DISCOVER
Brazil Canada Portugal

The DISCOVER magazine has been innovating and consolidating as one of the major media in Canada since 2010. Updated, dynamic and creative, disseminates information that provoke deep reflection.

The aim of the magazine is to promote business opportunities and tourism in Brazil, Portugal and Canada, as well as strengthen and deepen the relations between the three countries and connect them with the world.

The LML Communications & Marketing is responsible for the magazine publishing in Canada. The company operates in the city of Toronto for over 15 years with a focus on the areas of marketing, media and event production.

The digital version of the magazine is available on the website: www.magazinediscover.com
Why advertise in the DISCOVER magazine?

- You will be interacting with three specific audiences: Brazilians, Portugueses and Canadians;

- The work on the social network (Facebook, Twitter, Linkedin, Youtube, Instagram and Pinterest), DISCOVER News (Newsletter) and website (through daily posts) extends the reach of the magazine and thereby gave great exposure for advertisers;

- Information about the magazine and website’s price list is available by request. Please send us an email to marketing@magazinediscover.com

Responsibility, credibility & respect for our readers;

With a portfolio that focuses on content that interest readers the most;

A magazine that connects business and opportunities;

Deep insights into the issues & trends across business, tourism & culture.
The DISCOVER magazine has a competent staff, which always seeks to inform in depth and impartiality on matters relating to the three countries - Brazil, Canada and Portugal.

**DISCOVER Team**

Director  
Teresa Oliveira

Editor  
Ingrid Coifman

Contributors  
Top professionals from Brazil, Canada & Portugal

Copy Editors  
Cecilia Chin  
Joan Sheppard

Art Director  
Bruna Lopes

Cartoonist  
Hemeterio Neto

Photographers  
Diego Barros (Brasil)  
Dave Burke (Canadá)

Photographers  
Rodrigo Diniz (Brasil)  
Richard Tuner (Canadá)

Digital Marketing  
Agência Vetta

Marketing  
marketing@magazinediscover.com
What our readers are saying about the magazine

DISCOVER magazine is the missing element in the dissemination of information that crosses the world, as it represents the link between Brazil, Canada and Portugal, three countries that one way or another reaffirm the fact that there are more connections among those countries than we ever thought.

The magazine’s readers have the privilege to get to know a wide range of themes from various angles of the society - economically, socially and culturally. I would like to congratulate Leila Monteiro Lins and the staff of DISCOVER magazine for the fantastic work they have been doing over the last seven years.

Carla Viegas
International Relations at the “Escola Superior Náutica” (Nautical College)
Lisboa, Portugal

I always enjoy reading DISCOVER magazine as I believe we all benefit from the great content it presents. Its dedication to promoting Brazilian and Portuguese cultures, which enrich the multicultural city we live in, is definitely valued by the community.

Leila Monteiro Lins, as founder and CEO of this magazine, launched in 2010, has done a phenomenal job in making Brazil and Portugal better known in Canada, focusing on their growing economies, tourism, and important ties that have been increasingly established.

As a Toronto City Councillor and member of the Portuguese community, I congratulate Leila and her team for their success and achievements - may this project be an example to follow!

Ana Bailao
City Councillor-Ward 18, Davenport
Toronto, Canada

My congratulations to the entire team at DISCOVER magazine. Promoting Brazil abroad is a challenge for all the professionals involved in this mission, as the country can be shown in many different ways and still be amazing.

Furthermore, we all know the effort required for carrying out a project like this and that is why I’m delighted and humbled when I read the articles and know how people are using the magazine to connect, learn and find opportunity in Brazil.

The magazine is an intelligent instrument and optimizes the updated information in the country, with many different articles about the diversity of its culture and its people, places to visit and things to see in our beautiful country to Canadians visitors.

Silvana Nascimento
Deputy Secretariat of Tourism of Minas Gerais State
Minas Gerais, Brazil
Public profile reader
DISCOVER MAGAZINE

GENRE
58% are women
42% are men

DEMOGRAPHIC
20% are between 18 and 24 years old
37% are between 25 and 34 years old
17% are between 35 and 44 years old
12% are between 45 and 54 years old
8% are between 55 and 64 years old
5% are above 65 years old

LOCATION
55% are in Canada
25% are in Brazil
20% are in Portugal
Editorial Information

Frequency: Winter-Spring | Summer-Fall
Distribution: Brazil, Canada & Portugal
Size: 40 pages | Format: 8"X 10.75” | Circulation: Free
Advertising Format

**Full page**
Size 8" X 10.75" inches
20.3 cm X 27.3 cm

**Quarter page**
Size 8" X 2.5" inches
20.3 cm X 6.3 cm

**Half page Horizontal**
Size 7.986" X 5.361" inches
20.3 cm X 13.6 cm

**Half page vertical**
Size 3.972" X 10.75" inches
10.1 cm X 27.3 cm

**Double Page Spread**
Size 16" X 10.75" inches
40.6 cm X 27.3 cm

Artwork: pdf or jpg
Resolution: 300 dpi
Full color
Add extra 1/8" all sizes
Public profile reader
DISCOVER DIGITAL

TRAFFIC
More than 2,500 users per month
More than 6,000 pages displayed per month

LOCATION
55% of the users are in Canada
25% of the users are in Brazil
20% of the users are in Portugal

AUDIENCE | DEVICE
57% of the users access by tablet or smartphone
43% of the users access by desktop
*Our website is mobile friendly.

Source: Google Analytics
Advertising formats

Homepage

**GOLD Banner**
- Homepage only
- Beside the main's picture
- 216X216 pixels
- Up to 100Kb
- Extensions: .gif or .jpg

**MASTER Banner**
- All pages
- Beside the magazine’s logo
- 620X390 pixels
- Up to 100Kb
- Extensions: .gif or .jpg

**SILVER Banner**
- Homepage only
- Above the “Comunidade” banner
- 880X90 pixels
- Up to 100Kb
- Extensions: .gif or .jpg

**BRONZE Banner**
- Homepage only
- 280X280 pixels
- Up to 100Kb
- Extensions: .gif or .jpg
Advertising formats
Inside Pages

INSIDE Banner
About Us, Advertising, Contact + ALL News pages
216x216 pixels
(8 pages)
Up to 100Kb
Extensions: .gif or .jpg
Advertising formats
Inside Pages

FOOTER Banner
All inside pages (11 pages)
880x90 pixels
Up to: 100Kb
Extensions: .gif or .jpg

IMPORTANT:
For more detailed information please contact us by email (marketing@magazinediscover.com)
Contact information:

marketing@magazinediscover.com

(1) 647-227-5514

www.magazinediscover.com