WHO WE ARE?

Draft is the most influential news platform focused on covering the expansion of the New Economy in Brazil.

We are the reference in business journalism applied to the new businesses that are shaping the post-industrial economy.
WHAT IS OUR MISSION?

We tell the stories of the innovators and entrepreneurs who are inventing the future, giving them the right acknowledgement for their accomplishments.

In doing so, we want to inspire and instrumentalize other people to innovate and venture as well.
WHAT ARE OUR TOPICS?

NEW ECONOMY
DISRUPTIVE INNOVATION
CREATIVE ECONOMY
LEARNING BY DOING
SOCIAL BUSINESSES
COLLABORATIVE WORK
LIFEHACKING
ENTREPRENEURSHIP
SHARING ECONOMY
GAME CHANGERS
CORPORATE INNOVATION
HACKER SPIRIT
NETWORK SOCIETY
MAKER CULTURE
OUR
STATEMENT
WE TELL THOUSANDS OF STORIES EVERY YEAR, BEING...
120 CREATIVE ECONOMY:
Business as a lifestyle. Ventures that innovate in design, gastronomy, communication and other topics related to people's lifestyle.

50 SOCIAL BUSINESSES:
Ventures that generate profit as a result of doing good to the society and the planet.

100 STARTUPS:
Businesses focused on growth and scale, based on technology, made to grow quickly.

60 ACCELERATING PROJECTS:
Recently founded companies, ventures in the bootstrapping stage.

80 VIDEOS:
A look at the innovators and entrepreneurs who are changing the world.

30 CORPORATE INNOVATION:
Innovators and intrapreneurs who act within a large company.

20 DRAFT INTERVIEWS:
In-depth conversations with relevant innovators and entrepreneurs on work and purpose.

80 GUEST MEMBERS ARTICLES:
Testimonials from selected guests on life, business and personal transformation.
WHAT KIND OF CONTENT DO WE PUBLISH?

Creative economy

Social Entrepreneurs

Startups

Corporate Innovation

"Arranjos marcam histórias, gerar reflexões através dos produtos, e a melhor fase para isso é o desenvolvimento da mudança."
WHO READS DRAFT?

More than **500,000** Unique Visitors per month

**Influencers interested in**

*business, innovation, entrepreneurship,*

**Young adults:**
63.1% between 25 and 34 years old

**Women:**
61.3% of the audience

**Makers:** people who already own a business

**Movers:** people who want to own a business

**Watchers:** people who enjoy following these stories
Position yourself inside the most influential community of entrepreneurs as a brand familiar to the New Economy, friend of innovation, as a company that understands and practices the values of post-industrial economy and that is ready to help building the future.

Tell your own innovation stories and your own new businesses cases.

Present great stories of innovation and entrepreneurship and build your branding around themes that are strategic to your business.

Understand who are these new consumers and these new citizens, and how they can be decisive to the interests of your company from now on.
HOW CAN YOUR BRAND BE PRESENT ON DRAFT?

1 CONTENT MARKETING
Brand content. Your stories, your storytelling, the conversations of your brand in first-class narratives. You order it and approve it. We produce it and publish it.

Your Brand Content will be published on all of our channels – site and social media. This content is yours – you can republish it in your own domains and even in third-part platforms.

Your posts accumulate on a Brand Channel within DRAFT. Your Brand Content becomes a special category/section in DRAFT.

2 SPONSORSHIP/ NATIVE ADVERTISING
Sponsorship of DRAFT sections. Your brand presenting our content. Your brand harmonized in our editorial environment.

3 CONSULTANCY & CURATION
Take the universe of the New Economy into your company or event. Order In-Company training and consultancy.
Draft publishes more than 150 pieces of brand content each year. These contents are texts, images, videos and infographics. The average rate of engagement to the content, in Draft, is superior to 50% this is relevance!
HOW DO BRANDS HAVE TOLD THEIR STORIES ON DRAFT?

Itaú

Monsanto

Abbott

Chivas
Original content (texts and video interviews) of themes and subjects defined by the sponsor. The Brand orders and approves it. DRAFT produces and publishes it. These contents are properties of the sponsor and may be used elsewhere. Brands may tell their own stories of innovation and entrepreneurship. Or they may tell stories on the themes they are interested in associate with.

Samples of editorial interests that can become territories of the sponsor:

- The New Frontiers of Education
- Smart Cities
- The Future of Financial Services
- New technologies - Industry 4.0: the new Industrial Revolution

**BENEFITS TO SPONSOR**

Logo "Sponsor Content" in the post (in DRAFT Home Page and in the Post Page)

Banner or Video Player "header" (with hyperlink) in Brand Channel Home

Banner or Video Player "footer" (with hyperlink) in Posts Pages
SPONSORSHIP/ NATIVE ADVERTISING

DRAFT CONCEPTS
Weekly column with terms and concepts of the New Economy explained in a clear and quick read. **4 posts/month**

ACCELERATING PROJECTS
Twice a week, we present new businesses, still in bootstrapping, allowing early stage entrepreneurs to be known by potential investors. **8 posts/month**

DRAFT INTERVIEW
Exclusive in-depth conversations with disruptive business makers. Weekly Section. **4 posts/month**

DRAFT CAREERS
The new professions revealed by the New Economy. The new job descriptions that are emerging fully explained. Weekly Section. **4 posts/month**

NEWSLETTER DRAFT + PODCAST DRAFT
The summary of the week. The best of DRAFT. Newsletter arrives in users’ emails on Saturday mornings. **4 shots / month + 1 shot per month with sponsor’s brand content**

Podcast with the chief editor of DRAFT, available on Fridays **4 programs / month**

Total delivery: **9 shots / podcasts per month**

BENEFITS TO SPONSOR

"Sponsor Presents" logo in the post (on DRAFT Home and on Post Page)

Banner "header" (with hyperlink) in Section

Home Banner "footer" (with hyperlink) in the Posts Pages

Logo in the Newsletter Sponsor audio signature in podcasts
SPECIAL PROJECTS

DRAFT TV - NEW!

DRAFT INSIGHTS
Weekly Videocast focusing on the main theme of the week.
4 videos/month

DRAFT 1 QUESTION
One question at point-blank range and one direct response, on video.
4 videos/month

DRAFT FEATURE
A story told in the audio-visual language, in subtitled videos of up to 2 minutes.
1 video/month

BENEFITS TO SPONSOR
"Sponsor Presents" logo in the post (on DRAFT Home and on Post Page)

Banner "footer" (with hyperlink) in the Posts Pages

Sponsor Vignette/Logo on video
Benefits to sponsor:
Logo on DRAFT header
Exclusivity in the business segment (blocking the entry of direct competitors in DRAFT)
Brand Content Package - 8 contents/month
DRAFT TV Package
DRAFT Newsletter Package + DRAFT Podcast
PRESENTATION OF THE DRAFT COVERAGE OF NATIONAL EVENTS

TBD

Delivery per event:
5 posts

PRESENTATION OF THE DRAFT COVERAGE OF INTERNATIONAL EVENTS

SxSW, TED, Lift tc

Delivery per event:
5 posts
DRAFT YEARBOOK

Coffee-table book with the best of the year in innovation and entrepreneurship.

Benefits to sponsor:
Sponsor cover

Presentation letter of the book by the sponsor
1,000 copies to be distributed exclusively to the sponsor’s VIP mailing list

2 double pages of sponsor ads in the book
THANK YOU!

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