

The portal Gui@offshore was created in 2002 by a group of experient journalists from renamed brazilian newspapers as Gazeta Mercantil, Jornal do Brasil and O Globo. Quickly it became a reference for the precise and efficient coverage of the whole oil and gas producing segment, including also the naval / offshore industry. The portal adopts the concept of Web 2.0, as RSS, which makes easier the tracking by the sites as Google and Yahoo, and offers news modules to be matched by partners sites. We also publish bimonthly print magazines, that are launched in the most important events of the oil producing industry.



Along its 10 years of existence, the portal Guiaoffshore has obtained publicity support from Petrobras, Agência Nacional do Petróleo (ANP), ABB Group, SEW, Synapsis (EndesaGroup), Continental Airlines, GlobalStar Telecommunications, Grupo Gas Natural, Engevix Group, FGV,

Pacific Global, among others.

Public Target

Our main public is formed by businessmen (17 %), directors (12 %), executives of the areas like finance, marketing and commercial (28 %), officials and administrative and legal managers (22 %), advisers (9 %) and students (12 %).

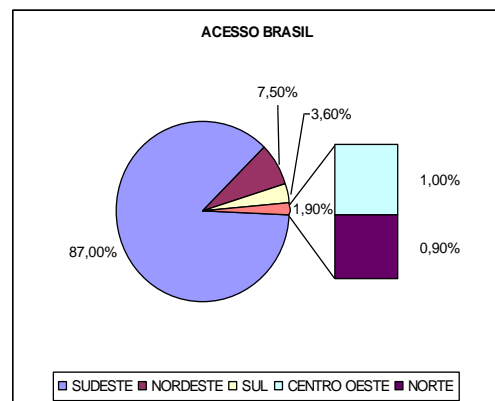
Audience

1. In accordance with the Google Analytics Tracking, the Guiaoffshore registers the average above 20.000 visits monthly – equivalent to a visitor to each two minutes. Each visit lasts around three minutes.

[Click here to visualize the audience chart](#)

[Clik here to visualize the first 100 top visitors](#)

2. From the total of visits to the site, 21,70 % is from abroad, with special distinction for readers of the USA, Portugal, Singapore, United Kingdom, Argentina, Germany, Norway, Holland, France, Canada and Japan.



Options for ads and Prices:

Digital Banners – monthly prices					
Site: Banners are exposed in rotation mode during every 1' 30".					
Editorial	Vertical Banner 140 x 185 px	Full Banner 468 x 60 px	Mega Banner 728 x 90 px	Banner Expandable	Banner Dhtml
Home	R\$ 1.500,00	R\$ 1.750,00	R\$ 2.100,00	R\$ 2.500,00	R\$ 3.250,00
Secctions	R\$ 1.250,00	R\$ 1.450,00	R\$ 1.900,00	R\$ 2.300,00	R\$ 3.000,00

See the banners examples

Newsletter: Sent daily to over 63.000 readers registered at the portal.

Format / Shots Period	5 days	Format	10 days
Micro-Banner	R\$ 1.950,00	Micro-Banner	R\$ 3.250,00
5 Email Shots	R\$ 3.950,00	Hot News	R\$ 3.500,00

See the examples of Micro-banner and Hotnews

Back cover	R\$ 14.000,00
Double page	R\$ 12.000,00
Special page (page. 2 or third cover)	R\$ 7.800,00
Full page (21cm x 28 cm)	R\$ 6.500,00
Half page (21cm x 13,50 cm)	R\$ 3.900,00
1/3 Vertical - Size (28cm x 6,5 cm)	R\$ 3.185,00
¼ page (10cm x 13,5 cm)	R\$ 2.250,00
Bottom ad (21 cmx 7 cm)	R\$ 1.750,00

*The ads are all 4 colours and printed with 115 gramature, couche type, with 5mm bleeding.
The file must be sent in pdf, jpg or Corel.*

Extra Marketing Issues:

The Gui@offshore staff will be present in the most important events of the brazilian oil and gas industry in 2012.

Naval Congress (RJ) , 6 -7 March

Latin Upstream / RJ - 16 - 18 April

Accelerate Brasil / RJ - 15 - 16 May

Navalshore / RJ 1 -3 August

Rio Oil & Gás / RJ - 17 -20 September

Santos Offshore (Santos) - 16 -19 October

Niterói Naval Offshore (Niterói) 5 – 8 November