

Mídia Kit  
2017  
PRINT AND DIGITAL



MAGAZINE  
**Logística**

[publicidade@imam.com.br](mailto:publicidade@imam.com.br)

(+55) 11 5575-1400



# 10 reasons to advertise on Logística Magazine

Advertise on Logística Magazine, where the largest consumers of its products are influenced by our experience of more than 300 editions.

## 10 reasons to advertise your product or service:

- 1** Research\* on Google or Bing are for people who already know what they want  
A magazine influences the purchase
- 2** The vast majority of readers prefer the printed magazine. Only a small portion migrated to the digital platform
- 3** The readers of Logistics magazine vary from technical level to management levels of the companies
- 4** The magazine is distributed to all sizes of companies
- 5** The companies release Logística Magazine for its employees to be a reliable source of information
- 6** The magazine is published by IMAM Group, with over 37 years of experience in Supply Chain and Manufacturing
- 7** A magazine has greater credibility in the verification of reports by journalists
- 8** The Logística Magazine has the most complete and qualified mailing of the logistics sector in Brazil, with over 170 thousand registered professionals
- 9** Your ad is seen by at least 5 qualified professionals in the company
- 10** Return on investment is guaranteed

# Readers - Areas and Offices

**91%** Purchase influencing or decide

**35%** Directors and Managers

Decide, specify and approve the purchase of equipment and services

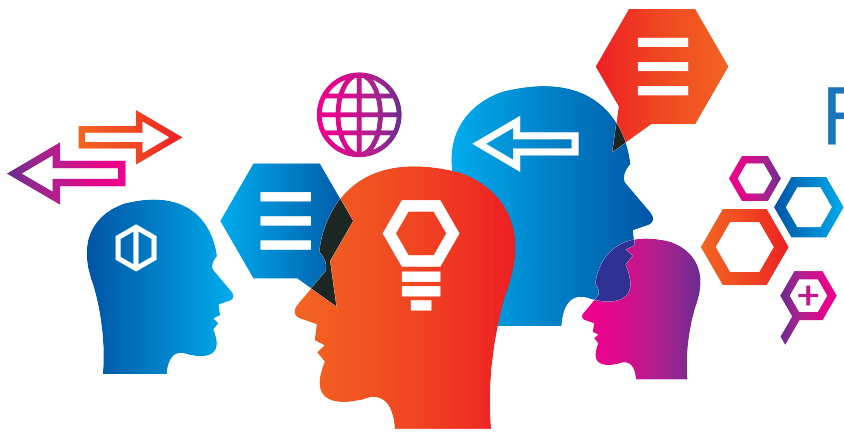
**56%** Technical (Engineers, Supervisors, Buyers, Analysts)

Specify and analyze the feasibility of equipment and services

In areas:

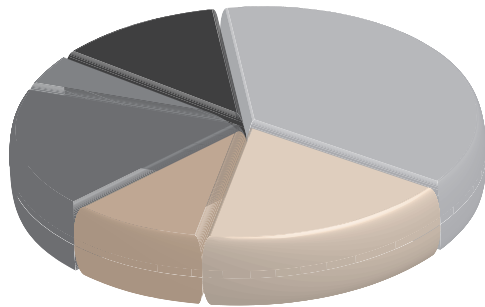
SUPPLY CHAIN
PACKAGING
HANDRING
STORAGE
INFORMATION TECHNOLOGY
REAL STATE
3PL
TRANSPORT
SERVICES





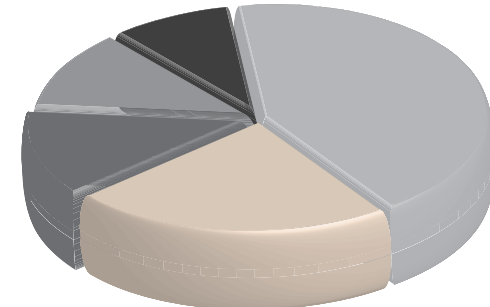
# Readers - Profile and Circulation

**91%** Buying decides or influences

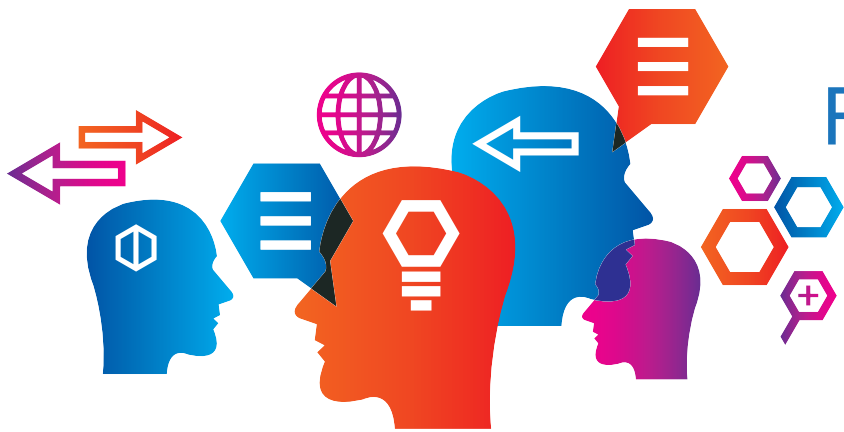


- ◆ Performs purchasing
- ◆ Indicates the needs
- ◆ Participates in the choice
- ◆ Responsible for final approval
- ◆ Endorse or recommend brand / model

**Motivation Reading**

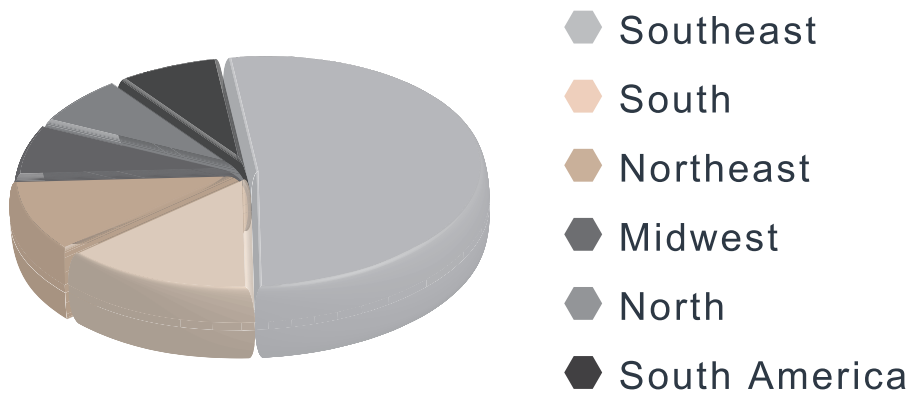


- ◆ Information and updates
- ◆ Contribution to my day-to-day
- ◆ Ideas, processes and programs
- ◆ Generating business
- ◆ Use of techniques, tools and tips



# Readers - Profile and Circulation

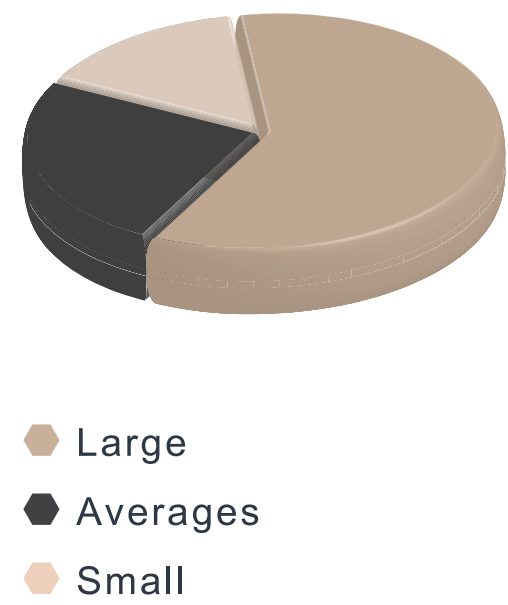
## Geographical distribution



SOUTHEAST 61%	
São Paulo	45%
Rio de Janeiro	8%
Minas Gerais	7%
Espírito Santo	1%

SOUTH 17%	
Rio Grande do Sul	7%
Paraná	6%
Santa Catarina	4%
NORTHEAST 13%	
NO, CO, AM. SOUTH 9%	

## Sized enterprises





# Readers - Business

## Directors, Managers and Analysts

◆ Logistics ◆ Supply Chain ◆ Industrial ◆ Servicing ◆ TI  
(includes 500 Best and Biggest)

Some companies who receive the magazine

### FOOD AND BEVERAGE

Ambev  
Bunge  
Cargill  
Nestlé  
Vigor  
Copersucar  
Coca-Cola  
Spal  
Unilever  
Vinícola Salton  
Cacau Show

### RETAIL

GPA  
Carrefour  
Wal-Mart  
Via Varejo  
Lojas Americanas  
Casas Pernambucanas  
B2W  
Telha Norte  
Magazine Luiza  
Drogasil  
Ricardo Eletro

### WHOLESALE

BR Distribuidora  
Ipiranga  
Arcom  
Atacadão  
Makro  
Grupo Martins  
Raizen  
Profarma  
Panarello  
Amaggi  
Tenda

### AUTO

Fiat  
GM  
Volkswagen  
Hyundai  
Kia  
Mercedes-Benz  
Peugeot Citroën  
Toyota  
Iveco  
Ford  
Scania

### PHARMACIST

Pfizer  
Novartis  
Sanofi-Aventis  
Roche  
Medley  
AstraZeneca  
EMS  
Eurofarma  
Aché  
Merck

### SHIPPING / LOGISTICS OPERATORS

LATAM  
GOL  
Aliança Navegação  
JLS  
Transpetro  
UPS  
Correios  
DHL  
CEVA  
Penske

### LOGISTICS CONDOS

Almi  
TRX  
Colliers  
Bresco  
GLP  
PROLOGIS  
Herzog  
Capital Realty  
Fulwood  
LOG CP

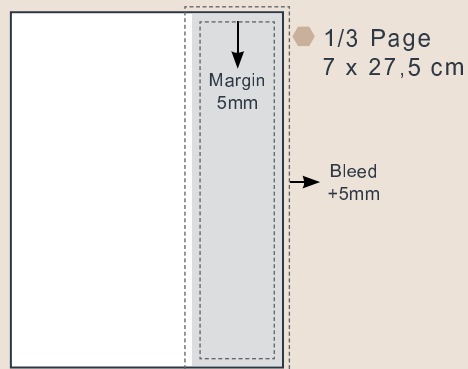
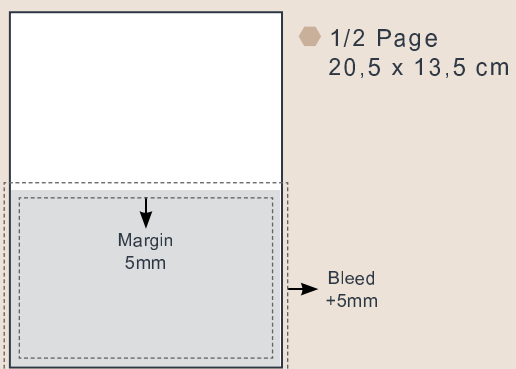
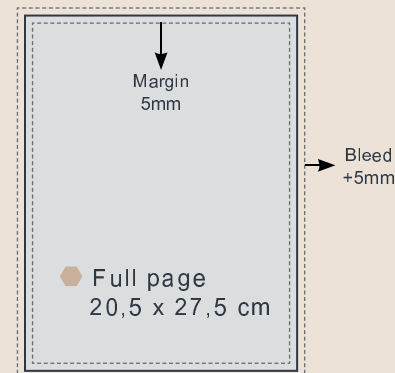
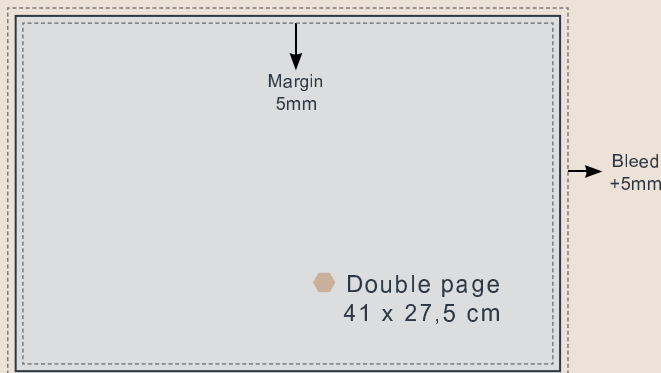
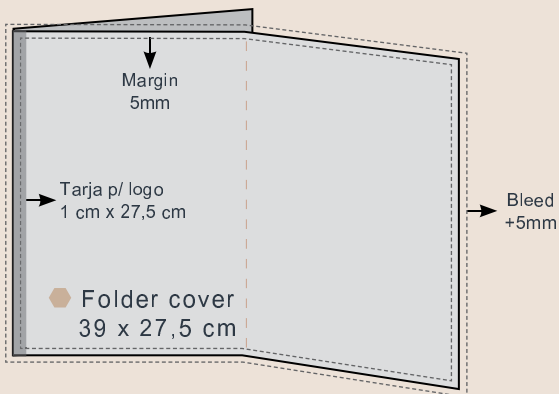
### MISCELLANEOUS

Souza Cruz  
Natura  
Boticário  
Unilever  
Votorantim  
Embraer  
Cielo  
Redecard  
Hospital Albert Einstein  
Arcelor Mital



# Print Advertisement

## Printed formats



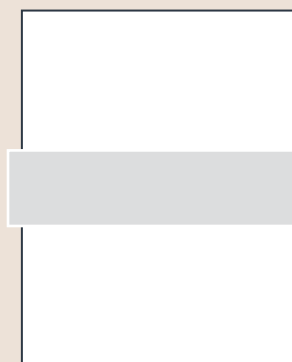
Advertise and generate **new business** every month.





# Print Advertisement

## Your ad **unconventional**

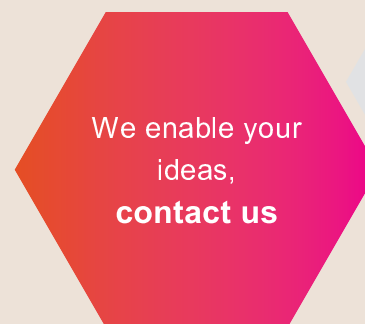


- Strap 63 x 8 cm (outer strap with your message involving the magazine)



- Tell Advertiser (content produced by the advisory client and diagrammed by the art team of Logistics)

- pullout







# Digital ads

## Environments online inspire new opportunities

### Your ad interacting with:

- the website of your company
- its corporate Facebook page
- his YouTube channel
- and more



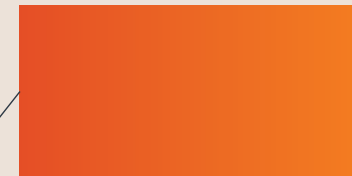
We enable your ideas,  
contact us



# Digital ads

## Ads in the Journal website

Top banner  
650 x 80 pixels  
Format jpg



Banner Lateral  
300 x 150 pixels  
Format jpg





# Digital advertising

## Weekly newsletter ads

Não consegue visualizar a mensagem? Veja aqui.

**REVISTA Logística** IMAM

As notícias do momento, que não estão na Revista

f in

Anuncie aqui!

**SCHMERSAL RECEBE CLIENTES DA IMAM CONSULTORIA PARA O 1º NETWORKING DE 2017**  
Em 19 de abril, diretores, gerentes, consultores e clientes da IMAM Consultoria visitaram as instalações da SCHMERSAL...  
[LEIA MAIS](#)

**POR QUE UPS PROÍBE CAMINHÕES DE VIRAR À ESQUERDA E ECONOMIZA MILHÕES?**  
Evitar ao máximo dobrar à esquerda. Isso é quase um mantra para os motoristas das vans da UPS, a empresa americana de...  
[LEIA MAIS](#)

**DHL FAZ LOGÍSTICA IN PLANT DA NOVA FÁBRICA DA JAGUAR LAND ROVER**  
DHL Supply Chain é responsável pelos serviços de recebimento, armazenagem, gestão do estoque, sequenciamento...  
[LEIA MAIS](#)

**500º REACH STACKER KONECRANES LIFTACE**  
Como parte de um pedido incluindo um total de três máquinas, o 500 Reach Stacker da marca Konecranes Liftace no...  
[LEIA MAIS](#)

**SOBREVIVÊNCIA DO TRANSPORTE DE CARGAS**  
Dentro do mercado de transporte existem dois inimigos gigantes e que já estão fora de controle: condição das estradas...  
[LEIA MAIS](#)

**32ª EDIÇÃO DA MOVIMAT TEM NOVA DATA E LOCAL**  
Consolidado como o principal evento da cadeia logística para toda América Latina, a MOVIMAT - Salão Internacional da...  
[LEIA MAIS](#)

**ASSINE & ANUNCIE AQUI**

**PARA OUTRAS NOTÍCIAS LEIA A REVISTA LOGÍSTICA**

[www.revistalogistica.com.br](http://www.revistalogistica.com.br) (+55 11) 5575-1400

2017 Revista LOGÍSTICA

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Para garantir o recebimento correto de nossas mensagens, inclua nosso endereço (info@imam.com.br) em seu catálogo.



- Top banner  
710 x 90 pixels  
Format jpg