

MEDIA KIT 2026

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

R&S



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.

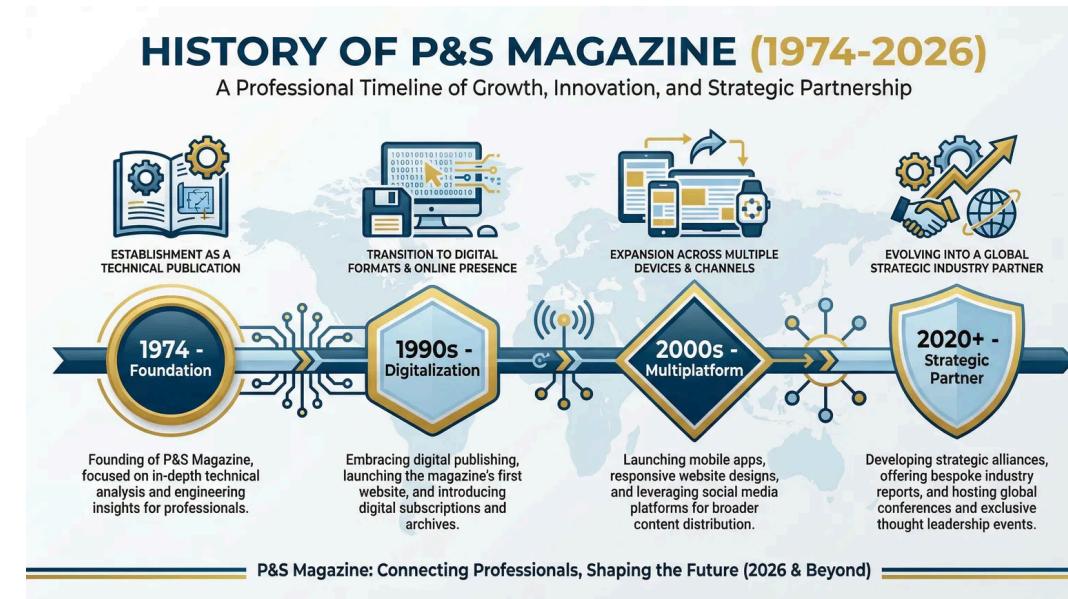
We are an analytical core that transforms noise into strategic knowledge. Our commitment is to qualified decision-making and the strengthening of the sector.

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

The infographic is a horizontal banner divided into five equal-width columns, each representing a pillar. Each pillar features a gold circular icon on the left and a dark blue rectangular box with gold text on the right. The pillars are: 1. Applied Market Analysis (chart icon), 2. Trend Reading (lightbulb and gears icon), 3. Sectoral Studies (book and magnifying glass icon), 4. Strategic Technical Content (gear and wrench icon), and 5. B2B Institutional Positioning (shield and columns icon). Below each pillar is a brief description of the service.

PILLAR	DESCRIPTION
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

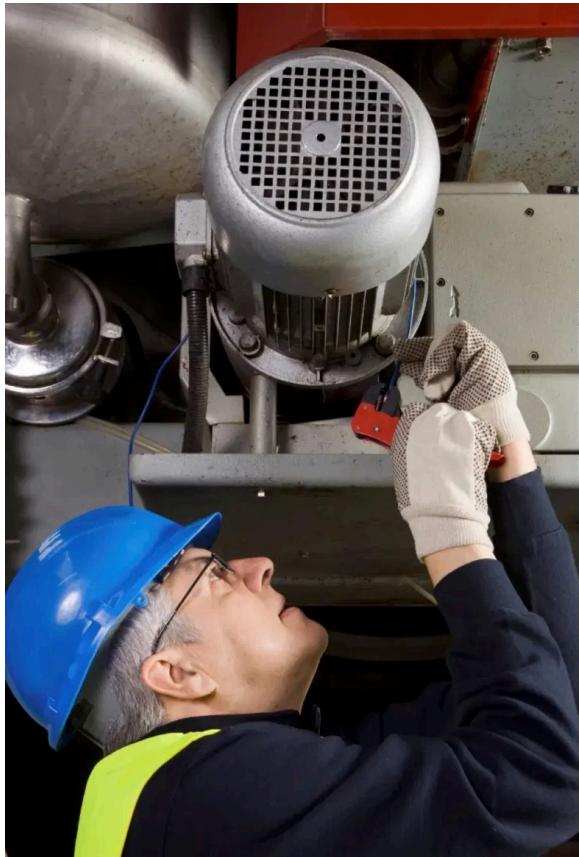
PROFESSIONAL DECISION-MAKER PROFILE

	INDUSTRIAL EXECUTIVES & MANAGERS <ul style="list-style-type: none">• C-suite, VPs, Directors• Focus on Growth & ROI• Approve major investments• Set organizational direction• Prioritize long-term stability		ENGINEERS & TECHNICAL SPECIALISTS <ul style="list-style-type: none">• Senior Engineers, Leads• Technical Feasibility• Select specifications• Problem-solvers• Evaluate performance data• Ensure compliance & standards
	OPERATIONS, PURCHASING & INNOVATION LEADERS <ul style="list-style-type: none">• Plant Managers, Supply Chain• Efficiency & Optimization• Source vendors & technologies• Manage production flow• Drive process improvement• Cost reduction & resource allocation		STRATEGIC DECISION-MAKERS <ul style="list-style-type: none">• Founders, Board Members• Long-term Vision• Define market strategy• Identify future opportunities• Mitigate risks• Drive corporate culture & vision

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

PROOF OF AUTHORITY

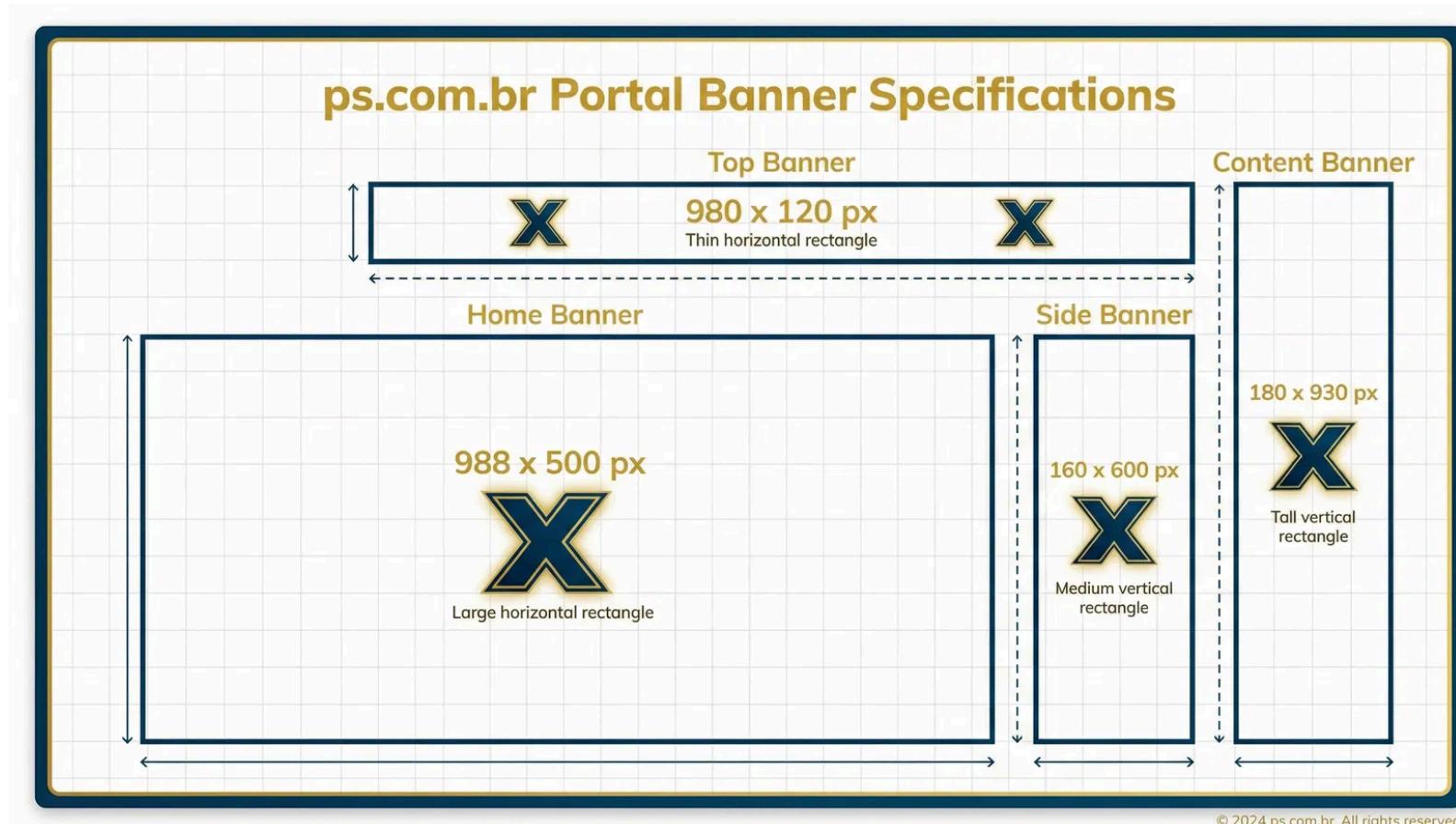
Trust from Major Brands



Empresas Leitoras da Revista P&S

- 3M do Brasil
- Aços Villares
- Açúcar Guarani
- AES Eletropaulo
- Alpargatas
- Artecola
- 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.



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