VISITORS*
27.4 MM PAGE VIEWS**



NEWSLETTER
246 MIL SUBSCRIPTIONS
(News Valor Morning Dec/2025)

SOCIAL MEDIA⁴
5.6 MM followers



557 K

1.0 MM

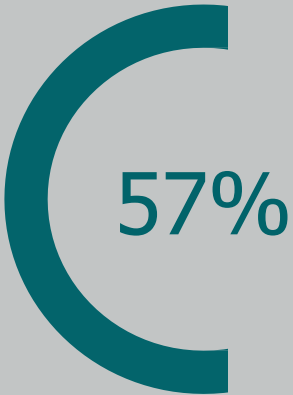
2.3 MM

1.3 MM

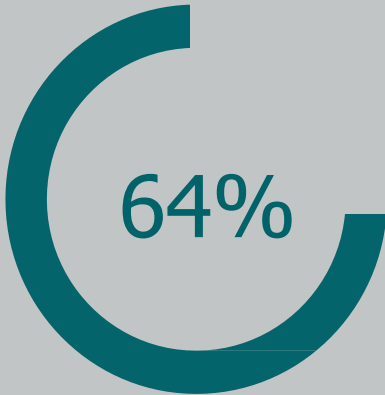
157 K

Sources: ¹Kantar Ibope Media – TG BR 2025 R3 – People: Newspaper Readers: Read in print in the last 30 days + digital issue (no overlay) // ²IVC Newspapers: November/2025 (print + digital – average Mon to Fri) // ³ Comscore Multi-Platform Average Oct-Dec/2025 - * Total Digital Population ** Desktop and Mobile // ⁴Analytics Social Media December/2025 (data with overlay between the social media) // ⁵Kantar Ibope Media – Clickstream MP TG BR 2024 R1 - Personas

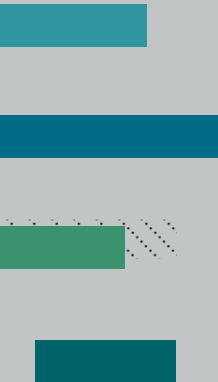
PROFILE - JOB



WORK FULL-TIME



HOLD GRADUATE, UNDERGRADUATE, OR HIGHER EDUCATION DEGREES



SOURCE: KANTAR IBOPE MEDIA - TGI -TG BR 2025 R3 - People. Newspaper Readers: Read in print in the last 30 days + digital issue (no overlay)

CONSUMPTION POTENTIAL

61%
HAVE INSURANCE



54%
UTILIZE MEDICAL ASSISTANCE

50%
TRAVELED BY PLANE IN THE LAST
12 MONTHS



CONSUMPTION - OPINIONS AND BEHAVIOR



98% CLAIM IT IS WORTHY TO PAY MORE FOR QUALITY PRODUCTS

81% ARE LOYAL TO THE BRANDS THEY LIKE

65% BELIEVE THAT WELL-KNOWN BRANDS ARE BETTER

59% PAY MORE TO CUSTOMIZE PRODUCTS TO THEIR TASTE AND STYLE

PROFI LE

A STUDY ABOUT INVESTMENT RETURN IN ADVERTISEMENT, CONDUCTED BY ACCENTURE, IDENTIFIED THAT: MULTI-PLATFORM CAMPAIGNS GENERATE INCREMENTAL ROI OVER THE LONG TERM, FOR A PERIOD OF 2 YEARS AFTER CIRCULATION, AND INCREASE ROI OF DIGITAL INITIATIVES. ¹



PROFILE

CUSTOMIZED SOLUTIONS
MULTICHANNEL



- VALOR INVESTE
- LIVE MARKETING

BRAND BREAKDOWN





INVESTMENT AND FINANCIAL EDUCATION

Valor **investe**

DESIGNED FOR A PUBLIC WHO IS INCREASINGLY MORE INTERESTED IN MANAGING AND INVESTING THEIR OWN MONEY WITH INTELLIGENCE AND QUALITY, VALOR INVESTE IS A COMPLETE WEBSITE, FREE TO ACCESS, WHICH PROVIDES INSIGHT INTO THE FINANCIAL MARKET, TEACHING NEW INVESTORS AND UPDATING THE MOST EXPERIENCED ONES ABOUT HOW TO CARE FOR THEIR INVESTMENTS AND THE BEST OPPORTUNITIES TO LEVERAGE THEIR INCOME.

Valor **investe**



THE IDEAL ENVIRONMENT TO FOSTER EDUCATION RELATED TO INVESTMENTS, STOCK MARKETS, AND DEMYSTIFICATION OF THE FINANCIAL MARKET.

QUALITY NEWS

COVERAGE OF THE KEY INFORMATION THAT IMPACT THE WORLD OF FINANCES.

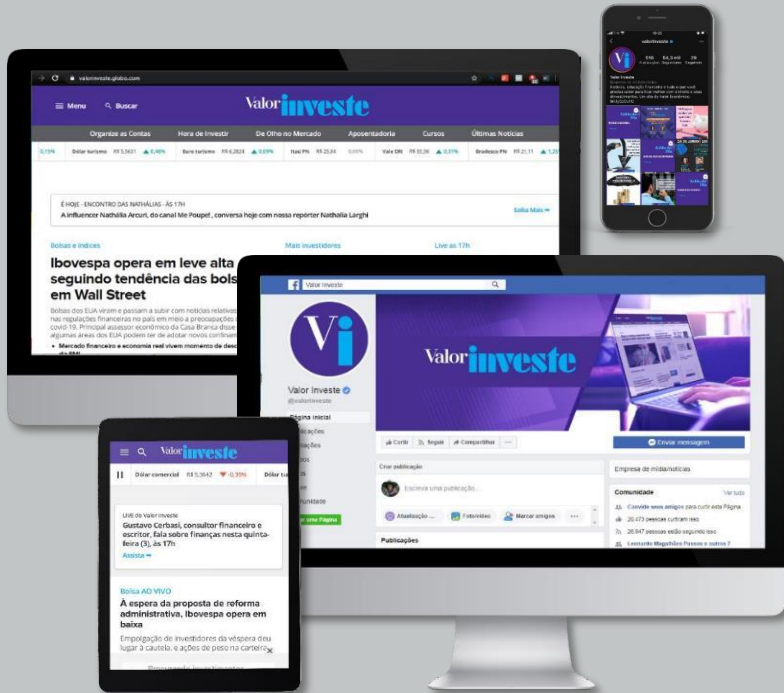
MARKET ANALYSES

FINANCIAL MARKET ANALYSES WITH EXPERTS, AND A SERIES OF SERVICES THAT HELP THE READER TO PLAN AND CHOOSE THE BEST INVESTMENTS.

FINANCIAL EDUCATION

GUIDANCE FOR THOSE WHO NEED TO GET OUT OF DEBT AND THAT ARE SEEKING ALTERNATIVES TO INCREASE THEIR INCOME. SUCH AS THE COURSES:

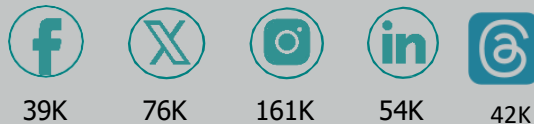
- UNCOVER THE STOCK MARKET
- FUNDS WITH NO TABOO



AUDIENCE

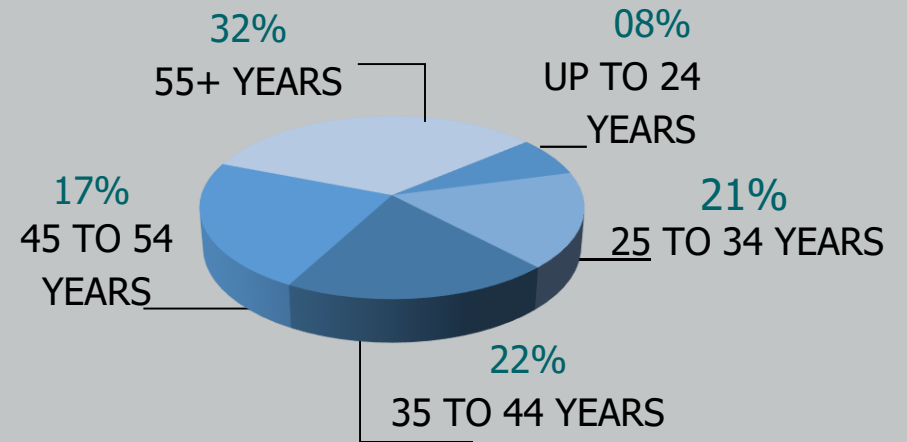
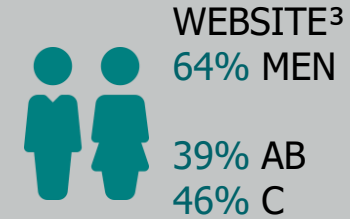
WEBSITE READERS¹
1.7 MM UNIQUE VISITORS*
4.2 MM PAGE VIEWS**

SOCIAL MEDIA² **329 K**
FOLLOWERS



NEWSLETTER
697K
SUBSCRIPTIONS
 (JUN. 2025)

AUDIENCE PROFILE

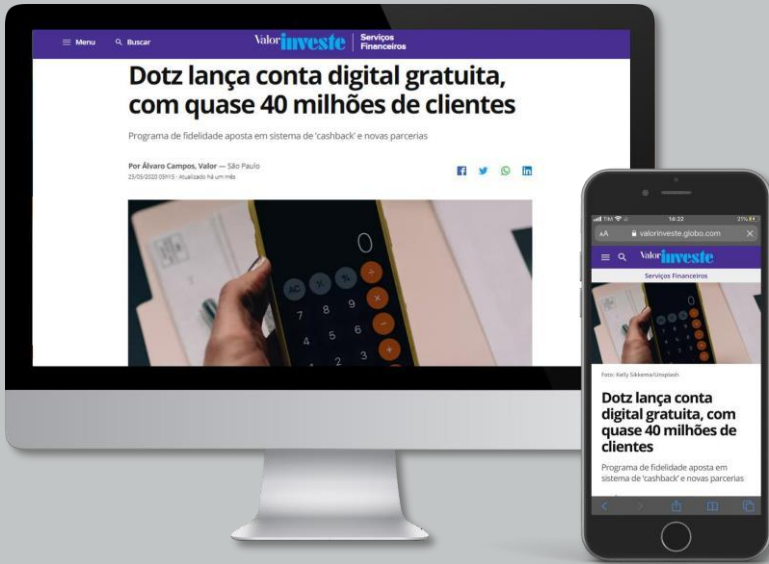


Sources: ¹Comscore Multi-Platform Average October to December/2025- * Total Digital Population - ** Desktop and Mobile // ² Analytics Social Media December/2025 (data with overlay between the social media) // ³Kantar Ibope Media – Clickstream MP TG BR 2024 R1 - Personas



PUBLICITY

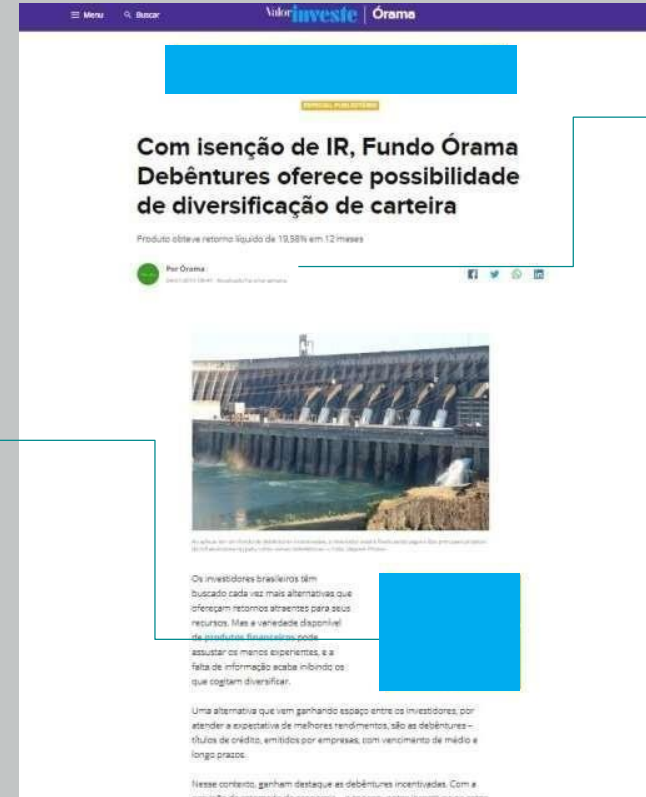
DIFFERENT FORMATS



+ SUPER BANNER
+ Rectangle

BRANDED CONTENT

A HUB FEATURING A VARIETY OF CONTENT AND ARTICLES WITH THE DISCLAIMER "ADVERTISING SPECIAL"



SIGNATURE SEAL IN THE ARTICLE

PAGE

FIXED FORMAT OF FREE MEDIA WITHIN THE ARTICLE (MOBILE AND DESKTOP VERSIONS):



PUBLICITY DIFFERENT FORMATS

CUSTOMIZATION POSSIBILITIES

- BACKLINK
- FORMS
- PODCAST
- VIDEOS
- CHATBOT
- EBOOK



Publicidade

Simule seu financiamento e veja o valor da parcela do seu próximo carro

* Backlink com link parametrizado para o simulador de financiamento do iCarros.

Publicidade

Escute agora o Podcast 'Como financiar um carro sem doer no seu bolso'

Escute agora o Podcast 'Como financiar um carro sem doer no seu bolso'.

Publicidade

Baixe agora o eBook 'Passos para financiar seu carro de maneira segura'

Baixe agora o eBook 'Passos para financiar seu carro de maneira segura'.

CHANNEL

CREATION OF CHANNEL WITH
FEED OF CLIENT CONTENT.

Valorinveste Orama

Organizar as Contas Hora de Investir De Olho no Mercado Aposentadoria Gastar Bem Últimas Notícias

Com fundos imobiliários, investidor diversifica com renda mensal e sem pagar IR

Boa notícia para quem busca uma renda mensal e possui uma reserva de dinheiro na Previdência: é possível investir nesse tipo de fundo.

Parabéns!

Você criou o seu login na Orama.

Entenda como funciona o COE, investimento rentável e seguro contra perdas

Certificado de Depósitos Estruturados é um tipo de investimento inovador, que pode dar acesso a mercados internacionais.

Com isenção de IR, Fundo Orama Debêntures oferece possibilidade de diversificação de carteira

Produto obtém retorno líquido de 19,58% em 12 meses.

Com fundos imobiliários, investidor diversifica com renda mensal e sem pagar IR

Previdência Privada: o que é, como funciona e por que fazer um plano?



PUBLICITY

DIFFERENT FORMATS



SOCIAL

POST WITH HANDSHAKE WITH THE CLIENT AND THE "PAID PARTNERSHIP" IDENTIFICATION, INDICATING IT IS BRAND CONTENT

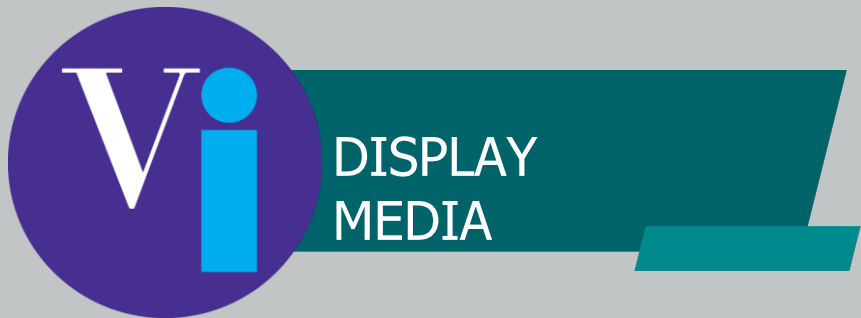
AMPLIFICATION

IN THE WEBSITES:

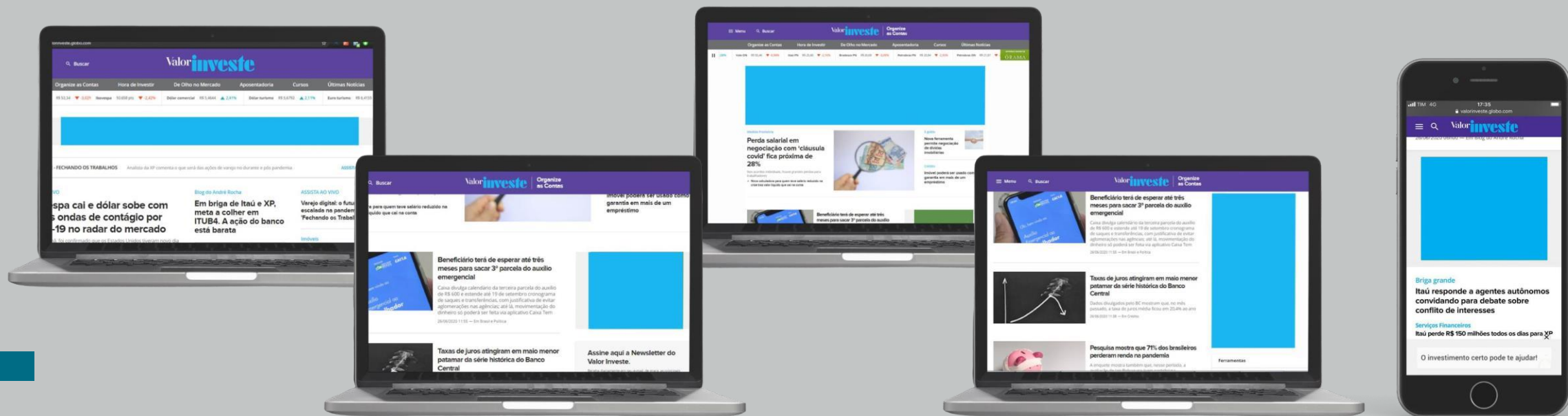
- VALOR ECONÔMICO
- ÉPOCA NEGÓCIOS
- PEGN

NATIVE FORMAT (300 X 250)





APPROVED FORMATS, SIMPLIFYING PRODUCTION AND ADAPTATION OF CAMPAIGNS BY AGENCIES AND ADVERTISERS.



CHECK ALL FORMATS
HERE.



Pipeline

THE WEBSITE WITH EXCLUSIVE CONTENT OF BUSINESS

ECONÔMICO
Valor

100% DIGITAL, INDEPENDENT, RELEVANT, AND FUNDAMENTAL FOR THE BUSINESS WORLD.

THE PIPELINE COMPLEMENTS AND ANTICIPATES THE COVERAGE OF NEWS, ANALYSES, AND MARKET BACKSTAGE, WITH STORIES, INTERVIEWS, AND PERSPECTIVES ON THE FACTS YOU WON'T FIND ANYWHERE ELSE.

Pipeline



ACCESS:

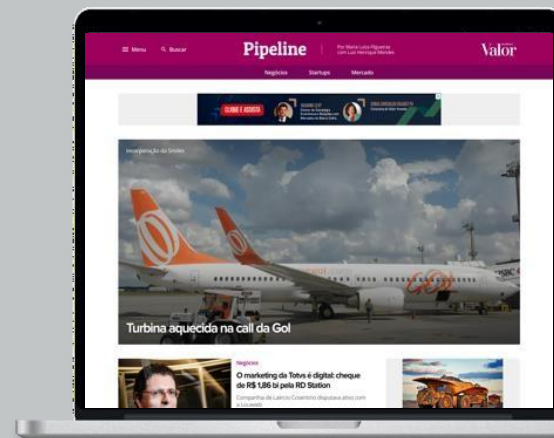
[HTTPS://PIPELINEVALOR.GLOBO.COM/](https://pipelinevalor.globo.com/)

THE EXCLUSIVE CONTENT PRODUCT BY VALOR ECONÔMICO

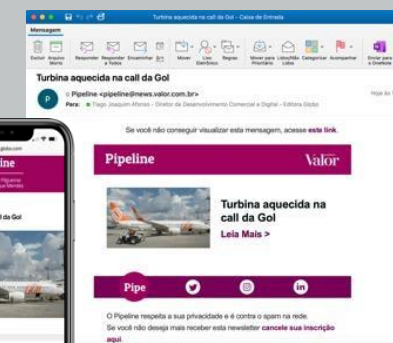
PIPELINE IS THE MOST DYNAMIC CONTENT PRODUCT BY VALOR ECONÔMICO.

OUR MISSION AT PIPELINE IS TO COVER THE BUSINESS WORLD QUICKLY AND WITH EXCLUSIVITY. DEPTH CONJUGATED WITH CAPACITY FOR SYNTHESIS AND CURATORSHIP OF VALOR YOU ALREADY KNOW.

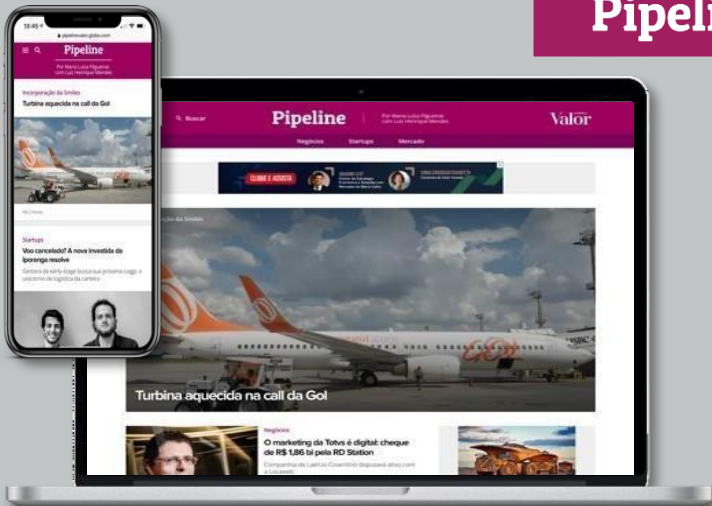
OPEN CONTENT WEBSITE -
DESKTOP AND MOBILE



WARNING
(2 PER DAY)



Pipeline



330K
USERS¹

577K
VISITS¹

1.9 MM
PAGE VIEWS¹

SOCIAL MEDIA² 138 K
FOLLOWERS



41K



2K



26K

*



66K



STATES ¹

43% SÃO PAULO

10% RIO DE JANEIRO

09% MINAS GERAIS

07% PARANÁ

05% RIO GRANDE DO SUL

25% OTHER STATES

AUDIENCE PROFILE^{1**}



76% MEN



24% WOMEN

AGE BRACKET

14% 18 TO 24

33% 25 TO 34

20% 35 TO 44

13% 45 TO 54

19% 55+ YEARS

Pipeline

MAILING LIST AND AUDIENCE

+2.8K

C-LEVELS, SHAREHOLDERS AND OFFICERS OF THE LARGEST COMPANIES IN BRAZIL

+ 37K

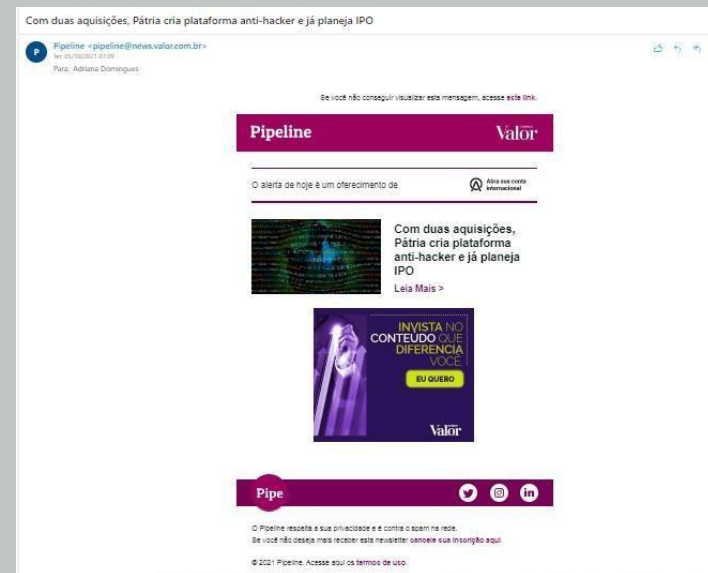
READERS WHO REGISTERED TO RECEIVE PIPELINE CONTENT, REFLECTING THE PUBLIC PROFILE OF THE VALOR ECONÔMICO BRAND: EXECUTIVES, MANAGERS AND PROFESSIONALS FROM ALL TYPES OF COMPANIES AND INDUSTRIES.

+36K

SUBSCRIBERS

21%

OPENING RATE

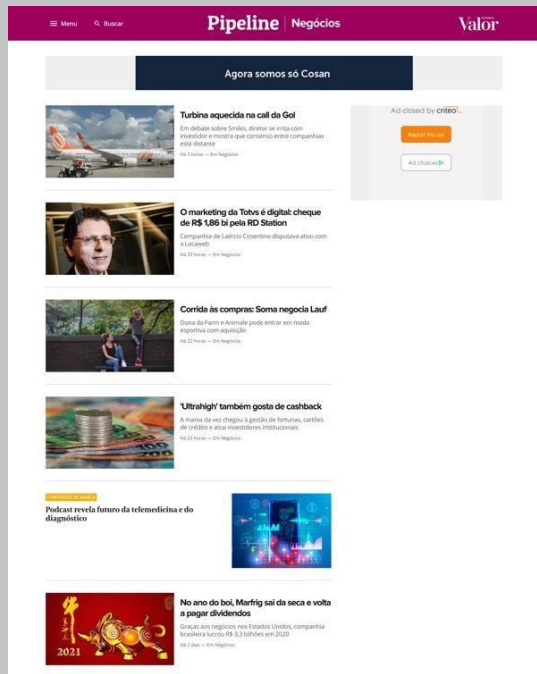


4%

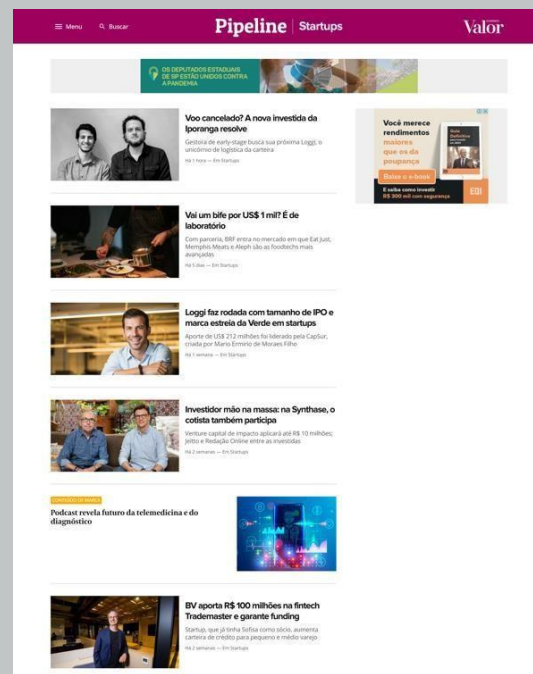
CLICK RATE IN ARTICLES

Pipeline EDITORIALS

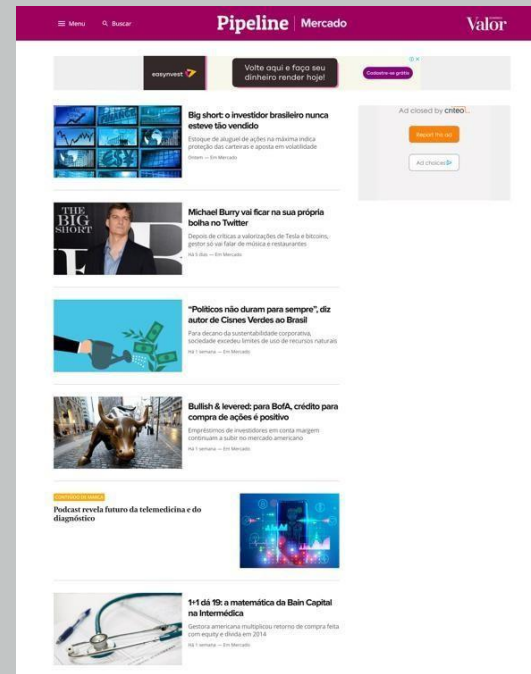
THE WEBSITE IS DIVIDED INTO FOUR EDITORIALS, WHICH COVER THE BUSINESS WORLD. IT IS NOT A COVERAGE OF ALL TOPICS AT ALL TIMES, BUT A SELECTION OF THE MOST RELEVANT NEWS OF THE DAY THAT DESERVE A MORE IN-DEPTH ANALYSIS, WITH ASSESSMENT OF INFORMATION AND EXCLUSIVE STORIES, BUT WITH A LIGHT AND MORE ANALYTICAL TEXT.



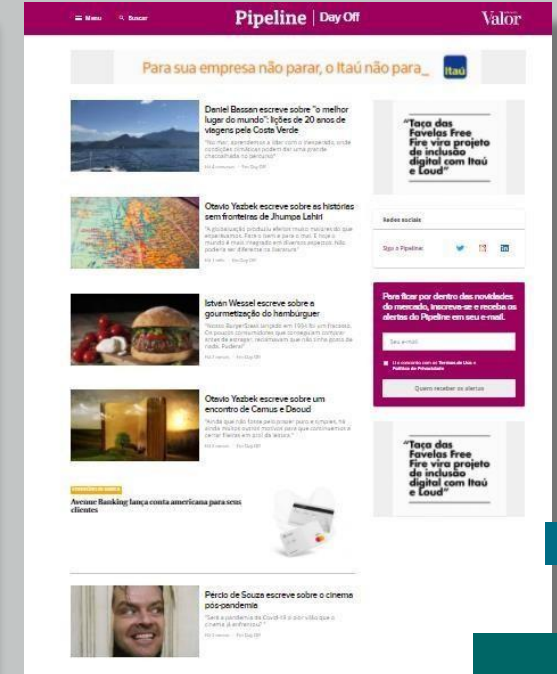
BUSINESSES



STARTUPS



MARKET



DAY OFF

YEARBOOK AND PROJECTS





VALOR FORUMS

A SERIES OF MEETINGS TO DISCUSS
THE MOST RELEVANT TOPICS IN BRAZIL

WHEN:
FEB TO
DEC

THE VALOR FORUMS ARE AN EDITORIAL INITIATIVE INTENDED TO GATHER THE KEY VOICES IN BUSINESS, POLITICS, AND SOCIETY TO DISCUSS SUBJECTS AND AGENDAS THAT DIRECTLY IMPACT BRAZIL'S DEVELOPMENT IN SEVERAL FRONTS.

THE IN-PERSON MEETINGS ARE ORGANIZED BY VALOR ECONÔMICO'S EDITORIAL STAFF FOR AN EXCLUSIVE AUDIENCE, AND RELY ON THE PARTICIPATION OF EXPERTS, GOVERNMENT REPRESENTATIVES AND PRIVATE INITIATIVES, WITH MEDIATION BY IN-HOUSE JOURNALISTS.

THE PARTNER BRANDS CAN PARTICIPATE IN THE CONTENT AGENDA BY OFFERING A 15-MINUTES TALK BRANDED DURING THE EDITORIAL PROGRAM, IN ADDITION TO VISIBILITY IN ADVERTISEMENT PIECES, SCENOGRAPHY AND COVERAGE. THEY CAN ALSO SUGGEST KEY THEMES FOR THE EVENTS, WHICH WILL BE SUBMITTED FOR EDITORIAL APPROVAL.

THE MONTHLY* EVENTS WILL HAVE EDITORIAL COVERAGE WITH SUPPLEMENTS, INTERVIEWS, AND RELATED ARTICLES IN THE WEBSITE.

*Upon commercial viability

CAMINHOS DA SAFRA

WHEN:
APR TO
SEP



IN 2025, *CAMINHOS DA SAFRA* REACHES ITS 12TH EDITION. WE WILL SHOW THAT, DESPITE RAILWAY TRANSPORTATION CONTINUING TO BE THE DOMINANT MODE FOR AGRICULTURAL LOADS, THERE IS A PROCESS UNDERWAY TO DIVERSIFY THE TRANSPORTATION MIX, WITH THE POTENTIAL AND EXPECTATION OF INVESTMENTS IN OTHER MODES OF TRANSPORT, PARTICULARLY THROUGH INFRASTRUCTURE CONCESSIONS.

THE CONTENT TRAIL WILL DIVE INTO THE LOGISTICS ISSUE IN ORDER TO HIGHLIGHT ITS IMPACT ON PEOPLE'S LIVES AND BUSINESSES IN RURAL AREAS.

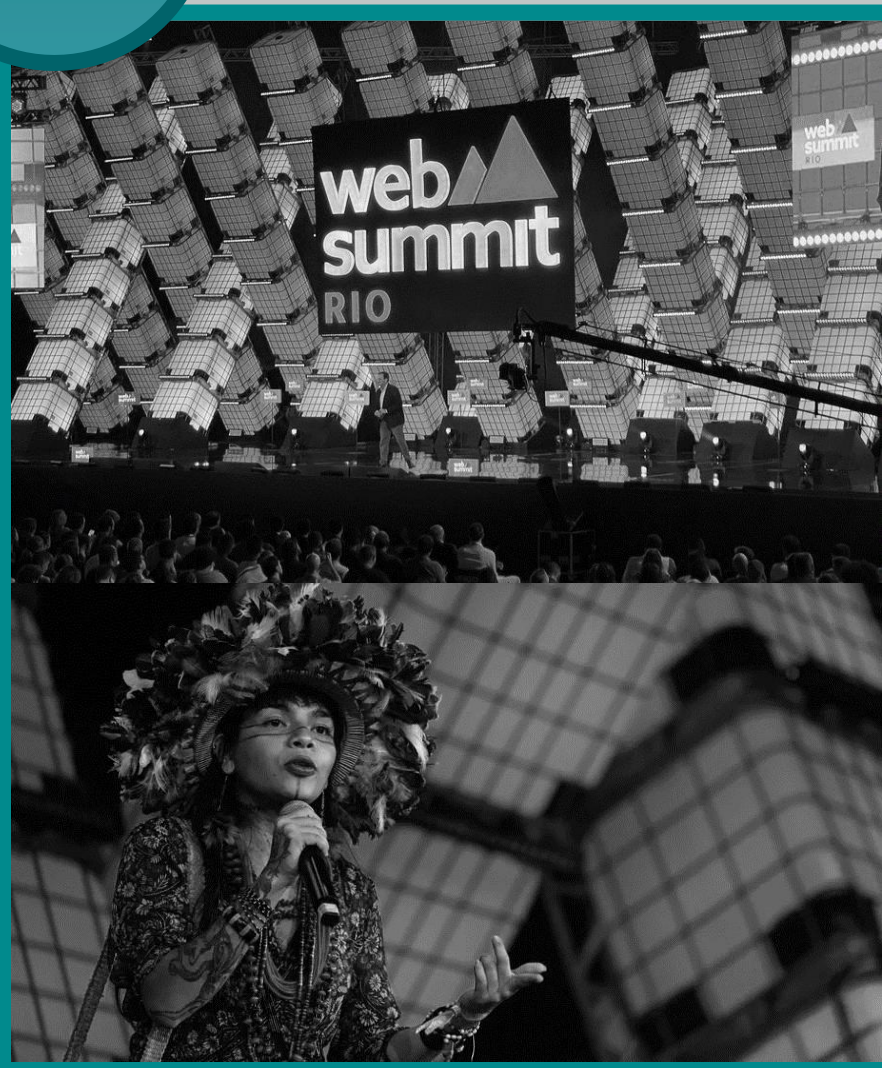
THE TRIPS BEGIN AT THE PEAK HARVEST SEASON FOR THE GRAIN CROP AND CONTINUE UNTIL THE END OF THE YEAR. THROUGHOUT ALL ROUTES, THE TEAMS WILL PRODUCE STORIES FOR ALL PLATFORMS, ENABLING THAT READERS, LISTENERS, AND SPECTATORS FOLLOW IN REAL TIME WHAT HAPPENS IN THE COUNTRYSIDE. AT THE END OF THE PROJECT, WE WILL CONDUCT THE *CAMINHOS DA SAFRA* FORUM.



WEB SUMMIT

THE WEB SUMMIT IS ONE OF THE BIGGEST TECHNOLOGY AND INNOVATION EVENTS IN THE WORLD, HELD EVERY YEAR IN LISBON, PORTUGAL. IN 2024, RIO DE JANEIRO HOSTED THE FIRST EDITION OF THE FESTIVAL OUTSIDE EUROPE, STARTING A CYCLE OF 6 EDITIONS AS THE EVENT'S HOST CITY AND AN INVESTMENT POTENTIAL OF UP TO BRL 1.2 BILLION IN RIO DE JANEIRO'S ECONOMY.

EDITORA GLOBO, THROUGH THE O GLOBO, VALOR ECONÔMICO, ÉPOCA NEGÓCIOS AND CBN RADIO BRANDS, IS THE OFFICIAL STRATEGIC PARTNER OF THE RIO AND LISBON WEB SUMMIT AND HAS AN EDITORIAL PROJECT TO COVER THE EVENTS, WITH PRESS RELEASES, EXCLUSIVE COVERAGE DURING THE PROGRAM, POST-EVENT SPECIAL EDITIONS, AND MEETINGS TO DOWNLOAD CONTENT, TAKING TO OTHER REGIONS AND PUBLIC THE EVENTS' KEY TOPICS.





FT BRAZIL SUMMIT

THE MOST IMPORTANT VEHICLE OF ECONOMY, FINANCES AND BUSINESS OF THE COUNTRY WILL BE COVERING THE FT BRAZIL SUMMIT AND THE MAIN EVENTS THAT WILL TAKE PLACE IN NY DURING THE PERSON OF THE YEAR WEEK.

THE COVERAGE OF THE MAIN EVENTS FROM THESE MEETINGS WILL TAKE PLACE VIA ARTICLE IN THE WEBSITE AND SPECIAL SUPPLEMENT IN THE PRINTED NEWSPAPER, IN ADDITION TO WIDE PROMOTION ACROSS ALL OF THE BRAND'S PLATFORMS.



THE EXECUTIVO DE VALOR (*VALUABLE EXECUTIVE*) AWARD CONSOLIDATES AN EVENT AND A BENCHMARK PUBLICATION FOR THE MARKET. TRADITIONAL SURVEY THAT INDICATES THE BEST HIGH-MANAGEMENT PROFESSIONALS IN 19 ECONOMY SECTORS, IN ADDITION TO FOUR HIGHLIGHTS IN THE CATEGORIES OF SOCIAL ENTREPRENEURSHIP, YOUNG LEADERSHIP, CHAIRPERSON OF THE BOARD OF DIRECTORS AND SUCCESSFUL STARTUP, TOTALING 23 AWARD RECIPIENTS.

THE SELECTION PROCESS INVOLVES IMPORTANT SELECTION AND RECRUITMENT COMPANIES IN THE COUNTRY, WHICH ARE PART OF THE ASSOCIATION OF EXECUTIVE SEARCH AND LEADERSHIP CONSULTANTS (AESC). THE SECRET BALLOT TAKES INTO ACCOUNT THE EXECUTIVE BRANCH'S PERFORMANCE IN MANAGEMENT. AMONG THE CRITERIA ADOPTED BY THE JURY IS THE IDENTIFICATION OF OPPORTUNITIES FOR INNOVATION AND GROWTH, THE COMPANY'S MARKET IMAGE UNDER THE EXECUTIVE'S LEADERSHIP, THE PROFESSIONAL'S STANDING AND REPUTATION IN THE MARKET, AND THE EXECUTIVE'S VERSATILITY AND ABILITY TO ADAPT TO SECTORS AND COMPANIES.

THE AWARD GATHERS BRAZIL'S LEADING BUSINESS NAMES, AMONG THEM, MANAGERS, OFFICERS AND CEOS OF THE LARGEST COMPANIES. THE IN-PERSON EVENT IS HELD DURING A DINNER WITH THOSE WHO MOVE THE COUNTRY'S GDP AND NETWORKING, IN ADDITION TO AWARENESS FOR VALOR AND SPONSORS.

INNOVATION BRAZIL

WHEN:
JUNE



THE 10TH EDITION OF VALOR INOVAÇÃO IS THE MOST IMPORTANT AWARD OF THE THEME INTENDED FOR LARGE ORGANIZATIONS IN BRAZIL. THE SURVEY WILL INDICATE THE COMPANIES THAT APPRECIATE THE MOST INNOVATION IN THEIR BUSINESS STRATEGIES IN 25 ECONOMIC SECTORS, AS WELL AS PRESENTING THE RANKING WITH THE 150 BEST PRACTICES IN BRAZIL. THE SURVEY, CONDUCTED BY PWC STRATEGY& TOGETHER WITH VALOR AND SUPPORT BY THE NATIONAL ASSOCIATION OF RESEARCH AND DEVELOPMENT OF INNOVATIVE COMPANIES (ANPEI), EVALUATES GROUPS OF COMPANIES FROM DIFFERENT SECTORS IN ACCORDANCE WITH THEIR INVESTMENT IN INNOVATION, BEST PRACTICES, REPUTATION IN THE MARKET, PATENTS, AND OTHER INDICATORS.

THE WORK REQUIRES PREPARATION OF A METHODOLOGY CAPABLE OF SEPARATING THE TRULY INNOVATIVE COMPANIES FROM THOSE THAT ONLY FOLLOW TECHNOLOGICAL WAVES. THE RESULT IS A RANKING COMPRISED OF CORPORATIONS THAT INSERTED CREATION PROCESSES AND CONSTANT TECHNICAL ENHANCEMENTS IN THE CORE OF THEIR STRATEGIES, PLANS, AND TARGETS. IN ADDITION TO THE RANKING OF THE 150 MOST INNOVATIVE COMPANIES IN BRAZIL, THE ISSUE PRESENTS ARTICLES ABOUT INITIATIVES, INVESTMENTS, AND PRACTICAL EXAMPLES OF THE OPERATION OF THE 10 MOST INNOVATIVE COMPANIES IN THE GENERAL RANKING AND THE LEADERS IN EACH OF THE 25 SECTORS ANALYZED.

VALOR 1000

WHEN:
SEPTEMBER

A MARKET BENCHMARK, THE YEARBOOK GATHERS THE PERFORMANCE ANALYSIS OF THE TOP 1,000 COMPANIES IN NET REVENUE, WITH COMPARABLE RANKINGS AND CONSOLIDATED FINANCIAL STATEMENTS. THE PERFORMANCE ANALYSIS OF THE COMPANIES COMPRISES UP TO 27 ACTIVITY SECTORS OF THE BRAZILIAN ECONOMY, WITH CHAMPIONS IN EACH OF THESE SEGMENTS. FROM AMONG THE SECTOR CHAMPIONS, THE COMPANY THAT WILL BE NAMED "VALUE COMPANY OF THE YEAR" IS SELECTED—THE ONE WHOSE RESULTS OUTPERFORM THOSE OF THE OTHER WINNERS. THE COMPANIES WITH THE BEST GRADES IN SIX FINANCIAL EVALUATION CRITERIA WILL ALSO BE SCORED BY THEIR ESG PRACTICES. A COMMITTEE COMPRISED OF MARKET PROFESSIONALS EVALUATES THE ASPECTS GEARED TOWARDS SUSTAINABILITY OF EACH SECTOR'S TOP COMPANIES.

VALOR 1000 ALSO HIGHLIGHTS THE BANK OF BEST PERFORMANCE IN ACCORDANCE WITH THE COMBINATION OF SIZE AND FINANCIAL PERFORMANCE INDICATORS. THE CRITERIA USED BY VALOR 1000 AREA APPROVED BY THE SÃO PAULO SCHOOL OF BUSINESS ADMINISTRATION OF THE GETÚLIO VARGAS FOUNDATION AND ENDORSEMENT OF SERASA EXPERIAN – BOTH PARTNERS IN THE PUBLICATION. WITH THIS GUARANTEE, OVER THE COURSE OF THESE TWENTY-THREE YEARS, VALOR 1000 CONSOLIDATED ITSELF AS A VALUABLE AND INDISPENSABLE INSTRUMENT FOR CONSULTATION AND ANALYSIS. THE AWARDS EVENT GATHERS THE MAIN LEADERS, AMONG THEM, GOVERNMENT REPRESENTATIVES, BUSINESSPEOPLE, AND HEADS OF THE TOP COMPANIES IN BRAZIL, GENERATING AWARENESS FOR VALOR AND SPONSORS.



GPTW

GREAT PLACE TO WORK IS A GLOBAL CONSULTANCY AGENCY THAT SUPPORTS ORGANIZATIONS TO OBTAIN THE BEST RESULTS VIA A CULTURE OF TRUST, HIGH PERFORMANCE, AND INNOVATION AS A WAY OF CERTIFYING AND RECOGNIZING THE COMPANIES WITH THE BEST CULTURAL PRACTICES AND RESULTS IN ANALYSES, GPTW, IN PARTNERSHIP WITH ÉPOCA NEGÓCIOS AND VALOR ECONÔMICO, ANNUALLY PUBLISHES THE NATIONAL RANKING OF THE 150 BEST COMPANIES TO WORK FOR.

THE COMPANIES ARE DISCLOSED IN AN AWARDS EVENT FOR 1,200 PEOPLE, IN SÃO PAULO, FOLLOWED BY A SPECIAL EDITION OF EN AND COVERAGE SUPPLEMENT IN VALOR, TOTALLY DEDICATED TO THE RANKING AND ARTICLES ABOUT THE FUTURE OF WORK.

THE 150 COMPANIES ARE SELECTED ON A NATIONAL LEVEL AND DIVIDED INTO 4 CATEGORIES:

OVER 10,000 EMPLOYEES BETWEEN

1,000 AND 9,999 EMPLOYEES

MULTINATIONALS WITH 100 TO 999 EMPLOYEES

DOMESTIC WITH 100 TO 999 EMPLOYEES

COP30

UN'S CLIMATE CONFERENCE IS THE ONLY FORUM THAT ADDRESSES CLIMATE ISSUES IN WHICH ALL COUNTRIES ARE PRESENT. THUS, COP HAS THE RESPONSIBILITY AND LEGITIMACY TO MAKE DECISIONS THAT WILL DETERMINE OUR ABILITY AS GLOBAL COMMUNITY TO COLLECTIVELY CONTAIN THE CLIMATE CRISIS.

COP30 REPRESENTS A HISTORIC OPPORTUNITY FOR BRAZIL TO REAFFIRM ITS LEADERSHIP ROLE IN CLIMATE CHANGE AND GLOBAL SUSTAINABILITY NEGOTIATIONS. THE EVENT WILL ENABLE THE COUNTRY TO SHOWCASE ITS EFFORTS IN AREAS SUCH AS RENEWABLE ENERGIES, BIOFUELS, AND LOW-CARBON AGRICULTURE, IN ADDITION TO REINFORCING ITS LONGSTANDING PARTICIPATION IN MULTILATERAL PROCESSES, SUCH AS ECO-92 AND RIO+20. THUS, VALOR ECONÔMICO, O GLOBO, AND CBN WILL FULLY COVER THIS MEETING.

THE PROJECT WILL FEATURE A RANGE OF SPECIAL CONTENT AND IN-PERSON AND ONLINE MEETINGS THROUGHOUT THE YEAR. FOR THAT, A ROBUST CALENDAR WILL BE ADOPTED.





ESG PRACTICES

THE COMPANIES ALREADY KNOW WHAT ESG IS AND WHY TO ADOPT IT. THE GREAT QUESTION IS: HOW TO ACTUALLY BECOME ESG? THE GOAL OF A FIXED SPACE ABOUT THE ESG THEME IN VALOR AND O GLOBO IS TO SHED LIGHT ON INITIATIVES FROM COMPANIES THAT INCREASINGLY OPERATE IN THE THEME, BUILDING AND PROMOTING THE PATHS TAKEN, WITH AGENDAS THAT SPREAD GOOD PRACTICES, FOR COMPANIES OF ALL SIZES.

COMPANIES THAT DEEPLY UNDERSTAND THE POTENTIAL IMPACTS OF THESE CHANGES ON BUSINESS PERFORMANCE—FROM THE CORE AXES OF SUSTAINABILITY TO THE SOCIAL IMPACT OF INVESTMENTS AND HOW TO LEAD ON THESE ISSUES—WILL PERFORM BETTER. ALWAYS IN A CLEAR, OBJECTIVE, AND PRACTICAL MANNER.

- SPECIAL MONTHLY EDITIONS IN THE PRINTED NEWSPAPER, ON WEDNESDAYS.
- MONTHLY SPECIAL ARTICLES, PUBLISHED EVERY OTHER WEEK ALTERNATING WITH THE SPECIAL EDITION, ALSO ON WEDNESDAYS.
- WEEKLY MATERIAL IN ESG EDITORIALS IN BOTH WEBSITES, VALOR ECONÔMICO AND O GLOBO





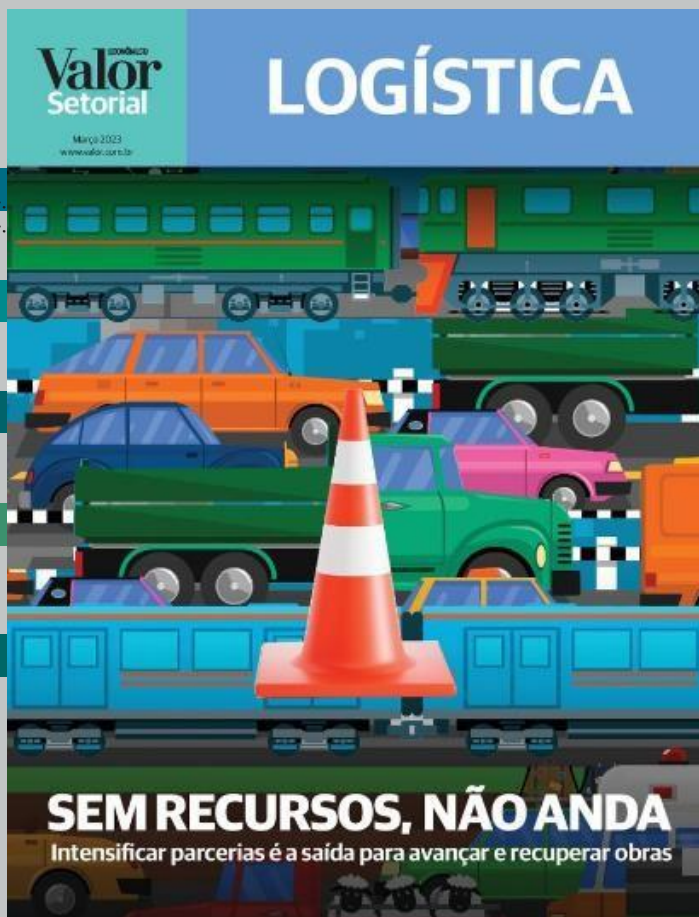
MAGAZINES

MAGAZIN ES

VALOR SPECIAL PUBLICATIONS STUDY IN-DEPTH ECONOMIC SCENARIOS IN BRAZIL AND WORLDWIDE. MORE THAN 15 MAGAZINES, WITH ANALYSES SIGNED BY THE MARKET TOP EXPERTS.



ALL PUBLICATIONS CIRCULATE ALL OVER THE COUNTRY WITH THE VALOR ECONÔMICO NEWSPAPER AND ARE AVAILABLE IN THE WEBSITE AND TABLET, IN ADDITION TO SPECIAL DISTRIBUTION FOR SPONSORS AND PARTNERS OF EACH PUBLICATION.



VALOR SETORIAL

DIFFERENT SECTORS OF THE ECONOMY, ANALYZED IN-DEPTH.

THE VALOR SETORIAL SERIES PERFORMS A COMPLETE X-RAY OF DIFFERENT ECONOMY SECTORS. FROM A SEGMENT, IT MAPS THE BUSINESS CHAIN AND DISPLAYS THE CHALLENGES AND OPPORTUNITIES OF THE GROUP OF COMPANIES RELATED TO THE SECTOR.



VALOR SPECIAL

DIVERSE TOPICS ARE ANALYZED UNDER THE PERSPECTIVE OF ECONOMY AND INVESTMENTS.

THE VALOR SPECIAL LINE ANALYZES THE SCENARIO, BUSINESS ENVIRONMENT, AND CAPACITY TO ATTRACT INVESTMENTS FOR PROJECTS IN DIFFERENT PRODUCTIVE CHAINS. THE SERIES ALSO BRINGS STORIES ABOUT BILATERAL RELATIONSHIPS BETWEEN BRAZIL AND THE COUNTRIES WITH WHICH IT TRADES.

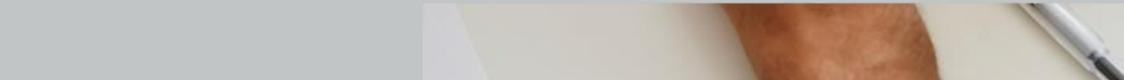
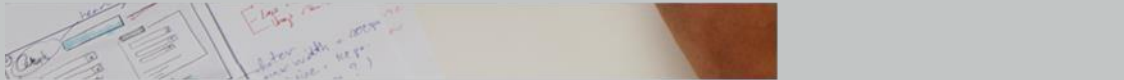


VALOR ESTADOS

IN-DEPTH STUDIES ABOUT REGIONAL ECONOMY AND INVESTMENT OF BRAZILIAN STATES.

THE ECONOMIC ENVIRONMENT OF BRAZILIAN STATES, THEIR PECULIARITIES, AND KEY APPEALS WILL BE THEME OF A SERIES OF PUBLICATIONS IN THE VALOR ECONÔMICO NEWSPAPER. A DIFFERENT X-RAY OF THE REGIONAL ECONOMY POINTING OUT INVESTMENT OPPORTUNITIES AND PERSPECTIVES FOR NEW OPERATIONS IN DIFFERENT AREAS.

DEADLINES



MAGAZINES

THE EDITORIAL STAFF NEEDS TO BE INFORMED ABOUT THE VIABILITY OF ISSUES 45 CALENDAR DAYS IN ADVANCE FROM THE MAGAZINE CIRCULATION DATE, THUS HAVING ADEQUATE TIME TO PRODUCE CONTENT AND CONDUCT THE PROPER INTERVIEWS.

- RESERVATION/CONFIRMATION: 45 CALENDAR DAYS IN ADVANCE FROM THE CIRCULATION DATE.
- MATERIAL DELIVERY: 10 CALENDAR DAYS IN ADVANCE FROM THE CIRCULATION DATE.

REMARKS: THE SPECIAL, SECTOR, FINANCIAL, AND STATE MAGAZINES ARE PUBLISHED IN ACCORDANCE WITH FINANCIAL VIABILITY. PREFERABLY DO NOT SCHEDULE THE CIRCULATION OF 2 MAGAZINES ON THE SAME DATE.

A man in a dark suit and white shirt is shown from the chest up, sitting at a desk and typing on a silver laptop. The background is a bright, out-of-focus office window. The image is presented in a collage style with several horizontal grey bars overlaid. The word "SUPPLEMENTS" is written in a teal, sans-serif font across one of the bars.

SUPPLEMENTS

SUPPLEMENTS
SPECIAL

EXCLUSIVE CONTENT WITH TOPIC OF INTEREST
AMONG ENTREPRENEURS AND MARKET LEADERS.

Valor Especial Água

Estresse hídrico

Para IPCC, mudança no nível do mar é fator de alarme para Brasil. Por **Andressa Vialli**, para o Valor, de São Paulo

Valor Especial Franquias

Redes oxigenadas

Relatório aponta que empresas de saneamento estão se preparando para o futuro. Por **Katya Sanches**, para o Valor, de São Paulo

Valor Especial Meio ambiente

Carga pesada

Ministério diz que 2023 deve ser o ano de maior crescimento da carga aérea. Por **Diego Zapparel**, para o Valor, de São Paulo

Continuidade de concessões será definida no próximo governo

Valor Especial Biodiversidade

Serão 10 mil de áreas protegidas em 2023. Por **Andressa Vialli**, para o Valor, de São Paulo

Valor Especial Glocal Experience

Caminhos para o futuro

Agência de inteligência aponta que empresas estão se preparando para o futuro. Por **Marcelo Sakuma**, para o Valor, de São Paulo

Valor Especial Minas Gerais

Incerteza à vista

Serão 10 mil de áreas protegidas em 2023. Por **Andressa Vialli**, para o Valor, de São Paulo

Alta de 44% nos resgates acima disputa na previdência

Valor Especial Carreira

ENGAJAMENTO VEM DO CUIDADO

Em 2023, olhar para a saúde física e mental dos funcionários é foco. Por **Andressa Vialli**, para o Valor, de São Paulo

Valor Especial Guia Valor de Fundos de Investimento

Decisões complexas

Empresas estão se preparando para o futuro. Por **Marcelo Sakuma**, para o Valor, de São Paulo

Valor Especial Mulheres na liderança

Passo a passo

Tudo de empresa com foco em crescimento. Por **Diego Zapparel**, para o Valor, de São Paulo

Valor Especial Siderurgia

Horizonte favorável

Com investimentos de R\$ 22,5 bil, setor vai crescer. Por **Diego Zapparel**, para o Valor, de São Paulo

2 3 4 6

Valor Especial Eficiência energética

Ganho potencial

Tendência aponta para maior eficiência energética e sustentabilidade. Por **Diego Zapparel**, para o Valor, de São Paulo

Valor Especial Guia de Previdência Valor/FGV

Zona de impacto

Relatório aponta que empresas estão se preparando para o futuro. Por **Marcelo Sakuma**, para o Valor, de São Paulo

Valor Especial Mulheres de negócios

Em banho-maria

Presença feminina em cargos de liderança cresce. Por **Marcelo Sakuma**, para o Valor, de São Paulo

Valor Especial Tecnologia bancária

Passo sem volta

Sistema financeiro brasileiro vai se preparar para o futuro. Por **Diego Zapparel**, para o Valor, de São Paulo

2 4 14 16

Valor Especial Energia

Movimento em rede

Com R\$ 12 bilhões de investimentos em 2023, setor se prepara para o futuro. Por **Diego Zapparel**, para o Valor, de São Paulo

Valor Especial Hospitais 4.0

Mercado em ebulição

Condições favoráveis para expansão de R\$ 10 bilhões em pouco mais de um ano. Por **Diego Zapparel**, para o Valor, de São Paulo

Valor Especial Open insurance

Novo ecossistema

Abertura de mercado para novos players e inovação. Por **Diego Zapparel**, para o Valor, de São Paulo

Valor Especial Telecomunicações

Muito além de games e streaming

Operação de empresas de tecnologia de R\$ 10 bilhões. Por **Diego Zapparel**, para o Valor, de São Paulo

Aumento da competição favorece consolidações no setor

Valor Especial Energias renováveis

Novos territórios

Empresas estão se preparando para o futuro. Por **Marcelo Sakuma**, para o Valor, de São Paulo

Valor Especial Rumos da economia

Efeito quinta geração

Investimentos devem ser maiores em 2023. Por **Marcelo Sakuma**, para o Valor, de São Paulo

Alteração do perfil de emprego é desafio no país

Valor Especial Educação executiva

Acesso digital e ampliado

Empresas estão se preparando para o futuro. Por **Marcelo Sakuma**, para o Valor, de São Paulo

Valor Especial Mercado livre de energia

Revolução na rede

Projeção de crescimento de acesso a mais de 10 milhões de consumidores. Por **Diego Zapparel**, para o Valor, de São Paulo

Valor Especial Saúde

Hora da integração

Empresas estão se preparando para o futuro. Por **Marcelo Sakuma**, para o Valor, de São Paulo

Valor Especial Turismo

Pronto para decolar

Agências de viagens esperam crescer em 2023. Por **Diego Zapparel**, para o Valor, de São Paulo

Mercado corporativo faz projeção otimista para 2022

SUPPLEMENTS SPECIAL

TOPICS CREATED IN ACCORDANCE WITH THE COUNTRY'S ECONOMIC ENVIRONMENT, CURRENT EVENTS, MARKET DEMANDS AND HISTORY.



TECHNOLOGY

MOBILITY, TELECOMMUNICATIONS, DIGITAL TRANSFORMATION, BANKING TECHNOLOGY, DATA CENTERS, CLOUD SAFETY, 5G ARTIFICIAL INTELLIGENCE, IOT, AND SMART HOMES.



ENVIRONMENT

WATER, ENVIRONMENT, SUSTAINABLE BUSINESSES, COP 29, BIODIVERSITY, FORESTS, AND THE AMAZON



FINANCES

PRIVATE PENSION, INVESTMENT FUNDS, CREDIT, PAYMENT METHODS, GOVERNANCE, PRIVATE BANKING, CORPORATE, INSURANCES.



ENERGY

FREE MARKET, RENEWABLE, GREEN HYDROGEN, OIL AND GAS, GENERATION DIGITALIZATION, TRANSMISSION AND DISTRIBUTION, WIND, SOLAR AND HYDROELECTRIC



INNOVATION

HEALTH, TECHNOLOGY, FOOD, RESEARCH AND DEVELOPMENT.



INFRASTRUCTURE

URBAN MOBILITY, SANITATION, CONCESSIONS, OIL AND GAS, SMART CITIES, HIGHWAYS, RAILWAYS, AIRPORTS, AND HARBORS.



HEALTH

PHARMACEUTICAL INDUSTRY, HEALTH TECHNOLOGY, PREVENTIVE MEDICINE, VACCINES, NEW MEDICATION, DIAGNOSTIC MEDICINE, HEALTH MANAGEMENT, HOSPITALS, MENTAL HEALTH, AND LONGEVITY

SPECIAL SUPPLEMENT S CALENDAR

JAN

- OPEN BANKING (OPEN FINANCE)
- CORPORATE TECHNOLOGY - TECHNOLOGY TRAIL
- EXECUTIVE EDUCATION
- PHARMACEUTICAL INDUSTRY - HEALTH SERIES
- SUSTAINABLE BUSINESSES SERIES
- CORPORATE BANKING
- MARKETING - ENTREPRENEURSHIP TRAIL
- SOUTHEAST - BRAZIL REGIONS SERIES

MAR

- EDUCATION (WORLD EDUCATION DAY)
- MINING
- LOAD TRANSPORT
- TELECOMMUNICATIONS - TECHNOLOGY TRAIL
- FOOD INDUSTRY
- TOURISM
- CENTENNIAL COMPANIES
- INSURANCE AND REINSURANCE
- FINANCIAL MANAGEMENT - ENTREPRENEURSHIP TRAIL
- HEALTH MANAGEMENT - HEALTH SERIES
- SUSTAINABLE BUSINESSES SERIES
- AIRPORTS - INFRASTRUCTURE TRAIL
- NORTHEAST - BRAZIL REGIONS SERIES

MAY

- ENVIRONMENT
- ENERGY TRAIL - RENEWABLE SOURCES
- FOREIGN TRADE
- LED MOVEMENT - EDUCATION 360
- CREDIT - ENTREPRENEURSHIP TRAIL
- LONGEVITY - HEALTH SERIES
- SUSTAINABLE BUSINESSES SERIES
- HARBORS - INFRASTRUCTURE TRAIL
- TECHNOLOGY NETWORKS (technology trail)
- MIDWEST - BRAZIL REGIONS SERIES

- SP BIRTHDAY
- PERSONAL FINANCES
- HEALTH TECHNOLOGY - HEALTH SERIES
- URBAN MOBILITY
- ESG - ENTREPRENEURSHIP TRAIL

FEB

- BUSINESS WOMEN
- WORLD WATER DAY
- INCOME TAX
- THE FUTURE OF WORK
- FINANCIAL EDUCATION
- SMART CITIES
- DIGITAL SAFETY - TECHNOLOGY TRAIL
- PREVENTIVE MEDICINE - HEALTH SERIES
- SUSTAINABLE BUSINESSES SERIES
- SANITATION - INFRASTRUCTURE TRAIL
- TECHNOLOGY - ENTREPRENEURSHIP TRAIL
- SOUTH - BRAZIL REGIONS SERIES

APR

- ECONOMY JOURNEYS (24-YEARS ANNIVERSARY OF VALOR)
- HOSPITALS - HEALTH SERIES
- ENERGY - GENERATION, TRANSMISSION AND DISTRIBUTION
- AGRIBUSINESS
- INVESTMENT FUNDS GUIDE
- SUSTAINABLE BUSINESSES SERIES (RECYCLING)
- BIODIVERSITY
- CLOUD\DATACENTER - TECHNOLOGY TRAIL
- RELATIONSHIP WITH CONSUMERS - ENTREPRENEURSHIP TRAIL
- HIGHWAYS - INFRASTRUCTURE TRAIL
- NORTH - BRAZIL REGIONS SERIES

JUN

REMARKS: THE INFORMED SCHEDULED DATE FOR CIRCULATION MAY CHANGE.
 - RESERVATION 20 CALENDAR DAYS IN ADVANCE FROM THE CIRCULATION DATE.
 - MATERIAL DELIVERY 2 DAYS BEFORE THE CIRCULATION DATE.
 - THE SUPPLEMENT WILL ONLY BE PUBLISHED IF COMMERCIALY VIABLE.

SPECIAL SUPPLEMENT S CALENDAR

JUL

- EXECUTIVE AVIATION (LABACE)
- IOT - TECHNOLOGY TRAIL
- DIAGNOSTIC MEDICINE - HEALTH SERIES
- HYDROELECTRIC - ENERGY TRAIL
- HR 4.0
- NEOBANKS – DIGITAL BANKS
- PAYMENT METHODS
- STEELMAKING (COVERAGE OF BRAZIL STEEL CONGRESS)
- SUSTAINABLE BUSINESSES SERIES
- SHOPPING CENTERS

SEP

- ENTREPRENEURSHIP
- INSURANCE
- ENERGY TRAIL - OIL AND GAS (COVERAGE OF RIO OIL & GAS)
- TELECOMMUNICATIONS (FUTURECOM)
- FOOD INDUSTRY (WORLD FOOD DAY)
- DATA - TECHNOLOGY TRAIL
- INVESTMENT FUNDS GUIDE
- VACCINE - HEALTH SERIES
- SUSTAINABLE BUSINESSES SERIES - BIODIVERSITY THEME
- AGRIBUSINESS

NOV

- FUTURE TRENDS
- DRINKS INDUSTRY
- ENERGY TRAIL - GREEN HYDROGEN
- FLEETS MANAGEMENT
- HYDROELECTRIC - ENERGY TRAIL
- PENSION FUND GUIDE
- SUSTAINABLE BUSINESSES SERIES
- SMART HOMES - TECHNOLOGY TRAIL
- SHOPPING CENTERS

- COOPERATIVISM
- ENERGY TRAIL - FREE MARKET
- CORPORATE GOVERNANCE
- ARTIFICIAL INTELLIGENCE - TECHNOLOGY TRAIL
- BANKING TECHNOLOGY (COVERAGE OF FEBRABAN TECH)
- NEW MEDICATION - HEALTH SERIES
- SUSTAINABLE BUSINESSES SERIES
- RAILWAYS - INFRASTRUCTURE TRAIL

AUG

- MENTAL HEALTH - HEALTH SERIES
- THE AMAZON
- GREEN TECHNOLOGY
- RETAIL (LATAM RETAIL SHOW)
- 5G - TECHNOLOGY TRAIL
- TOURISM
- WIND ENERGY - ENERGY TRAIL
- SUSTAINABLE BUSINESSES SERIES
- FRANCHISES
- MINING (EXPOSIBRAM)
- FORESTS (TREE DAY CELEBRATION)

OCT

- EXECUTIVE EDUCATION
- ELECTRONIC COMMERCE
- DIVERSITY/RACIAL EQUALITY
- DIGITALIZATION/SMART GRID - ENERGY TRAIL
- DIGITAL SERVICES - TECHNOLOGY TRAIL
- SOLAR ENERGY - ENERGY SERIES
- SUSTAINABLE BUSINESSES SERIES
- COP29
- Vehicles and transport
- GPTW Survey Results (Valor and Época Negócios)

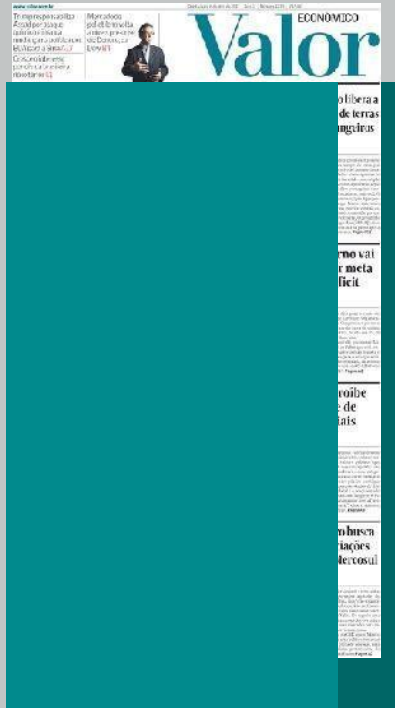
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OFF FORMATS



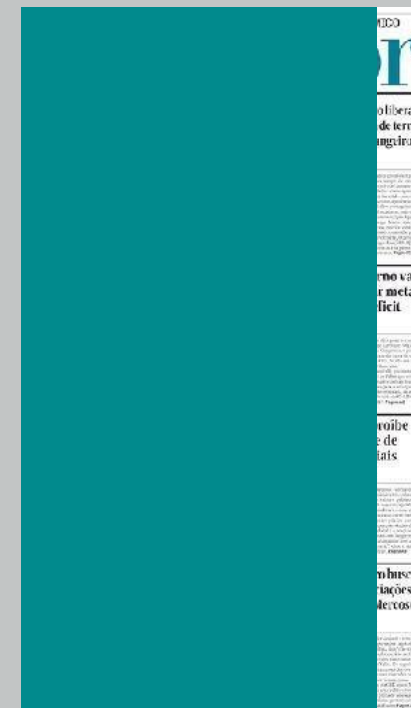
OFF FORMATS



TOTAL DUST
JACKET:
6 COL X 45 CM



OUTER COVER
(LOOSE PAGE):
6 COL X 45 CM



FAKE DUST JACKET CONNECTED
TO THE MAIN SECTION:
6 COL X 45 CM

OFF FORMATS



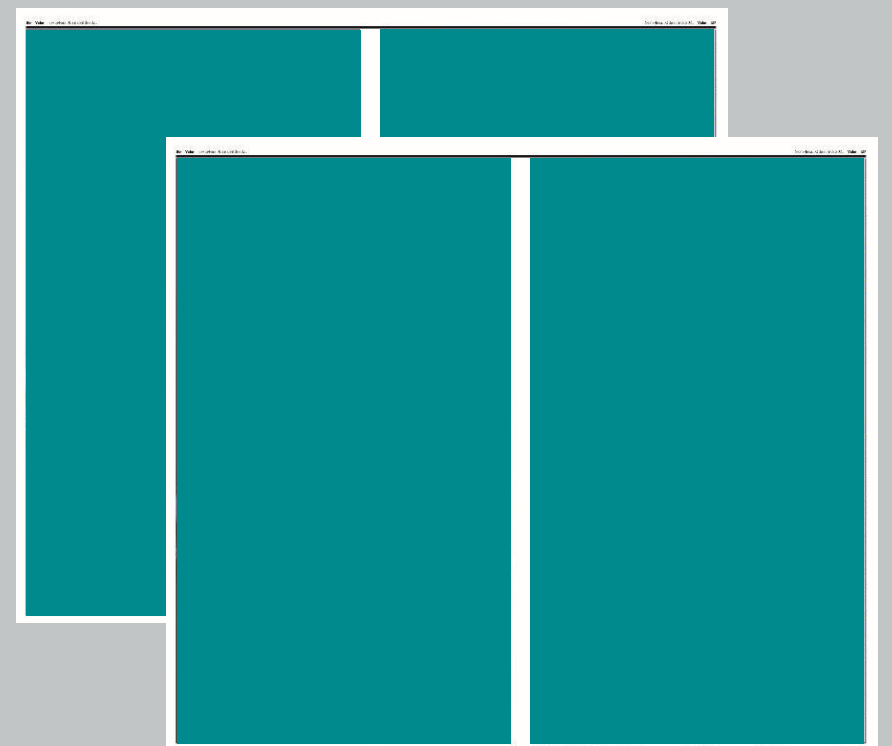
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HALF PAGE:
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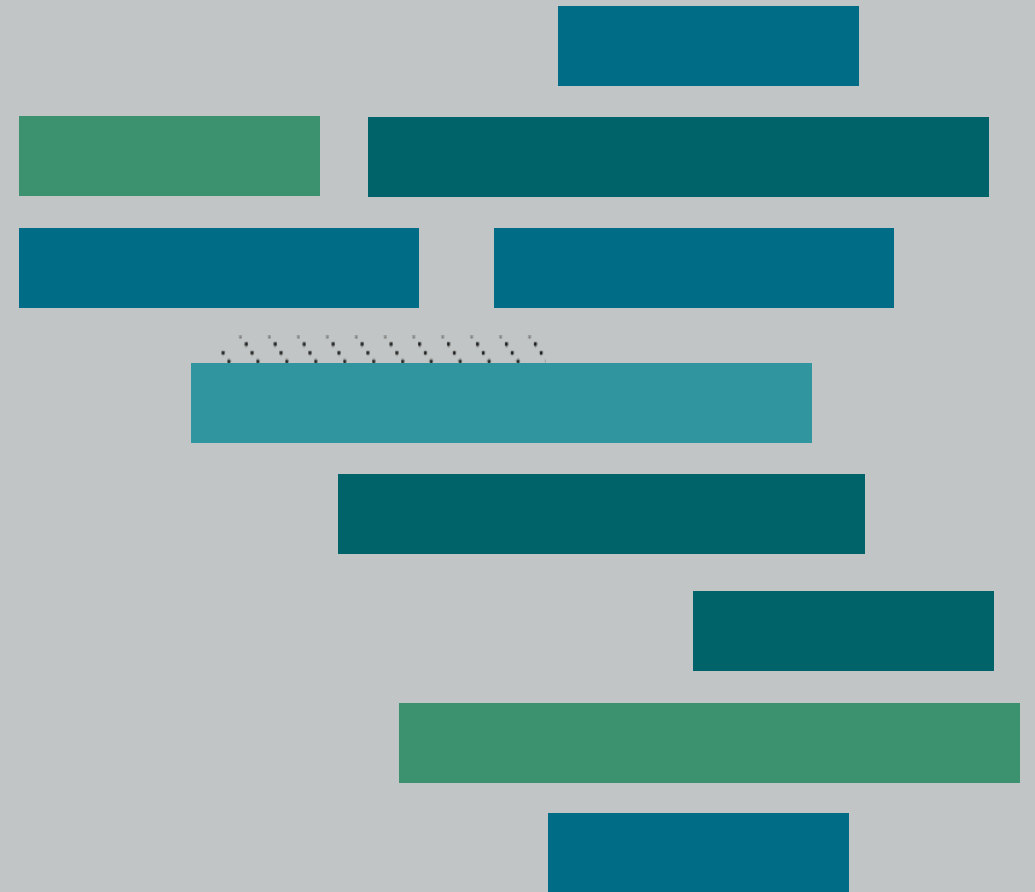


1/4 PAGE:
3 COL X 26 CM



MULTIPAGE

ON FORMATS

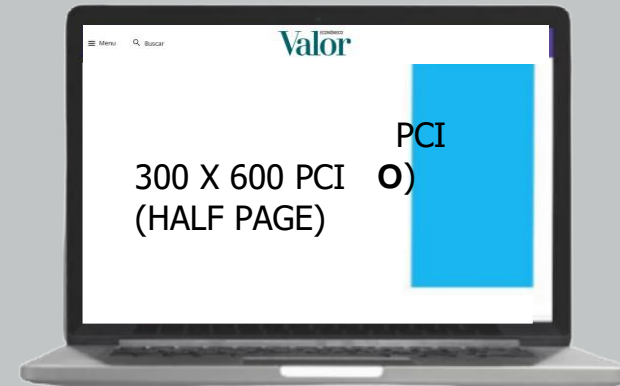
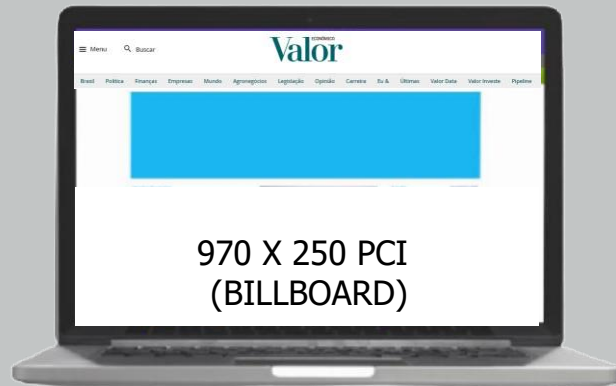
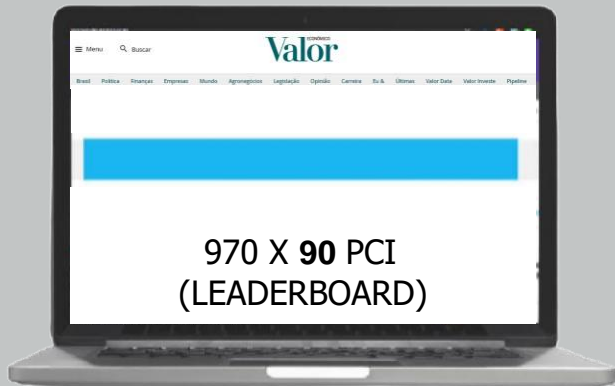
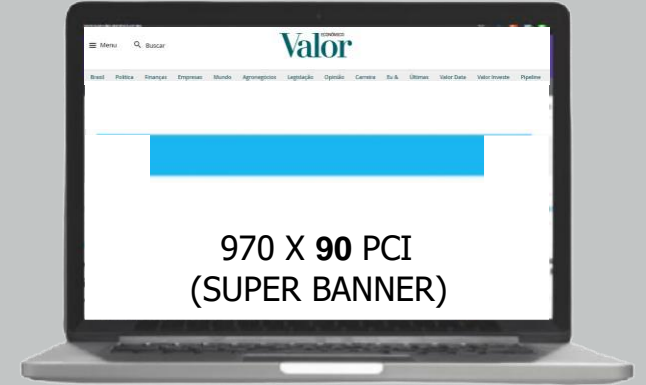
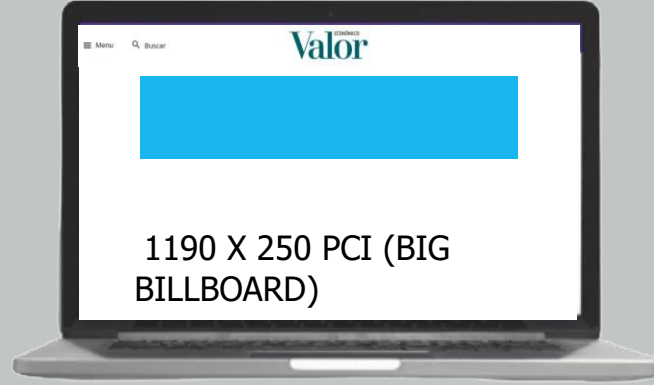
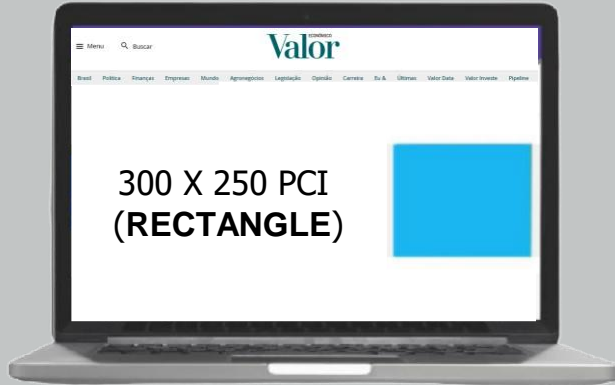


IAB FORMATS



FORMATS
ON

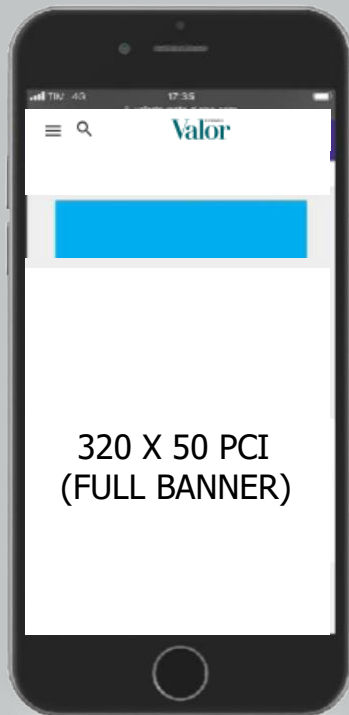
IAB FORMATS



OTHER ACCEPTABLE DIMENSIONS:
320 X 100; 300 X 50; 300 X 100

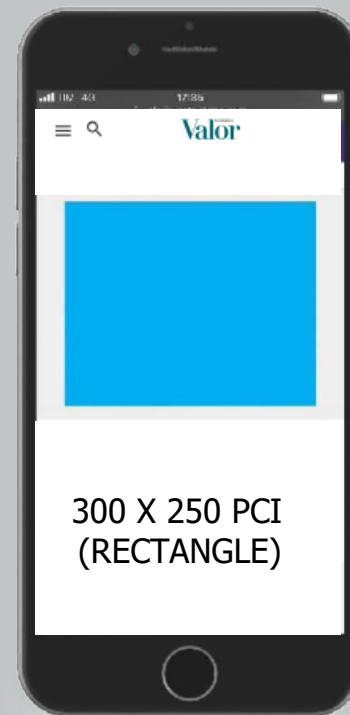
FORMATS
ON

IAB FORMATS



320 X 50 PCI
(FULL BANNER)

OTHER ACCEPTABLE DIMENSIONS:
320 X 100; 300 X 50; 300 X 100



300 X 250 PCI
(RECTANGLE)

SPECIAL FORMATS



FORMATS
ON

SPECIAL FORMATS

OUTSTREAM FORMAT

OUTSTREAM IS A FORMAT EXCLUSIVE FOR VIDEO, WHICH ONLY PLAY IN ARTICLES. CAN BE VIEWED ON A DESKTOP OR MOBILE. IMPACT FORMAT WITH 70% VISUALIZATION RATE.

SEGMENTATION POSSIBILITIES:

- WEBSITE/CHANNEL;
- GEOLOCALIZATION;
- CLUSTER.

EQUIVALENT TABLE VALUE:
OUTSTREAM FORMATS

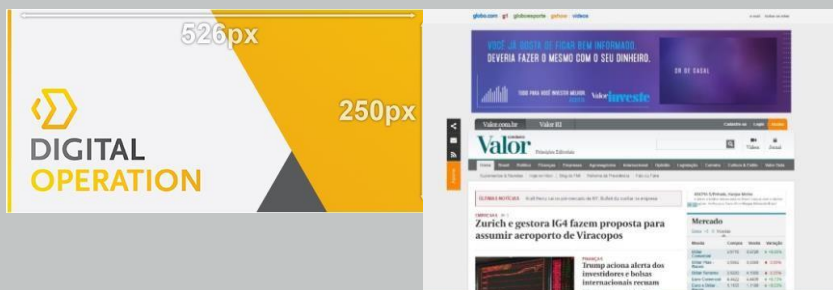


FORMATS
ON

SPECIAL FORMATS

DESKTOP VIDEO

BILLBOARD 970 X 250 PCI



HALF PAGE
300 X 600 PCI



RECTANGLE
300 X 250 PCI

OUTSTREAM*



PRE-ROLL



MOBILE VIDEO

RECTANGLE
300 X 250 PCI



OUTSTREAM*





VALOR ECONÔMICO
DOES NOT
HAVE INTERESTS



ECONÔMICO
Valor