



APPROACHING BRANDS AND PEOPLE

MEDIA KIT

2021

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INTRODUCTION



Digital



Print

Intended at an informed audience, with a highest purchasing power and opinion form (High and Ultra High Net Worth Individuals HNWI & UHNWIs), Alpha Report Magazine is a variety magazine oriented by luxury in two important areas: material and intellectual. By means of a light and creative but not superficial language, it offers the reader knowledge and beauty in topics related to the high-end market (including business, products and services) of the national and international trends in the categories of travel, fashion, architecture, design, life style, cars, nautical, executive aviation, luxury market, art, gastronomy and technology.

Our main purpose is to approach brands and people, we want our readers to have a pleasant experience being positively impacted whenever they consume our contents, which can be through the digital and print magazine.

TOPICS



TRAVEL | FASHION | ARCHITECTURE | DESIGN | LIFE STYLE | CARS | NAUTICAL
 EXECUTIVE AVIATION | LUXURY MARKET | ART | GASTROMOMY | TECHNOLOGY



Our team of editors, designers and copywriters provides content exclusive to influential audiences.

The graphic design is refined and modern: **Alpha Report Magazine** is a space where information and images are privileged, highlighting the best in Brazil and the world, and the way the reader can have access to differentiated items.

READER PROFILE

Exclusive publication reach individuals of the highest purchasing power (HNWI & UHNWI)

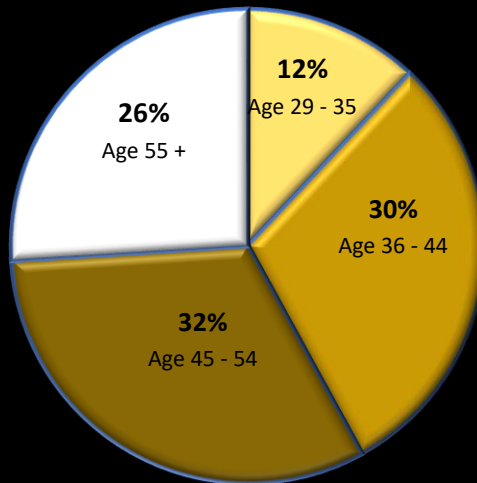


54,6%
Male

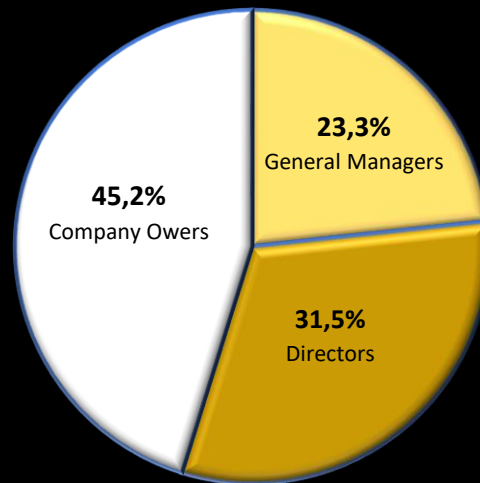


45,4%
Female

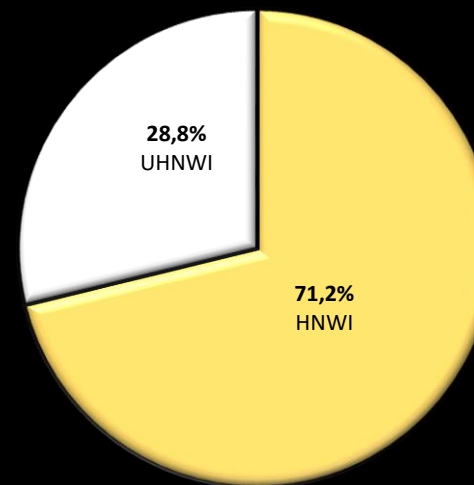
READERS BY AGE



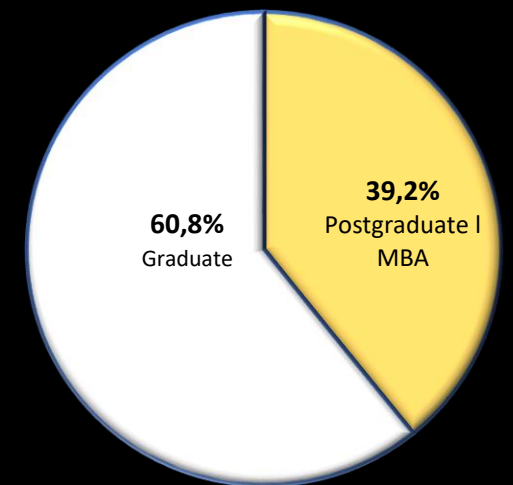
OCCUPATION



TOTAL NET WORTH



EDUCATION



AUDIENCE

Exclusive publication reach individuals of the highest purchasing power (HNWI & UHNWI)

275.000

Readers per issue

(average of 5 readers per
magazine)



11.000

*Page views on our
website
(per month)*



173.300

*Digital Readers per
issue*

(10% from the total base
of 1,733,000 names)

PRINT DISTRIBUTION



55,000 COPIES

PARTNERSHIPS:

5,000 COPIES



The Alpha Report Magazine is distributed to a selected Mailing of people with highest purchasing power (High and Ultra High Net Worth Individuals HNWI & UHNWI).

We distributed the Alpha Report Magazine digital to 1,733,000 readers and 55,000 printed copies by name and by income in the states of São Paulo, Rio de Janeiro, Minas Gerais, Curitiba and Santa Catarina.

Delivery is free and door-to-door in residential and commercial condominiums, hotels, restaurants, lounge and airport, heliport, executive jets and marines.

Partnerships:

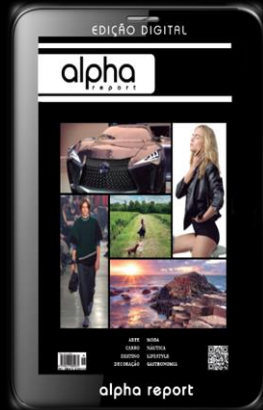
One World Group

The Alpha Report Magazine is present in the seats of the first class of all airlines of the group: American Airlines / British Airways / Cathay Pacific / Finnair / Iberia / Japan Airlines / LATAM / Malaysia Airlines / Qantas / Qatar Airways / Royal Jordanian / S7 Airlines / Srilankan Airlines.

Hotels

The Alpha Report Magazine is present in the best suites of 35 chain of hotels in Sao Paulo, Rio de Janeiro, Minas Gerais, Curitiba and Santa Catarina

ONLINE DISTRIBUTION



1.733.00 digital audience

WWW.ALPHAREPORT.COM.BR

SOCIAL NETWORK - Sponsored Links



The digital distribution is huge.

We do Crossmedia, we have the magazine in digital format for the reader who prefers to read on Smartphone or Tablet. Simultaneously with the output of the printed magazine we send the digital magazine by email to our selected mailing with 1,733,000 names (HNWIs & UHNWIs).

It can also be accessed by:

- Alpha Report Magazine website in the Digital Editions tab
- Play Store (Android) and the Apple store (IOS)
- Sponsored Links on Instagram and Facebook

Further expanding the visibility and engagement of our advertisers.

MAGAZINE DESIGN



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 Prisma: Para os fãs de final de ano no Ceará
 Silêncio: Para quem não gosta de agitação e ruído: é a Chapada dos Padres
 Cabris: Liberdade e prazer de dirigir a BMW Série 3 Cabrio
 Luris: Lançamento de Cambridge chega como o carro mais rápido do mundo
 Design: São Paulo - projetos empolgantes
 Arquitetura: Casa de sistema para crescer e evoluir com destino certo
 Show: Flávia's Sereia Fashion Show Estágio 2013
 Moda: Degustar da coleção Christian Dior Primavera Verão 2013
 Miami: Apogeuo paulista e destaque na CANTABILIA Miami
 Viagem: Praia para jornalista NELA
 Ciência: Por que não poder reviver matanças na Amazônia
 Drinks: Mais uma carta de drinks assinada por 7 grandes nomes da copacabana
 Come Come: Cenas seguras Cenas para você apreciar
 Cinema: Filmes que chegam nas telas no início de 2013
 Apple: Novo iPhone X da Apple

VICTORIA'S
SECRET
FASHION SHOW
SHANGAI 2017

52 alpha news

Eu leio para uma criança

Você pode ler para uma criança em qualquer lugar. Até no celular.

Kidsbook
Itaú Criança

Itaú. Falso para você.

Novo iPhone X da Apple

Apple

MASERATI
Levante

Maserati São Paulo - Rua Imbuieira, 635
 Jardim América - São Paulo - SP
 telefone: (11) 3205-7474

TECHNICAL DATA

PERIODICITY:	Bimonthly (45 in 45 Days)
DISTRIBUTION:	Free
NATIONAL CIRCULATION:	Selected Mailing in São Paulo, Rio de Janeiro, Minas Gerais, Curitiba and Santa Catarina.
PRINT RUN:	55,000 copies
VOLUME:	120 – 140 pages
COVER PAPER:	Illustration printing paper 300g/m ²
PAGES PAPER:	Illustration printing paper 115g/m ²
PRINT TECHNOLOGY:	Sheet fed offset printing, frequency modulation screen, 5 colors: CMYK Euro Scale + Pantone
JOB FILES:	PDF, TIFF ou JPEG incl. 3 mm bleed each side & 300 DPI.

FORMAT & RATES ADVERTISING



Opening DPS (inside cover)

Price: U\$ 9,800

Width 420 mm x Height 280 mm



Inside Back Cover

U\$ 6,600

Width 210 mm x Height 280 mm



Double Page Spread (DPS)

U\$ 8,400

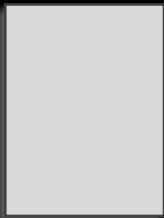
Width 420 mm x Height 280 mm



Full Page

U\$ 4,200

Width 210 mm x Height 280 mm



Outside Back Cover

U\$ 9,400

Width 210 mm x Height 280 mm



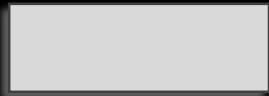
Folder

U\$ 6,000

Width 200 mm x Height 270 mm

*Differentiated formats on request.

ONLINE ADVERTISING | BANNER



Leaderboard (Welcome)

Price: U\$ 4,000 p/month

Large 1024 x 1024



E-mail Marketing (E-shot)

Total Mailing -> 1,733,000 emails with income above 25 minimum wages.

We have this and other bases that we can customize by: Income, Profession, Region and even by neighborhoods.

All emails are Double Opt In.

After 15 days of shooting a complete report is sent with all sent information> clicks, views.

Price: U\$ 1,100

CONTACT



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