



monet

MEDIA KIT



MONET IS THE MAGAZINE WITH THE LARGEST CIRCULATION AND ONE OF THE LARGEST WEBSITES IN THE POP CULTURE AND ENTERTAINMENT SEGMENT IN BRAZIL

It is the only entertainment, pop culture and pay TV brand in the country that manages to combine large print and online audiences.

With great emphasis on the growth of audiovisual entertainment options, including streaming, MONET is in tune with the transformations of the cultural scene



MONET MANIFESTO

It's not just a movie. It's billions. And endless seasons of series, reality shows, documentaries, sports programs, live broadcasts and lots of journalism. Everything on TV. Many behind-the-scenes stories, scandals, romances, tragedies, victories and defeats to be told and MONET's challenge is to balance all of this amidst an ever-increasing offer of content on programming channels, on streaming platforms, on the web and in social media.

We are here to make people see value in the immensity of content they have available and guide them to tailored attractions for each profile, which can be watched anytime and anywhere. This in a world with frenetic technological advances and in which the multiscreen experience is more than reality, it is mandatory.

On its multiple platforms, MONET brings relevant information lightly, respecting the characteristics of each medium and with the eyes of those who consume and experience entertainment. Come play with us.





THE MONET READER

Completely hooked on pop culture and entertainment. They seek to inform themselves about movie releases, series and content streaming. They are a fan of the multiscreen experience to consume content, reverberating their opinion on social networks. They are interested in the backstage of Hollywood and the news surrounding his idols. They belong to all ages, but most of them is made up of young adults, who already have consumption capacity, ranging from tourism to technology gadgets, passing through the delivery they order while watching their favorite programs.

MAGAZINE

MAGAZINE READERS
(Read print + digital edition)

154 thousand readers

53,142 copies
circulation

SITE

3.3 MILLION
Unique visitors

8.3 MILLION
page views

NEWSLETTER

2,550 submissions (Apr/22)

SOCIAL MEDIA

218 THOUSAND
followers



122 THOUSAND
FOLLOWERS



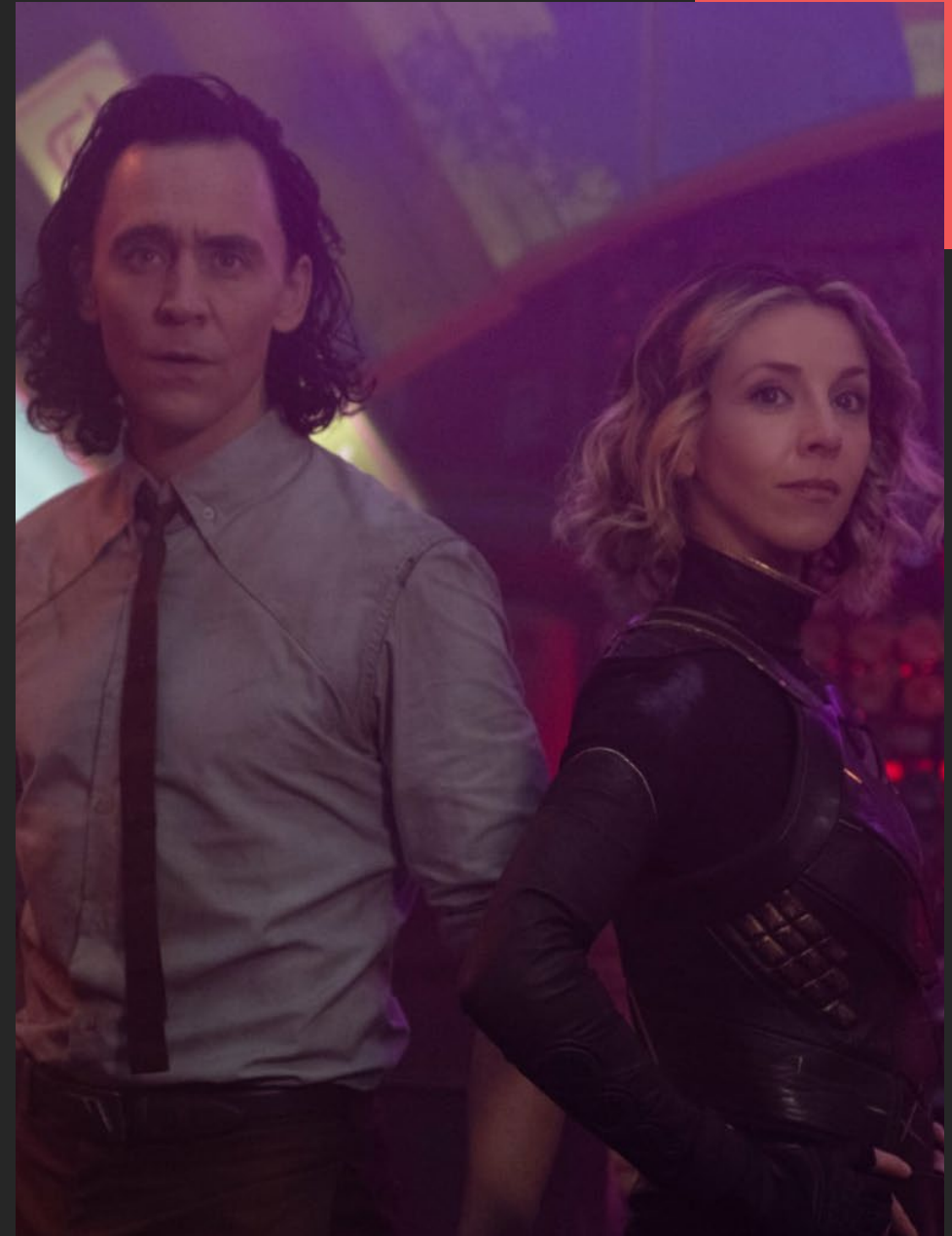
74 THOUSAND
FOLLOWERS



10 THOUSAND
FOLLOWERS



12 THOUSAND
FOLLOWERS



AUDIENCE PROFILE

MAGAZINE

82% Men



84% AB

9% C

38% 45 to 54
years old

8% up to 24 years

20% 25 to 34 years old

30% 35 to 44 years old

5% 55+ years old

SITE

50% Men



48% AB

44% C

30%

35 to 44 years

old up to 24 years

20% 25 to 34 years old

21% 45 to 54 years old

23% 55+ years old

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SECTIONS

About the structure of
the site



SERIES

The best of TV productions,
with trivia and previews of
the new seasons



FILMS

Behind the scenes,
trailers and news from
the world of cinema

SECTIONS

About the structure of
the site



NEWS

Reports on everything that
surrounds pop culture and the
world of entertainment



CELEBRITIES

Everything That Happens in
Hollywood with the
Entertainment Stars



MUSIC

Video clips,
recording secrets
and more

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MONET MAGAZINE

About the structure of
the magazine



COVER

Brings the most relevant subjects of the month

MENU/EDITOR'S LETTER

Displays the index of the edition

SPECIAL FOR YOU

The main novelties of NET/Claro products (advertising format)

NOW

Calendar of releases of the month

MIXER

Notes on attractions of the month, segmented by gender

ARTICLES/REPORTS

Articles focusing on the attractions of pay-TV channels and the main streaming platforms

PROGRAMMING GRID

The list of attractions per channel, whether daily or basic, in addition to the synopses of the movies showing



MONET DIFFERENTIALS

- It uses the attractions of pay-TV and streaming platforms as subsidy for reports, articles, notes and interviews. A good analogy is with the extra contents of DVDs.
- It is the only publication that treats the segment in the same way: it takes advantage of program premieres and releases to bring differentiated content, such as interviews, profiles and exclusive articles.
- The programming grid is the most complete - printed - in Brazil and the service means that the magazine is present with the reader every day of the month.
- One of the main websites about culture and entertainment in the country, bringing news from the big stars of Hollywood, in addition to everything that involves the universe of TV, cinema, music and more.

REASONS TO JOIN MONET

MAGAZINE

- The biggest pop culture and entertainment magazine in Brazil;
- The most complete coverage of the TV universe;
- Exclusive interviews, profiles and articles on top stars from film, TV, sports and more;
- Modern and clean design, which makes reading more pleasant, with aesthetic refinement and appreciation of photos and illustrations;
- Wide variety of subjects covered - ranging from cinema to gastronomy, from series to football, from cartoons to award-winning documentaries;
- Synopsis of all the films in the month's programming: more than 3000 titles with credits and showing times;
- In a world with thousands of content offers, MONET serves as a compass of what is best and most relevant;

SITE

- One of the biggest websites about entertainment and pop culture in the country
- Always up to date with the main Hollywood news
- Trailers, specials and videos with the universe of cinema, TV series



SPECIAL PROJECTS

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JANUARY

GRAMMY COVERAGE

Monet will provide full coverage of music's most anticipated event. With its expertise in pop culture, the newsroom will develop content for the magazine and website, in addition to Facebook lives commenting on the award. Brands will be able to participate in this important moment in world entertainment by sponsoring Monet's coverage.



MARCH

OSCAR COVERAGE

Complete coverage of the 2022 Oscars in a way that only Brazil's biggest entertainment and pop culture magazine can do. The coverage gains even more prominence with the cover story of the March issue. In addition to print, Monet will create a series of contents on the website and social networks.



SEPTEMBER

EMMY COVERAGE

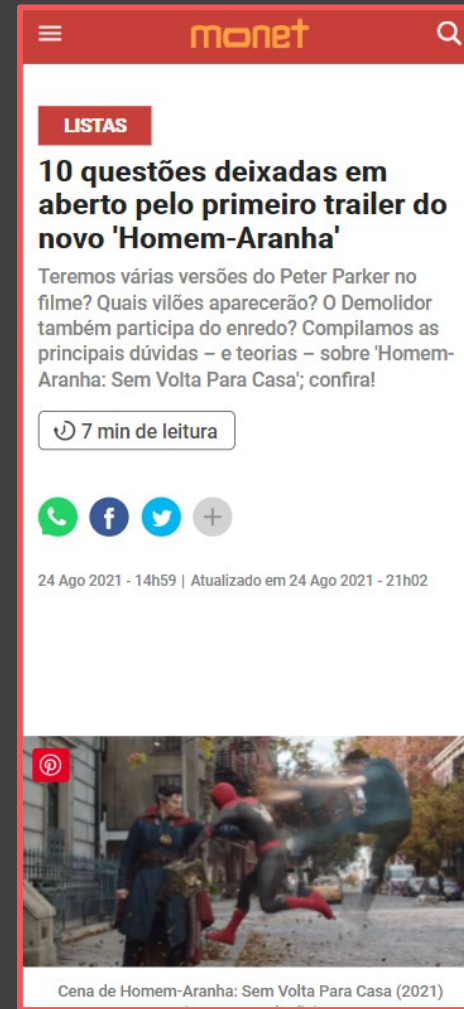
Monet will provide full coverage of the biggest and most important award for television programs and professionals. With its expertise in pop culture, the newsroom will develop content for the magazine and website, in addition to live streams commenting on EMMY 2022.

Brands will be able to participate in these important moments in world entertainment by sponsoring Monet's coverage.

CUSTOMIZED PROJECTS

Aligned with the partner, MONET's editorial staff can develop different guidelines for segments related to the title:

- PODCAST
- SPONSORED DIGITAL COVERS
- LIVES
- WORKSHOPS
- E-BOOKS
- INSTAZINES
- WEBSTORIES
- REELS
- CONTENT PILLS FOR SOCIAL NETWORKS/ TAKEOVER
- CONTENT HUB ON THE WEBSITE





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