

Mídia Kit 2020

# 5th Yearbook of Civil Aviation

► 2020 ►



INSTITUTO  
BRASILEIRO DE  
**AVIAÇÃO**

# The Brazilian Institute of Civil Aviation

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The Brazilian Institute of Civil Aviation is a non profit organization that since 2016 has fostered the civil aviation Market through specialized and strategic content prepared based on research and analysis aiming the spread of knowledge contributing to the growth of the sector and development of human resources and technology for aviation.



# Media and communication



## Site

Daily updates about Market News, industry, technology and national/ international infrastructure of civil aviation



*Year reach*

**+ than 43.000**

*Views*

*Average of*

**17.000**

*Year users*



# Our media

## Newsletter

A report of the main News is sent weekly

## E-mail marketing

Marketing of promotions and reports.

## Seasonal frequency

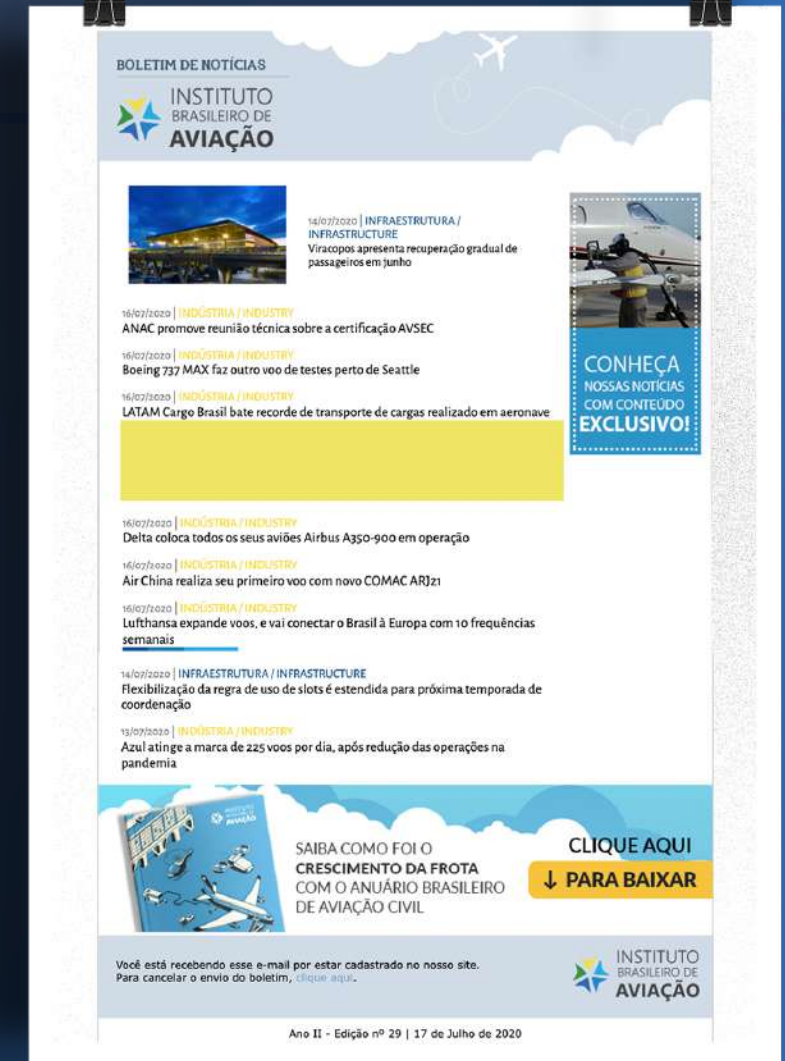


Reach

**+ than 4.000** professionals of the sector



Format  
via e-mail



# 5th edition Publish



## Contents

Civil Aviation trends;  
Inputs market;  
Civil Aviation market;  
Consumer market;



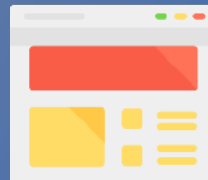
## Objective

To support planning and decision making  
by companies and sector authorities with  
information of the main market statistics



## Format

Digital or printed  
Periodicity: Yearly  
Printed: 1.000 units



## Digital

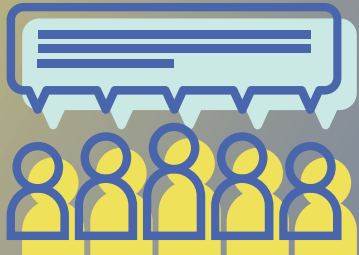
Available for download via website,  
News and e-mail marketing

# Target audience

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**1.000 copies will be delivered to:**



Presidents, vice-presidentes, directors and executives  
from governamental agencies and companies in general



## Sponsorship Opportunity for each chapter

Investment  
**US\$4.000,00**



Double page printed



Company logo on the  
back and front page of  
the publication



Comment and  
photograph of the  
sponsor's  
representative on  
the subject of the  
chapter



Logo at the sponsors  
section

# Sponsorship Opportunity for each chapter

**Investment  
US\$4.000,00**



**Logo at the website  
(During 12 months\*)**



**Broadcast of an institutional  
vídeo of the company at the  
online launch event**



**Two interviews from the  
sponsor (previously set dates)**



**Promotion of the  
logo during 12  
months in the  
news**



**Printing of the the logo of  
the company in all  
material related to the  
publish**

\*valid from the date of contract signature



# Gold sponsorship

## Investment US\$3.000,00



Simple page printed



Logo at the website



Comment of the  
sponsor about the  
chapter



Logo at the section  
“Gold sponsorship” in  
the publication

# Silver Sponsorship

Investment  
**US\$2.000,00**



Logo at the website



Logo at the section “Silver Sponsorship” in the publication



Half page printed publicity



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