


7GRAUS

Content, Connection, Transformation

Who we are

Our mission is to provide a virtual space where millions of ideas can be shared and accessed, promoting the spread of thought.



We create **high-quality content that informs, educates, and entertains** millions of people. Our commitment is to connect brands with a qualified and engaged audience.

Top 20 largest digital audiences in Brazil.

Millions of unique users per month.

SEO-first: Content optimized to reach the audience at the right moment.



Connect with a Qualified Audience

Diverse, curious, and engaged.

+30M

Unique users/month

+170M

Page views/month

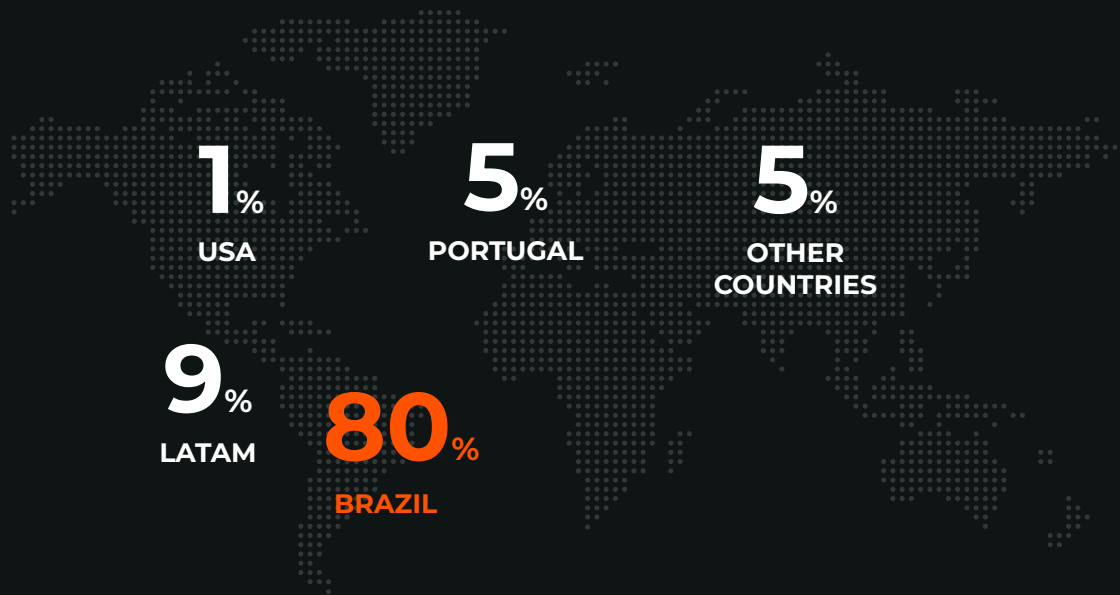


Interests: education, technology, gastronomy, health, culture, and entertainment.

Highly engaged: an average CTR of 2.9% in affiliate brand campaigns.

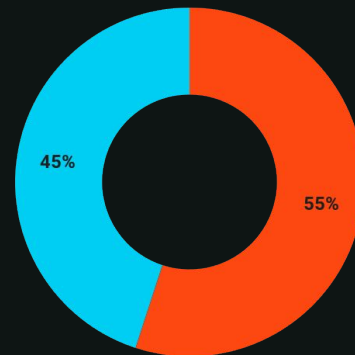
Diverse Audience

Highly educated and seeking solutions and knowledge.



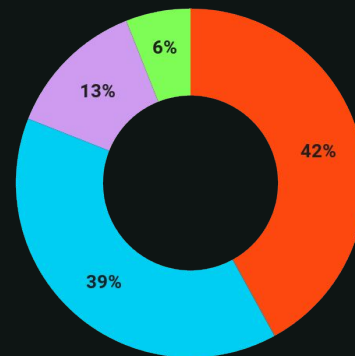
Gender

- Male
- Female



Age

- 18-34
- 35-59
- <18
- >60



We have over 50 platforms

and continue to launch new ones...



Education



Dicio



Sinônimos - BR



Sinônimos - ES



Enciclopédia Significados - BR



Enciclopédia Significados - ES



Toda Matéria - BR



Toda Matéria - ES



Conjugação



ebiografia



DPopular



Norma Culta





































Diccionario de Dudas



Antônimos



Culture

 Pensador - BR 	 Pensador - ES 	 Pensador - EN 
 Mundo das Mensagens 	 Calendarr 	 Dicionário de Nomes Próprios 
 Mensagens de Aniversário 	 Happy Birthday Wisher 	 Aficionados 
 SuperAficionados 	 Cultura Genial - BR 	 Cultura Genial - ES 
 Cumple Genial 	 Mensagens de Conforto 	 Frases Top 
 Maiores e Melhores 	 Eu Total 	

Games and Tech



Jogos 360



Juegos Area



Bilpzi



Liga dos Games



Liga de Gamers



4Devs



4gnews



Techshake



Textto.ai



Religion



Bíblia On - BR



Bíblia On - ES



Bíblia On - EN



Respostas Bíblicas



Websites Dicio



Dicio is one of the top ten search and reference websites in Brazil and one of the leading dictionary apps in the country.

Focused on providing meanings and definitions, Dicio and its related websites (Sinônimos, Conjugação, Antônimos) are frequently used tools.

Target Audience

People who want to improve their vocabulary and enhance their communication skills.



8M

Unique users/month



33M

Page views/month



1M

Downloads

toda matéria

Created in 2011, Toda Matéria is one of the leading educational platforms in Brazil.

7.2M

Unique users/month

+300

Videos published
(New videos every week)

>800K

Social media followers

29M

Page views/month

16M

Visits/month

12K

Engagements/month
(likes, comments, shares)

Target Audience

Elementary and High
School Students,
Parents, and Teachers.

M = Millions

2024 Average | Source: Google Analytics - 2024

PENSADOR

Pensador is the largest platform for quotes and reflections in Brazil, serving as a reference for those seeking inspiration, ponderation, and knowledge.

 **14M**

Unique users/month

 **53M**

Page views/month

 **360K**

Instagram followers

Target Audience

Young adults interested in motivational quotes, reflections, and messages, as well as people looking for references for speeches, presentations, and essays.

ENCICLOPÉDIA Significados

An accessible and free source, Significados is an **online encyclopedia** with explanations across various fields of human knowledge, helping users understand concepts, terms, and expressions in different areas.

2.7M

Users/month

4M

Page views/month

+ 21K

clicks/month

Target Audience

A reference for students, professionals, and curious individuals looking to expand their understanding of various topics.



CALENDARR



One of the largest websites for commemorative dates, holidays, and events, listing key annual events and offering content on their origins and significance.



3M

Users per month



6.5M

Page views per month

Target Audience

- Users searching for holiday and commemorative date information.
- Marketing and communication professionals interested in seasonal campaigns.
- Educators using the calendar for lesson planning.

The largest Portuguese-language website for biblical content, offering everything from Bible passages to reflections and studies on faith and spirituality.



7M

Users per month



28M

Page views per month



+

78K

Clicks per month

M = Millions

2024 Average | Source: Google Analytics - 2024

M = Milhões

Média 2024

Fonte: Google Analytics - 2024

4gnews

More than just a tech news platform in Portugal, 4gnews is a trusted reference for technology enthusiasts.



1M

Readers



+

53K

Social media
followers



2.9M

Pageviews



13.6K

Newsletter
subscribers



+

177K

Clicks per
month



+

13K

Products requested per
year

Advertising Solutions

Tailored projects with customized formats according to objectives:

- **Ads:** Integrated into editorial content.
- **Reviews:** Detailed content on products and launches.
- **Email Marketing:** Targeted newsletters and messages.
- **Social Media:** Instagram, YouTube, and WhatsApp promotions.
- **Videos:** Sponsored productions incorporating brand messages.
- **Branded Content:** Sponsored articles featuring products or services.
- **Section Sponsorship:** Personalized areas for brand visibility.
- **Optimized CTAs:** Direct links to purchase or conversion pages.
- **Special Features:** Exclusive engagement spaces.
- **Display Campaigns:** Banners in multiple formats for broad visibility.
- **Events & Awards:** Special sponsorship and activation opportunities.

Display Ad Sizes



336x280



300x250



Display 970x90



Display 728x90



300x250



160x600



Display 300x600



Background



320x50



300x100

Audience Targeting

Demographics

Gender

Marital Status

Education Level

Socioeconomic
Class

Tech Preferences

Browsers

Devices Types

Operating
Systems

Interests

Entertainment

Food

Religion

News

Culture

Technology

Family

Vehicles

Travel

Sports

DIY

Finance

Fashion

Gaming

Sustainability

Careers

Social Causes

Wellbeing

Behavioral Segments

Apple Lovers

Skincare & Personal
Care

Streaming Lovers

E-Sports

Digital Influencers

Investors

Well-being

Entrepreneurs

Car Buyers

Racing Enthusiasts

Coffee Lovers

Parents of Babies &
Children

Geeks

Decision-Makers &
C-Level Executives

And much more...

Proven Results – Our Impact

DIO on 4devs



Results: Engagement with a highly qualified audience, ensuring strong lead acquisition and enhanced branding.

Objective: Promote technology courses and increase lead acquisition.

Strategy: A campaign launched on 4devs, targeting a specialized audience in technology and software development—primarily male and from A/B social classes.

Display banners were used in key formats on the website, including a background ad as a highlight format to maximize visual impact and brand recall.

Proven Results – Our Impact

PROS/Boticário on Dicio, Sinônimos, Significados, and Calendarr

Objective: Promote the brand and reinforce brand messages for Father's Day.

Strategy: The definition of the word "father" was modified on Dicio, Sinônimos, Significados, and Calendarr to reflect the diversity of fatherhood and highlight the importance of parental leave.

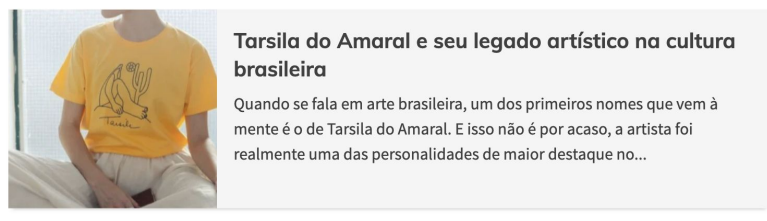
The campaign was further amplified with banners and sponsored articles that emphasized the core concept of the initiative.



Results: The campaign generated significant media coverage, sparked discussions in the press and on social media, and highlighted Boticário's commitment to inclusion and diversity.

Proven Results – Our Impact

Chico Rei on Cultura Genial, Pensador, and eBiografia



Results: Communication with a culturally engaged audience, leading to increased website traffic and collection sales.

Objective: Promote a collection inspired by the artist Tarsila do Amaral.

Strategy: A sponsored article was published on Cultura Genial, connecting the artist's work with exclusive collection items.

The campaign was further amplified with banners on sites like Pensador and eBiografia, reaching an audience interested in culture and art.

Some of the Brands That Advertise on Our Websites



7GRAUS

**For inquiries and custom
advertising solutions, reach out
to our sales team:**

tamarawink@7graus.com

7graus.com