

MEDIA KIT 2023

Bloomberg **Línea**



About Us

Bloomberg Línea, a partnership between Bloomberg Media and Falic Media, is a multilingual (Spanish, Portuguese and English) news source for an audience focused on financial markets and business in the Latino world.

It features premium multiplatform content from Bloomberg News and original local content aimed at sophisticated audiences from different age groups, backgrounds and who have a variety of interests.

Since its launch, in August 2021, bloomberglinea.com has become a reference by providing data-driven and unbiased news. It has surpassed the growth of its competitors, consolidating itself as the leading platform for business and finance content about latinos and a reference worldwide.

Media Solutions Opportunities

Bloomberg **Línea**

Multiplatform Media Solutions

Bloomberg Línea provides advertisers with multiple means of reaching diverse audiences.

For this purpose, we have a team focused on understanding a brand's **commercial challenges**, and dedicated to providing the **most appropriate and integrated solutions** as possible by working in a tailored, personalized way.

Clients have the option of using multiple products to reach their target audiences across the Bloomberg Línea ecosystem:

- Branded Content Articles and Videos: +20k views per article
- Custom web series
- Tailored podcasts
- Unique events and experiences
- Tailored trackers, infocharts and Lists
- Custom live streams and events



Successful podcasts

Audience: Business and finance enthusiasts, General news and comment
20-40 years old

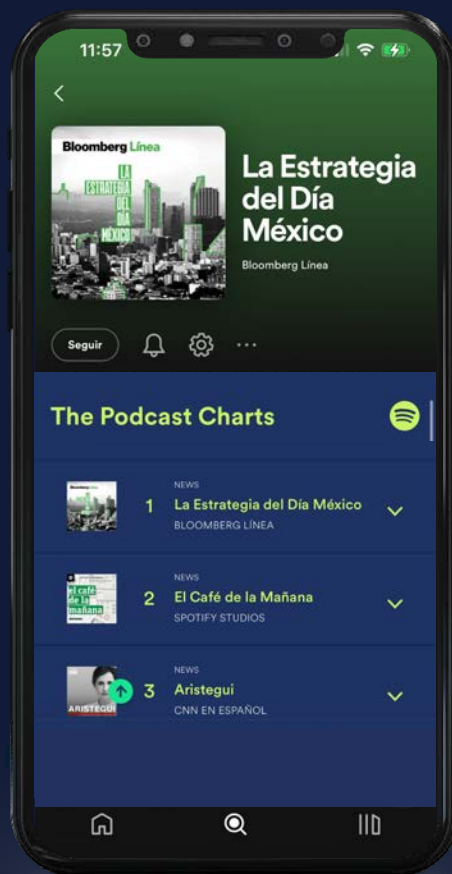
Every morning, **Bloomberg Línea's** daily podcasts present the day's most relevant news and opinions. From interviews with business leaders, executives, politicians and decision makers in Latin America and Brazil to dynamic explainers that update listeners on what they need to know.

Brands may participate via **pre-roll ads or branded content inserts**.

- Ouvi na Bloomberg Línea (daily) podcast in Brazil. #15 in the list of Brazil's most-listened-to podcasts on Spotify
- La Estrategía del Día México (LED) is the #1 podcast show in audio streamings charts*
- Successful LED franchise expanded to Colombia and Argentina.

Source:
<https://chartable.com/podcasts/la-estrategia-del-dia/charts>
 *Apple, Spotify, Amazon

Listen here



Listen here



Videocast

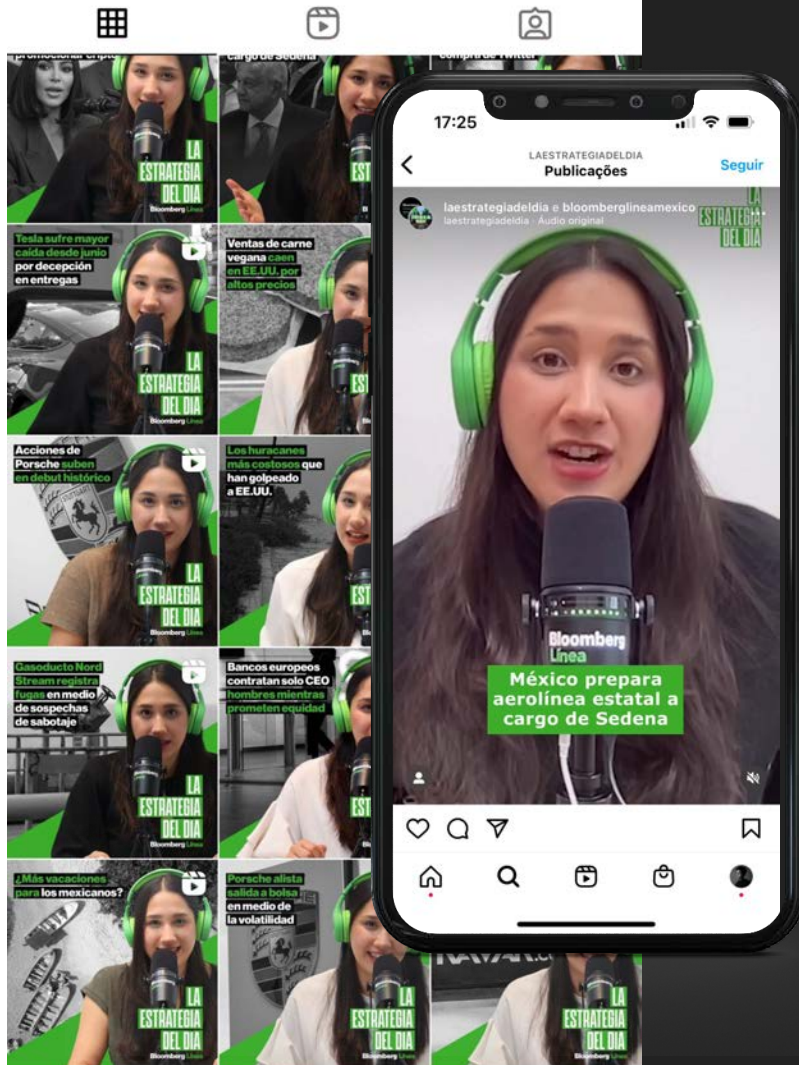
The successful La Estrategía del Día podcast in a visual format

La Estrategía del Día is a video version of the daily podcast, that is currently one of the most-listened-to in Mexico, and also figures in charts in several countries globally.

Due to the success of the daily audio format, a **daily videocast** version was launched.

Distribution is focused across its own social channels, the Spotify player and on **Bloomberg Línea** sites.

- Brands can feature via pre-roll ads for up to 45 seconds.
- Brands can also choose a logo presence during the episodes.
- This engaging format generates more than 50,000 views per week.



LA
ESTRATEGIA
DEL DÍA

Newsletters

Audience: financial market and general news enthusiasts, 20+ years old.
Popular across Latin America's financial hubs

Bloomberg Línea's daily newsletters gather the most important information from around the globe and present it in an engaging and simple format.

With newsletters published both locally and regionally Bloomberg Línea has direct contact with readers every morning.

Additional, focused emails are sent on breaking news and other topics such as lifestyle and leisure.

- Daily emails, +300K opens per day
- Content in Portuguese and Spanish
- Newsletters are sent every morning and evening, marking the opening and closing of markets around the globe.
- Local newsletters are also sent daily, offering brands the opportunity to target local audiences.

Bloomberg Línea

Notícias | Mercados | Estratégia | Tech | Internacional

Breakfast

o seu primeiro gole de notícias

Investidores embolsam ganhos enquanto pesam forças contrárias no mercado, para quem foi o voto dos brasileiros que marcam pela América Latina e fora do Facebook fecha escritório em NY para economizar. Bom dia e ótima leitura!

Alerta para Vale e exportações do Brasil à China

Notícia do relatório global para o país asiático aumentou depois de 30 dias sem atualizações. Os dados mostram uma alta o preço do produto.

As exportações de minério de ferro do Brasil para a China representam não só uma das principais fontes de receita para a economia brasileira como servem de referência para os negócios da Vale. São vendas que acumulam queda de 39% nos primeiros nove meses de 2022 ante o mesmo período do ano passado.

De janeiro a setembro, o Brasil exportou US\$ 14,42 bilhões do produto para o país asiático, abaixo do total de US\$ 23,45 bilhões nos nove primeiros meses de 2021, de acordo com dados do Ministério da Economia, que incluem as vendas para Hong Kong e Macau.

Levantamento feito pelo departamento de Relações Internacionais e Comércio Exterior da Fiap para a Bloomberg Línea mostra que, no terceiro trimestre, a queda das exportações brasileiras de minério de ferro foi de 46% em relação ao mesmo período de 2021, o que ilustra o efeito da desvalorização das cotações. Comparativamente ao pico registrado em agosto de 2021, o recuo foi de 55,8% nas remessas de minério para China.

Leia a notícia completa >>>

Os mercados esta manhã

| País | Indicador | Variação | Valor |
|------|-------------------|----------|--------|
| 🇺🇸 | Dow Jones Futuros | ▼ 0,79% | 30.133 |
| 🇺🇸 | S&P Futuros | ▼ 0,82% | 3.772 |
| 🇺🇸 | Nasdaq Futuros | ▼ 0,82% | 11.545 |
| 🇺🇸 | Stoxx 600 | ▼ 0,87% | 399,54 |
| 🇪🇺 | FTSE 100 | ▼ 1,29% | 4.995 |
| 🇨🇳 | Nikkei 225 | ▼ 0,48% | 27.136 |
| 🇮🇳 | Hang Seng | ▲ 5,90% | 18.087 |
| 🇨🇳 | Shanghai | — | — |

Bloomberg Línea

Notícias | Mercados | Estratégia | Tecnologia | Latamercado

Línea de Partida

Votantes, os mercados tomam o pulso à economia de EE.UU., o plan para converter Argentina em um hub de vacunas para Latam e México no primeiro mês de 2024 em produção de petróleo. (Buen día y buena lectura!)

La fuerza económica que tienen los latinos en EE.UU.

La población de latinos y hispanos en Estados Unidos ya supera los 62 millones, según el US Census. Eso representa casi una quinta parte del total de la población en el país: 19%. En decir, en términos absolutos, 1 de cada 5 estadounidenses es hispano o latino. Todo esto se traduce en una gran fuerza social.

Tal es el peso de los latinos en EE.UU. que se calcula que esta población genera una producción económica de US\$2,4 billones cada año. De hecho, de acuerdo con la organización Latino Donor, el llamado PIB Latino sería mucho más alto que el total combinado de las dos mayores economías de la región: Brasil (US\$1,44 billones) y el de México (US\$1,07 billones).

Además, al tomar decisiones sobre su vida como consumidores a una edad temprana, los latinos en EE.UU. tienen dos rasgos más como consumidores activos que el mayor grupo étnico de EE.UU., llegando a 56 años de consumo.

En términos económicos, a los latinos en EE.UU. no sólo los mueve el consumo, sino también el negocio. El espíritu emprendedor que proviene de sus países de origen se refleja en su nueva nación, dando, como refiere el grupo Latino Donor, esta comunidad representa el 89% de las nuevas adiciones a la fuerza laboral y el 52% de los generadores de nuevos empleos gracias al establecimiento de nuevos negocios.

Los 10 más del poder económico en EE.UU.

| País | Indicador | Variação | Valor |
|------|-------------------|----------|--------|
| 🇺🇸 | Dow Jones Futuros | ▼ 0,79% | 30.133 |
| 🇺🇸 | S&P Futuros | ▼ 0,82% | 3.772 |
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| 🇪🇺 | FTSE 100 | ▼ 1,29% | 4.995 |
| 🇨🇳 | Nikkei 225 | ▼ 0,48% | 27.136 |
| 🇮🇳 | Hang Seng | ▲ 5,90% | 18.087 |
| 🇨🇳 | Shanghai | — | — |

Bloomberg Línea

Notícias | Tech & Funding | Estratégia | Latamercado

LÍNEA LATINA

Your direct line to data-driven Latino news

Breaking News

Cosan Buys 4.9% of Vale, Plans to Increase Stake

Rubens Oseita's holding says it is waiting for Brazil's anti-trust authority to approve the expansion of its stake in the mining company by an additional 5.6% of its capital stock.

Brazilian conglomerate Cosan said it is buying a 4.9% stake in mining giant Vale via a direct equity and derivatives investment, and promises to increase its shareholding to 6.5%. The deal represents one of the most strategic moves of the holding's CEO, Roberto Oseita, which has a market value of around \$2 billion. Cosan, which has a market value of around \$2 billion, is the second-most valuable company there at \$69.1 billion.

Cosan also intends to increase its stake to 6.5%, pending the approval of Brazil's anti-monopoly authorities (CADE).

Read more on Bloomberg Línea

Enter Línea Latina >>>

Read more on Bloomberg Línea

Exclusive: Amazon Shelves Plans to Occupy São Paulo's Iconic F1 Race

Roundup of the Week: Telecom, Mobs and Salvos Secure Investment

Mexico's President Names New Economy Minister

How Do Rental Yields Compare in Latin America's Coastal Cities?

Private & Confidential

OPPORTUNITIES

Web Series Casa de Negócio\$

Audience: Newcomers, affluent, 20- 45 years old

After two successful seasons, Bloomberg Linea opens its doors once again and welcomes some of **Brazil's most influential leaders** for a fireside chat in **Casa de Negócio\$**.

The web series' second season, launched in August 2022, featured exclusive conversations with **distinguished leaders who move the business world**, C-suite executives from companies such as Google, Microsoft, WeWork and more.

Using the most exclusive spaces of Latin America's financial capital, São Paulo, as a backdrop, Casa de Negócio\$ brings a unique concept to Brazil.



<https://www.bloomberglinea.com.br/casa-de-negocios/>



Webseries Case Study: Marketing and Multiplatform Distribution

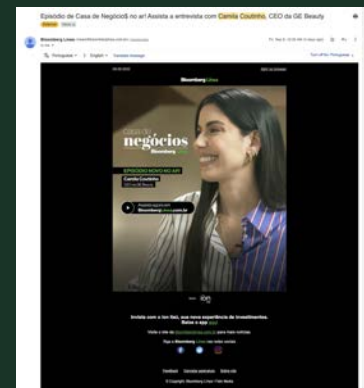
Bloomberg **Línea's** webseries projects are promoted across the Bloomberg Línea ecosystem via dedicated mini sites, transmission on social media and marketing pushes via email to databases of engaged users.

Additionally, the web series is also repurposed as a podcast in order to increase reach and drive awareness.

OOH spaces are also leveraged to ensure a level of promotion that is unparalleled in Latin America.



Webseries' podcast on Spotify
[Link](#)



Example of a social media broadcast, amounting to more than 500K views per episode in all channels
[Link](#)

Short-Form Videos

Bloomberg Línea creates daily content with short-form videos intended to tell News in 60 seconds or less.

The **TikTok** handles have become a reference in Latin America, balancing the “Bloomberg Way” with high user engagement, connecting with younger generations.

- Content oriented for TikTok and Instagram Reels
- In-video Ad banner opportunities
- Option to feature product placement



[@BloombergLineaBrasil](#)
[@BloombergLinea](#)
[@BloombergLineaColombia](#)
[@BloombergLineaArgentina](#)



In-video AD



Product Placement



Long-Form Videos

Bloomberg Línea also produces one-off web series and documentary projects that focus on current events.

The Loop project, by Bloomberg Línea, was launched in Qatar during the 2022 FIFA World Cup in November and December 2022, and focus on producing content in a mini-documentary style format, up to eight minutes long.

- Content oriented for Youtube
- "Offered by" a specific brand.
- Wide range of themes such as culture, entertainment and general curiosities.
- Options available to incorporate branded content segments.



Virtual Live Streams

Target audience: Corporate audiences and general public interested in the live stream topic via targeted distribution, 35+ years old

Bloomberg Línea's branded content studio works with brands to produce high-quality virtual events, webinars and other diverse formats that impact users across different platforms and languages.

Some examples of sponsored content live streams that have been produced include [BlackRock](#), [Mastercard](#), [Dow](#) and others.

- Transmitted across a range of social and video platforms.
- Ideal for thought leadership and brand awareness
- Option to use as a lead generation tool.



BlackRock



Total Views
+3.5m

Total Reach
+10.4m



Events

Audience: Executives, C-suites, industry specialists, decision makers 35+ years

Bloomberg Línea's priority is to promote relevant discussions and unique debates in Latin America in 2023.

Following up on the success of the Bloomberg Línea Summit hosted in Brazil in 2022, multiple events will be organized throughout the region in 2023.

These exclusive gatherings will offer brands the opportunity to network, generate brand awareness and to share thought leadership content with high-level audiences.

- In-person events in 2023
- Premium locations in Brazil and Latin America
- Sponsorship and Partner Spotlight Opportunities

Events [video](#)

Event homepage [example](#)



OPPORTUNITIES

High-Impact Lists

Audience: Large social media reach, wide scope, national and regional media repercussion

Bloomberg Línea's editorial team generates several different lists each year. The goal is to highlight leaders, influencers and personalities who are driving change and impact in Latin America.

These editorial-driven products generate huge social media impact and also feature in Tier 1 media across the region.

Sponsorship of these products provides brands with the opportunity to associate themselves with successful leaders and changemakers, while generating enormous reach and brand awareness.

- Editorial-driven
- Published in three languages
- The publication of each list drives over 500 organic mentions and posts across different social media channels.
- List:
 - 100 influential latinos
 - The 500 most influential of LatAm
 - LatAm's 100 entrepreneurs
 - 50 women of impact



CLIENTS 2022



Advertising Formats

Bloomberg **Línea**

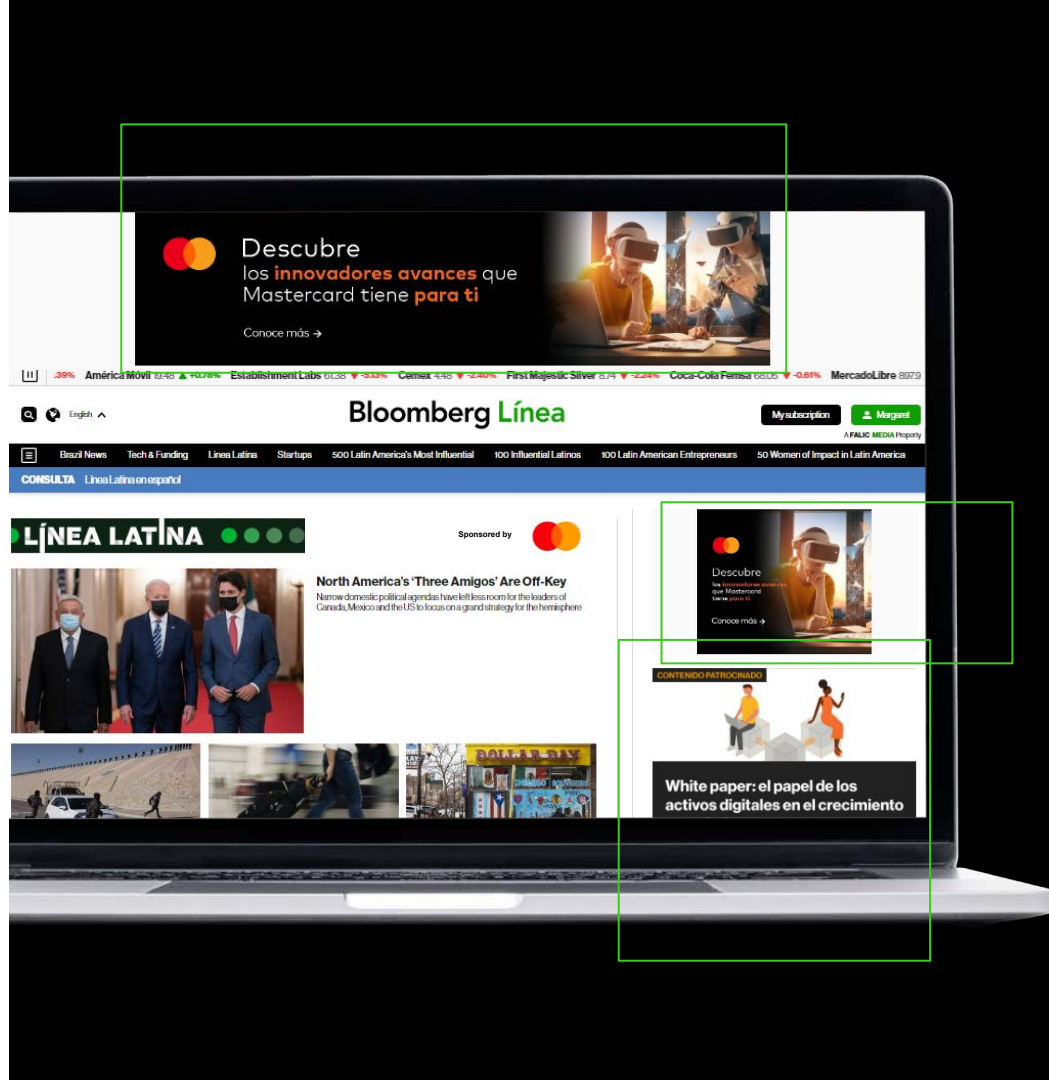
Sponsored section

Audience: Segmented according to section focus

Bloomberg **Línea** offers the opportunity to sponsor editorial verticals on the site. This high-impact option includes both branded content and display elements and provides brands with the opportunity to position themselves alongside a certain topic or focus.

- Quality editorial content produced by Bloomberg Línea
- 100% share of voice, exclusivity in the section's banners and branded content.
- Native ads or branded content options.
- Sponsorship is available for a minimum of 6 months.

<https://www.bloomberglinea.com/linea-latina/>



Branded Content experiences

Audience: Segmented by language, location, section and topic of interest

Branded Content experiences are an effective response to an increasingly saturated market by offering commercial content with an editorial touch.


Bloomberg Línea offers customized and interactive branded content pieces to represent your brand with quality and focus on the audiences most relevant to your strategy.

- Texts and infographics
- Videos
- interactive page
- 20k+ qualified views per article

Branded Content

COA Symposium Convenes Leaders to Discuss Latin America's Evolving Business Landscape

At a gathering in Miami, key business figures will cover sustainability, social impact, Latin America's tech entrepreneurship boom, and the future of work.



COA Symposium The 12th annual conference will convene top-level executives from various industries, addressing key Latin American business and economic developments for the future of the region.

October 13, 2022 | 1:20 AM

Reading time: 10 min

| Recent quotes | Market | Stocks | S&P 500 | FTSE 100 |
|---------------|----------|----------|----------|----------|
| 10/19/23 | 10/19/23 | 10/19/23 | 10/19/23 | 10/19/23 |
| +1.05% | +1.05% | +1.05% | +1.05% | +1.05% |

On October 28, the Council of the Americas will host the Council of the Americas Symposium at the University of Miami's Donna E. Shikata Center. The annual event will gather business executives and pioneers from across industries and geographies, to address the most pressing topics facing businesses in Latin America and the world. More than 350 high-impact leaders from the Americas are expected to join in person, including speakers from multinational corporations, multinationals, Latin American tech unicorns, venture capital firms, media, NGOs, and academia.

"The caliber of business leadership seen at the Symposium over the years is constant innovation and promotes distinct ways to inspire upcoming generations of the Americas—a fundamental aspect for the future of the region in terms of evolution," said Susan Segal, President and CEO of Americas Society/ Council of the Americas (AS/COA).

[Read more](#)

Bloomberg Línea

AUDEMARS PIGUET
Le Temps

CELEBRANDO 50 AÑOS

Fue en 1970 en Le Brassus, Suiza, que la idea de Gérard Genta y la experiencia de Jacques-Louis Audemars se unieron para dar a luz a una creación única. Cincuenta años después, en 2022, celebramos el nacimiento de un icono que revolucionó la historia de la relojería: el Royal Oak.

UNA HISTORIA SOBRE EL DISEÑO DEL TIEMPO

La creación del Royal Oak que conocemos hoy fue un proceso largo, supervisado en cada detalle, y en el que participaron los relojeros más experimentados de la zona. Aunque el diseño fue creado por Gérard Genta en solo una noche, el desarrollo de un prototipo tomó dos años y no se completó hasta 1972.

En 1976, Audemars Piguet rompió otra barrera: el lanzamiento de la versión femenina de los Royal Oak, antes vistas como un accesorio masculino. El modelo, creado por Jacqueline Dimier, implementó características de diseño específicas que combinaban elegancia y comodidad.

El diseño imponente, el material sin precedentes y la forma geométrica característica de los modelos Royal Oak influyeron en la industria de una manera nunca antes vista.



[Read more](#)

Sponsorship of the Stock Market Ticker

Audience: Segmented by country, general audiences

Bloomberg **Línea** offers the opportunity to sponsor the market quote ticker with a 100% share of voice on the space.

A clickable format, this sponsorship provides brands with one of the most high-impact visible placements on the site.

- Clickable logo redirecting traffic to brand's website
- Sponsorship is available for a minimum of 6 months.

The screenshot shows the Bloomberg Línea website. At the top, there is a stock market ticker with various indices and company names like Bradesco PN, Banco do Brasil ON, Nubank, and Ibovespa. Below the ticker is the Bloomberg Línea logo and navigation links for different sectors like Summit, Mercados, Cripto, Tech, etc. The main content area features several news articles with images and headlines. A green arrow points to the 'Assine' and 'Login' buttons, with the text 'Your logo here' next to it.

Assine **Login**

A FALIC MEDIA Property

Summit Mercados Cripto Tech Newsletter Inovação Startups ESG Bloomberg Green Internacional Brasil Agro Eleições 2022

See the full list of Latin America's 500

12 Charts to Dig the Global Economy: Brazil Prices Up, La Niña Hits South America

Price pressures are also persistent and elevated in the US and UK as central bankers gather at their respective policy meetings this coming week.

Brazil Runoff Tension Triggers Workplace Harassment Complaints

Almost all of the allegations were made during the runoff phase of the campaign, which started in the first week of October.

The Lithium Market Is Getting Hotter and Now Traders Are Moving In

A vital component in most electric-vehicle batteries, lithium is becoming one of the world's most important commodities.

A Guide for Trading Brazilian Assets Overseas on Election Night

Here's a list of the assets to keep an eye on before Brazil opens for business following the presidential runoff.

or Lula: Brazilians Vote in a Historic al Runoff

ao Bernardo do Campo, a suburb of São Paulo, where he launched his political career as a trade it a military school in Rio de Janeiro

ay Report Shows

Pemex Posts \$2.62B Loss in Q3 as

Central America Aims to Reactivate

SAVE UP TO 10% AT OUR TWO MEGEVE HIDEAWAYS

BOOK NOW

Your logo here

Native Advertisements

Audience: Segmented by language, geo, vertical and topic of interest

Native ads provide brands with the opportunity to position their own or external content on Bloomberg Línea's website.

These sponsored insertions have an above average CTR (0.15%) and allow brands to position their content in a premium space.

- Native ads can be used to promote external links or the brand's own branded content.
- The option exists to have a daily, weekly or monthly placement.

The collage shows several examples of native advertisements on the Bloomberg Línea website:

- News snippets:**
 - "Os recados que os eleitores passaram no 1º turno, segundo 7 analistas"
 - "México decide restringir exportações de alimentos para tentar conter inflação"
 - "Credit Suisse mergulha em nova crise após memorando de CEO"
 - "Até que ponto o planeta consegue suportar mais crescimento econômico?"
- Sponsored Content:**
 - A Mastercard advertisement: "Descubra as soluções inovadoras que a Mastercard tem para você. Saiba mais →"
 - A Bloomberg Línea sponsored article: "How to trade cryptocurrencies with responsibility" by Binance, featuring an image of a person trading on a laptop.
- Promotional Banners:**
 - A Bloomberg Línea banner for "500" (500 Most Influential People in the World).
 - A "casa de negócios" (business house) banner with a green sofa and the text "Hoje convidamos a você a descobrir as novidades da temporada do verão da Bloomberg Línea. Saiba mais".
 - A Mastercard advertisement at the bottom right: "Descubra as soluções inovadoras que a Mastercard tem para você. Saiba mais →" featuring a person wearing a VR headset.
- Other Advertisements:**
 - A Bloomberg Green advertisement with the text "Furacão Ian causa perdas bilionárias e evidencia riscos do clima na Flórida".
 - A Bloomberg advertisement with the text "Vazamento de gás no Nord Stream pode ser desastre climático sem precedentes".
 - A Bloomberg advertisement with the text "Como insetos poderiam resolver a fome mundial?".

Newsletter Sponsorship

Audience: Segmented according to newsletter focus

Bloomberg Línea's daily newsletters offer the chance for brands to sponsor the email with both logo and banner presence.

Clients enjoy 100% SOV per email newsletter send and have the opportunity to sponsor on a daily, weekly and monthly basis.

- Options to sponsor local or regional newsletters.
- Newsletters are available in both Spanish and Portuguese.
- Metrics provided on open rate and CTR.



• **EUA:** Variação de Empregos Privados ADP, Atividade Empresarial não Manufatureira ISM/Set, Vendas de Veículos, Balança Comercial/Ago, Reunião da OPEP, Atividade das Refinarias/Estoques de Petróleo - EIA, Pedidos de Hipotecas - MBA
 • **Europa:** Alemanha (Balança Comercial/Ago, Transações Correntes/Ago); França (Produção Industrial/Ago) Espanha (Confiança do Consumidor)
 • **América Latina:** Brasil (Produção Industrial/Ago, Fluxo Cambial Estrangeiro); Colômbia (IPC/Set); México (Confiança do Consumidor)
 • **Bancos centrais:** Discursos de Raphael Bostic (Fed), Johannes Beermann (Bundesbank), Haruhiko Kuroda (BoJ)

Para a semana

• **Quinta:** EUA (Pedidos de Seguro Desemprego); Zona do Euro (Vendas no Varejo/Ago); BCE divulga ata da Reunião de Política Monetária. Discursos de Charles Evans, Loretta Mester, Lisa Cook e Christopher Waller (Fed)
 • **Sexta:** EUA: (Relatório de Emprego-Payroll/Set, Vendas no Atacado/Ago, Crédito ao Consumidor/Ago); Zona do Euro (Cúpula de Líderes da União Europeia). Pronunciamentos de John Williams (Fed) e David Ramsden (BoE)

AFTER HOURS

A newsletter da Bloomberg Línea com o resumo do fechamento dos mercados.

Assine

PUBLICIDADE

Banner Ad Placement

Destaques Bloomberg Línea



As ações mais



Das ações, sendo as



Relevantes e

Newsletter Sponsorship: charts

Audience: Segmented according to newsletter focus

Charts provide information in a dynamic and direct way in daily newsletters, attracting the quick attention of our readers.

Our clients can sponsor these charts through a logo with the possibility of redirecting to their site.

- Four daily newsletters are available:
Línea de Partida
OSOtoro
Línea de Cambio
Breakfast
- Metrics on open rate and CTR are provided.

Línea de Partida

Los mercados esta mañana SPONSORED BY Your logo here

| País | Indicador | Variación | Valor |
|------|----------------------------|-------------|-------------|
| | Dow Jones Futuros | ▲ 0,70% | 33.284 |
| | S&P Futuros | ▲ 0,53% | 3.869 |
| | Nasdaq Futuros | ▲ 0,45% | 11.225 |
| | Stoxx 600 | ▲ 0,92% | 428,04 |
| | FTSE 100 | ▲ 0,58% | 7.413 |
| | Nikkei 225 | ▼ 0,68% | 26387 |
| | Hang Seng | ▲ 0,34% | 19.160 |
| | Shangai | ▼ 0,17% | 3.073 |
| | Oro | ▼ 0,15% | US\$ 1.823 |
| | Petróleo WTI | ▲ 1,24% | US\$ 77,03 |
| | Bitcoin | ▼ 0,03% | US\$ 16.813 |
| | | Precio | Yield |
| | Bonos del Tesoro - 10 años | US\$ 103,63 | 3,68% |

Breakfast

Os mercados nesta manhã SPONSORED BY Your logo here

| País | Indicador | Variação | Valor |
|------|-------------------|-------------|-------------|
| | Dow Jones Futuros | ▲ 0,64% | 33.265 |
| | S&P Futuros | ▲ 0,58% | 3.871 |
| | Nasdaq Futuros | ▲ 0,67% | 11.165 |
| | Stoxx 600 | ▲ 0,69% | 427,12 |
| | FTSE 100 | ▲ 0,34% | 7.395 |
| | Nikkei 225 | ▼ 0,68% | 26387 |
| | Hang Seng | ▲ 0,34% | 19.160 |
| | Shangai | ▼ 0,17% | 3.073 |
| | Ouro | ▼ 0,06% | US\$ 1.814 |
| | Petróleo WTI | ▲ 0,38% | US\$ 76,38 |
| | Bitcoin | ▼ 0,05% | US\$ 16.813 |
| | | Preço | Yield |
| | T-Note 10 anos | US\$ 103,63 | 3,68% |

LÍNEA de CAMBIO

SPONSORED BY Your logo here

| País | Indicador | Valor (sobre US\$1) | Variación frente al US\$ |
|------|------------------------------|---------------------|--------------------------|
| | Peso argentino (mayorista) | \$ 172,69 | -0,16% ▼ |
| | Peso argentino (dólar blue)* | \$ 321 | -0,31% ▼ |
| | Real | \$ 5,29 | 0,12% ▲ |
| | Sol | S/ 3,839 | 0,12% ▲ |
| | Peso chileno | \$ 887 | -1,02% ▼ |
| | Peso colombiano | \$ 4.790,26 | 0,08% ▲ |
| | Peso mexicano** | \$ 19,78 | -0,10% ▼ |
| | Peso uruguayo | \$ 38,85 | -0,14% ▼ |
| | Bolívar*** | ₡ 15,55 | -2,21% ▼ |
| | Colón | ₡ 587,42 | 1,28% ▲ |

OSOtoro

SPONSORED BY Your logo here

| País | Indicador | Variación | Cierre |
|------|----------------------------|-----------|------------|
| | Dow Jones | ▲ 1,60% | 33.376,48 |
| | S&P 500 | ▲ 1,49% | 3.878,44 |
| | Nasdaq Composite | ▲ 1,54% | 10.709,37 |
| | Stoxx Europe 600 | ▲ 1,71% | 431,44 |
| | WTI | ▲ 2,89% | US\$78,43 |
| | Brent | ▲ 2,88% | US\$82,29 |
| | Cobre LME | ▲ 0,41% | US\$8.354 |
| | Soja Bolsa de Chicago | ▲ 1,18% | US\$544,00 |
| | Bitcoin* | ▼ -0,03% | US\$16.788 |
| | | Yield | |
| | Bonos del Tesoro - 10 años | 3,673% | |

Sponsored Quiz

Segmented by topic and the client's interests.

An interactive experience for users to stay updated with a variety of news related to your brand and to test their knowledge through a quiz game.

The brand will have the opportunity to connect in a creative way with users through two options:

- Customized: The client chooses the topic of interest for the Quiz + banner exclusivity.
- Media display: exclusivity of banners on the page.

Quiz topics:

- Entrepreneurship
- Financial Education
- Leadership
- Work
- Future of business
- Working under uncertainty
- Artificial Intelligence in business
- Automatization
- Cybersecurity
- Leading teams remotely

Promotion of the Quiz through banners, social media and newsletters.

DESKTOP



MOBILE



<https://www.bloomberglinea.com/especiales/quiz-de-año-nuevo-2023/>

DISPLAY

Display Ad Formats

**Audience: Segmented by language,
geo and 1st/3rd party data**

DESKTOP

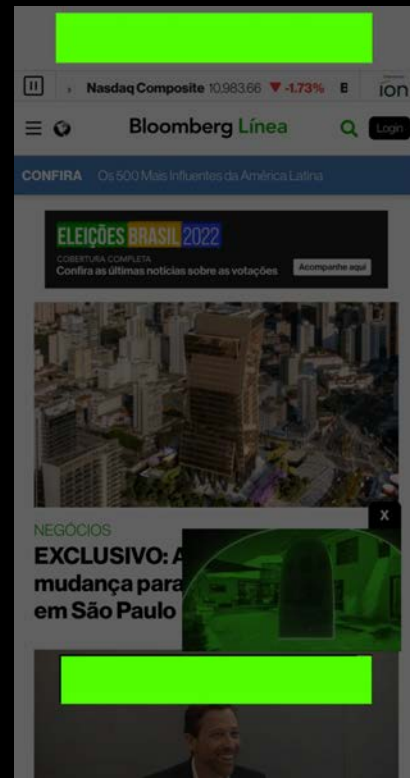
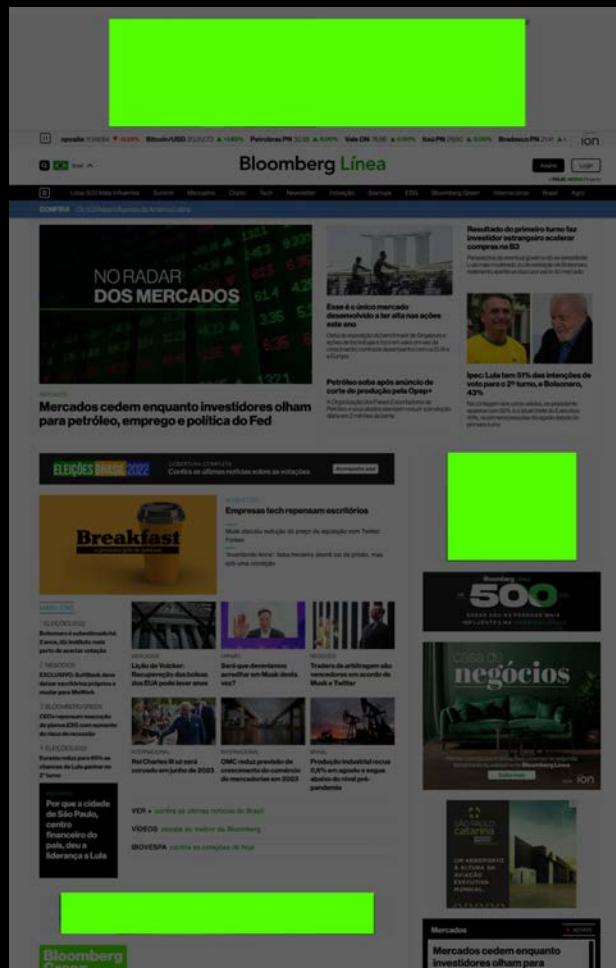
Billboard – 970 x 250*
Super banner – 728 x 90
Half Page – 300 x 600
Skyscraper – 160 x 600
Square – 300 x 250
Footer – 970 x 90

MOBILE

Slim Banner – 320 x 50
Square – 300 x 250

HTML5, JPG/PNG accepted in
high resolution or 3rd Party Tags.
Maximum individual size: 200kb.

*Not sold by programmatic means.
Super premium format with differentiated
value.



Video Ads with high impact

Audience: High Impact to all audiences and takeovers

This interactive format gives you more opportunities to show a message putting together text and video. The videos run as a high-impact ad, into homepages, article pages and sections. A easy way to reach general audiences.

Video in display formats

- **Desktop:**
Billboard - 970x250*
- **Mobile:**
Square - 300x250*

MP4 video accepted for this format.
Maximum time: 60s.

*Not sold by programmatic means.
Super premium format with differentiated value.



Video Floating Ads

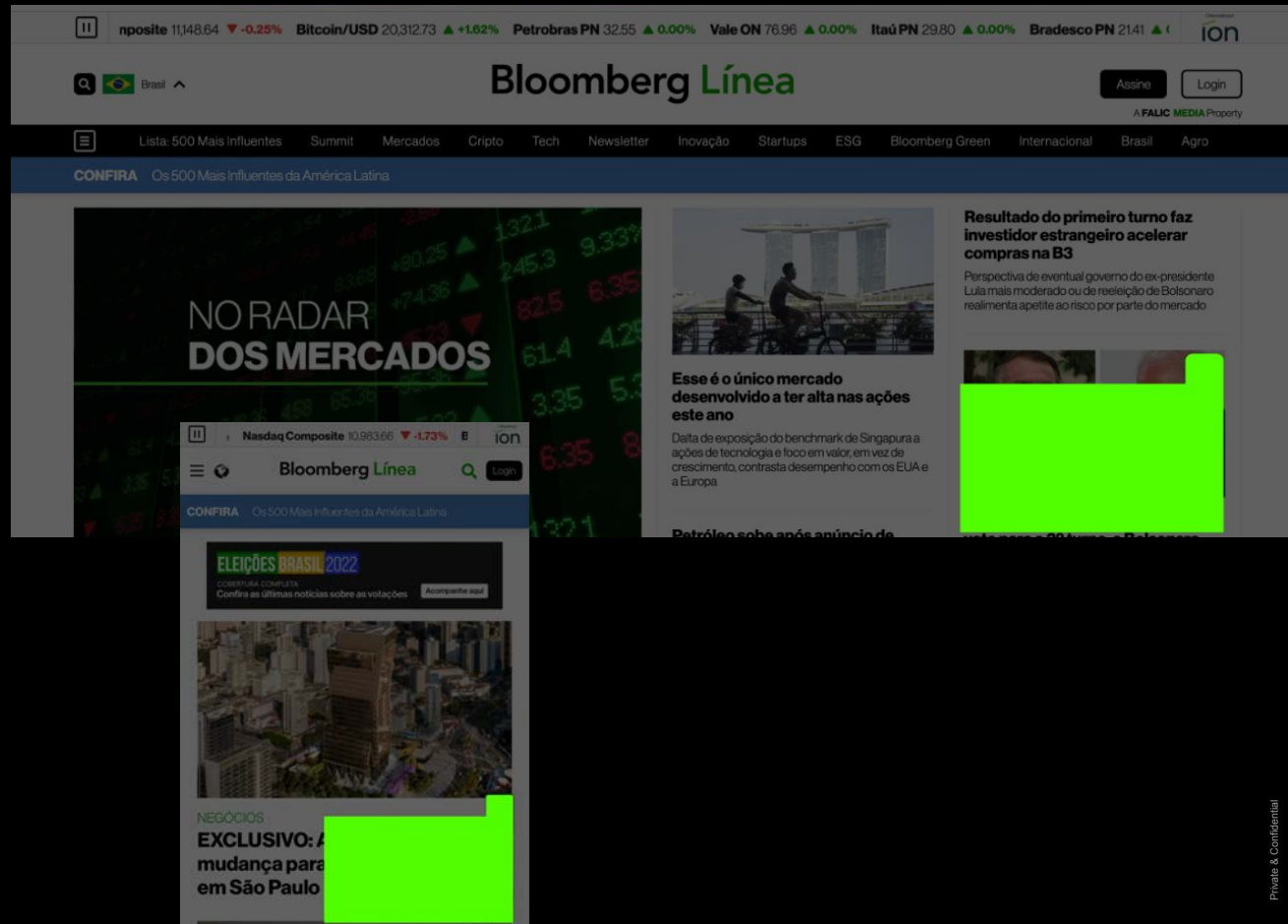
Audience: Segmented by language, geo and 1st/3rd party data

A pre-roll video ad that is published in the lower right corner of the homepage and/or content pages.

The format is clickable and takes the reader to the client's external website.

- Video runs as a pop-up on the page
- Option to target delivery and switch creative in local markets.

<https://www.bloomberglinea.com.br/>





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Bloomberg **Línea**