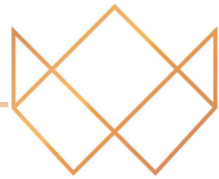




P P O W

Media kit



Lifestyle

EXPERIENCE

Culture, travel, events, art and design have been the pillars of content for over a decade.

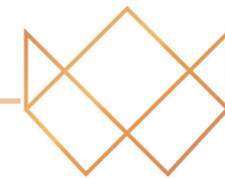
In 2018 we decided to make a total repagination in the layout of the site.

People Portal was launched in 2009 with the proposal to share the best events, experiences, innovations and products for a highly qualified and demanding public. Culture, travel, exhibitions, gastronomy, art and design were the pillars of content addressed by a team of journalists, columnists and collaborators for more than a decade.

The new proposal was to reposition PPOW as a lifestyle brand, presenting our readers with the best experiences in travel, gastronomy and products.

A team of columnists and collaborators of different styles explore the world and share their experiences in our channels in the most varied formats.





Content

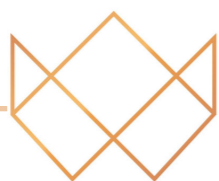
These are the channels through which we publish our content about travel, photography, music, exhibitions, technology, adventure, tips, news, sport, gastronomy and lifestyle.

- **People**
- **Power**
- **Lifestyle**
- **Art & Design**
- **Travel**



People Travel

The travel experience brings closeness between brands and establishments with our readers. More than 15 countries have already been explored by our columnists where they share tips on when to go, where to go, what to do, what to bring; and with this, companies can show their services and differentials in a transparent and more humane way.



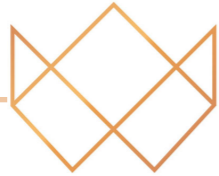
People

We believe that people are the real source of inspiration for our portal. Their experiences are extremely rich, capable of improving the quality of life of people in their circles of friendship and therefore our readership.

Friendship and respect for differences is what characterizes our strong alliances, which have lasted for decades on our website.

Content taken seriously, produced by journalists, architects, designers, photographers, teachers, musicians, public relations and entrepreneurs.





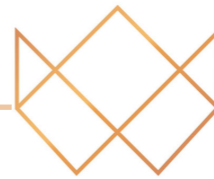
Power

Deciphering the issues of life have been a constant pursuit for us.

The "Power" section comes with full power in 2019 with content related to education, self knowledge, courses and reflections of great thinkers and philosophers to be shared.

We look for people who live with passion and teach us to live through their life stories compiled between texts, images and videos just a click away.





Statistics

25k+

Unique Users

65k+

Page Views

45%

Female

54%

Age 25 - 44

87%

São Paulo - Brazil

32k+

Social Media

20k+

E-Mail Mkt

Monthly Analysis from Google Analytics and Social Media numbers are PPOW + Colunists





Ads

We provide a variety of formats for advertisers on the site.

Publi-editorial with gallery of images and videos and standard or customized banners.

Leaderboard 728 x 60

Full banner 468 x 60

Rectangle 250 x 300

Sky 160 x 600

Customized channels with content adaptation to the profile of the advertiser brand with differentiated proposal based on storytelling - a different and innovative way to tell the story and capture the reader's attention.

PEOPLE POWER LIFESTYLE ART & DESIGN TRAVEL COLUNISTAS

Nos hospedaram no Palazzo que acomoda 10. A escadaria no centro da casa só levou nosso fôlego. E a atenção aos detalhes em absolutamente tudo em toda a propriedade. De móveis de design personalizado (por Count Bolza) a comodidades incríveis, incluindo produtos de higiene pessoal Ortiga Sicilia pelos quais nos apaixonamos completamente. Na chegada, na hora do almoço, nossa casa estava cheia de comida e logo um delicioso almoço foi servido na enorme mesa. Este foi um precursor para as refeições surpreendentes que desfrutamos durante toda a nossa estadia. Piscinas, ginásios, tênis, aulas de culinária em sua própria casa e comer, é claro, comer. Tudo tão fresco quanto pode ser e tudo produzido localmente. E dentro de uma viagem de cinco minutos do nosso Palazzo estava o restaurante da propriedade. Oste é assim que a propriedade é chamada - onde o chef Marco Pellegrini cria a cozinha Di Reschio.

VIAGEM RÁPIDA
VILLAS DE TRANCOSO
CRISTINA O MELHOR HOTEL DE TRANCOSO

PEOPLE POWER LIFESTYLE ART & DESIGN TRAVEL COLUNISTAS

Nova Leica M10-P Safari :: Edição Limitada

YOGA

PEOPLE POWER LIFESTYLE ART & DESIGN TRAVEL COLUNISTAS

Castello Di Reschio, Umbria – Itália

A experiência que mescla modernidade e história em perfeita harmonia

É difícil descrever a experiência no Castello Di Reschio, na Úmbria, Itália, sem recorrer a clichês e grandes palavras que soam exageradas. Impressionante. Surpreendente. Surreal. Idílico. Requitado. Mas quando revisamos nossas imagens, vídeos e histórias de Di Reschio, a única coisa que ficou ainda mais clara com o tempo é a sensação de que fomos transportados para um período de tempo não especificado e luxuoso entre a história antiga e o amanhã. Um momento perfeito para "ficar parado", oferecendo relaxamento e mimos, mas conseguindo nos surpreender e encantar a cada esquina. A propriedade em si é uma prova de quão maravilhosamente as estruturas podem envelhecer, combinadas com a extraordinária atenção aos detalhes na restauração, e com todas as amenidades modernas que se poderia desejar, tudo parecia - e ainda é - quase lindo demais e perfeito para ser verdade.

PPOW INBOX
Receba nossa newsletter!
Email Address
ENVIAR
powered by MailChimp

