

CASA e JARDIM

MEDIA KIT 2023



Every house has a story to tell. Of affection, of memory, of transformations. And it is these stories, full of truth, that Casa e Jardim shows to those who seek inspiration.

Casa e Jardim requests permission to enter. But as soon as the door opens, we walk through the house with a magnifying glass. The character of the story is not just the house, but the inhabitant. Someone who appropriates the space and sprawls out on the sofa, jumps rope in the middle of the living room, balances on the swing, cooks for friends and waters the plants in the garden. Without them, the house won't stand. And we want people whose soul spreads throughout the house, from ceiling to floor.

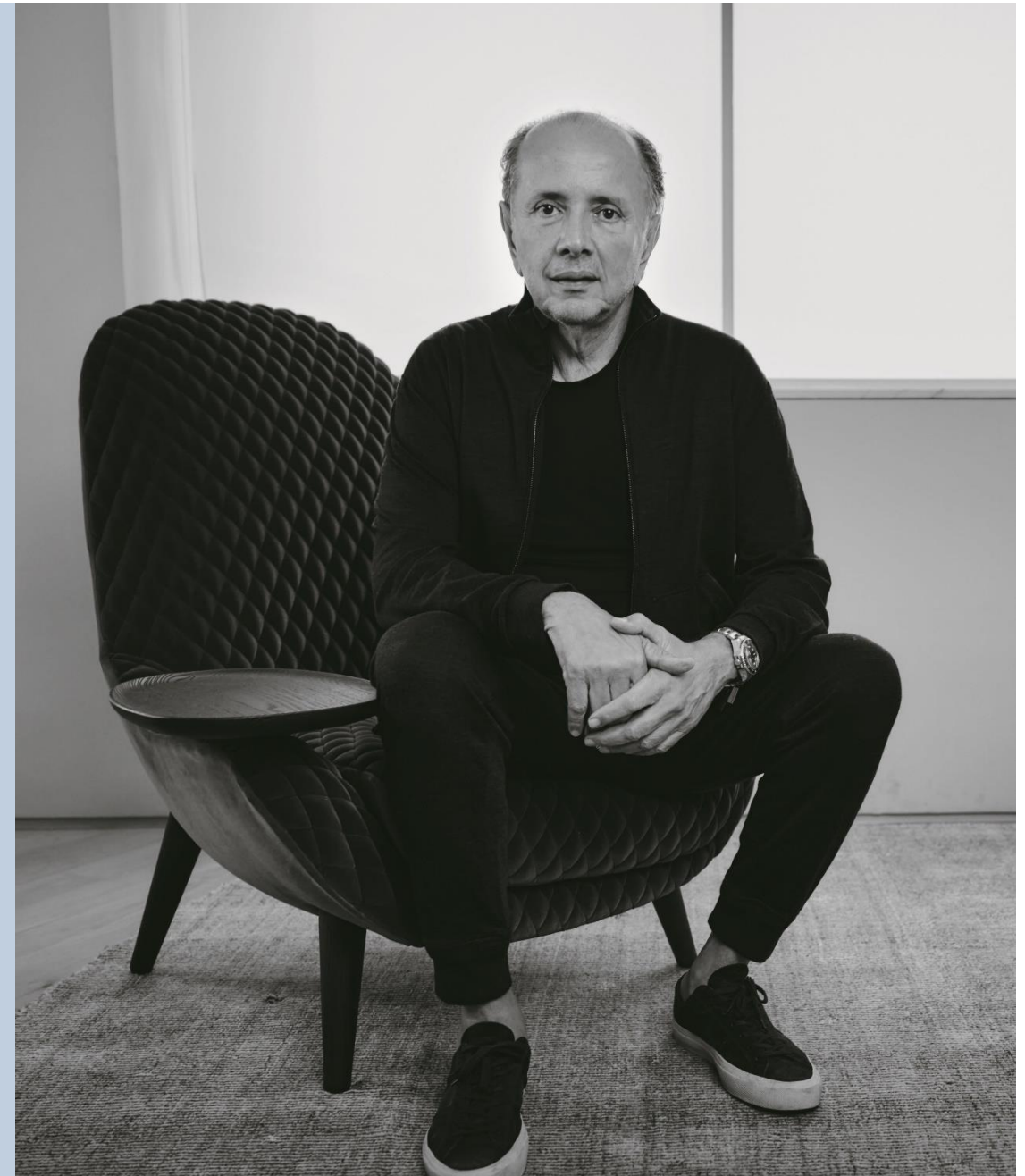
HISTORY

Casa e Jardim is the first magazine on decoration, architecture, design and landscaping in the country and also the oldest in circulation in the market. To remain relevant for so long, the brand reinvented itself and became a reference in what it is like to live in a space full of personality. Always keeping an eye on trends, Casa e Jardim strengthens its mission to map the future of the home, and deepens its look at sustainable thinking and the functional application of emerging technologies (after all, who doesn't want a smart home?), all of which is combined with its focus on design.



A NEW LOOK

The hyper-connected world floods us with images and information. Readers and consumers demand authentic and inclusive behavior from brands. Among the many changes in recent decades, the house has become an authorial space and we were pioneers in this movement. Casa e Jardim builds bridges between dreams and reality, helping readers, professionals and brands to meet and, thus, allows each resident to have a beautiful home in their own way.



LEADER ON ALL PLATFORMS IN THE DECORATION SEGMENT

MAGAZINE READERS

(Print magazine and digital
version magazine - PDF)

859 THOUSAND
READERS

Circulation: 56,930

WEBSITE READERS

2.3 MM unique visitors

3.8MM pageviews

SOCIAL MEDIA 7.6 MM FOLLOWERS



3.3 mm



81.2K



3.1 MM



1.1 MM



NEWSLETTER

27,776 submissions
(Oct/22)



AUDIENCE PROFILE

WEBSITE



70% Women

38% AB
51% C

8% up to 24 years

15% 25 to 34 years old

25% 35 to 44 years old

23% 45 to 54 years old

28% 55+ years

MAGAZINE



58% Women

59% AB
31% C

6% up to 24 years old

24% 25 to 34 years old

29% 35 to 44 years old

23% 45 to 54 years old

18% 55+ years

Fonte: Perfil Impresso >> Kantar Ibope Media – TG BR 2022 R1 - Pessoas: Leitores Revista: Leu impresso nos últimos 6 meses + edição digital (sem sobreposição) //Perfil Site >> Kantar Ibope Media – Clickstream MP TG BR 2022 R1 - Personas



WHO IS CASA E JARDIM MADE FOR?



Passionate about living well, who seek to customize their home and gain more quality of life.



Interested in decoration, design, landscaping, architecture, gastronomy and technology.



Professionals in the field looking for inspiration and trends.



People who are building, renovating or planning to move their homes in the near future.



SECTIONS

TRENDS

Launches in design, art, decoration, plus interviews with big names in the market and services

BEHAVIOR

Reports that anticipate changes in the house, with expert analysis

LIVING

Decoration and architecture projects, inspiring stories and unique ways of living

CONNECTED HOUSE

The latest technology to have a more functional and friendly home



SECTIONS

GASTRONOMY

Interview with great chefs, recipes, special ingredients

WELL-BEING

Initiatives to seek balance, tips for organizing spaces and having a better quality of life

LANDSCAPING

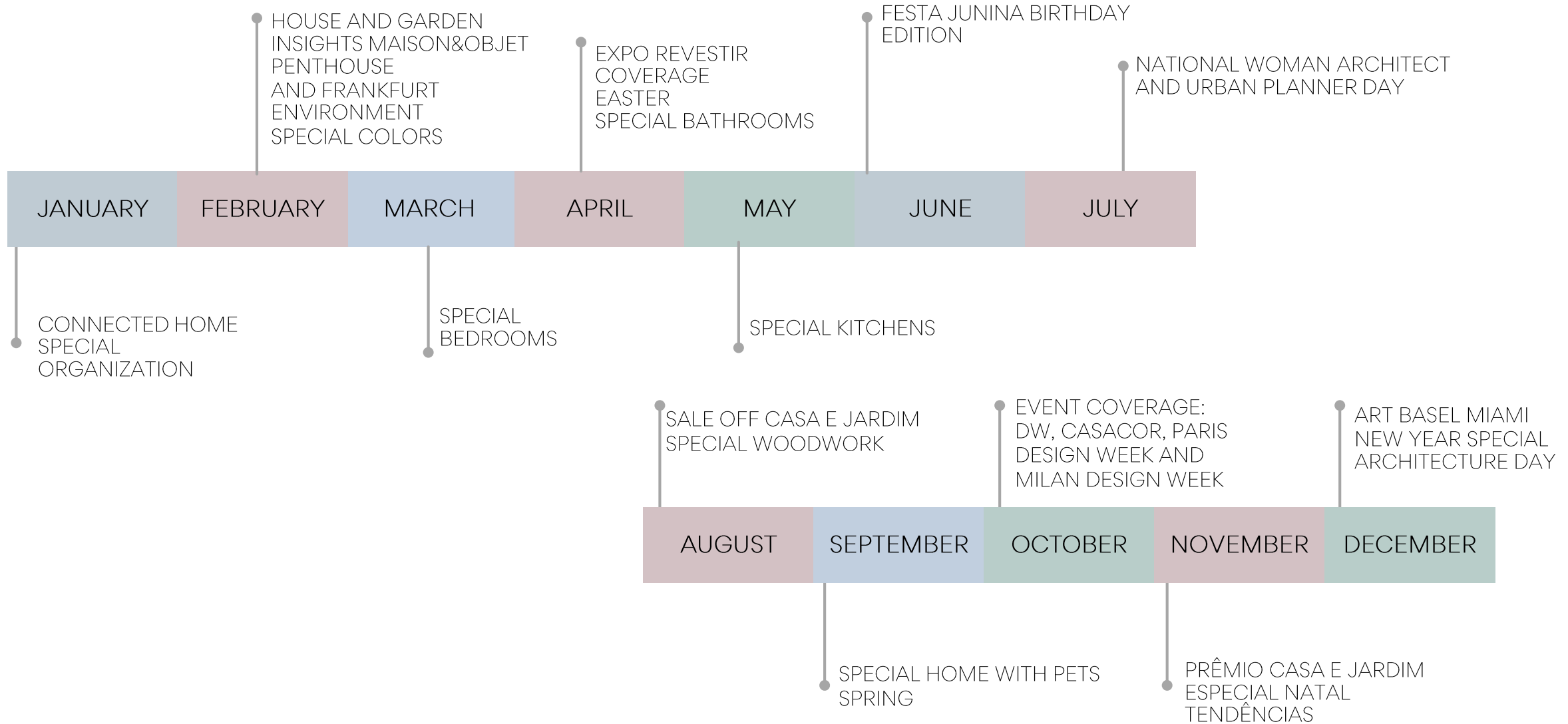
Inspiring gardens, terraces and balconies. Ways to occupy the house with plants

DEVELOPMENTS

Real estate launches, from the perspective of architectural and decoration projects, in addition to interaction with green



CASA E JARDIM CALENDAR



CASA E JARDIM AWARD

Created in 2018, Casa e Jardim holds the award to recognize professionals and give visibility to projects that inspire us to live better.

The award has nine 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.

SE IMPORTA

SE IMPORTA is a movement launched by Casa e Jardim that aims to promote and encourage sustainable actions.

The sponsor will be present in the project with content and advertisement mirrored in the editorial section, in addition to being able to explore special formats: live, e-book, workshops, etc.

Suggested topics:

- Conscious water consumption
- Appreciation of furniture with original design
- Solutions for household waste
- Pets and Adoption Incentives
- Encouraging the use of certified wood
- Sustainable practices for a routine with less impact

EVENT COVERAGE

Casa e Jardim covers the main events in the segment on its website and social networks. Content curation includes analysis of key trends, exclusive interviews and impeccable selection of images. The partner can support coverage or promote brand participation at these events.

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

CASA E JARDIM INSIGHTS

A day to listen to big names in architecture, decoration, design, photography, art and landscaping worldwide about the FUTURE OF LIVING and TRENDS OF MILAN DESIGN WEEK.

Each guest will bring their vision on the future of living, in 20-minute lectures. In addition to the possibility of presenting the entire event, the partner can sponsor debate tables on topics from this universe.

RECEBER EM CASA

The Receber Casa e Jardim project brings a series of Do It Yourself-themed videos to Instagram with tabletop montages, in stop motion, for different commemorative dates: Easter, Mother's Day, Father's Day, Christmas, New Year.

The videos will show, in a didactic way, how to make the table more attractive – and unconventional – for these occasions. Sponsors will be able to develop exclusive content and present brand news to our audience.

CASA E JARDIM SALE OFF

Liquida Casa e Jardim is the project that was born to enter the Casa e Jardim calendar and also the decoration market.

This is an out-of-season sale, with the aim of stimulating sales and taking consumers to stores.

The Casa e Jardim home will highlight the action and the sub-home will display the products selected by the newsroom for the special sale. There will be daily publications throughout the duration of the action, in addition to posts on social networks and a special article in the magazine.

CURATORSHIP AND TALKS

Project that consolidates the role of the Casa e Jardim brand in curating content for Decoration, Design, Architecture and Landscaping trade initiatives. In this model, the mediation of lectures, lives, talks, seminars, setting up space in stores and launching collections are foreseen.

The project will rely on the *expertise* of Casa e Jardim and its partners to create unique experiences for the market. This format is ideal for relationship actions with industry professionals.

PAPO DE PANELA

Series of videos with characters in the kitchen preparing their favorite recipes and telling more about their relationship with the house, their favorite objects and furniture.

The brand will sign as a sponsor of the videos, in addition to having the possibility of *product placement* actions.

WEBSERIES

Series of videos with inspiring stories of people who changed their lives and also transformed their homes. The brand will sign on as a sponsor of the videos, in addition to having product placement actions. The web series can present themes within the segments of bed, table and bath; paints; furniture; construction; technology; sustainability and landscaping.

MORAR CASA E JARDIM

Portfolio of opportunities for the real estate segment, which includes special on/off launches mapped by neighborhoods; curatorship of Home and Garden (decorated environments); workshops and workshops; take over on social media; branded content and batch subscriptions for partners.

CONNECTED HOME

Digital proposal that speaks to the technology public. The hub includes a package of editorial and customized content that explores the universe of the connected home. And the lives, mediated by CJ's newsroom, bring hot topics, such as technological and sensorial home, augmented reality in products and experiences and connected multigenerational homes.

PODACAST

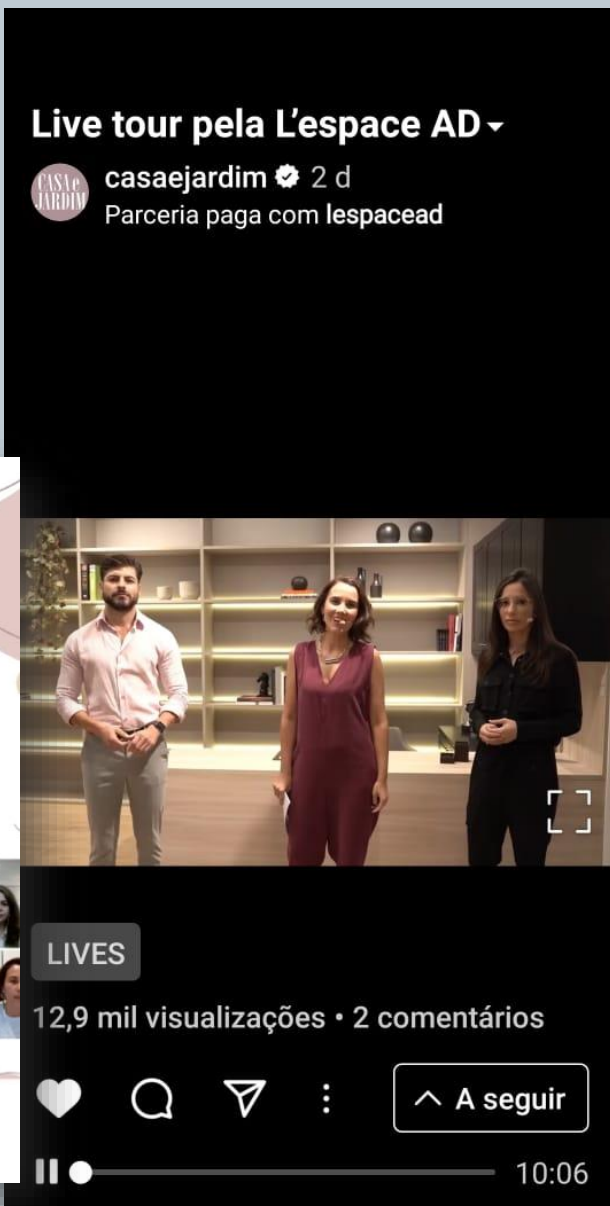
In order to work on the theme of landscaping and sustainability, Casa e Jardim launches PODACAST, the podcast on landscaping, sustainability and gardening. The idea is to explore people's relationship with nature and this need to live closer to green, accelerated by the pandemic and the proven benefits discovered from this interaction.

CUSTOMIZED PROJECTS

Aligned with the partner, the Casa e Jardim newsroom can develop different guidelines for segments related to the titles.

Formats can be split into:

- PODCAST
- SPONSORED DIGITAL COVERS
- LIVES
- WORKSHOPS
- E-BOOKS
- INSTAZINE
- WEBSTORIES
- REELS
- SOCIAL MEDIA CONTENT PILLS/TAKE OVER
- CONTENT HUB ON SITE



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