

Mídia Kit

www.graoespecial.com.br



| Who we are

Launched in June 2017, www.graoespecial.com.br is the first portal on Brazilian special coffees idealized in three languages: Portuguese, English and Spanish.

Brazil is the largest producer of commodity coffees in the world. And the largest producer of specialty coffees, special microbatches, which is why consumers from all over the world accept to pay fortunes for a small package of 250 grams, reaching figures of up to R\$ 26 thousand for a 60 kg bag.

The international market for specialty coffees grows at an average of 15% a year and our best specialty coffees are exported to countries such as USA, Japan, Korea and almost all of Europe.



| Who we are

Nevertheless, our internal market cannot be despised in any way. We are already the second largest consumer of coffee in the world, second only to the United States. And, according to experts, the Brazilian specialty coffee market is expected to triple in size until 2019.

Consumers of specialty coffees spread across five continents are readers of www.graoespecial.com.br. It is a sophisticated, high-income and educated public that travels the world and, above all, eagerly longs for high-quality information about the special coffees produced on the Brazilian territory.



| Who we are

Our readers wish to know who the producers are, their stories, the varieties produced, the recognized professionals, the industry that makes up the whole chain. Reading the www.graoespecial.com.br is a way to translate the actual Brazil with class and with no mystification - and that works!

While discussing about Brazilian special coffees, we also talk about our other riches: our quality music, our forests, our beaches, mountains, our most beautiful destinations, our culture, our gastronomy, in short, our way of life, so admired in all the world.

The www.graoespecial.com.br website is designed to be easy to read, elegant, sophisticated, bringing attributes that best represent us as a Nation: our affability and joy.



| Reader Profile



The www.graoespecial.com.br readers are cosmopolitan consumers, globetrotters with a sophisticated palate for the good things in life, which is not in search of an empty status. For them, status means drinking a special Brazilian coffee, knowing its producers and their families, with the certainty that these workers are receiving a fair price for their work. Fair trade is the most important thing for them.

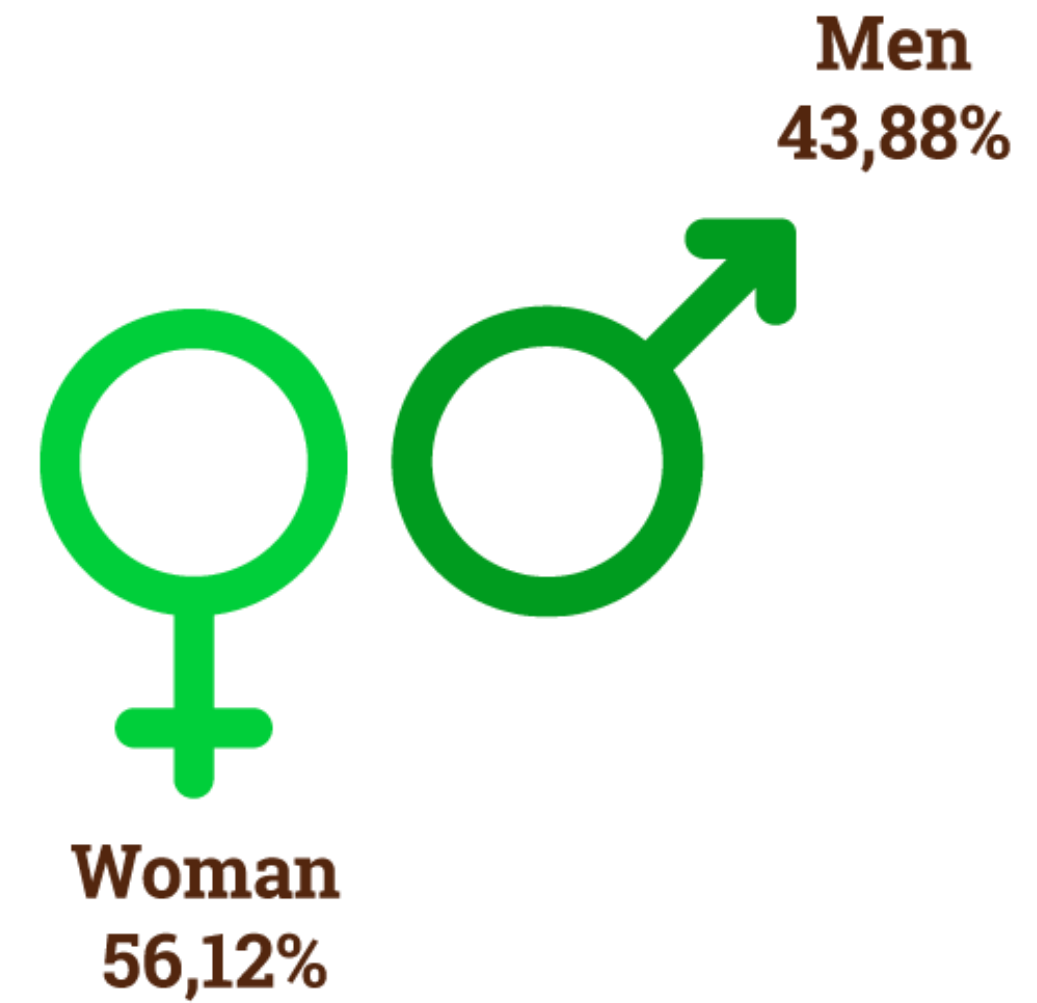
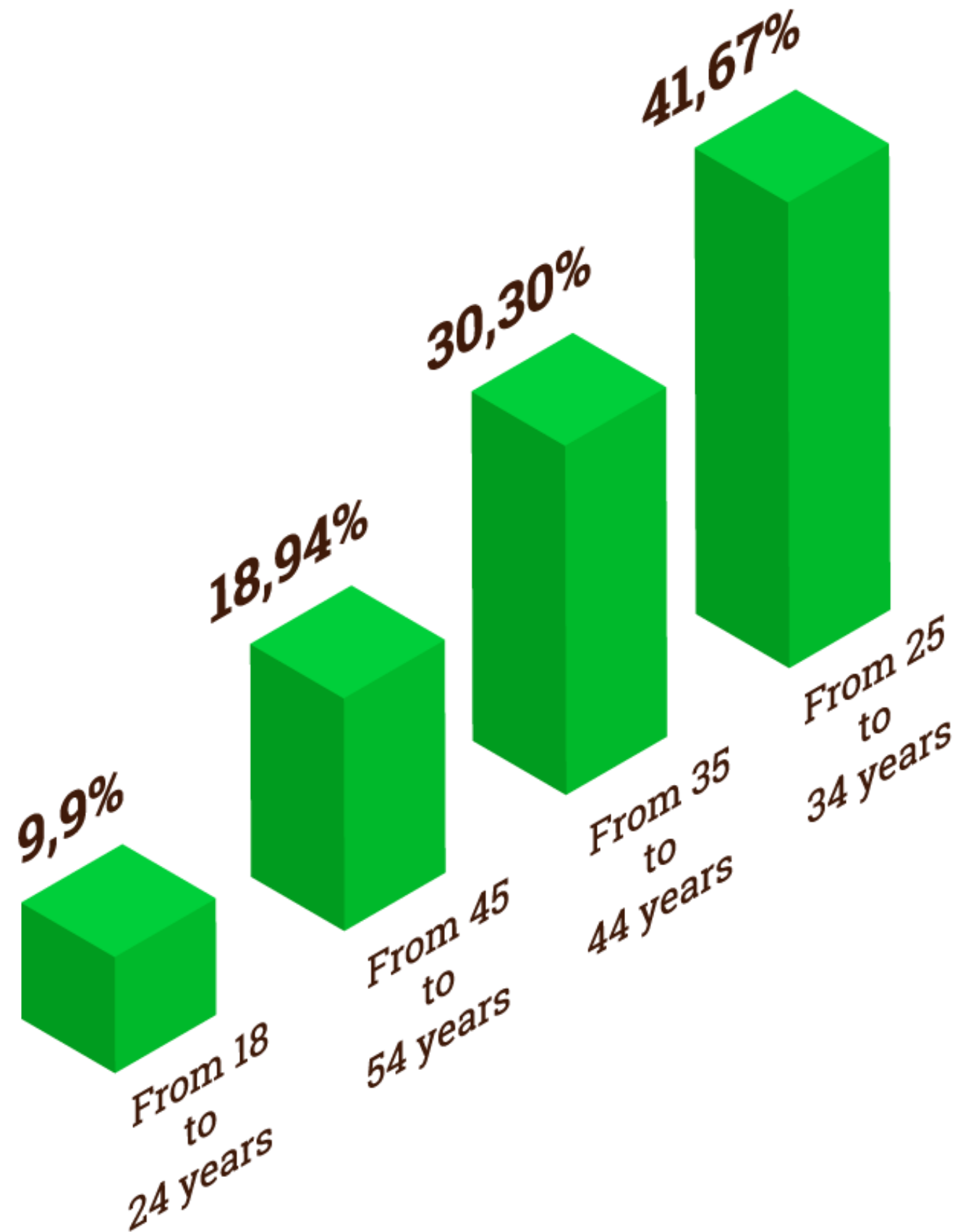
They are conscious consumers from the 21st century, who recognizes their strength. And, they know that their conscious consumption can and will change the world for the better. A fairer world.

| Reader Profile



They are also great consumers of culture in general, living in the future. They have already realized that the physical borders between countries no longer make sense. They know the best coffee shop in Paris, Stockholm, Melbourne, Rio de Janeiro, Tokyo, Seoul, just as easily as they know how to recognize the distinctive aromas and flavors of specialty coffees produced in Panama, Brazil, Colombia or in Ethiopia.

Profile



| Profile

Scope: To date, accesses have been made by more than **44 countries**.

Brazil - 80.4% | USA - 10.89%

Followed by India, Portugal, Japan, Italy, Poland, Philippines, Argentina, Canada, Germany, Spain, Australia etc.



Profile

Our readers are also interested in various subjects such as:



Policy



Entertainment



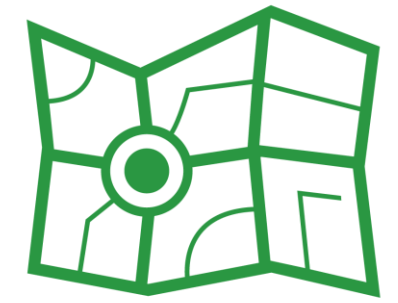
Sports



Lifestyle



Shopping



Leisure travel



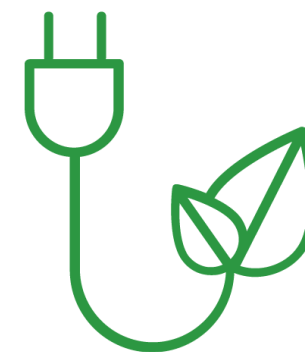
Job



Art



Theater



Sustainability



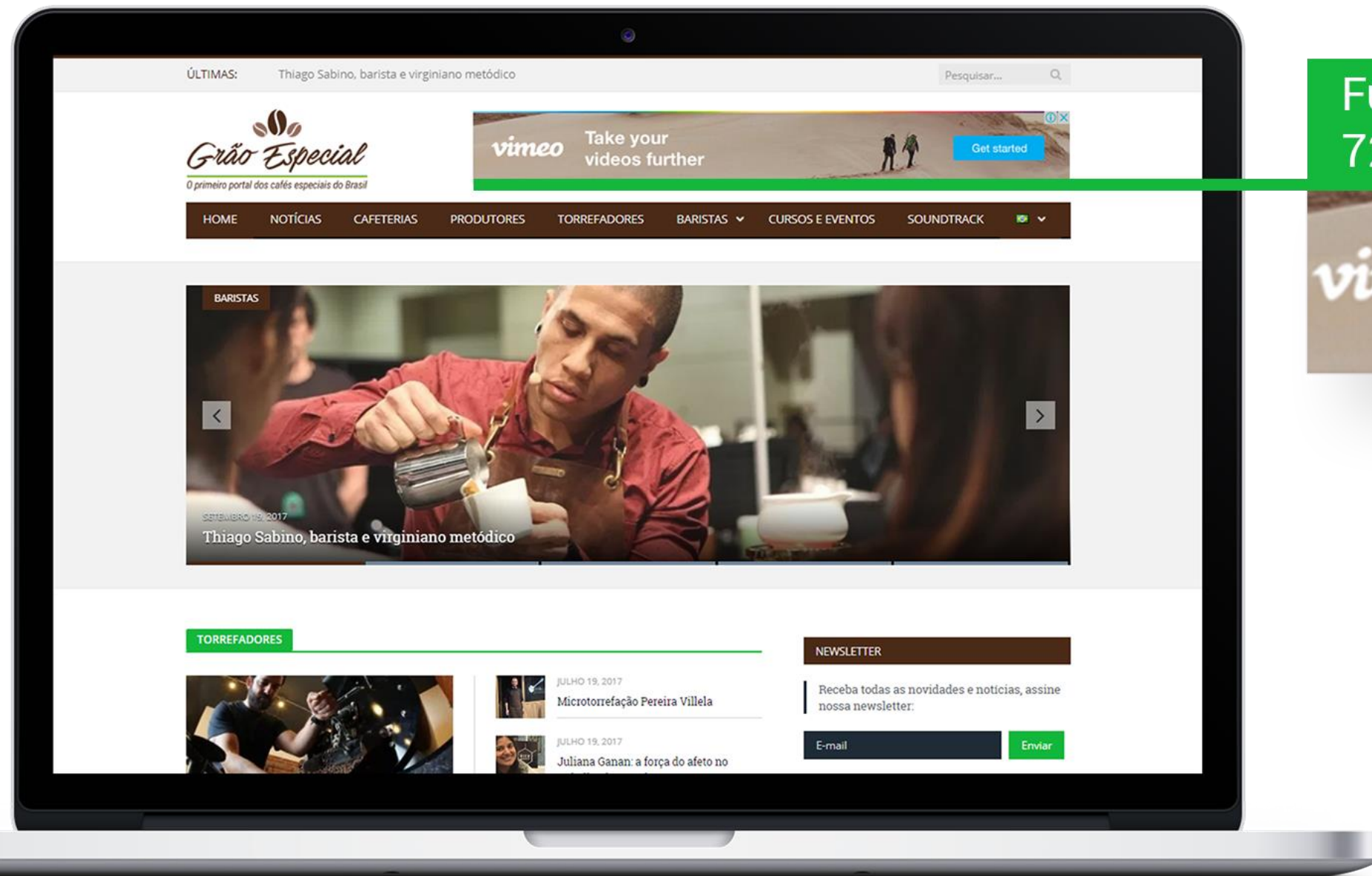
Gastronomy

| Profile

Advertise with us. You don't want to be out of this wave, do you?



Formats and Ad Rates

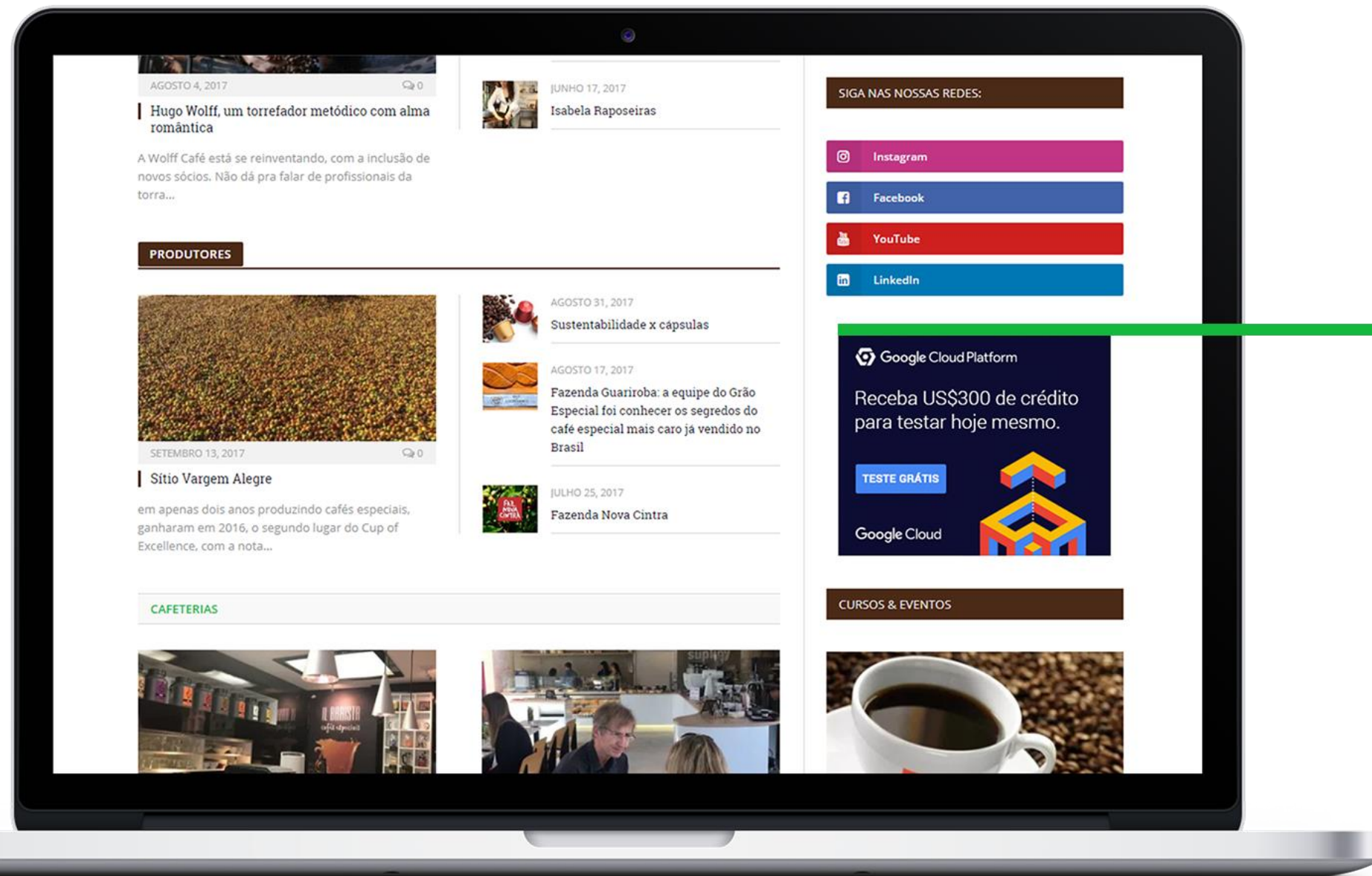


Full Banner:
728 px x 90 px



R\$ 3,640.00 – US\$ 1,000

Formats and Ad Rates

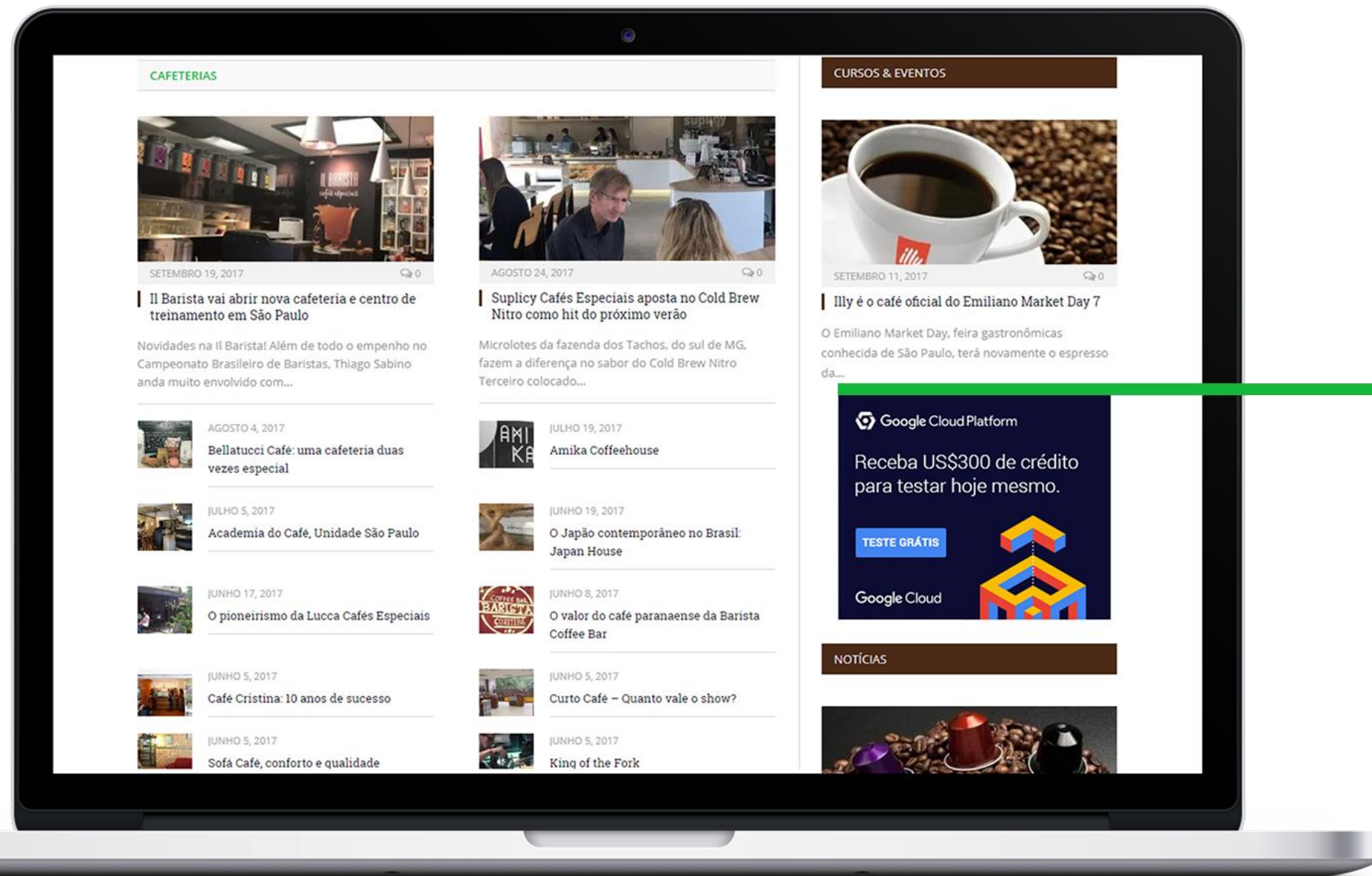


Top Sidebar Banner:
300 px x 250 px

Google Cloud Platform
Receba US\$300 de crédito para testar hoje mesmo.
TESTE GRÁTIS
Google Cloud

R\$ 3,185.00 - US\$ 875

Formats and Ad Rates

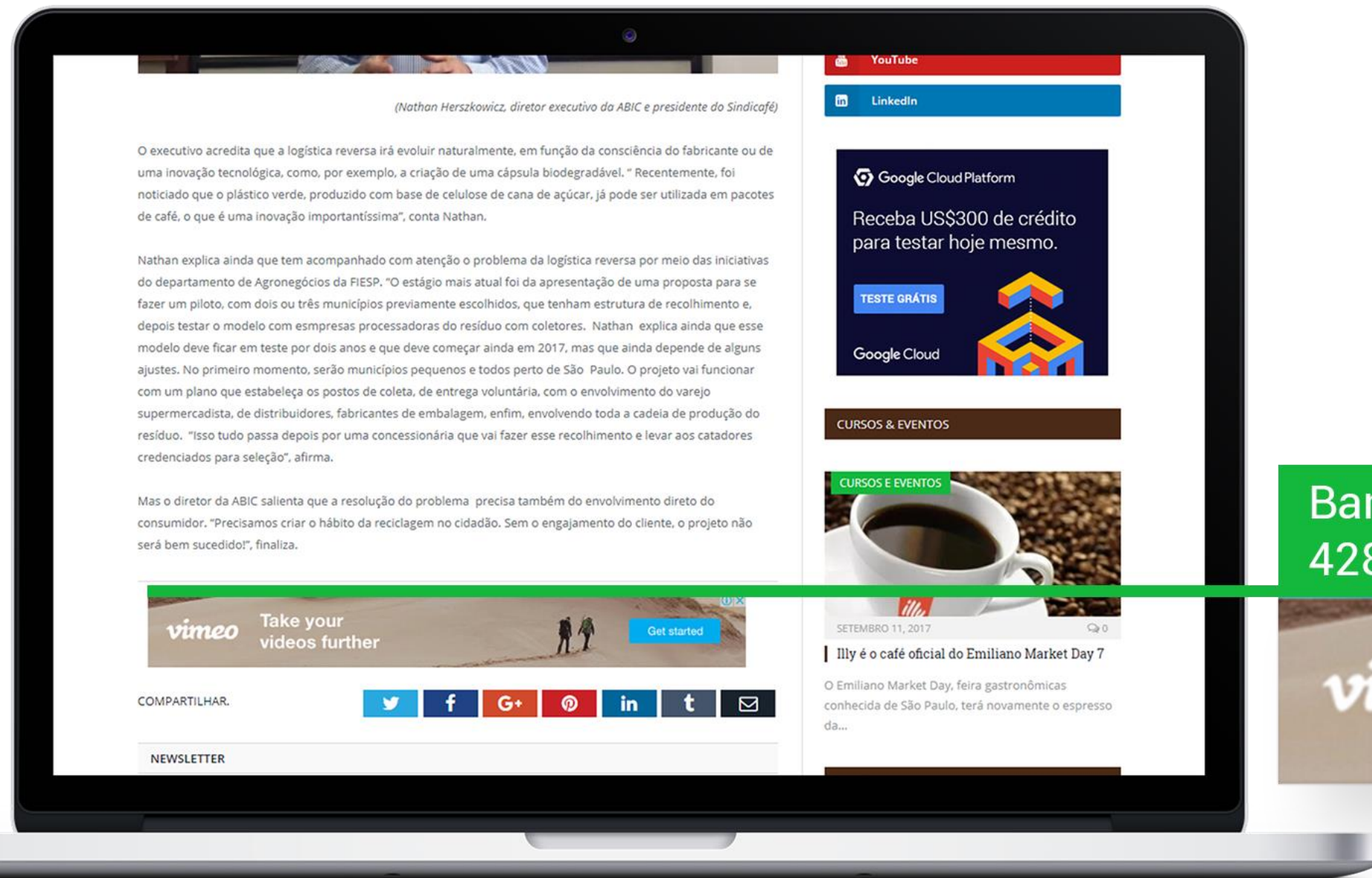


Bottom Sidebar Banner:
300 px x 250 px



R\$ 2,730.00 – US\$ 750

Formats and Ad Rates



Banner Post:
428 px x 60 px



R\$ 891.80 – US\$ 245

| Contact Details

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