

GALILEU

M Í D I A K I T





GALILEU

BRAND ESSENCE

DISSEMINATING AND DISCUSSING SCIENCE HAS NEVER BEEN SO IMPORTANT.

The Covid-19 pandemic, climate change and the growth of mental health problems prove that the topic is not restricted to test tubes in laboratories - all of us impacted daily by objects of study and scientific findings. And that is why GALILEU, in its 30s, **has the mission of translating the latest discoveries into accessible language**: from the simplest animal that inhabits (or has already inhabited the earth) to studies that edit how to deal with global health crises, the future of planet or even what exists in worlds beyond the Solar System.

We have an obligation to value the protagonists of these advances of yesterday and today, the scientists. But if you fail to highlight the changes that are still needed, especially the greater representation in academic careers – of women, BLACKS, indigenous people, LGBTQIA+ people and other social groups. We believe that only by being plural can science be carried out in its best form to, in fact, change the world.

To question. To learn. To evolve. Count on GALILEU every day to build a better future.



THE READER OF GALILEU

CURIOUS BY NATURE, HUNGRY FOR KNOWLEDGE

The Internet user who consumes GALILEU content is a young adult and wants to delve deeper into scientific discussions and discoveries. They are attuned to technology and pop culture, engaged in the most urgent causes of the moment, especially diversity and sustainability, carrying with them the desire to innovate and break paradigms.



GALILEU



GALILEU

AUDIENCE

SOCIAL MEDIA

2,9 MILLION
followers



1,8 MILLION
followers



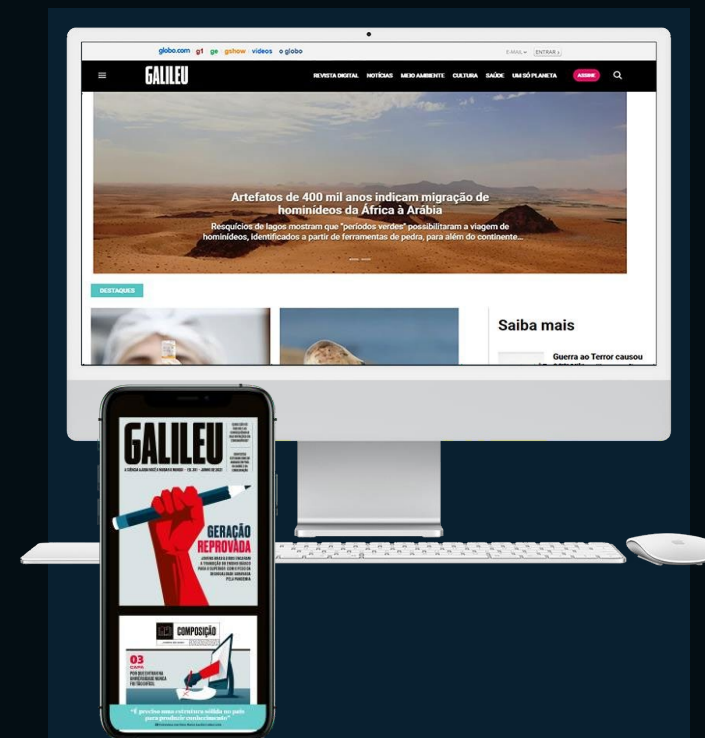
727 THOUSAND
followers



442 THOUSAND
followers



26 THOUSAND
followers



SITE

2,7 MILLION
unique visitors

8,7 MILLION
pageviews



GALILEU

AUDIENCE PROFILE



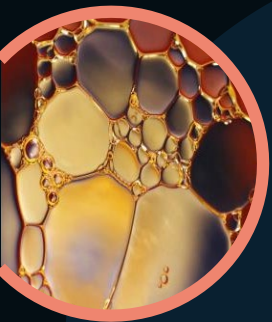
DIGITAL

61% Women
39% Men

39% AB
51% C
8% D

AGE GROUP

23% up to 24
28% 25 to 34 years old
20% 35 to 44 years old
15% 45 to 54 years old



CONTENT

100% digital.

GALILEU distributes its content on the website with daily updates, bringing the main news about science, behavior, technology and culture. The digital magazine has in-depth reports on the big topics of the moment, in addition to social networks .





SECTIONS

The best science content for the lay public in the country, organized by different sections/themes.



ARCHEOLOGY

Discover the greatest discoveries about the past of humanity.



HEALTH

Channel updated daily with the main findings on the Covid-19 pandemic and other major topics in human health.

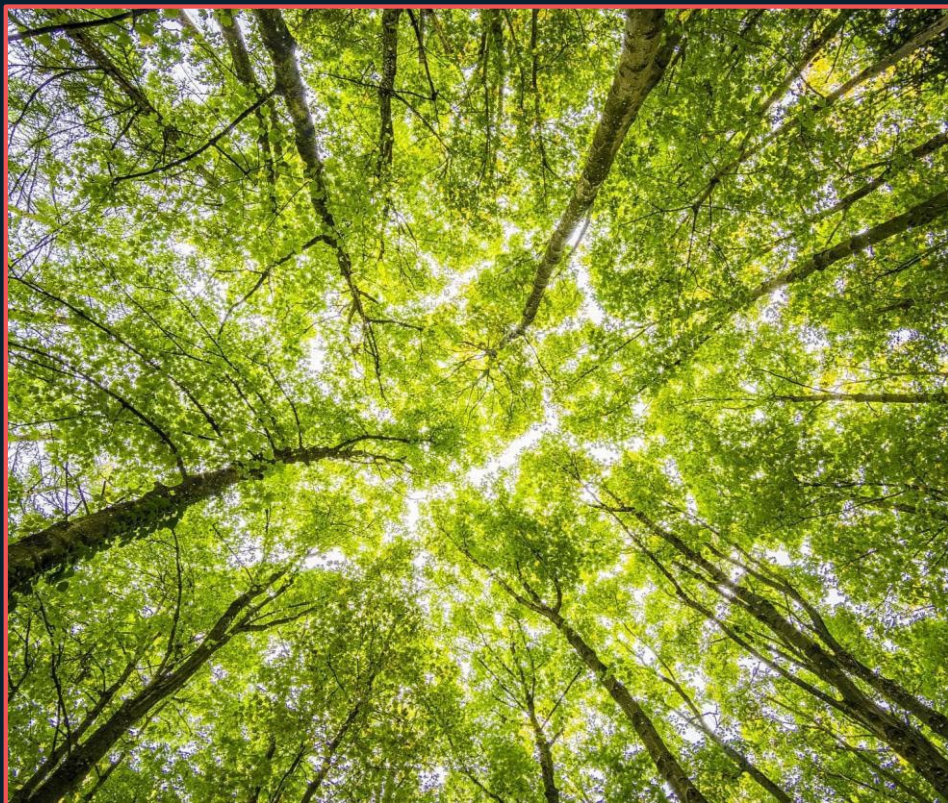


ASTRONOMY

Here are concentrated the main discoveries of Brazilian and world astronomy.



SECTIONS



SOCIETY

Stay on top of the main debates that take over the social networks of news related to behavior and human rights.

ENVIRONMENT

Commitment to dissemination related to climate change and solutions found by science to save the planet.



DIGITAL MAGAZINE

Detailed reports and in-depth interviews on the most important topics of the moment and a visual material with Galileu's bold identity.

It can be accessed by Globo+ and in magazines of telecom operators.



CAPA

Bring back the most relevant subjects of the month

COMPOSITION

Displays the index of the digital edition

INTERVIEW

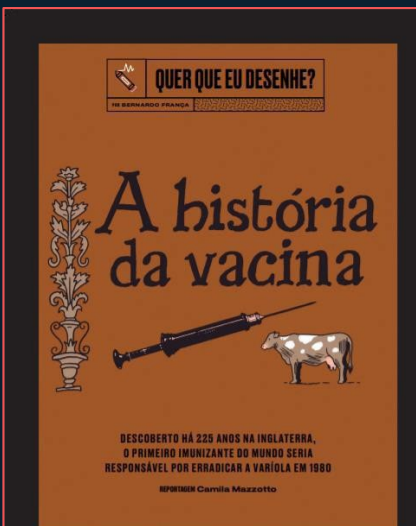
Exclusive interview with guest.

ARTICLES/REPORTS

Articles focused on Galileu's editorials, such as the environment and health.

YOU WANT ME TO DRAW

Illustrated section that addresses historical facts and personalities.





GROWTH

Galileu has become a reference in the coverage of the covid-19 pandemic, managing to translate the discoveries and questions of science to the public – our audience in March and April 2020 reached 11 million page views.

The site had consistent growth in organic origin for the biennium 2020 2021 – from 46% to 61%.

Our Instagram, with its own editorial visual language, reached 426 thousand followers in the last year.



SPECIAL PROJECTS

GALILEU





SPECIAL PROJECTS

GALILEU INNOVATORS

Cycle of lectures with great current names in science and technology. They contribute to innovation, either through their work in research centers, universities and startups, or as media figures who attract attention to these areas.

Each meeting is opened by a national speaker, followed by a renowned international guest. From each meeting, we will generate a series of contents to engage our audience in the discussion.

The first two cycles are about astronomy and behavior and will bring names linked to a historic moment of Brazilian science, society and technology.



SPECIAL PROJECTS

SCIENCE ON THE AGENDA

With a focus on valuing science, scientific advances and prominent Brazilian characters, GALILEU and O GLOBO come together to create a multiplatform content project. There are 10 dates during the year that will feature Live and content in a Hub in GALILEU!

02/11 – Anthropologist's Day

02/11 – Mathematician's Day

02/11 – Physicist's Day

02/11 – Geographer's Day

02/11 – Chemist's Day

02/11 – Day of the Scientist/Science and Scientific Researcher

02/11 – Day of the Social Scientist

02/11 – Biologist's Day

02/11 – Biomedical Day

SPECIAL PROJECTS

5G SPECIAL

Connectivity, speed and innovation are some concepts related to 5G. TechTudo and Galileu will anchor a series of content on 5G and its challenges in Brazil and the world. A project full of interactivity and information

VESTIBULAR MARATHON

Galileu will develop a digital content platform to instruct and guide students across the country and give visibility to brands that are committed to the development of national education.

POP UP GALILEU

Meetings in teleconference on relevant subjects – under the science bias, the pop-up proposes a frank conversation on topics such as telemedicine, digital education, diversity, mental health, education for young people, educational and professional inclusion, among other topics.

DIGITAL DOSSIER

Galileu uses its expertise to speak to young audiences, addressing various topics of interest in a special monthly, cross-platform editorial, working on relevant guidelines for qualified readers.

STUDENT'S DAY

To commemorate the date, Crescer and Galileu team up in a special content project on their digital platforms. On the day, the titles will produce content through live broadcasts and e-cards/posts on social networks, providing the public with information and practical tips

GALILEU

SPECIAL PROJECTS

CUSTOMIZED PROJECTS

Aligned with the partner, Galileu's newsroom can develop different guidelines for segments related to the title:

- PODCAST
- SPONSORED DIGITAL COVERS
- LIVES
- WORKSHOPS
- E-BOOKS
- INSTAZINES
- WEB STORIES
- REELS
- SOCIAL MEDIA/TAKEOVER CONTENT PILLS
- CONTENT HUBY ON THE SITE



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