



MEDIA KIT



**MAIN REFERENCE FOR
PRODUCERS AND
PROFESSIONALS WORKING
IN THE AGRO-INDUSTRY
WHO SEEK RELIABLE
INFORMATION TO ENHANCE
THE MANAGEMENT
OF THEIR BUSINESS**



THE WORD OF THE FIELD

With reliable information about management, new market technologies and reports about life in the field and its culture, we connected directly to the audience, won several national and international awards and became **leaders in our segment.**

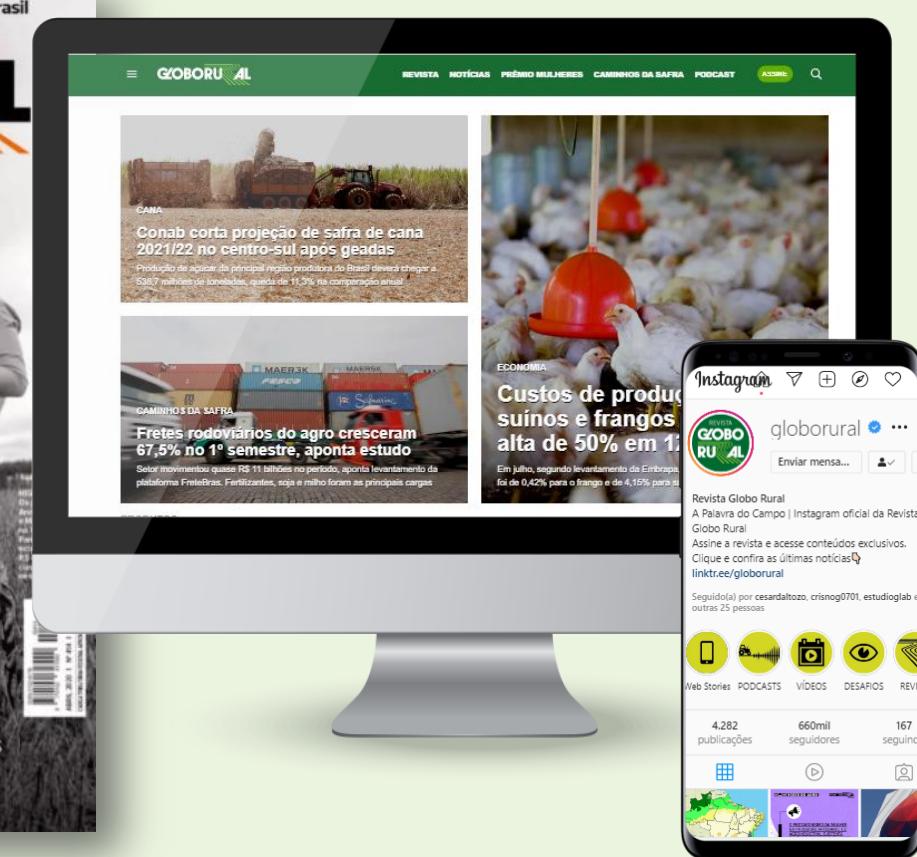




GLOBO RURAL IS MULTIPLATFORM

Everyday, this qualified content reaches the readers via digital (website, WhatsApp, social media), print, CBN radio and TV.

Plus, a series of online and offline events, brings entertainment and information with the GLOBO RURAL seal.





MAGAZINE READERS

(print + read on the internet)

155K READERS

Circulation: 40.562

WEBSITE READERS

2,0 MM unique visitors

2,5 MM pageviews

Social Media

f 1 MM followers

660 mil followers

254 mil followers

AUDIENCE PROFILE

DIGITAL

58% Men

28%
25 to 34 yo

40% AB

52% C

20% up to 24 yo
27% 35 to 44 yo
05% 45 to 54 yo
20% 55+ yo

MAGAZINE

77% Men

29%
55+yo

55% AB

43% C

27% up to 24 yo
11% 25 to 34 yo
20% 35 to 44 yo
13% 45 to 54 yo





WHO DO WE TALK TO?

AGRIBUSINESS

People who work in the agro-industry, in research/science, cooperatives or academy (graduation, post-graduation)

FAMILY AGRO

Small producers, responsible for supplying the Brazilian domestic market

GREAT PRODUCERS

Aimed at the production of commodities, large crops and mainly for the external market

CONSUMER

Audience interested in the origin of the food, cultivation/consumption trends or in producing at home/country home

AGRICULTURE & LIVESTOCK

News about credit, costs, planting, harvesting, producing, exporting and selling crops and creations

INNOVATION/AGTECHS

Everything about new agro technologies and startups that are bringing innovation to fields in Brazil and abroad

SUSTAINABILITY

Climate changes and good practices that modernize agro, with reduced impact on the environment and respect for people

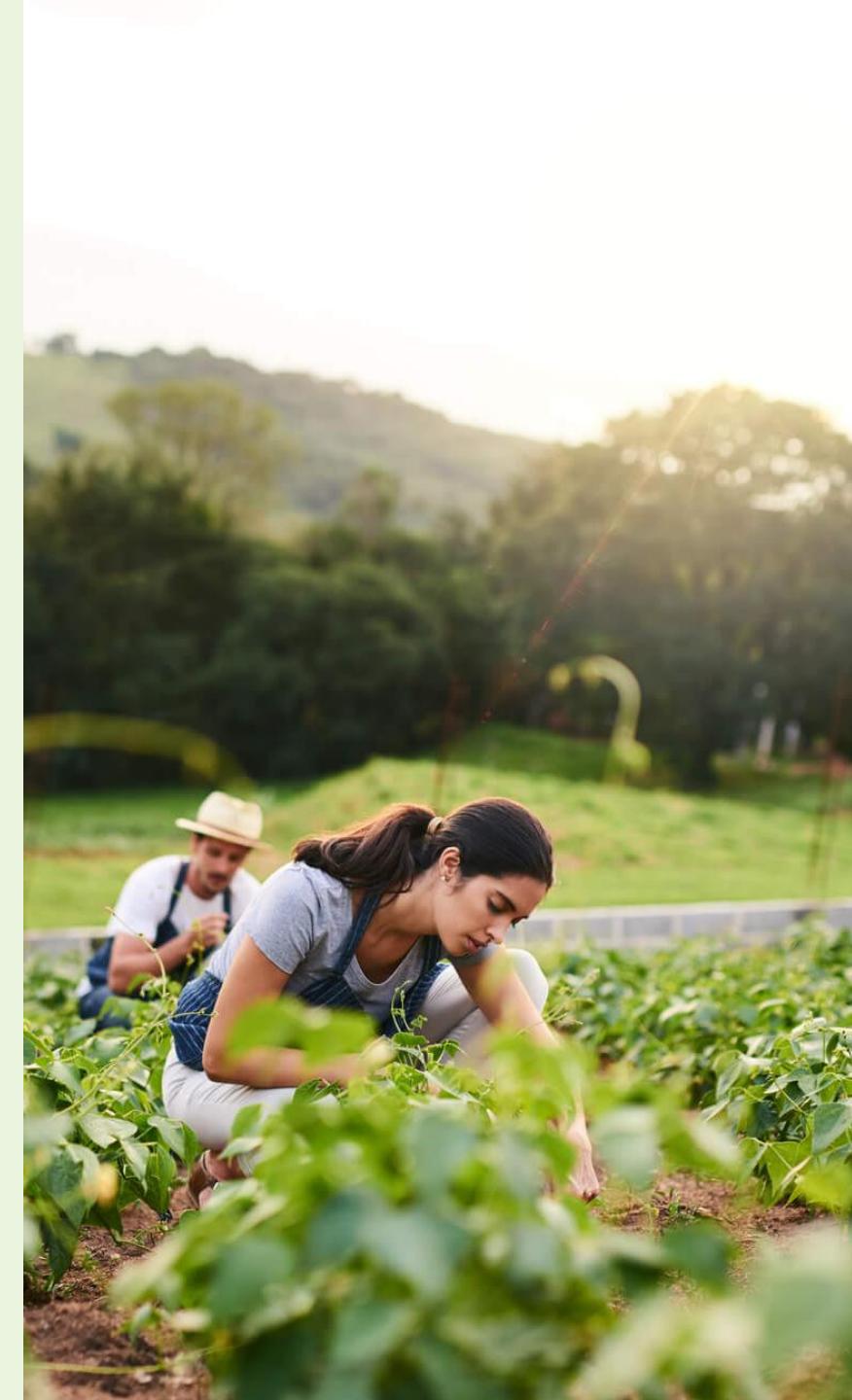
EDITORIALS

AGRO VOICES

An exclusive positioning channel for leaders and those who know what they are talking about with opinion and analysis on the most relevant topics of the moment

AGRO IS WOMEN'S

Here the women of the field are the protagonists and gather to tell their stories, challenges and overcomes within the business



GLOBO RURAL PROJECTS



BEST OF AGRIBUSINESS AWARD

The most important Brazilian Agribusiness Award reaches its 17th edition together with the Agribusiness Yearbook which will bring the ranking of the most outstanding companies for performance and management. Globo Rural will award the best of each category in a night of celebration.



PATHWAYS OF THE CROP (CAMINHOS DA SAFRA)

X-ray of the flow of grain, fruit and meat crops, from farms to ports, we cover the main production routes every year. With nearly a decade of work, Caminhos da Safra has become the largest survey on infrastructure for the transportation of agricultural production in Brazil.

GLOBO RURAL PROJECTS



With over 100 companies registered, the Great Place To Work (GPTW) evaluates several criteria and reveals together with the Brazilian Agribusiness Association (Abag) and Globo Rural, the ranking with the top 30 – 10 large and 20 considered small or medium.



SUSTAINABLE FARM AWARD

Platform that highlights a catalog of initiatives from agro entities and companies which contribute and innovate to a more sustainable world. The agro ESG will value actions of Environmental, Social and Corporative Governance of companies linked to the sector.

GLOBO RURAL PROJECTS



AGRO&TECH

AGRO&TECH is a content and experience platform that will connect the innovation ecosystem to giants in the agro market, in addition to giving national visibility to technologies and startups that lead the digital transformation in agricultural production.

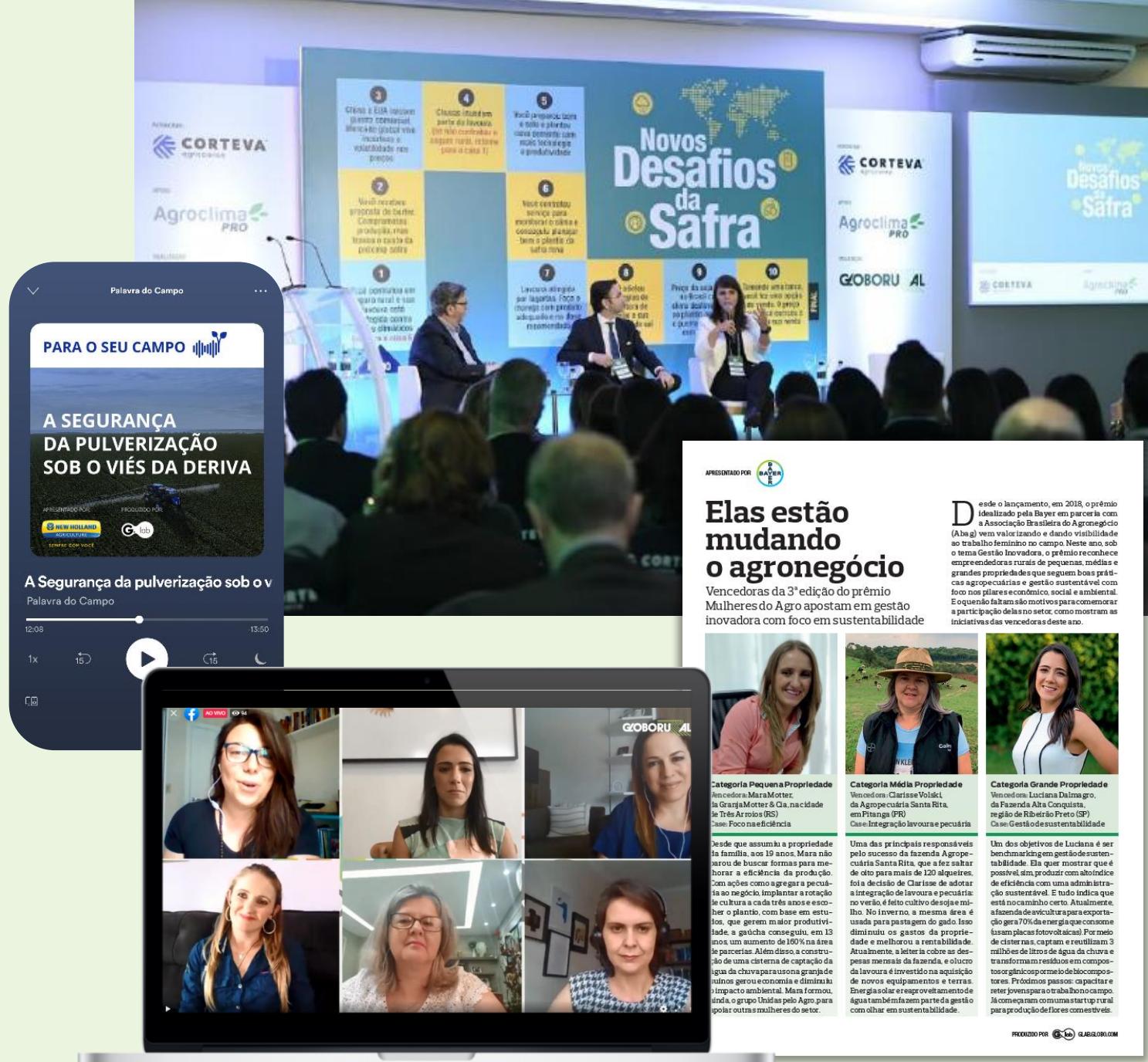


AGROTIME FORUM

An annual seminar that will address the main challenges of the sector, the impact of climate change in the field and the tools that rural producers and agribusiness companies have today to avoid losses and minimize risks: rural insurance, monitoring the climate on the farm to choose the right time to plant (early, medium or late cycle varieties), the best time to apply pesticides and to harvest.

GLOBO RURAL PROJECTS

In addition, based on the partner's interest, we can develop specific projects in different formats: branded content, lives, podcasts, content hub, web series, editorial sponsorship, series on social network, email mkt, e-book, masterclasses, etc.





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