





CIE – Comunicação e Imprensa Especializada, Lda., company of Publindústria's Group, is part of a corporate platform with more than 40 years of experience in publishing specialized magazines geared towards technological markets.

Publindústria is the leading company in the information and communications market for technicians, engineers and managers who work in the manufacturing industry.

The increasing importance of science and technology within the national economy is reflected in Publindústria's business and has already translated into several initiatives such as book publishing, educational training and seminar organization.

CIE – Comunicação e Imprensa Especializada, Lda. is the company of Publindústria's Group responsible for the promotion and editing of the following magazines: "o electricista", "robótica", "Manutenção", "renováveis magazine" and "ELEVARE".

**More than editors, we are experts in Industrial Communication!**



The CIE – Comunicação e Imprensa Especializada's Team is guided by the requirements that operates in the servisses it offers and effectiveness in achieving the same. We have all the conditions to develop activities that we propose in a climate of trust and professionalism, guaranteeing the respect and recognition of our customers.

- » Newsletter and corporate magazine
- » Communication and Marketing
- » Training
- » Webdesign and Graphic Arts



## Statistical data - Revista “o electricista”

### Audience

**48%** 45-54

**28%** 65+

**23%** 55-64

**23%** 25-34

**13%** 18-24

**12%** 35-44

**61,9%** Men

**38,1%** Women

### Interests:

Technology; Sports and Fitness;

News and Politics; Travel;

Photography; Media and

Entertainment

### Magazine

**3.4k** Digital Subscribers

**41%** Average open rate

**21%** Average click-through rate

**35%** Downloads website

### Newsletter

**10.3k** Subscribers

**29%** Opening fee

**7,4%** Click-through rate

### Website

**95k** Views (Annual)

**54k** Active Users (Annual))

**1,7** Page views per user)

**1,20min** Interaction time

**33%** Portugal

**29%** USA

**8%** Ireland

**3%** Brazil

**3%** Germany

### Social Networks (followers)

**6,5k** Facebook

**3,3k** LinkedIn

**1,0k** X

**63** Youtube



## Statistical data - Revista "Robótica"

### Audience

**58%** 45-54

**20%** 25-34

**8%** 18-24

**8%** 65+

**7%** 55-64

**5%** 35-44

**57,8%** Men

**42,2%** Women

### Interests:

Technology; Sports and Fitness;

News and Politics; Travel;

Photography; Media and

Entertainment

### Magazine

**5.5k** Digital Subscribers

**55%** Average open rate

**27%** Average click-through rate

**21%** Downloads website

### Newsletter

**3.5k** Subscribers

**12%** Opening fee

**5%** Click-through rate

### Website

**98k** Views (Annual)

**56k** Active Users (Annual)

**1,7** Page views per user

**1,05min** Interaction time

**86%** Portugal

**4%** USA

**3%** Brazil

**2%** Netherlands

**2%** Spain

### Social Networks (followers)

**2,9k** Facebook

**3,3k** LinkedIn

**1,3k** X

**69** Youtube



## Statistical data - Renováveis Magazine

### Audience

**29%** 45-54

**16%** 65+

**12%** 55-64

**12%** 25-34

**6%** 35-44

**6%** 18-24

**57,4%** Men

**42,6%** Women

### Interests:

Technology; Sports and Fitness;

News and Politics; Travel; Books;

Finance

### Magazine

**5.5k** Digital Subscribers

**71%** Average open rate

**37%** Average click-through rate

**17%** Downloads website

### Newsletter

**7.7k** Subscribers

**13%** Opening fee

**6%** Click-through rate

### Website

**88k** Views (Annual)

**53k** Active Users (Annual)

**1,6** Page views per user

**1,07min** Interaction time

**77%** Portugal

**14%** USA

**13%** Brazil

**8%** Spain

**6%** Germany

### Social Networks (followers)

**4,5k** Facebook

**3,2k** LinkedIn

**753** X

**49** Youtube



## Statistical data - Revista Manutenção

### Audience

**25%** 45-54

**16%** 25-34

**13%** 65+

**12%** 18-24

**10%** 55-64

**8%** 35-44

**55,9%** Men

**44,1%** Women

### Interests:

Technology; Sports and Fitness;

News and Politics; Travel; Books;

Music

### Magazine

**1.5k** Digital Subscribers

**48%** Average open rate

**28%** Average click-through rate

**29%** Downloads website

### Newsletter

**4.1k** Subscribers

**14%** Opening fee

**6%** Click-through rate

### Website

**100k** Views (Annual)

**37k** Active Users (Annual)

**2,7** Page views per user

**1,30min** Interaction time

**87%** Portugal

**13%** USA

**11%** Brazil

**8%** Germany

**2%** Ireland

### Social Networks (followers)

**2.8k** Facebook

**2.3k** LinkedIn

**446** X

**42** Youtube



## Statistical data - Revista Elevare

### Audience

**52%** 45-54

**38%** 65+

**28%** 55-64

**24%** 25-34

**11%** 35-44

**9%** 18-24

**51,6%** Men

**48,4%** Women

### Interests:

Technology; Sports and Fitness;

News and Politics; Travel; Books;

Music

### Magazine

**1.5k** Digital Subscribers

**33%** Average open rate

**18%** Average click-through rate

**40%** Downloads website

### Newsletter

**2.0k** Subscribers

**21%** Opening fee

**7%** Click-through rate

### Website

**32k** Views (Annual)

**15k** Active Users (Annual)

**2,1** Page views per user

**1,02min** Interaction time

**75%** Portugal

**12%** USA

**10%** Brazil

**4%** Ireland

**2%** Germany

### Social Networks (followers)

**652** Facebook

**376** Linkedin

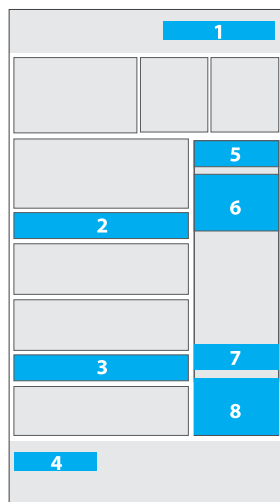
**571** X

**4** Youtube

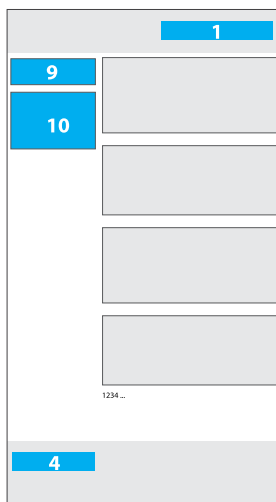


## Banners

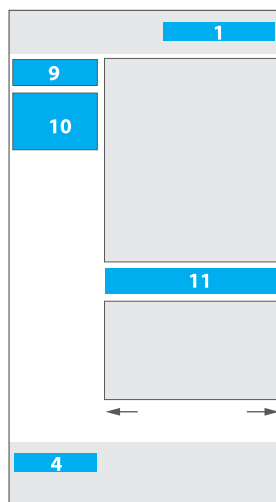
Spaces and prices for all websites. Banners must have .jpg format, .gif or animated .gif.



Option A



Option B



Option C

### Option A - Homepage

**Banner 1** - 630 x 100 px - on request

**Banner 2** - 1054 x 140 px - on request

**Banner 3** - 1054 x 140 px - on request

**Banner 4** - 493 x 100 px - on request

**Banner 5** - 426 x 100 px - on request

**Banner 6** - 426 x 300 px - on request

### Option B - Other pages

**Banner 9** - 426 x 100 px - on request

**Banner 10** - 426 x 300 px - on request

### Option C - News page or open article

**Banner 11(exclusivo)** - 1054 x 140 px - on request

### Rotative

**Banner 7** - 426 x 100 px - on request

**Banner 8** - 426 x 300 px - on request

**Banner 11** - 1054 x 140 px - on request



## Editorial Advertising Spaces

Spaces and prices for all websites.

### Technical Article / Case Study

On request

### Technical-Commercial Article

- » Produtos / Notícias
- » Publi-reportagem
- » Entrevista

On request

### Products / News

On request

## Technical specifications

**Technical Article:** 5000 to 12 000 characters with spaces \*

**Case-Study:** 4000 to 9000 characters with spaces \*

**Technical-Commercial Article:** 3500 to 5500 characters with spaces \*

**Advertorial:** 3500 to 5500 characters with spaces \*

**Interview:** 3500 to 5500 characters with spaces \*

**Products/News:** 900 to 1300 characters with spaces \*\*

\* Article can contain images, up to 4 or 5, with a maximum resolution of 150 dpi, with the size 1024 x 682 (px) in GIF or JPEG. If the images do not have sufficient resolution, they may not be published.

\*\* Article may contain an image with a maximum resolution of 150 dpi, with the size 1024 x 682 (px) in GIF or JPEG. If the image does not have a good resolution the magazine reserves the right not to publish it. Its publication would imply an unfavorable image for the company and / or product and for the magazine.

### For more information please contact:

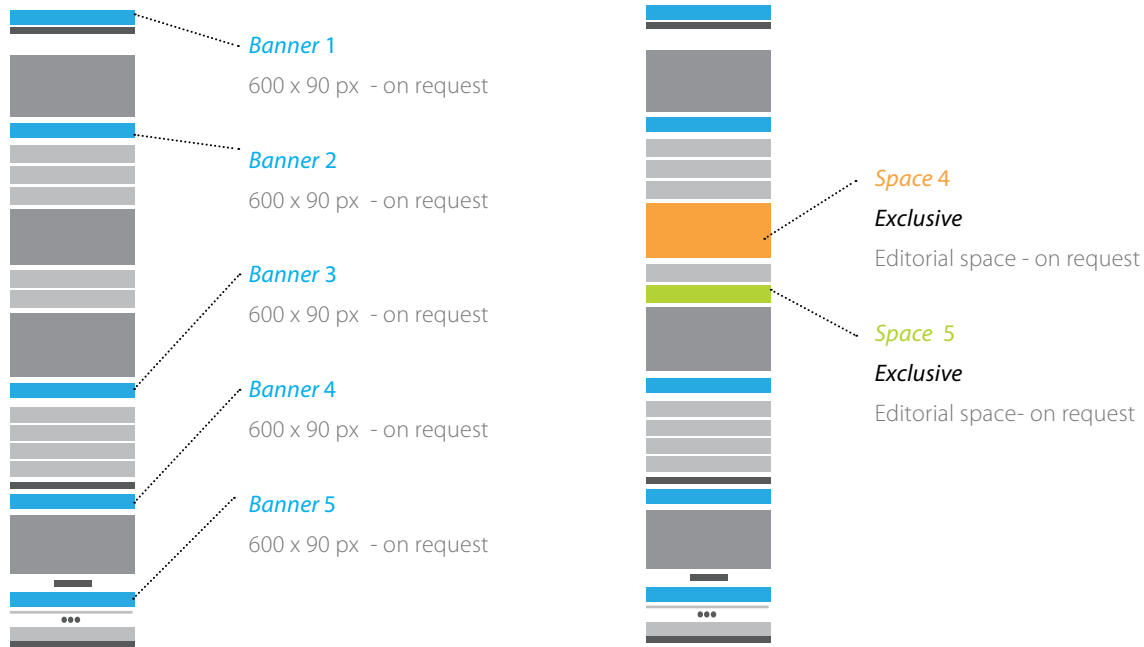
Júlio Almeida

Phone.: +351 225 899 626 | [julio.almeida@cie-comunicacao.pt](mailto:julio.almeida@cie-comunicacao.pt)



## Newsletter

Spaces and prices for all newsletter. Banners must have .jpg format, .gif or animated .gif.





## Email marketing

### Basic Proposal

- » 1 newsletter sent to the CIE's database

Price on request

### Regular Proposal

- » 2 newsletters sent to the CIE's database
- » 1 banner on the website

Price on request

### Advanced Proposal

- » 2 newsletters sent to the CIE's database
- » 1 banner on the website
- » advertisement in one of the magazines

Price on request

### For more information please contact:

Júlio Almeida

Phone: +351 225 899 626 | [julio.almeida@cie-comunicacao.pt](mailto:julio.almeida@cie-comunicacao.pt)