



MacMagazine.com.br

Apple's best bite.

What is MacMagazine?

There's nothing better than writing about something you love, identify with and use with pleasure on a daily basis. That is what makes possible to unite quality with precision on information, which of course builds credibility.

MacMagazine brings together a team with dozens of people whom admire Apple's history and are avid users of its products and services. A group with a high critical sense and that, just like Apple itself, defines a high level of quality requirement — knowing the right time to criticize it.

In its more than 15 years of history, **MacMagazine** has always tried to be the biggest and best reference about the Apple world in the Portuguese language, publishing news, rumors, opinative articles, humor posts, reviews, comparisons and much more, uniting quality with speed in its content delivery.

MacMagazine's Team



Rafael Fischmann

Founder and editor-in-chief



Eduardo Marques

Partner and editor



Breno Masi

Mentor



20 other collaborators from sectors like advertising, administration, system analysis, computer science, design, law, among others.

Some numbers

4.5 million

average monthly pageviews

800,000

average monthly unique visitors

2 minutes

average visit duration

55%

of our pageviews are from loyal readers

10,000

subscribers to our RSS feed

15,000

average downloads per podcast

49%

listen to our podcast regularly



99,000 followers



204,000 likes



4,000 +1's



28,000 followers



22,000 subscribers

51,000

total published articles

10

average articles per day

400,000

subscribers via Safari, Chrome and Firefox

390,000

published posts in MM Fórum

50,000

subscribers members in MM Fórum

67%

of our readers go to MM Fórum

Readers' profile

60%

of our visits are from smartphones

35%

of our visits are from desktops

5%

of our visits are from tablets



45% of our visits



34% of our visits



4% of our visits



66%

use Mac



91%

use iPhone



61%

use iPad

52%

are 26-40 years old

56%

stay 7 hours or more connected
to the internet per day

56%

follow our YouTube channel

39%

of our visitors
are married

23%

of our visitors have
one or more children

36%

have an average
monthly income
above US\$3,500

93%

have concluded
college and/or have
a Ph.D

63%

like to play

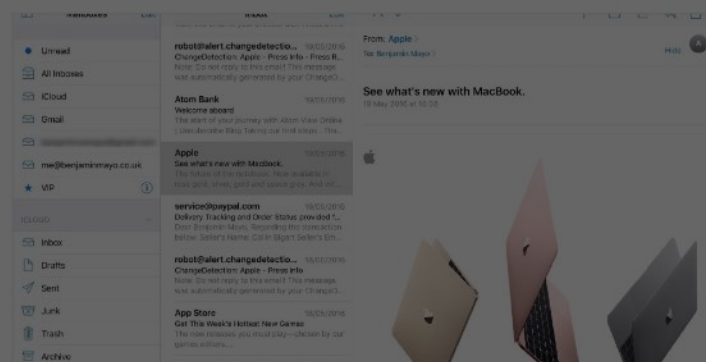
96%

shop online frequently

78%

have bought/subscribed to products
or services posted in MM

Banners formats



MM Responde: como deletar mensagens no Gmail, utilizando o Mail para iOS?

Marcelo Melo 18/06 13:55 2 comentários

E hoje, domingo, é dia de mais uma dica de nossa coluna MM Responde. A pergunta do dia é para usuários do Gmail que enfrentam problemas para deletar mensagens em seus iGadgets: como deletar mensagens no Gmail, utilizando o Mail para iOS? Configuração padrão do Gmail. Muitas pessoas utilizam o Gmail como email principal e [...]

Muito, muito obrigado a todos os que apoiam o MacMagazine no Patreon!

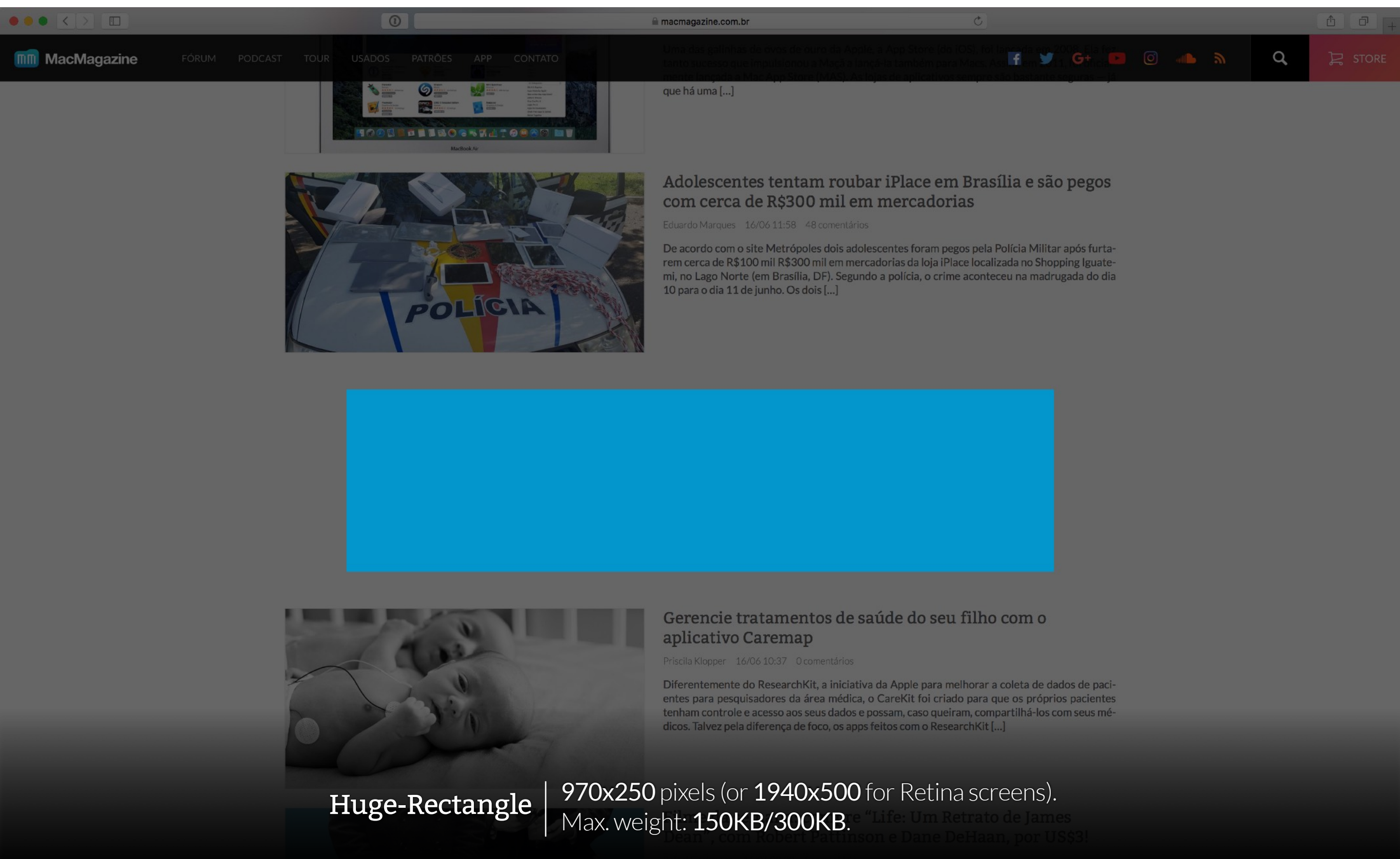
Rafael Fischmann 18/06 13:04 1 comentário

É tradição nossa agradecer, mês a mês, a cada um dos nossos leitores que contribuem financeiramente com o projeto através do Patreon. São hoje 170 patrões por lá que têm suma importância para o MacMagazine. Vocês não estão apenas ajudando muito para manter o site online, mas também...

Huge-Banner

970x90 pixels (or 1940x180 for Retina screens).
Max. weight: 100KB/200KB.

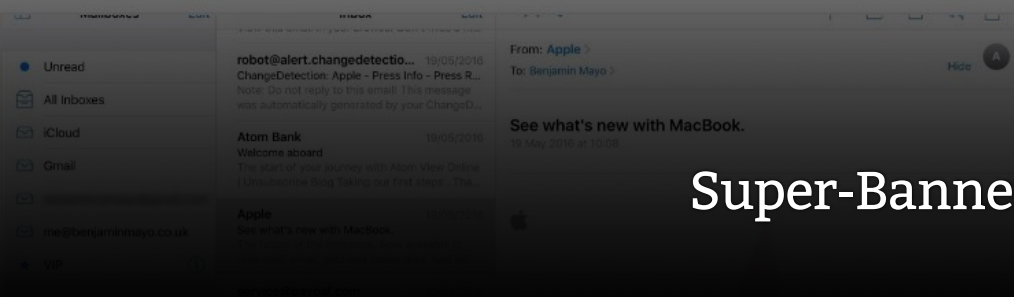
Banners formats



The screenshot displays the MacMagazine website interface. At the top, there's a navigation bar with the MacMagazine logo and links for FÓRUM, PODCAST, TOUR, USADOS, PATRÕES, APP, and CONTATO. Below this, a large banner area features a thumbnail of a MacBook Air screen displaying various app icons. To the right of the banner, there's a section titled "Uma das galinhas de ovos de ouro da Apple, a App Store (do iOS), foi lançada em 2008. Ela fez tanto sucesso que impulsionou a Mac a lançar também para Macs. Assim, em 2011, a Apple lançou a Mac App Store (MAS). As lojas de aplicativos sempre são bastante seguras... já que há uma [...]" with social media icons for Facebook, Twitter, Google+, YouTube, Instagram, SoundCloud, and RSS. Below the banner, there's a large blue rectangular area. To the right of this area, there's a section titled "Adolescentes tentam roubar iPlace em Brasília e são pegos com cerca de R\$300 mil em mercadorias" by Eduardo Marques on 16/06 11:58, with 48 comentários. The article text reads: "De acordo com o site Metrôpoles dois adolescentes foram pegos pela Polícia Militar após furtarem cerca de R\$100 mil R\$300 mil em mercadorias da loja iPlace localizada no Shopping Iguatemi, no Lago Norte (em Brasília, DF). Segundo a polícia, o crime aconteceu na madrugada do dia 10 para o dia 11 de junho. Os dois [...]". Below this, there's a section titled "Gerencie tratamentos de saúde do seu filho com o aplicativo Caremap" by Priscila Kloppe on 16/06 10:37, with 0 comentários. The article text reads: "Diferentemente do ResearchKit, a iniciativa da Apple para melhorar a coleta de dados de pacientes para pesquisadores da área médica, o CareKit foi criado para que os próprios pacientes tenham controle e acesso aos seus dados e possam, caso queiram, compartilhá-los com seus médicos. Talvez pela diferença de foco, os apps feitos com o ResearchKit [...]". At the bottom left, there's a thumbnail of a baby lying down with a medical sensor on its chest. To the right of this thumbnail, there's a section titled "Fotografia de James Dean" with the text "Fotografia de James Dean, com Robert Pattinson e Dane DeHaan, por US\$3!".

Huge-Rectangle | 970x250 pixels (or 1940x500 for Retina screens).
Max. weight: 150KB/300KB.

Banners formats



Super-Banner

MM Responde: como deletar mensagens no Gmail, utilizando o Mail para iOS?

728x90 pixels (or 1456x180 for Retina screens).
Max. weight: 75KB/150KB.

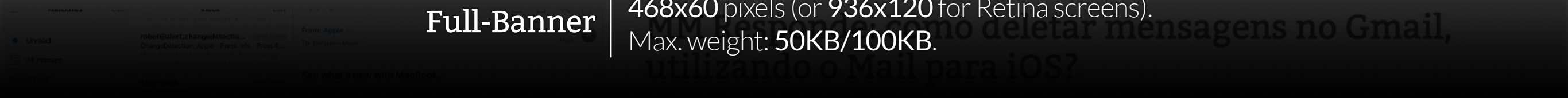
E hoje, domingo, é dia de mais uma dica de nossa coluna MM Responde. A pergunta do dia é para usuários do Gmail que enfrentam problemas para deletar mensagens em seus iGadgets: como

Banners formats



Full-Banner

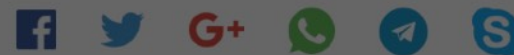
468x60 pixels (or 936x120 for Retina screens).
Max. weight: 50KB/100KB.



Banners formats



MM Responde: como deletar mensagens no Gmail, utilizando o Mail para iOS?



Por Marcelo Melo
18/06/2017 às 13:55

E hoje, domingo, é dia de mais uma dica de nossa [coluna MM Responde](#).

A pergunta do dia é para usuários do Gmail que enfrentam problemas para deletar mensagens em seus *iGadgets*: **como deletar mensagens no Gmail, utilizando o Mail para iOS?**

Configuração padrão do Gmail

Muitas pessoas utilizam o Gmail como email principal e uma das ~~coisas mais irritantes nas~~ configurações padrão do serviço para iOS é o arquivamento de mensagens. Vamos a uma dica simples, que poderá ajudar muitas pessoas que têm problemas para apagar emails em suas contas do Gmail em seus *iGadgets*:

Square

300x250 pixels (or 600x500 for Retina screens)
Max. weight: 50KB/100KB.

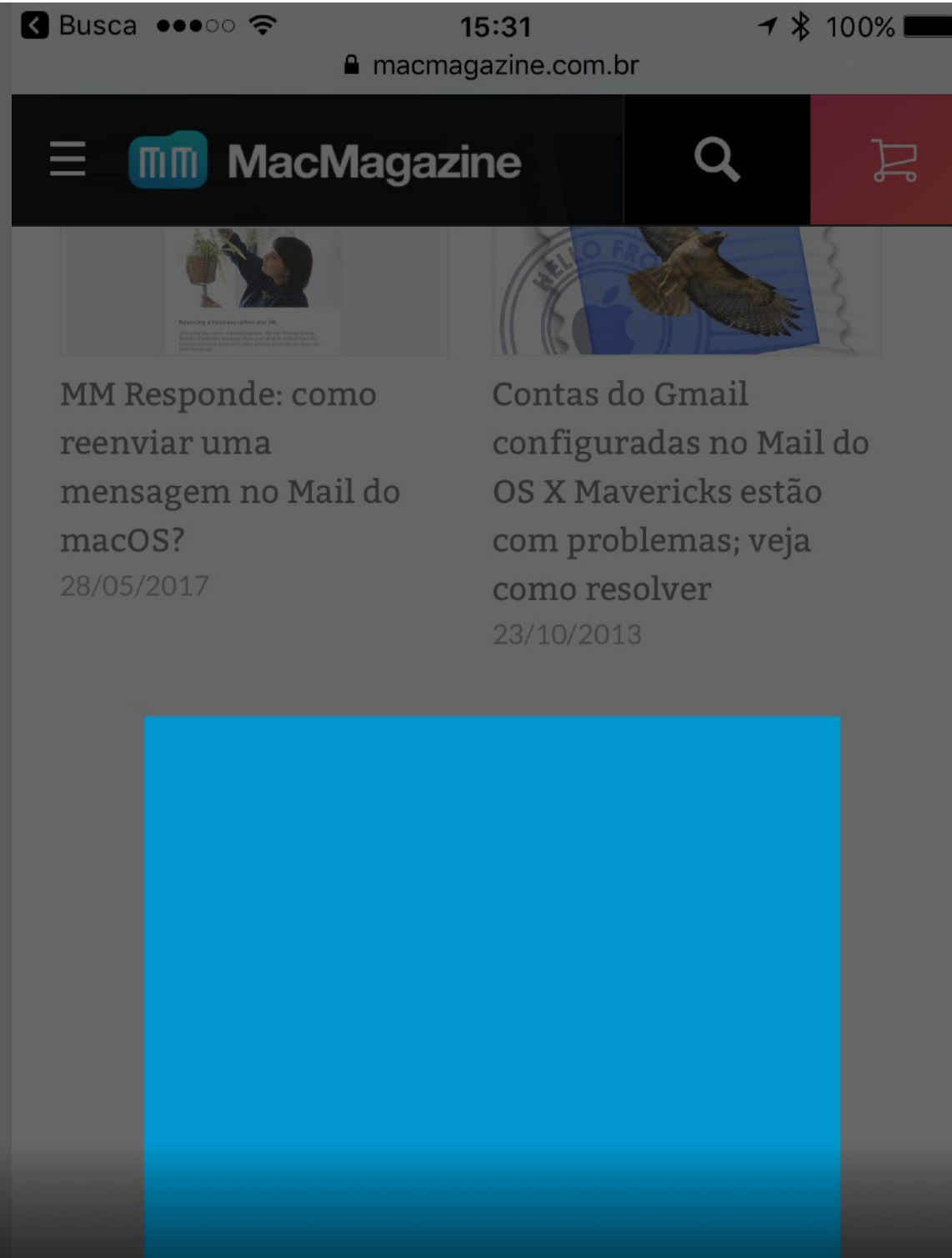
Banners formats



Mobile

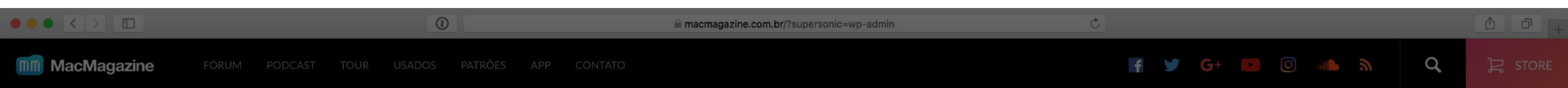
320x100 pixels (or 640x200 for Retina screens)
Max. weight: 40KB/80KB.

Banners formats



Square (Mobile) | 300x250 pixels (or 600x500 for Retina screens)
Max. weight: 50KB/100KB.

Banners formats



Background (BG)

Up to **2880x1800** pixels (full image, focus on middle for mobile)
Max. weight: **500KB**.

Sponsored posts



Sponsor Message

Post written, signed by and sent by the advertiser itself, approved and published by **MacMagazine**. It also gets sent to our social networks.



Sponsored Post/Review

The article is fully written by **MacMagazine** according to a briefing sent by the advertiser, approved by the client and signed by the original author. It also gets published to our social networks.



Social Networks

Posts published on **MacMagazine's** Twitter, Facebook, Google+ and/or LinkedIn accounts, written by the advertiser according to Twitter's 280 character limit. Optionally, we can also discuss publishing it to our Instagram account.

Video review

Besides working with text sponsored posts/reviews, we also offer advertisers the possibility of producing video reviews.

The video production is entirely done on **MacMagazine's** side, according to the client's briefing.

We recommend this format especially for hardware reviews, but we can always discuss creative ways of presenting services and any type of material that a company wants to advertise.



Format

Video with a maximum of **5 minutes** duration, produced and edited by **MacMagazine**, published on YouTube.

Podcast



MacMagazine no Ar is a weekly podcast, usually posted every Wednesday.

With one hour as an average duration, it is lead by Rafael Fischmann plus his partners Breno Masi and Eduardo Marques — periodically, external/special people are invited to participate as well.

The podcast is informal and fun, but very precise and responsible, talking about the latest hot news in the Apple world and also answering questions from listeners.

We have more than **260 recorded and published episodes** and an average **15,000 downloads per week**, constantly appearing among the Brazilian iTunes Store's most popular podcasts.

Podcast

Format: recorded or spoken spot, with **15-60"**.

Inserted after the presentation, before the episode's topics.

International coverage

Apple traditionally runs a few events every year to launch new iPhones, iPads, iPods, Macs, Watches, among other products/services.

MacMagazine has been present in various of these events — with a press credential — and also usually travels to the United States (sometimes to other countries) to get in line for days and be one of the first to get our hands on Apple's newest products.

During Apple's keynotes, we always run live blogs and also post detailed articles in parallel; in products' launches, we make unboxings with photos and videos, give our first impressions and, later, prepare full reviews for our readers.



Package

The sponsorship includes the trip's costs (plane tickets, hotel and food) and purchasing products for reviews.

MM Tour



One or two times a year, **MM Tour** becomes the dream trip to any Apple-maniac or tech/computer lover in general.

We hop onto a week-long trip to San Francisco (California, USA), where we visit historic places, important spots, companies and other stuff in the famous Silicon Valley.

Each group consists of **12 travellers**, besides **MacMagazine's** partners themselves (Rafael Fischmann, Eduardo Marques and sometimes Breno Masi) as guides.

It is an unforgettable trip for everyone, shared daily with posts, comments, photos and videos on our site and social networks, besides the travellers' social networks themselves.

Package

The sponsorship supports the trip and offers a great visibility to the brand's products and services.

Conditions and observations

Banners

We only work with **exclusive campaigns**, which means the zone purchased by the advertiser is 100% his during the defined period. Each page of our site contains only two banner zones to avoid competition between advertisers, which adapt (are **responsive**) automatically to the resolution of the screen/browser's width of the visitor's device. According to our latest profile poll, **47% of our readers** look and click on our banners!

Formats and special packages

Get in touch with us to obtain more details about all formats and special packages we work with, including video production, podcast spots and what will you get as a sponsor of our international coverages and our **MM Tours**.

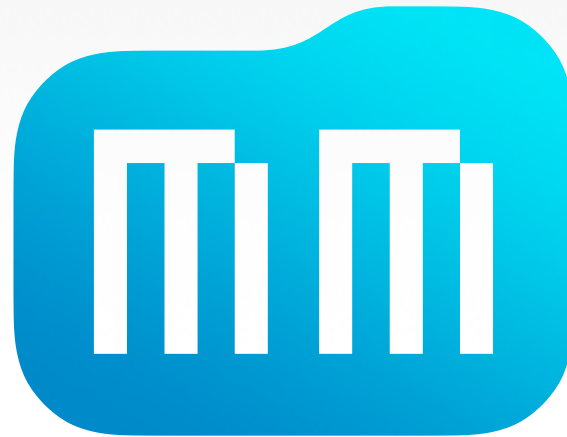
Annual sponsorships

For advertisers interested in a long-term deal, to take advantage of a huge discount over our standard prices, we also offer **Platinum, Gold, Silver** or **Bronze** annual sponsorship plans. They embrace multiple (or all) our media properties for the whole 12-month period.

Clients & partners



Some clients and partners which have worked or advertised with us.



Interested?

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or

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