

MEDIA KIT 2026

The editorial and analytical platform that supports industrial leaders and managers in strategic decision-making

The logo for R&S is rendered in a large, bold, blue serif font with a white outline and a subtle drop shadow. It is centered on the page, flanked by two vertical gold lines. The background of the entire slide is a dark blue with a technical theme, featuring various gears of different sizes, circuit-like lines, and gold arrows pointing in different directions (up, down, left, right, and diagonally).

MANIFESTO

From Information to Decision



In a business environment where change is the only constant, the right decision at the right time defines the future. P&S Magazine exists to equip industrial leaders with the clarity needed to navigate this scenario.

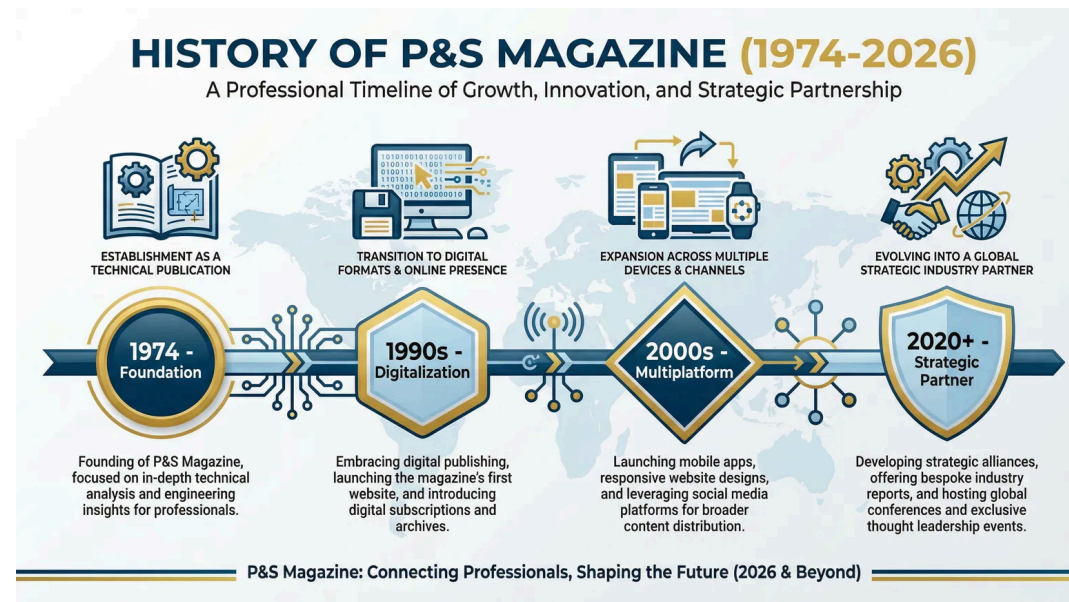
We are an analytical core that transforms noise into strategic knowledge. Our commitment is to qualified decision-making and the strengthening of the sector.

We connect technology, management, and the market so you can connect your strategies to the future.

WHO WE ARE

Over 5 Decades Alongside the Industry

Since 1974, P&S Magazine has followed the evolution of the Brazilian industry. We were born as a technical publication, evolved with digitalization, and established ourselves as a multiplatform medium. Today, integrated into the Banas Connect ecosystem, we are an analytical partner for strategic decision-making.



ECOSYSTEM

Strategic Role: Complementarity and Synergy

P&S Magazine is the editorial and analytical arm, while Banas Connect is the connection and business platform. Together, we ensure that relevant content finds the right opportunities.



WHAT WE DELIVER TO THE MARKET

Value Synthesis: 5 Pillars



APPLIED MARKET ANALYSIS

Data-driven
insights for
competitive edge.

Utilizing
comprehensive
market data and
analytical tools to
inform business
decisions.



TREND READING

Identifying future
shifts &
opportunities.

Analyzing emerging
patterns to anticipate
market changes and
innovate.



SECTORAL STUDIES

Deep dive into
specific industries.

In-depth research
and analysis of target
sectors to uncover
niche opportunities.



STRATEGIC TECHNICAL CONTENT

Expertly crafted
technical materials.

Developing high-value
content that
demonstrates
expertise and
drives engagement.



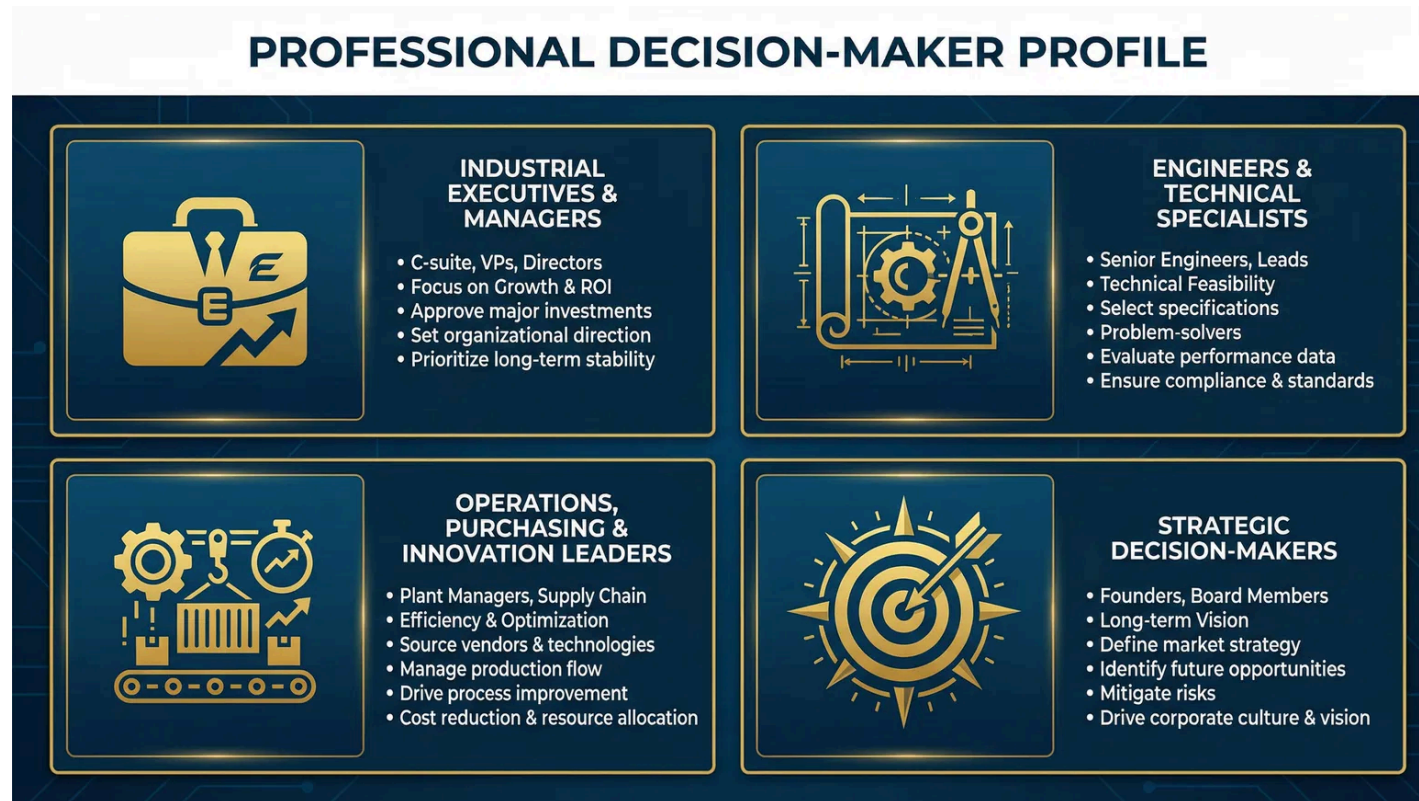
B2B INSTITUTIONAL POSITIONING

Building authority &
brand reputation.

Establishing a strong
market presence and
fostering trust with
key stakeholders.

WHO WE SPEAK TO

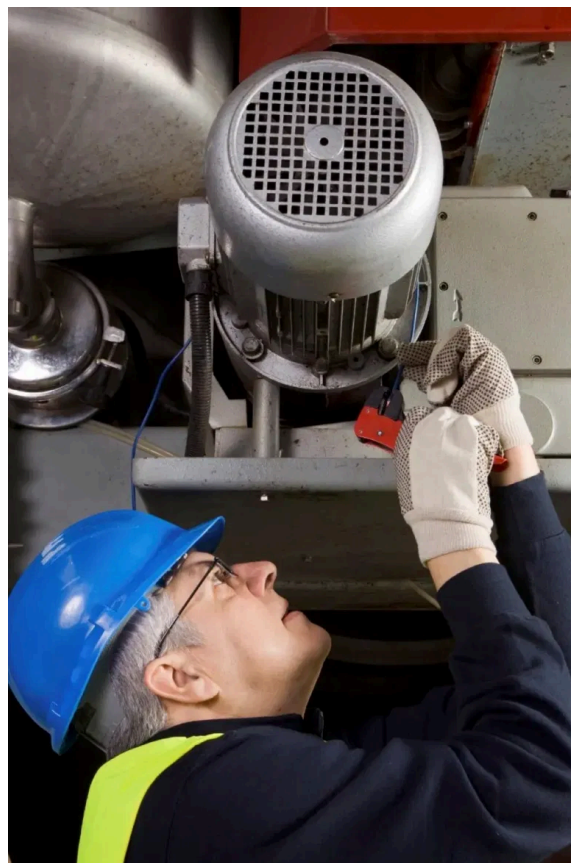
High-Value Connections: Audience Profile



We prioritize Quality, Relevance, and Decision-Making Power.

PROOF OF AUTHORITY

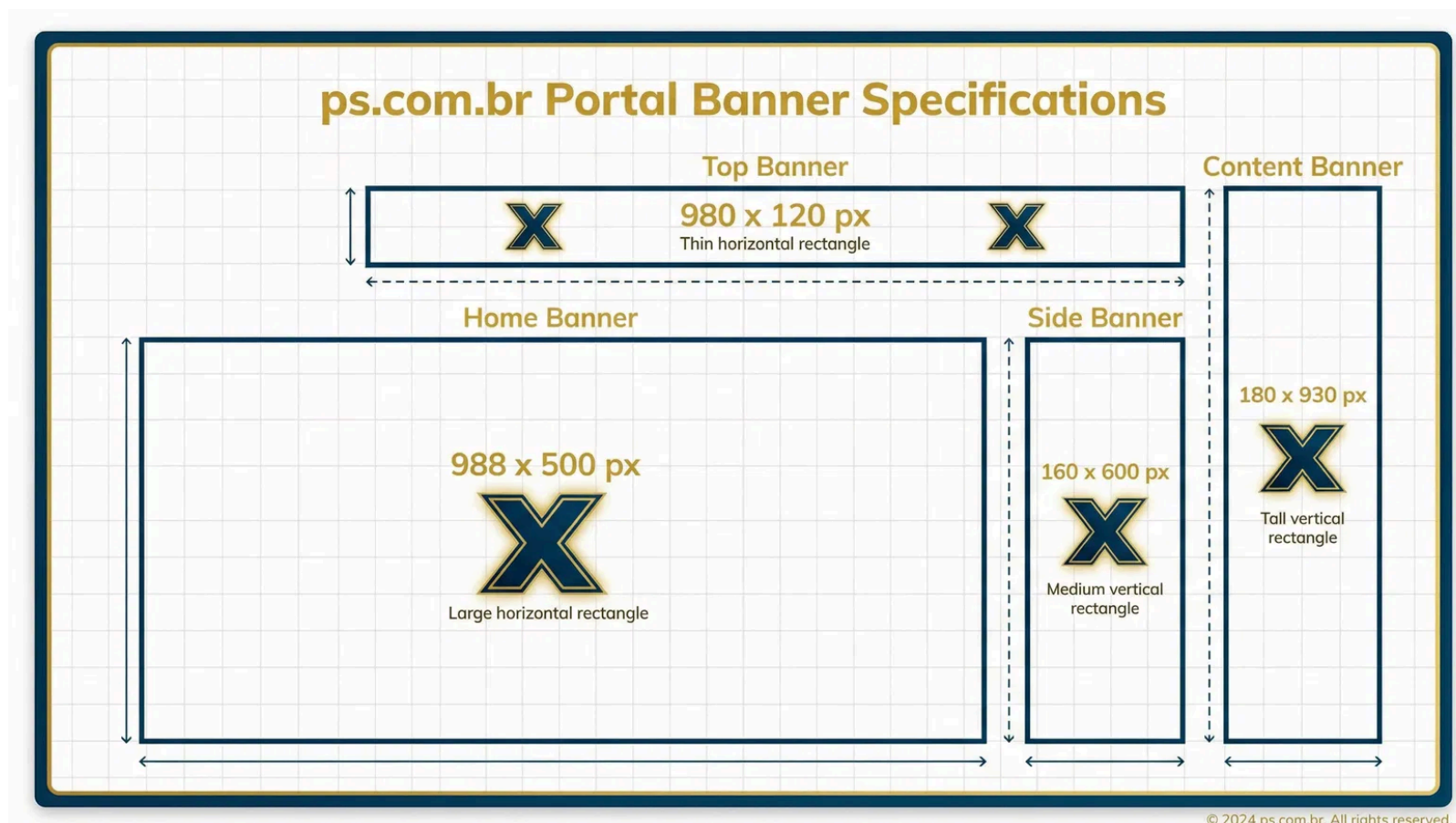
Trust from Major Brands



Empresas Leitoras da Revista P&S

- 3M do Brasil
- Aços Villares
- Açúcar Guarani
- AES Eletropaulo
- Alpargatas
- Arteccla
- BASF
- BSH Continental
- Eletrodomésticos Ceil
- Concremat
- Condor
- Duratex
- Electrolux do Brasil
- EMBRATEL
- Eucatex
- Fiat Automóveis
- General Motors do Brasil
- Gerdau
- Henkel
- Iguaçu Celulose Papel
- Inepar
- Lorenzetti
- Makro Atacadista
- Metalúrgica Verardi
- Molex Brasil
- Mundial S/A
- Olivetti do Brasil
- Omron Eletrônica do Brasil
- Parker Hannifin
- Petrobrás
- Philips do Brasil
- Pirelli
- Robert Bosch Ltda
- SABESP
- Saint Gobain
- Schulz
- Tramontina
- Tubos e Conexões Tigre
- VALE
- Veyance / Goodyear
- Volkswagen do Brasil
- Wetzel

Highlight Positions on the ps.com.br Portal





LEADERSHIP AND CONTACT

Cristina Banas

Editor-in-Chief

P&S Magazine is led by a journalistic and strategic vision, committed to the development of the national industry. We are available to build valuable partnerships.



cristina.banas@banas.com.br



+55 (11) 99978-7024



www.ps.com.br



São Paulo, Brazil



ps_revistaprodutoseservicoa



P&S – Indústria & Tecnologia