

MEDIA KIT

DATAMARNEWS 2026/2027

News + Data = Greater Insight

DatamarNews

About us

DatamarNews is a service specialized in providing South American foreign trade and logistics news.

The added value it provides is due,, in particular, to the data and market intelligence it includes in news stories wherever relevant, to enable, the readers to have greater insight into each topic.

All news is published in Portuguese and English to provide foreign colleagues with a convenient way of tracking South American logistics news.

Audience

WEBSITE

Page views
60,000 +

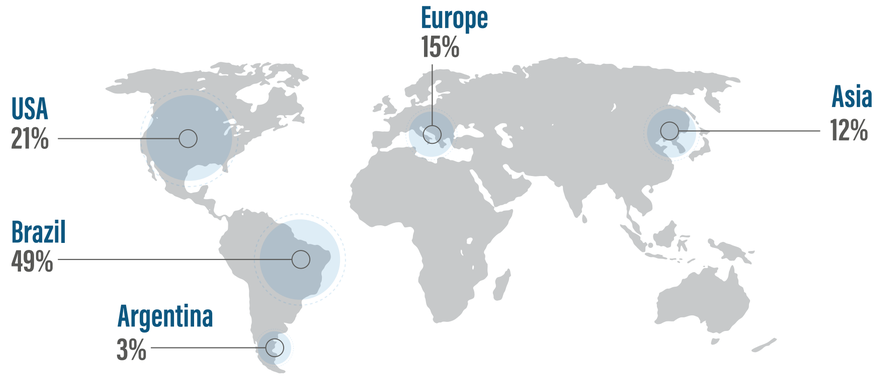
40,000 +
total users

NEWSLETTER

Sent daily to **6,000 + contacts**, *most of whom are specialized in maritime logistics*

25% of mailing list contacts *hold senior positions* **(CEO, director and manager level)**

Geographical distribution of audience



Website

Banner sizes and monthly investment

**Rotating banner space shared with up to 3 advertising companies*
All prices in US dollars (USD).

All pages (Home page + Internal pages)

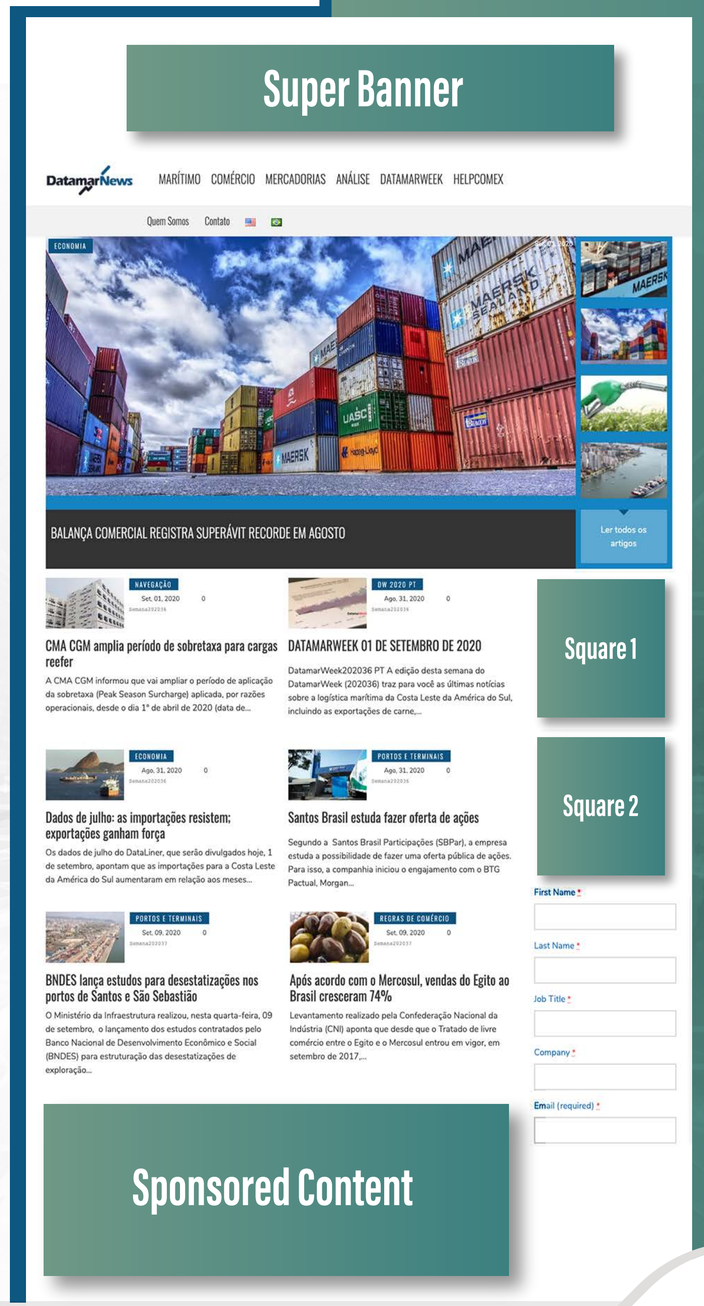
Banner	Size	Fixed	Rotating*
Super banner	922x190	$2,327	$1,137
Square 1	270X270	$1,700	$850
Square 2	270X270	$1,700	$850

Home page

Banner	Size	Fixed	Rotating*
Super banner	922x190	$1,965	$827
Square 1	270X270	$1,450	$700
Square 2	270X270	$1,450	$700
Sponsored content	821x330	$1,551	

Internal Pages

Banner	Size	Fixed	Rotating*
Super banner	922x190	$982	$362
Square 1	270X270	$800	$400
Square 2	270X270	$800	$400





Newsletter

Daily Newsletter

The daily newsletter is sent in English to a **mailing list of 6,000 + readers**, a siginificant portion of whom are decision-making professionals from the main companies in the logistics sector.

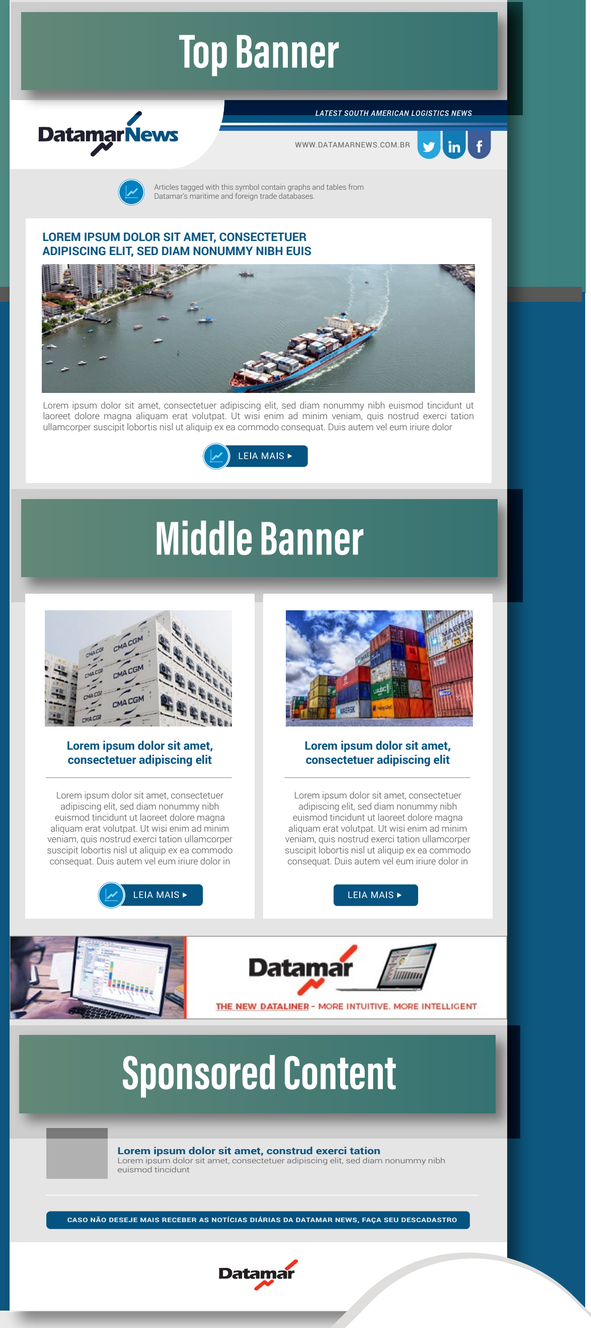
The mailing list has been built organically as a result of the relationship **Datamar** has with the **main players in the market from all over Latin America, United States and Europe**.

About **40% of this mailing is composed of decision-makers** in the fields of shipping lines, importers and exporters, OTIs, as well as ports and terminals, amongst others.

The average opening rate for the newsletter is almost 20%.

Banner sizes and investment

Banner	Size	Price (USD)
Top	600x100	$1,500
Middle	600x100	$1,344



Editorial and marketing opportunities

Sponsored content on DatamarNews that is displayed on the website's home page and daily newsletter for up to one month: **US$ 1,500**

So as to increase reader engagement with sponsored content, we recommend the text to contain market analysis such as graphs and tables. Datamar can help with such relevant analysis for your business. Consult us for a quote of this additional service.

For other content marketing opportunities such as joint content creation of videos, studies, and events amongst others, contact us: **marketing@datamar.com.br**





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