People Portal was launched in 2009 with the proposal to share the best events, experiences, innovations and products for a highly qualified and demanding public. Culture, travel, exhibitions, gastronomy, art and design were the pillars of content addressed by a team of journalists, columnists and collaborators for more than a decade.

In 2018 we decided to make a total repagination in the layout of the site.

The new proposal was to reposition PPOW as a lifestyle brand, presenting our readers with the best experiences in travel, gastronomy and products.

A team of columnists and collaborators of different styles explore the world and share their experiences in our channels in the most varied formats.
These are the channels through which we publish our content about travel, photography, music, exhibitions, technology, adventure, tips, news, sport, gastronomy and lifestyle.

- People
- Power
- Lifestyle
- Art & Design
- Travel
The travel experience brings closeness between brands and establishments with our readers. More than 15 countries have already been explored by our columnists where they share tips on when to go, where to go, what to do, what to bring; and with this, companies can show their services and differentials in a transparent and more humane way.
We believe that people are the real source of inspiration for our portal. Their experiences are extremely rich, capable of improving the quality of life of people in their circles of friendship and therefore our readership.

Friendship and respect for differences is what characterizes our strong alliances, which have lasted for decades on our website.

Content taken seriously, produced by journalists, architects, designers, photographers, teachers, musicians, public relations and entrepreneurs.
Deciphering the issues of life have been a constant pursuit for us.

The "Power" section comes with full power in 2019 with content related to education, self knowledge, courses and reflections of great thinkers and philosophers to be shared.

We look for people who live with passion and teach us to live through their life stories compiled between texts, images and videos just a click away.
Statistics

25k+ Unique Users
65k+ Page Views

45% Female
54% Age 25 - 44
87% São Paulo - Brazil

32k+ Social Media
20k+ E-Mail Mkt

Monthly Analysis from Google Analytics and Social Media numbers are PPOW + Columnists
We provide a variety of formats for advertisers on the site.

Publi-editorial with gallery of images and videos and standard or customized banners.

Leaderboard ................. 728 x 60

Full banner ...................... 468 x 60

Rectangle ......................... 250 x 300

Sky ................................ 160 x 600

Customized channels with content adaptation to the profile of the advertiser brand with differentiated proposal based on storytelling - a different and innovative way to tell the story and capture the reader's attention.