



Newsletter na estratégia de distribuição de conteúdos





Vitor Conceição

@vitor

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TV Globo



Newsletter



News-Letter

D. C. Numd. 1.

The Boston News-Letter.

Published by Authority.

From Monday April 17. to Monday April 24. 1704.

London Flying-Post from Decemb. 2d. to 4th. 1703.

Letters from Scotland bring us the Copy of a Sheet lately Printed there, Intituled, *A reasonable Alarm for Scotland. In a Letter from a Gentleman in the City, to his Friend in the Country, concerning the present Danger of the Kingdom and of the Protestant Religion.*

This Letter takes Notice, That Papists swarm in that Nation, that they traffick more avowedly than formerly, & that of late many Scores of Priests and suites are come thither from *France*, and gone to the North, to the Highlands & other places of the Country. That the Ministers of the Highlands and North gave in large Lists of them to the Committee of the General Assembly, to be laid before the Privy-Council.

It likewise observes, that a great Number of other ill-affected persons are come over from *France*, under pretence of accepting her Majesty's Gracious Indemnity; but, in reality, to increase Divisions in the Nation, and to entertain a Correspondence with

From all this he infers, That they have hopes of Assistance from *France*, otherwise they would never be so impudent; and he gives Reasons for his Apprehensions that the *French* King may send Troops thither this Winter, 1. Because the *English* & *Dutch* will not then be at Sea to oppose them. 2. He can then best spare them, the Season of Action beyond Sea being over. 3. The Expectation given him of a considerable number to joyn them, may encourage him to the undertaking with fewer Men if he can but send over a sufficient number of Officers with Arms and Ammunition.

He endeavours in the rest of his Letters to answer the foolish Pretences of the Pretender's being a Protestant, and that he will govern us according to Law. He says, that being bred up in the Religion and Politicks of *France*, he is by Education a stated Enemy to our Liberty and Religion. That the Obligations which he and his Family owe to the *French* King, must necessarily make him to be wholly at his Devotion, and to follow his Example; that if he sit upon the Throne, the three Nations

The Belfast News-Letter,

And General Advertiser.

T U E S D A Y, OCTOBER 3, 1738.

Since my last arrived two British Packets, which brought the following Advices, viz.

R U S S I A.

Petersbourg, September 16.



H. E. Catharine has ordered Te Dema to be hung for the Victory obtained by the Russians, the 13th Instant over the Infidels, under a triple Discharge of the Cannon and the Ships in the Harbour. That

last Day a Courier arrived from C. Laici with Advice, that he was arrived with his Army of 36,000 Men at the Tartar Khan's Palace, finding all the Country destroyed, had judged proper to send his Boory (being 6000 Peasants and 1000 Cattle) to Aforesaid, and march back to the Ukraine, to make a Diversion there in favour of C. Munich, who had sent him Orders for that Effect. That the said they had Advice that C. Munich, having judged the Passage of the Dniester too precarious, was marching back towards the Dniester, in order to pass that River, yet they conceived this to be only a Stratagem, to draw the Turks over the Dniester, and bring them to a general Battle, whilst General Laici makes the Passage on the Side of Ocrakow. And from

They write from Amsterdam, that the Court of France, by too openly declaring its Intention, in Regard to the Succession of Juliers and Bergue, seems, in some Degree, to have prejudiced themselves of the Prince of Sultzbach with the Court of Great Britain and the States General. Nevertheless, as Affairs are at present circumstanced, it does not appear, that the Refusal of the Maritime Powers to guarantee that Succession, has occasioned any remarkable Alteration of which his Prussian Majesty might take Advantage. France having sufficient Power in her Hand, and being furnished with the Consent of the Emperor, will, it is apprehended, put the Prince of Sultzbach in Possession of Bergue and Juliers, and will, by strong Hand, maintain him there, in Case the King of Prussia should attempt to oppose her therein. Tho' it is not yet particularly known upon what Footing the Treaty of Accommodation between Great Britain and Spain is negotiating; yet it is assured, that the Court of Great Britain can reasonably hope for, and that the Parliament of that Nation addressed his British Majesty to demand. It is said, that the essential Part of this Accommodation will consist to be negotiated at London; and as soon as all Things shall be agreed upon there with Don Thomas Geraldino, the Convention will be communicated to the Court of Madrid, to be there approved of.

Upon the fresh Instances that the Ambassadors of their High Mightinesses in France has made to obtain an Answer to his last Memorial, he has been told by M. Anselme, that as this Memorial contain'd Points upon which it was necessary to

in the Army has written in a Postscript on the 18th Inst. that he had opened his Letter to give Advice by that Postscript, of the Grand Vizier's being departed for Constantinople with 30,000 Men, upon the Occasion of a great Revolution.

L O N D O N, September 27, 28.

Yesterday arrived in the River, the Resolution and two other Ships from Greenland, having 10 Whales on board amongst them, all the Captain of one of them struck four more, but did not the good Fortune to get them.

Last Night the Wife of Mr. Sommers, in Water-Town-Yard without Bishopgate, was found hanging on a Beam in the Ceiling, she had been for some time disordered in her Senses.

There is a Report that the Right Hon. the Earl of Crawford, one of the 16 Peers for North-Britain, who lately went to serve as a Volunteer in Count Munich's Army, was killed by a Cannon-Ball in the fourth Action with the Turks, near the Banks of the Dniester.

The French Mail which arrived yesterday will bring Advice, that the Turks have made themselves Masters of Temeswar, and are advancing into Transylvania.

By his Majesty's Command the Officers upon the Kensington Guard nightly visit the Centinels newly placed in the Gardens there in the following Manner, viz. the Colonel at Twelve, with a File of six Musketeers; the Captain at Two, with a File of four; and the Ensign at four with a like Number. The Sergeants and Corporals, each in their Turn, go the same Round Day and Night every one Hour with a Rifle; their Walk is about three Miles in Circumference.

CORREIO BRAZILIENSE,

DE JULHO, 1817.

Na quarta parte nova os campos ára
E se mais mundo houvera la chegára.

CAMOENS, C. VII. e. 14.

POLITICA.

REYNO UNIDO DE PORTUGAL BRAZIL E ALGARVES,

*Porcaria dos Governadores de Portugal, prohibindo
o Correio Braziliense.*

MANDA EL Rey Nosso Senhor excitar a exacta observancia da sua Real Ordem de 17 de Septembro 1811 participada á Mesa do Desembargo do Rey em 22 de

Remember the Eighth Annual Babson Labor Conference for executives and employers, to be held at Wellesley Hills, August 29th and 30th. Please notify us in advance of your intention to be present. The program includes an address by James J. Davis, Secretary of Labor, and discussions of Open Price Associations, Wages, and Shop Committees.

A Clients Service Conference will be held at Wellesley Hills on Wednesday, August 31st. This Conference is held in order that we may discuss the business and financial problems that face us today. Clients are cordially invited to attend both the Labor and Clients Conferences.

BABSON'S REPORTS

For Merchants, Bankers and Investors

Wellesley Hills, Mass.

July 19, 1931

BAROMETER LETTER and the BABSON COMPOSITE PLOT

PREPARED BY

BABSON'S STATISTICAL ORGANIZATION

INCORPORATED IN MASSACHUSETTS

SOME INDUSTRIES SOON TO PROSPER

The Babson Statistical Organization will not mislead its clients by talking prosperity when there is none in sight. There must be an area of deflation below the X-Y Line equal to the area of inflation above the line before there can again be prosperity. The half-way point where we draw the white line has not yet been reached. Until we reach this point, the average business of the country will show no improvement.

Past history, however, proves that unless all lines of business fall off at the same time, they will not all recover at the same time. The industries which are the last to get hurt are the last to recover, while those that are first to get hurt are the first to recover. Therefore instead of listening to the pessimism or the optimism of a neighbor, watch these weekly letters!

Now the first industry to suffer after the good times of 1917-1919 was the clothing industry. Men's clothing, shoes and other wearing apparel were the first to feel the effects of the present depression. Almost over night the clothing business changed from a profitable business to a losing business. The

THE KIPLINGER WASHINGTON LETTER

Circulated privately to businessmen

THE KIPLINGER WASHINGTON EDITORS

1729 H St., N.W., Washington, D.C. 20006

Dear Grandson:

Dec. 27, 1963.

I feel an urge to write you this Letter for a couple of reasons. There's affection. Also there's respect for you and your generation.

Advice will be on the meager side, for advice that's plastered on is no good. You'll have to do your own thinking, steer your own course.

But you CAN accept information and some forecasting of the future, and this, as an old observer of events, I am prepared to offer you.

Since you'll be engaged in the business of living and working, let's call this a "business letter."

You are likely to live until 2020 or 2030. In your middle years you will see a new century come, the 21st century, with its new ways. By then you'll be having college problems for some of your children, or you may be a grandfather, and be shifting into another gear of living.

You'll rub elbows, personally, with two centuries, fore & aft. Aft, you know grandparents and they tell you yarns about the Civil War which they got personally from their elders. THAT war was that close. Fore, you'll know your grandchildren and be looking over their futures, and they'll go on living until the latter half of the 21st century.

It shows how today is linked with yesterday and tomorrow.

Let's try to figure out what's going to happen in your lifetime.
Not every little thing, not specifically, but in a general way.

THE KIPLINGER WASHINGTON AGENCY
Washington Business Correspondents



WILLARD M. KIPLINGER
BOYCE MORGAN
JOHN E. RYERSON
E. H. BOOTHBY
ROBERT G. COVEL
CLARENCE M. WRIGHT
WARREN D. MULLIN

1907 K STREET, N. W.
WASHINGTON 6, D. C.

January 12, 1948

This May Be What You
Have Been Waiting For...

I think you'll be glad to hear about an opportunity to get acquainted with the Kiplinger Washington Letters without having to subscribe for the customary full year - as explained below.

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Our
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That
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\$18. For if
basis - 3 mon
time to judge

BM/DR
Encs.

All you have to do is fill in the enclosed card and drop it in the mail. No postage is necessary, and we'll bill you later.

Sincerely yours,

Boyce Morgan
Boyce Morgan,
Managing Director.

BM/DR
Encs.

That's why I feel you will welcome this opportunity to try out the Kiplinger Washington Letters without subscribing for a full year at \$18. For if you have not subscribed before, you can do so now on a trial basis - 3 months for only \$3. These three months should give you ample time to judge their particular value to you.

All you have to do is fill in the enclosed card and drop it in the mail. No postage is necessary, and we'll bill you later.

Sincerely yours,

Boyce Morgan
Boyce Morgan,
Managing Director.

Date: Tuesday, 1 July 1980 02:34-PDT
From: Feinler at SRI-KL
To: [SRI-KL]<NIC-WORK>liaison.txt:
cc: bboard, callan, raphael, kunzelman, nielson, jgoldberg,
hart, pwok at SRI-KL
Re: ARPANET NEWS from DCA

Dear Liaison,

Maj. Haughney of the Defense Communications Agency (DCA) has asked me to distribute the following ARPANET newsletter to all of you. Will you please pass it on to administrators and systems people who may not otherwise see it. Send questions and replies to DCACODE535@ISI. Thanks.

Jake

GENTLEPERSONS:

There are several changes forthcoming to the ARPANET over the next couple of years which will have considerable impact upon the ARPANET community. Since you, the liaisons, are the primary point of contact for users, DCA believes that it is a good idea to keep the liaisons better informed of actions that will affect you and your users over the next few years. To achieve this goal, DCA will publish a network newsletter which will provide management and technical information and guidance to you, the liaisons. This net message is DCA's first newsletter. Future newsletters will be provided through the ARPANET on an as needed basis. Widest dissemination of pertinent information contained in this newsletter to ARPANET users by the liaisons is requested.

Maj. Joseph Haughney
DCA

ANEWS-1
1 July 1980

DCA Code 531
(DCACODE535@ISI)
(202) 692-6175

ARPANET NEWSLETTER

Over the past eleven years, the ARPANET has grown considerably and has become the major U. S. Government research and development communications network. The ARPANET liaisons have made significant

A photograph of Elon Musk speaking, with his hands raised in a questioning gesture. He is wearing a dark suit jacket over a light blue button-down shirt. The background is dark blue with orange abstract patterns on the sides.

Mas peraí,
newsletter
é inovação?



email é **nativo**
no mobile



newsletters criam hábitos



A person with blonde hair, wearing a dark purple top, is holding a white smartphone. The phone screen shows a news article from 'meio' with the headline 'JOGO DE TRONOS EM BRASÍLIA'. The article text discusses a political event involving Michel Temer and the Brazilian Congress. The background is a blurred indoor setting. The image is framed by orange decorative patterns on the left and right sides.

estar na caixa de
entrada vira uma
relação direta
com os leitores



A photograph of Mark Zuckerberg speaking, wearing a grey t-shirt, with his right hand raised in a palm-forward gesture. The background is dark blue with faint geometric patterns. The image is framed by orange borders on the left and right sides, which contain abstract white and grey shapes resembling stylized data or network connections.

com newsletters
você **mantém o**
controle de sua
audiência

WHAT?

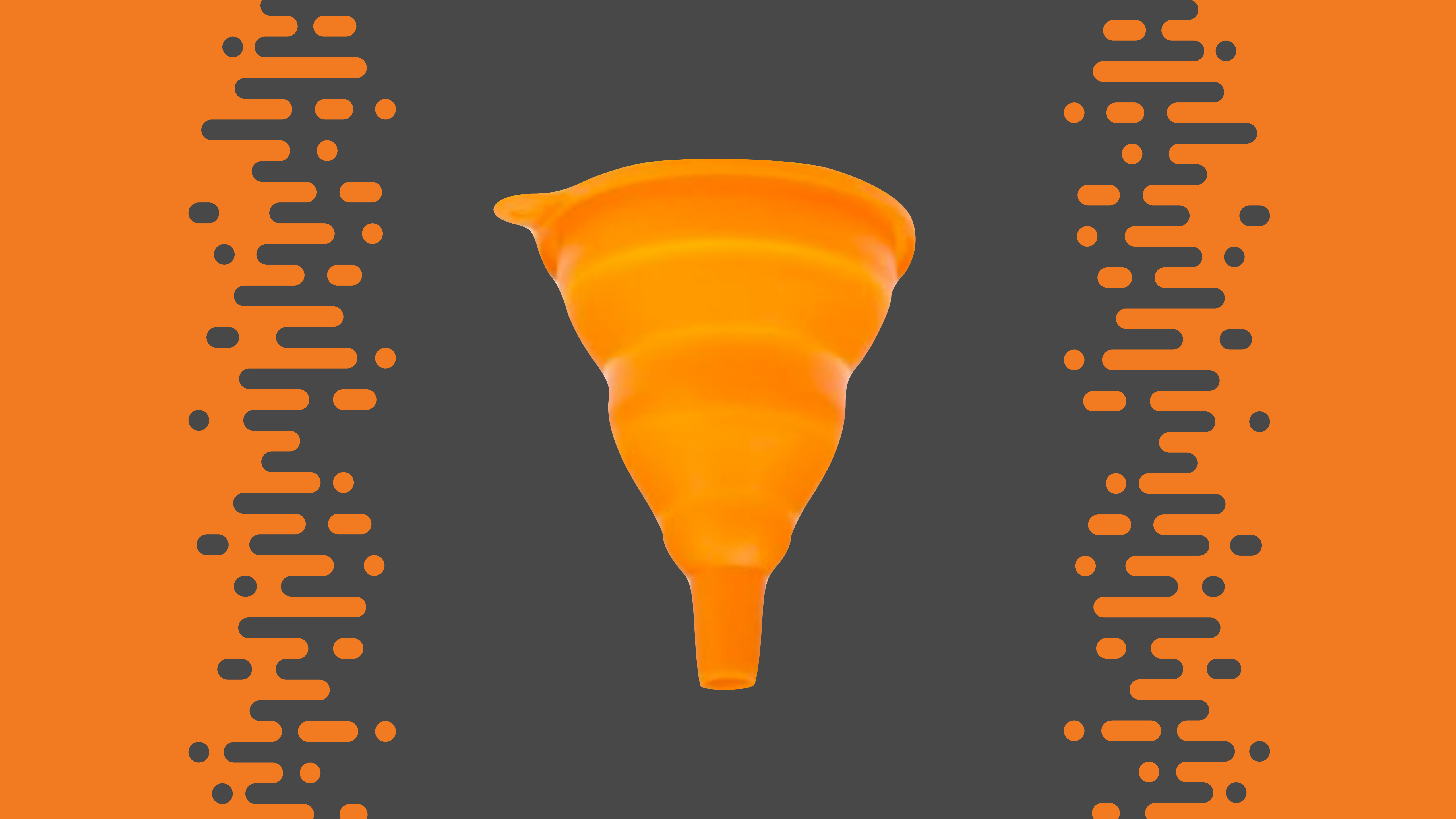
WHERE?

WHO?

WHEN?

WHY?

HOW?















Newsletter aberta

- gratuita
- ampliar alcance
- objetivo de fidelizar e converter parte para assinante



Newsletter fechada

- só para assinantes
- foco em exclusividade
- maior demanda por qualidade



3 Mandamentos

Uma boa newsletter
precisa de:

regularidade



personalidade



consentimento

NÃO É
NÃO!



Minimizando risco de spam

- Double Opt-in
- Qualidade do conteúdo
- Bons títulos
- Template limpo
- Educar assinantes
- Configurar a sopa de letrinhas (SPF, DKIM, DMARC)

Boas práticas sobre templates

- Não usar texto como imagem
- Preparado para todo tipo de dispositivo
- Testar legibilidade no mobile
- News não pode passar de 100kb

```
top - 20:40:16 up 9 days, 1:11, 1 user, load average: 0.07, 0.14, 0.17
Tasks: 120 total, 1 running, 118 sleeping, 0 stopped, 1 zombie
du(s): 10.1%us, 0.3%sy, 0.0%ni, 89.5%id, 0.0%wa, 0.0%hi, 0.0%si, 0.0%st
Mem: 8176780k total, 4870676k used, 4106104k free, 193304k buffers
Swap: 0k total, 0k used, 0k free, 1788672k cached
```

PID	USER	PR	NI	VIRT	RES	SHR	S	%CPU	%MEM	TIME+	COMMAND
2086	ec2-user	20	0	700m	140m	27m	S	16.6	1.8	0:02.04	python
2577	ec2-user	20	0	427m	62m	11m	S	2.3	0.8	341:49.00	python
2659	ec2-user	20	0	348m	62m	8904	S	0.7	0.8	0:00.83	python
24209	apache	20	0	1130m	110m	17m	S	0.7	1.5	1:45.28	httpd
3828	ec2-user	20	0	676m	111m	24m	S	0.3	1.4	0:07.73	python
6941	ec2-user	20	0	15320	2156	1836	R	0.3	0.0	0:00.18	top
7073	apache	20	0	501m	22m	12m	S	0.3	0.3	0:00.02	httpd
1	root	20	0	19648	2484	2168	S	0.0	0.0	0:01.68	init
2	root	20	0	0	0	0	S	0.0	0.0	0:00.00	khreng
3	root	20	0	0	0	0	S	0.0	0.0	0:00.00	softirq
5	root	0	-20	0	0	0	S	0.0	0.0	0:00.00	kworker/0:0
7	root	20	0	0	0	0	S	0.0	0.0	2:53.52	rcu_sched
8	root	20	0	0	0	0	S	0.0	0.0	0:00.00	rcu_bh
9	root	RT	0	0	0	0	S	0.0	0.0	0:00.39	wlgrn/0
10	root	0	-20	0	0	0	S	0.0	0.0	0:00.00	lru-add-drain
11	root	20	0	0	0	0	S	0.0	0.0	0:00.00	cpuhp/0
12	root	20	0	0	0	0	S	0.0	0.0	0:00.00	cpuhp/1
13	root	RT	0	0	0	0	S	0.0	0.0	0:00.41	wlgrn/1
14	root	20	0	0	0	0	S	0.0	0.0	0:24.64	ksoftirqd/1
16	root	0	-20	0	0	0	S	0.0	0.0	0:00.00	kworker/1:0
17	root	20	0	0	0	0	S	0.0	0.0	0:00.00	kdevtmpfs
18	root	0	-20	0	0	0	S	0.0	0.0	0:00.00	netns
24	root	20	0	0	0	0	S	0.0	0.0	0:00.00	xenwatch
25	root	20	0	0	0	0	S	0.0	0.0	0:00.00	xenbus
144	root	20	0	0	0	0	S	0.0	0.0	0:00.14	khungtaskd
145	root	20	0	0	0	0	S	0.0	0.0	0:00.00	oom_reaper
146	root	0	-20	0	0	0	S	0.0	0.0	0:00.00	writeback
148	root	20	0	0	0	0	S	0.0	0.0	0:00.00	kcompactd
149	root	25	5	0	0	0	S	0.0	0.0	0:00.00	ksd

(um parêntesis
tecnico)



3 passos:

1. Montagem
2. Envio
3. Acompanhamento e controle

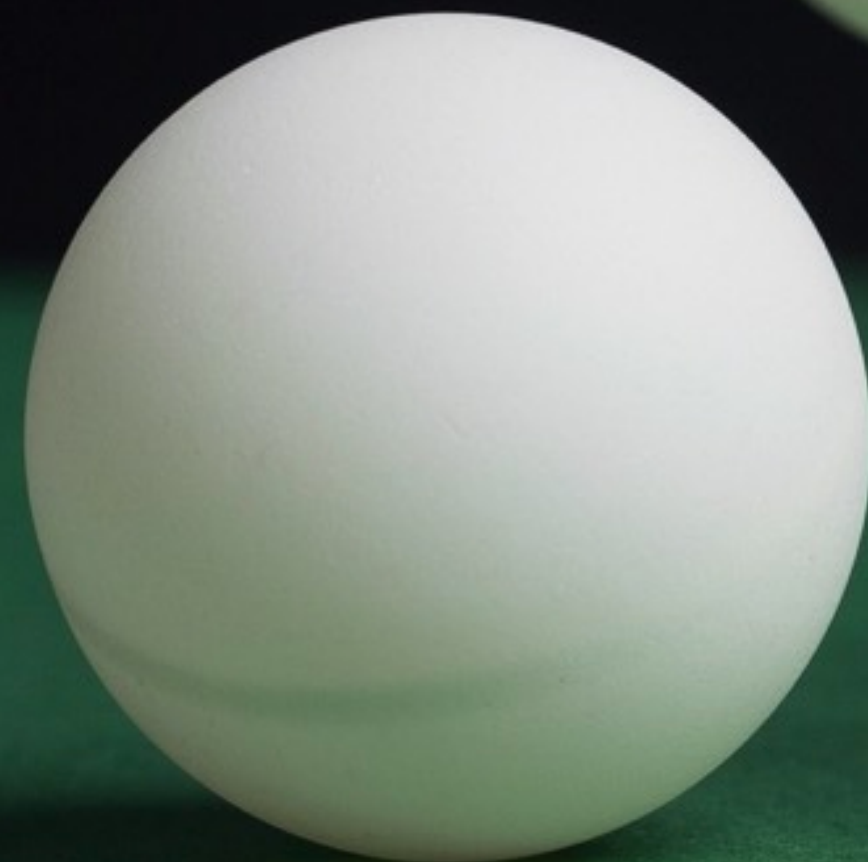
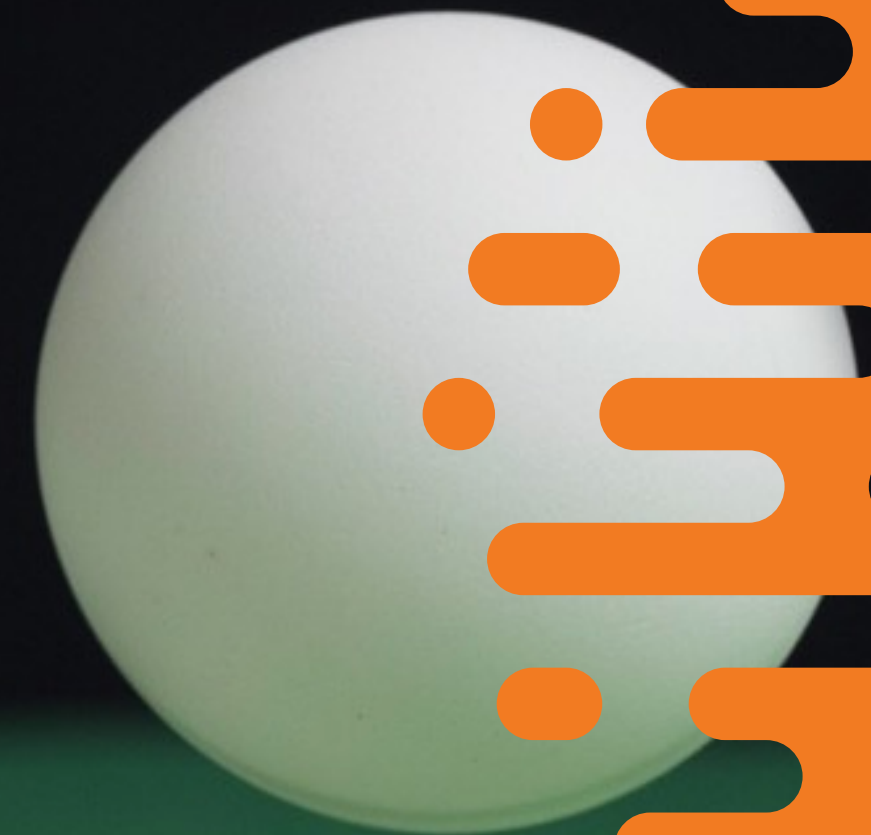
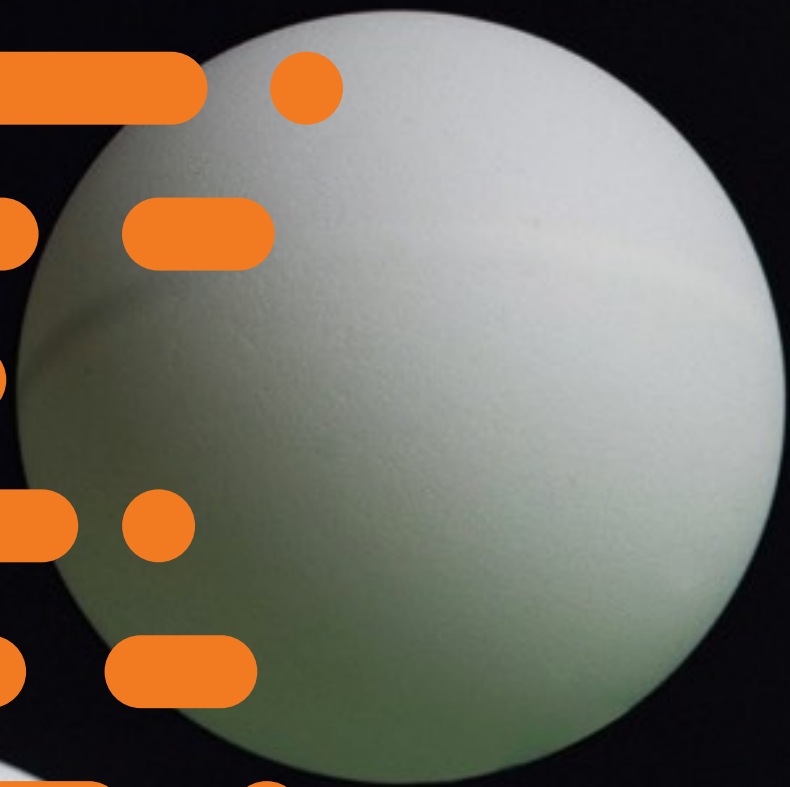
Loop de montagem:

1. Busca email na lista
2. Carrega template
3. Altera links para redirect com tracker
4. Insere pixel de controle
5. Entrega para serviço de envio
6. Pula para o próximo email

Envio

1. Conecta no servidor do destinatário
2. Entrega mensagem
3. Recebeu mensagem de erro?
 - 3.1. Hard Bounce?
 - 3.1.1. Descarta mensagem
 - 3.1.2. Desabilita assinante
 - 3.2. Soft Bounce?
 - 3.2.1. Guarda mensagem para tentar entregar depois
 - 3.2.2. Marca soft bounce no assinante
4. Pula para o próximo email

Soft e Hard Bounce?

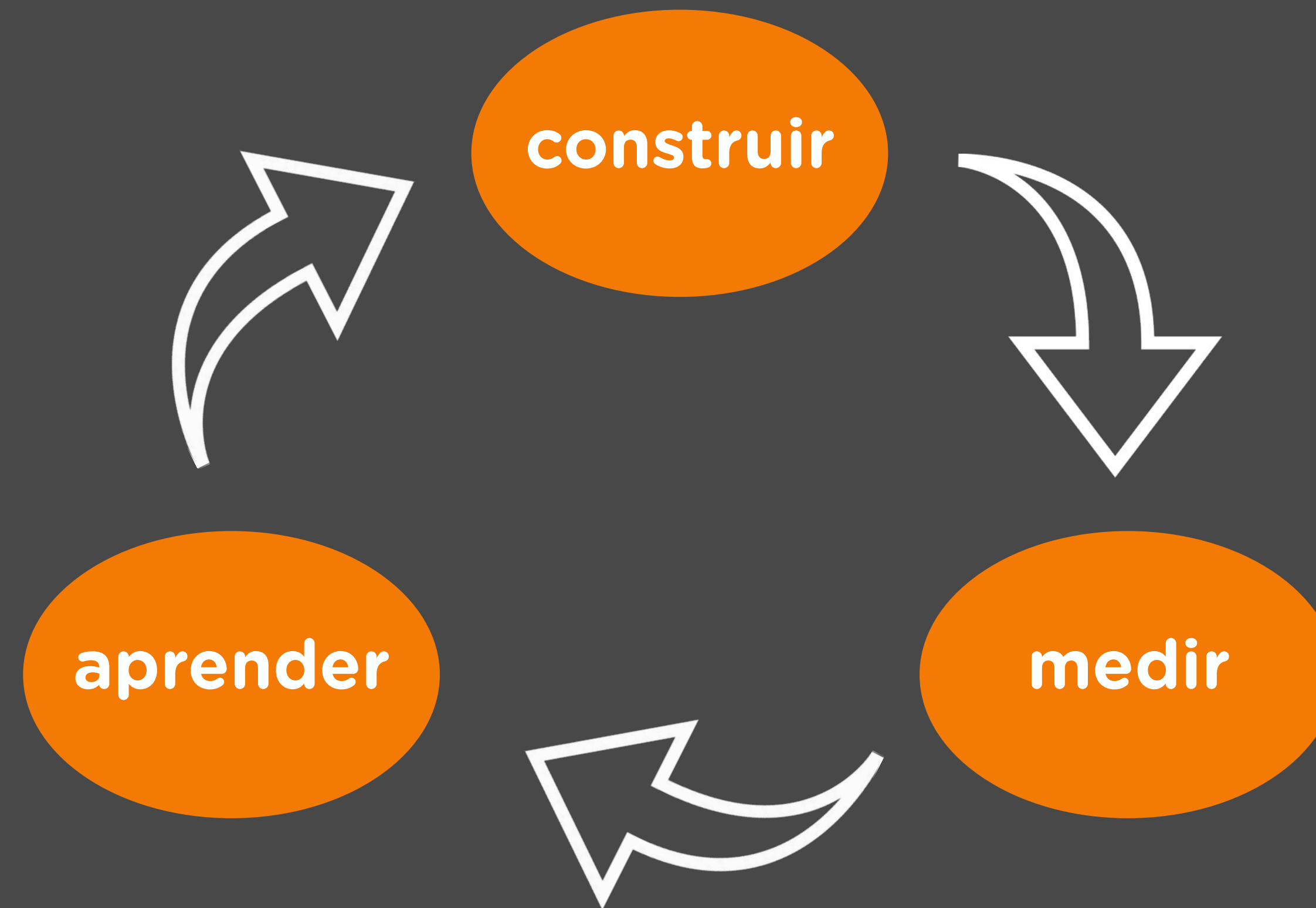


Acompanhamento e controle

1. Assinante abre email e carrega imagens
 - 1.1. Pixel de controle marca abertura daquele assinante
2. Assinante clica em link
 - 2.1. Assinante conecta com servidor de controle
 - 2.2. Servidor de controle marca abertura daquele link
 - 2.3. Retorna para assinante URL definitiva do link



Indicadores



KPIs para newsletters

	Benchmark (*)
Taxa de abertura	22.15%
Taxa de cliques	4.62%
Soft bounce	0.27%
Hard bounce	0.14%
Taxa de cancelamento	0.12%
Complaint Rate	< 0.05%

(*) Taxas da categoria Media and Publishing segundo Mailchimp

Outros indicadores relevantes

- Taxa de crescimento da base
- Taxa de conversão para assinante pago
- Taxas de compartilhamento
- Taxa de cliques de links internos



Ferramentas

Algumas ferramentas para envio de newsletter

- **Mailchimp**
<https://www.mailchimp.com/>
- **Mailjet**
<https://www.mailjet.com/>
- **Tiny Letter**
<https://tinyletter.com/>
- **Campaign Monitor**
<https://www.campaignmonitor.com/>
- **Amazon SES + Sendy**
<https://aws.amazon.com/ses/>
<https://sendy.co/>

Benchmarks





O Meio é digital. Porque seu leitor é digital. Seu leitor vive no smartphone, ouve música no Spotify, vê séries no Netflix, tem um olho no WhatsApp e o outro no Facebook. Quando tem dúvidas, dá um Google.

Regulamentação
Trabalho colaborativo
Energia Branding
Globalidade
Privacidade
Imigração e fronteiras
Economia
Mundo Não jogamos Fla x Flu
Robôs e drones
Mobilidade urbana
Fitness
Health tech
Comida
Sexualidade
Nova família
Saúde
A nova cidade
Descriminalização
Genética
Religião
História
Ciência
Relacionamentos
Sustentabilidade
Casa inteligente
'Eu quantificado'

VIVER

O Meio fala com a sociedade do século 21.

Fora do mainstream
Música
Propriedade intelectual
Cosmopolita
Descobrimos novidades
Livros
Séries de TV
Os artistas da internet
Playlists
Crowdfunding
Design
Fotografia
Geek
Brasilidade
Gadgets
Startups
Singularidade
Guia do consumidor
As tendências do momento
Machine learning
Games
VR
Mobile
A conversa das redes contada

CULTURA

COTIDIANO DIGITAL

Alto grau de **engajamento**.

95 mil

assinantes

35%

taxa de
abertura

60%

impactados
toda semana

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New Email Newsletters



Summer in the City WEEKLY

The best things to do in N.Y.C. during the hottest season of the year. This limited-edition newsletter will launch before Memorial Day and run through Labor Day.

[SIGN UP](#) [SEE SAMPLE](#)



The T List WEEKLY

Coming this fall: a weekly roundup of what the editors of T Magazine are noticing and coveting right now.

[SIGN UP](#)



The Privacy Project WEEKLY

If you're online — and, well, you are — chances are someone is using your information. We'll tell you what you can do about it. Sign up for our limited-run newsletter.

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NYT Parenting WEEKLY

From the team at the NYT Parenting site: Get the latest news and guidance for parents. We'll celebrate the little parenting moments that mean a lot — and share stories that matter to families.

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Rory Smith On Soccer WEEKLY

Chief soccer correspondent Rory Smith takes you from the biggest matches to



The Daily WEEKLY

Every Friday, get an exclusive look at how one of the week's biggest news

NY Times

News and Politics



Morning Briefing

DAILY

Get what you need to know to start your day, delivered to your inbox.

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WEEKDAYS

Get a nightly rundown of the day's top stories.

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WEEKLY

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NY Times

Opinion



David Leonhardt
WEEKDAYS

David Leonhardt helps you make sense of the news — and offers reading suggestions from around the web — with commentary every weekday morning.

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Follow Nicholas Kristof as he travels around the United States and the world, shedding light on crises and hailing unsung heroes. For a behind-the-scenes look at Nick's gritty journalism, sign up for his newsletter.

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BI-WEEKLY

Watch Oscar-nominated short documentaries from around the world made for you. Get our email newsletter and never miss an Op-Doc.

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WEEKLY

Get a more personal, less conventional take on political developments, newsmakers, cultural milestones and more with Frank Bruni's exclusive commentary every week.

SIGN UP

[SEE SAMPLE](#)



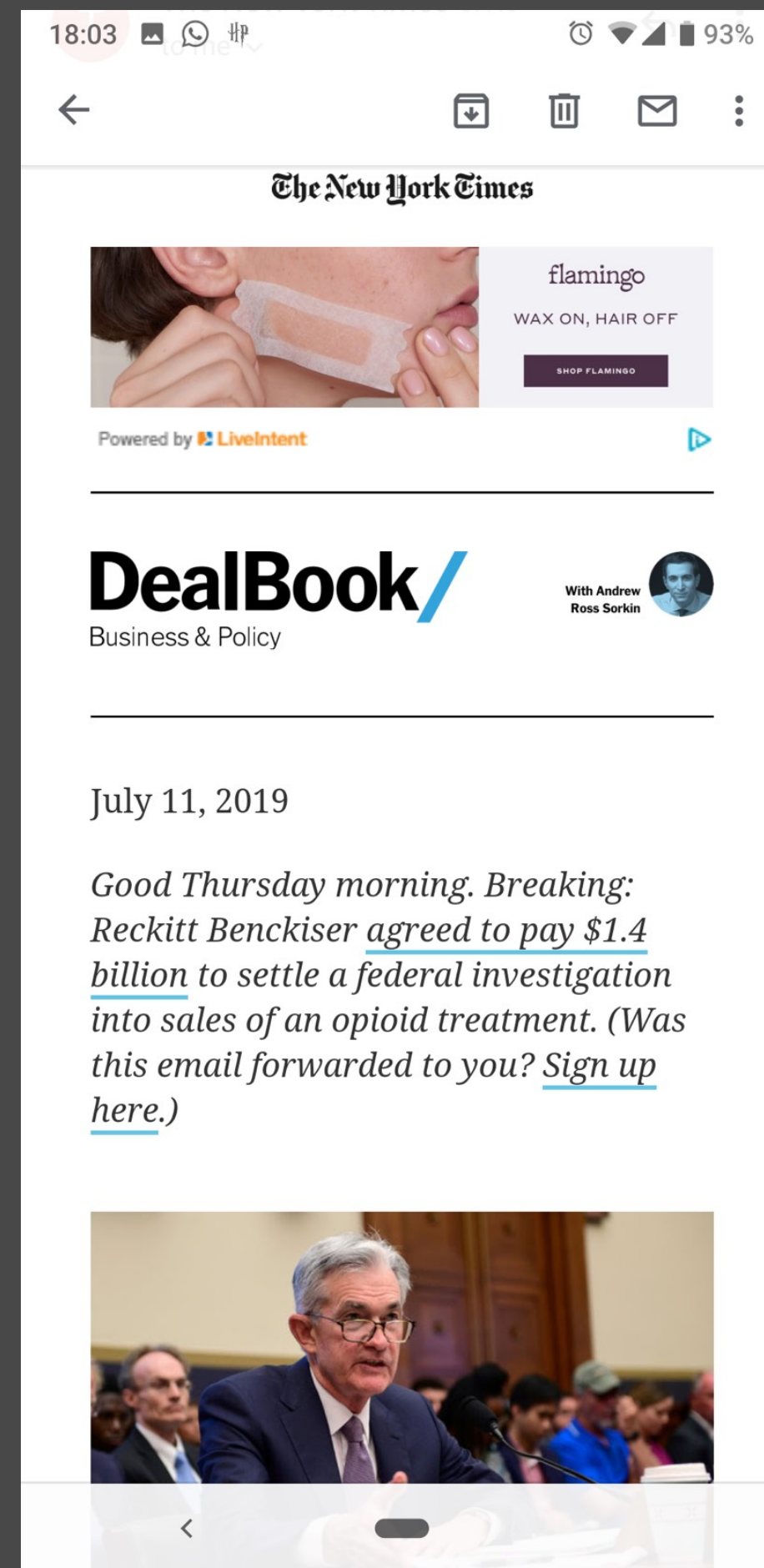
Sunday Best
WEEKLY

Never be uninteresting. Read the most thought-provoking, funny, delightful and raw stories from The New York Times Opinion section.

SIGN UP

[SEE SAMPLE](#)

NY Times



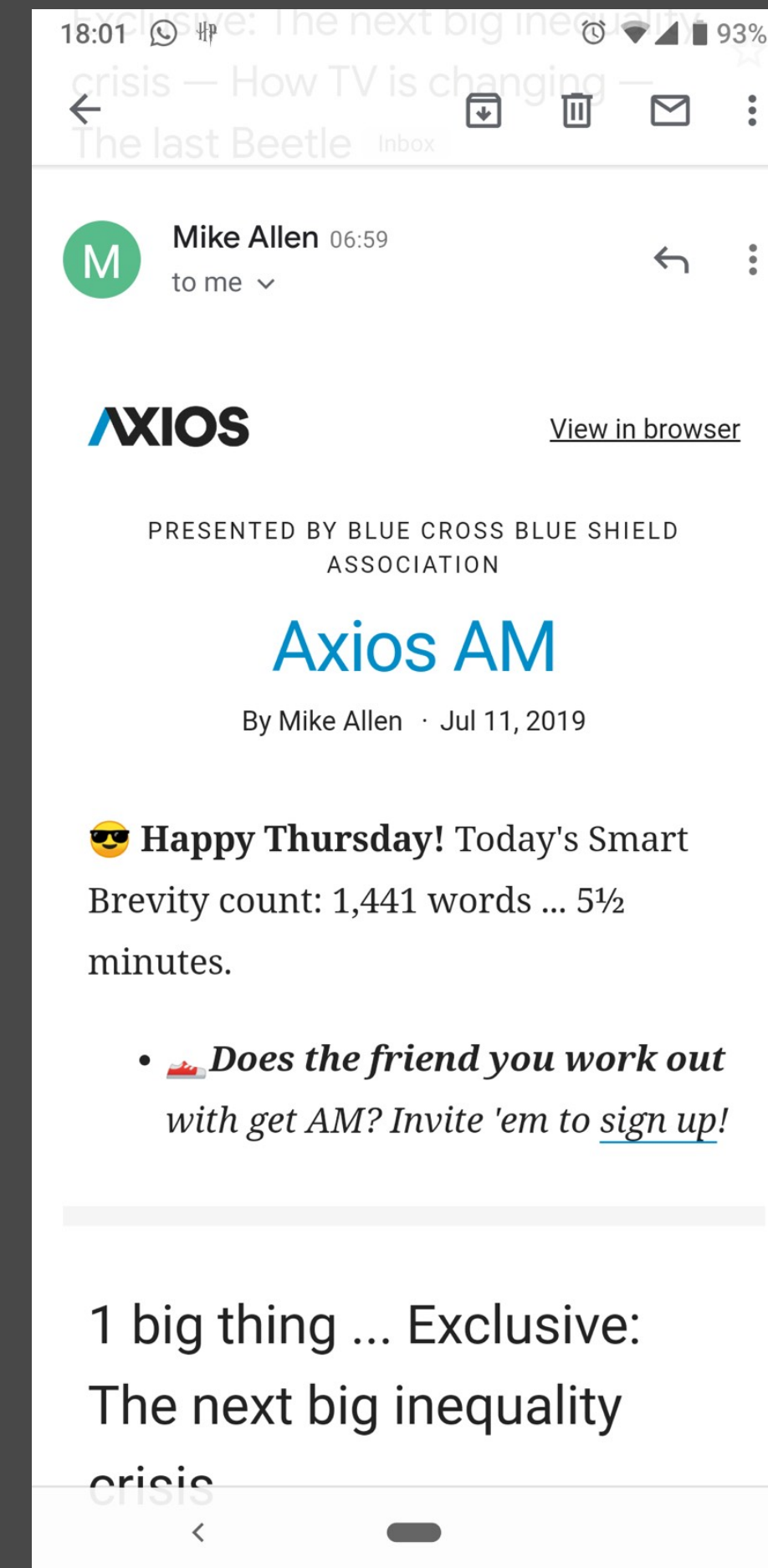
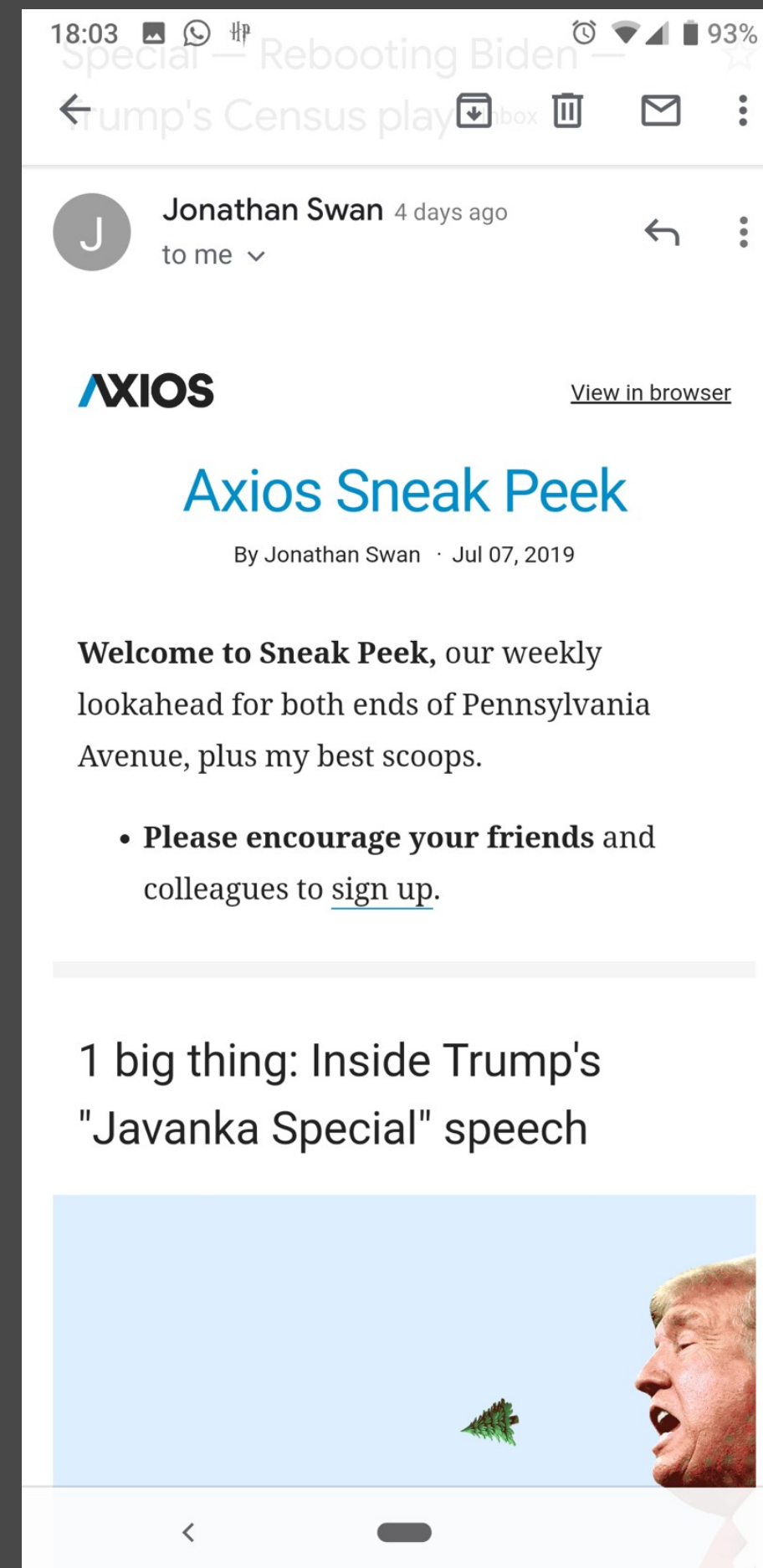
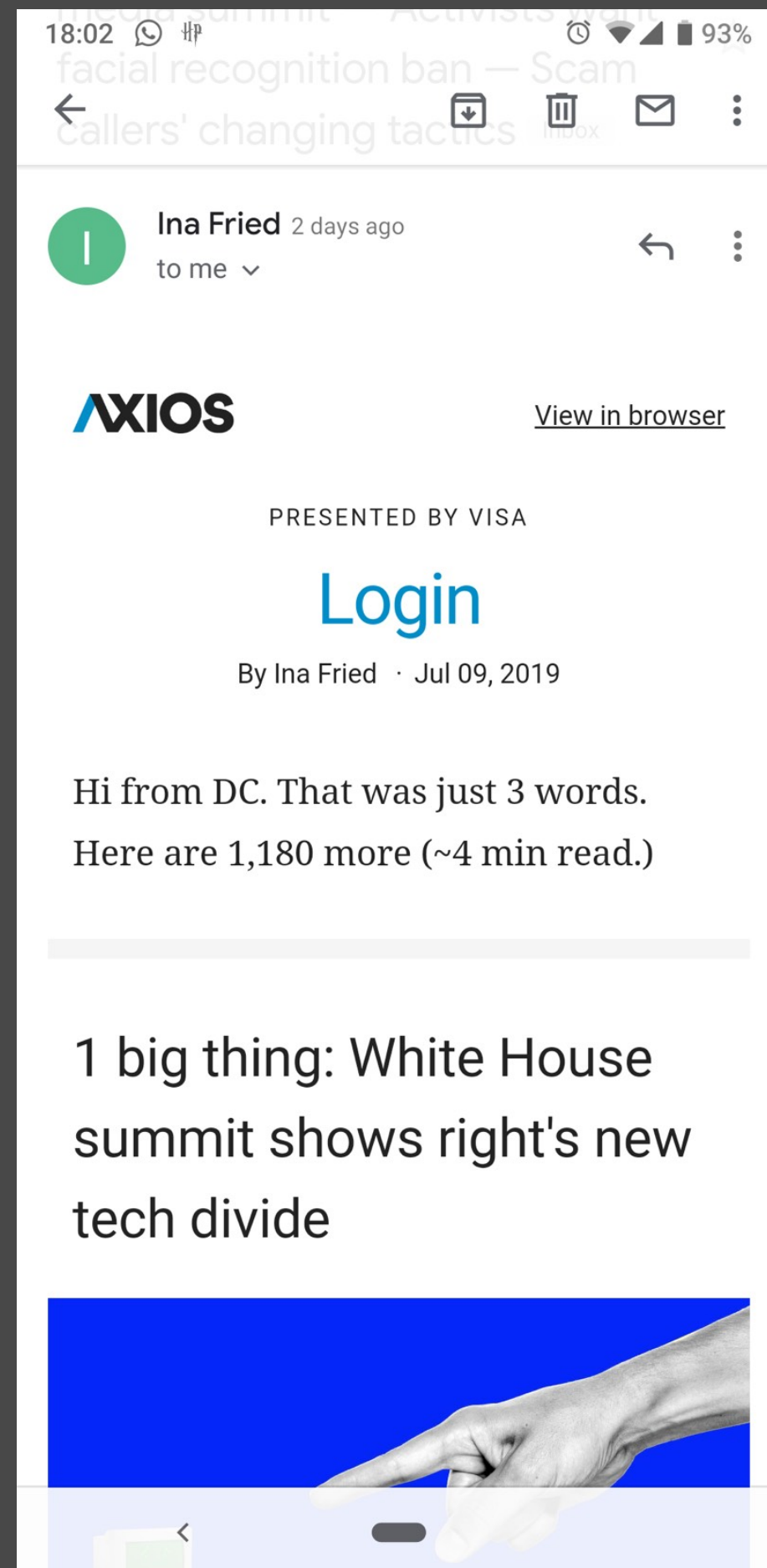
DealBook /
Business & Policy

With Andrew
Ross Sorkin

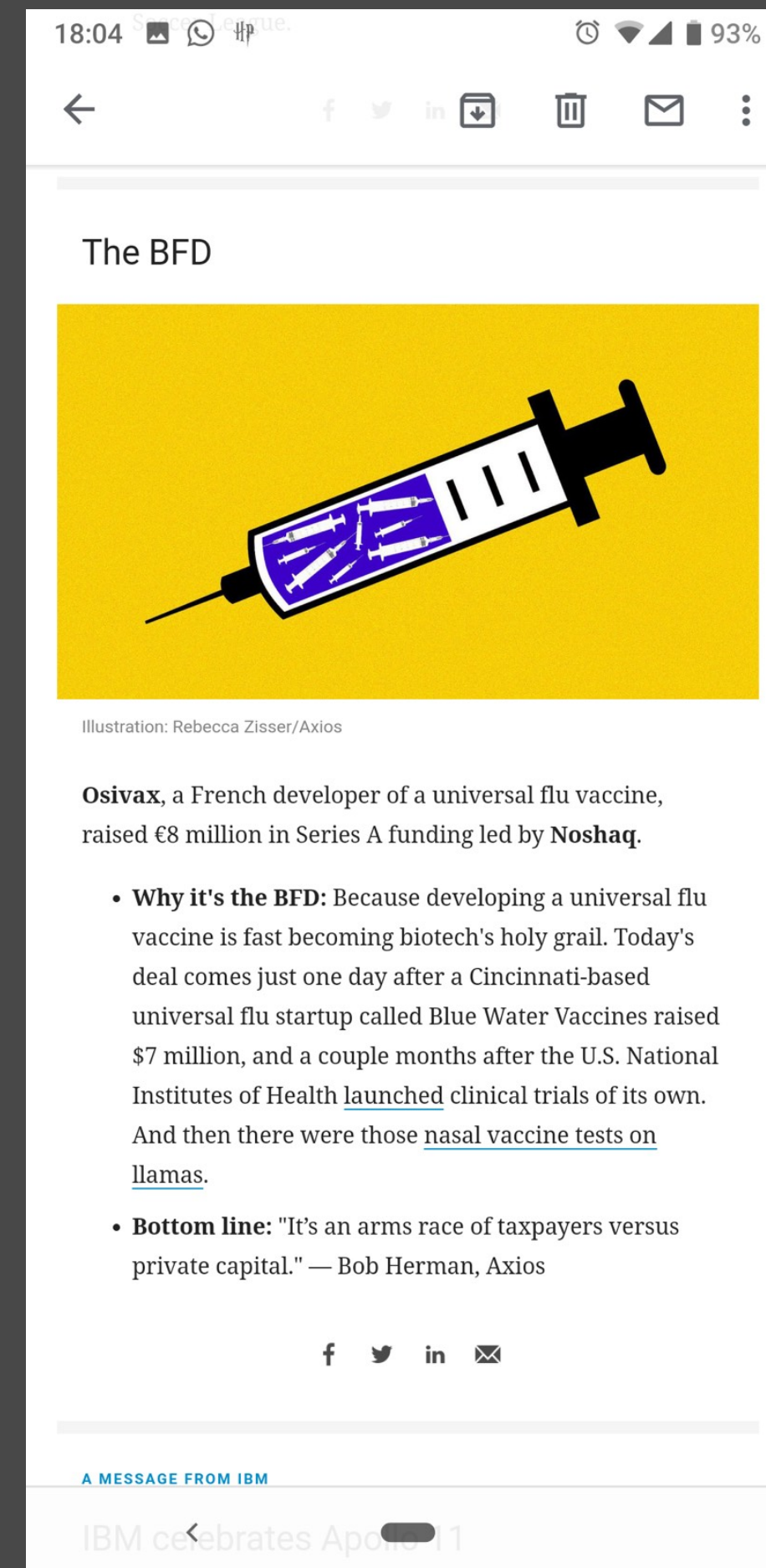
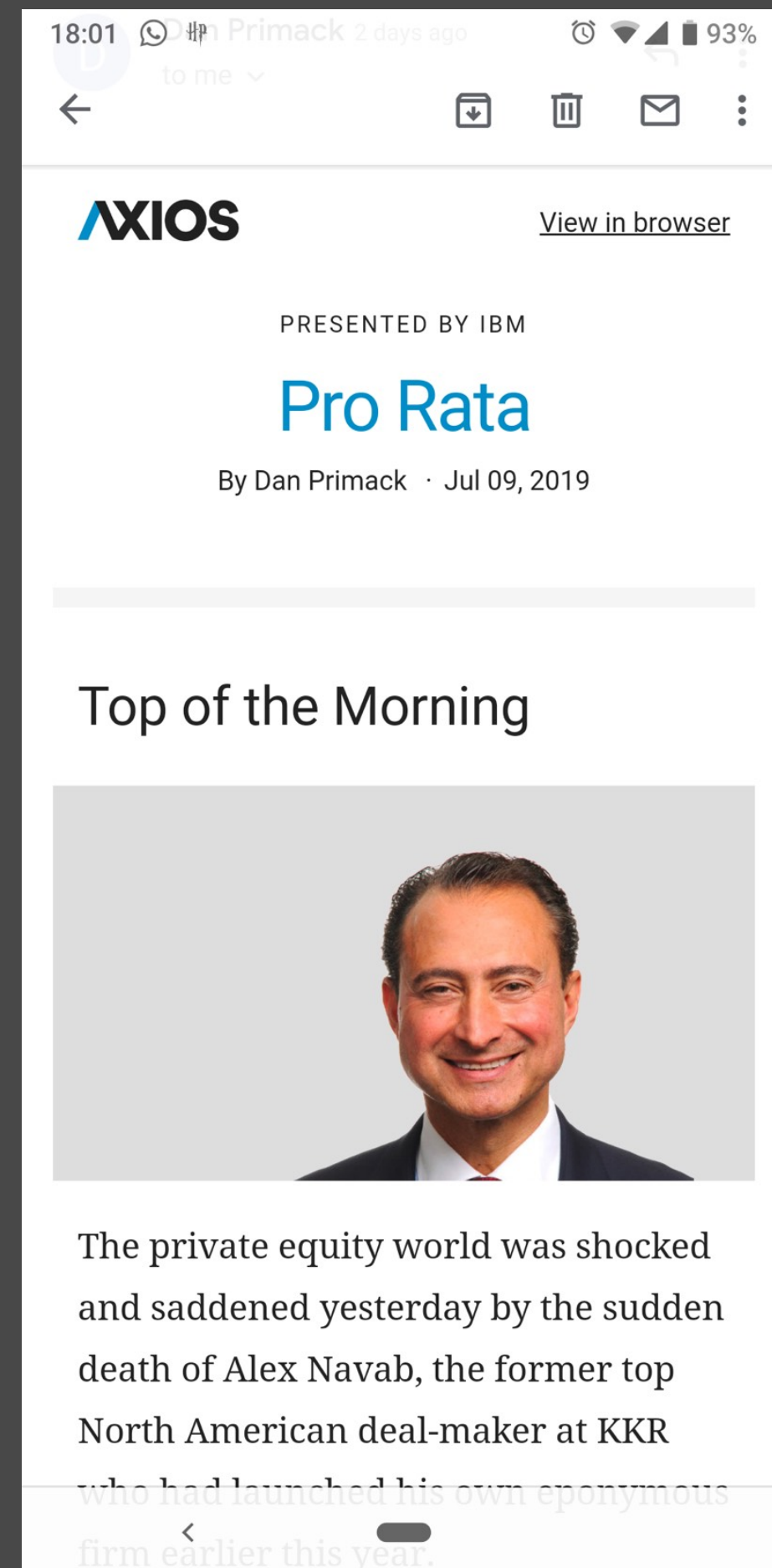


- Lançada em 2001
- Ross Sorkin era editor de M&A do NYT, tinha 24 anos
- Se tornou um dos jornalistas mais influentes do NYT por conta da newsletter

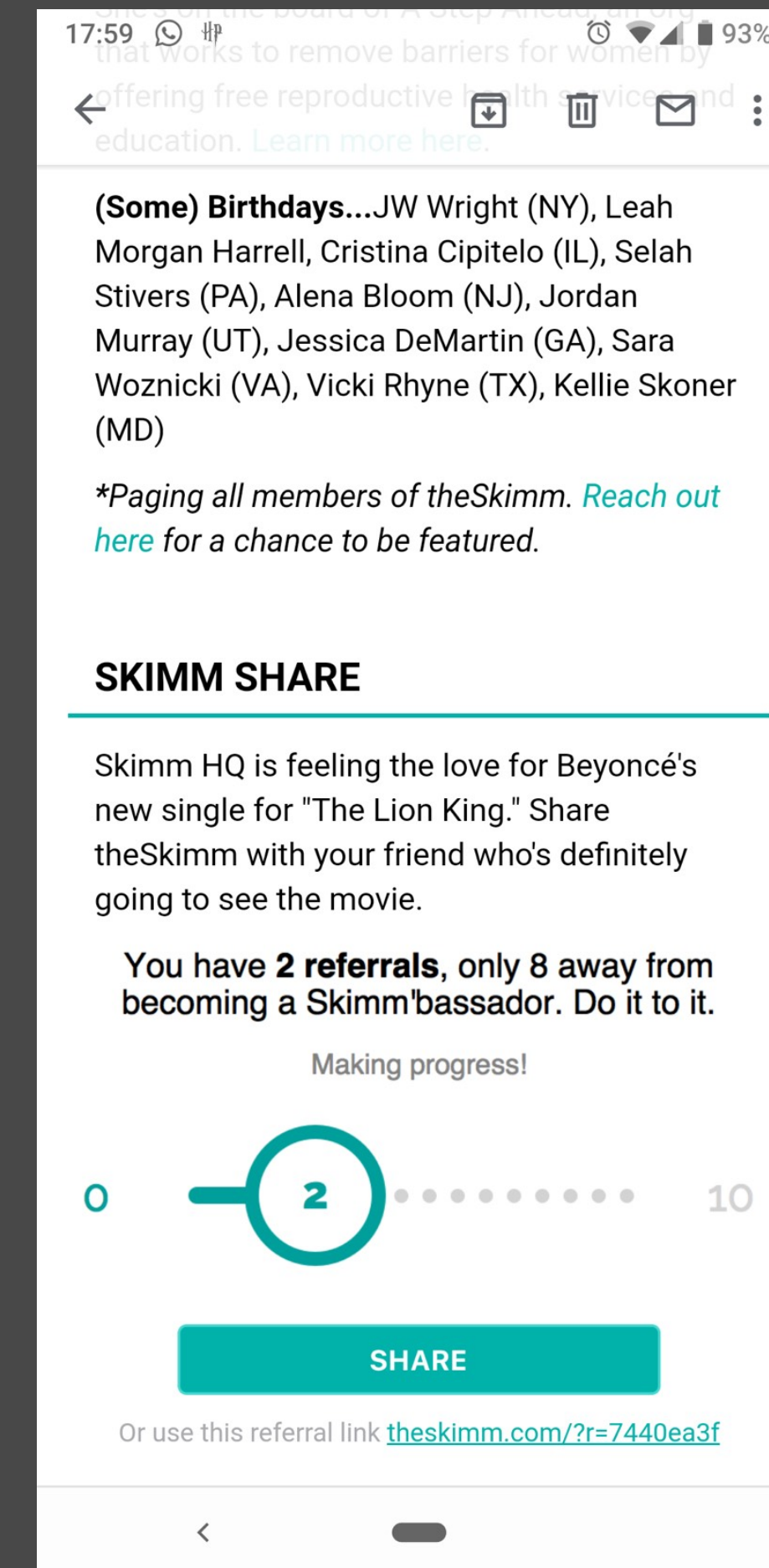
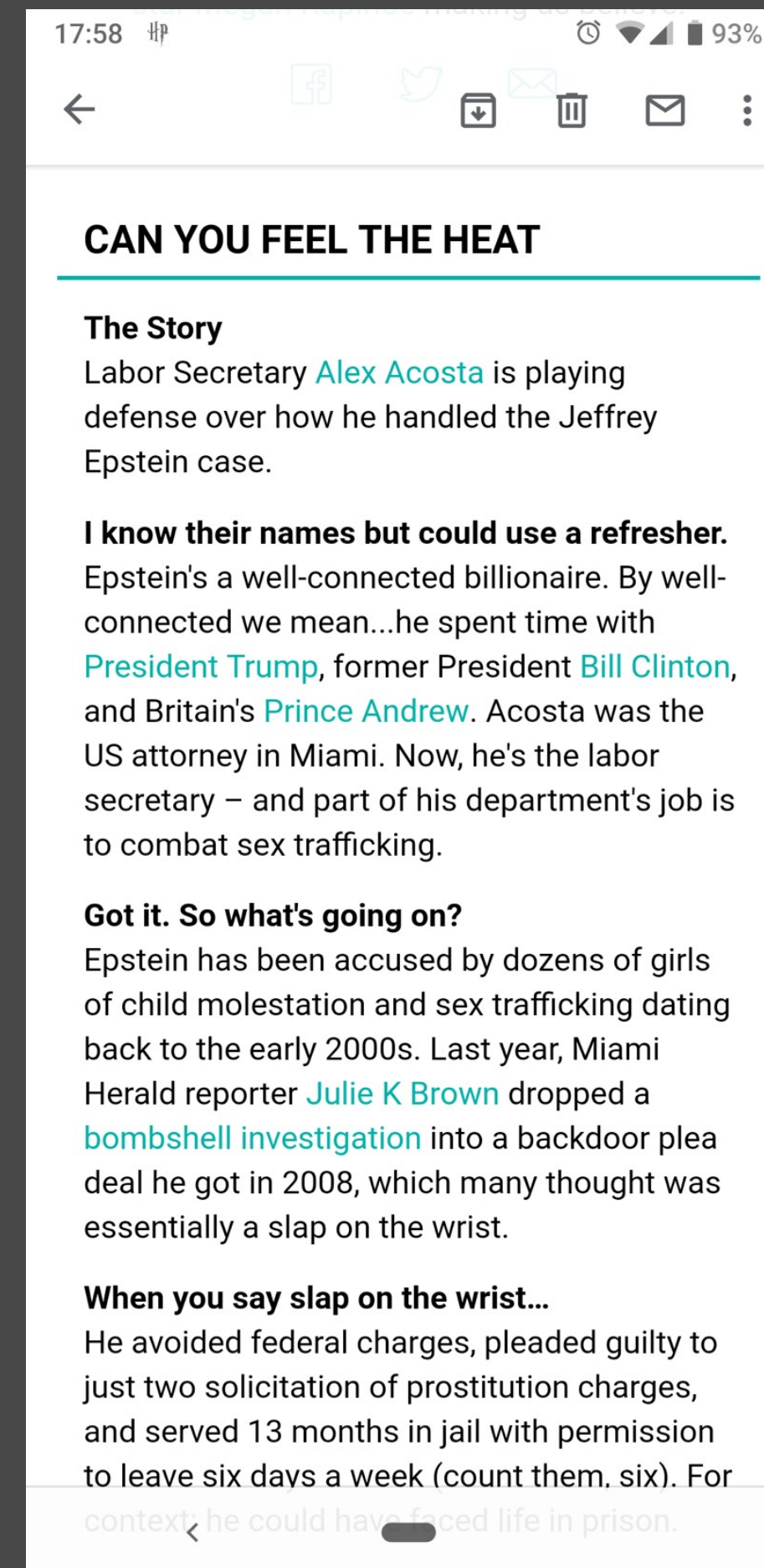
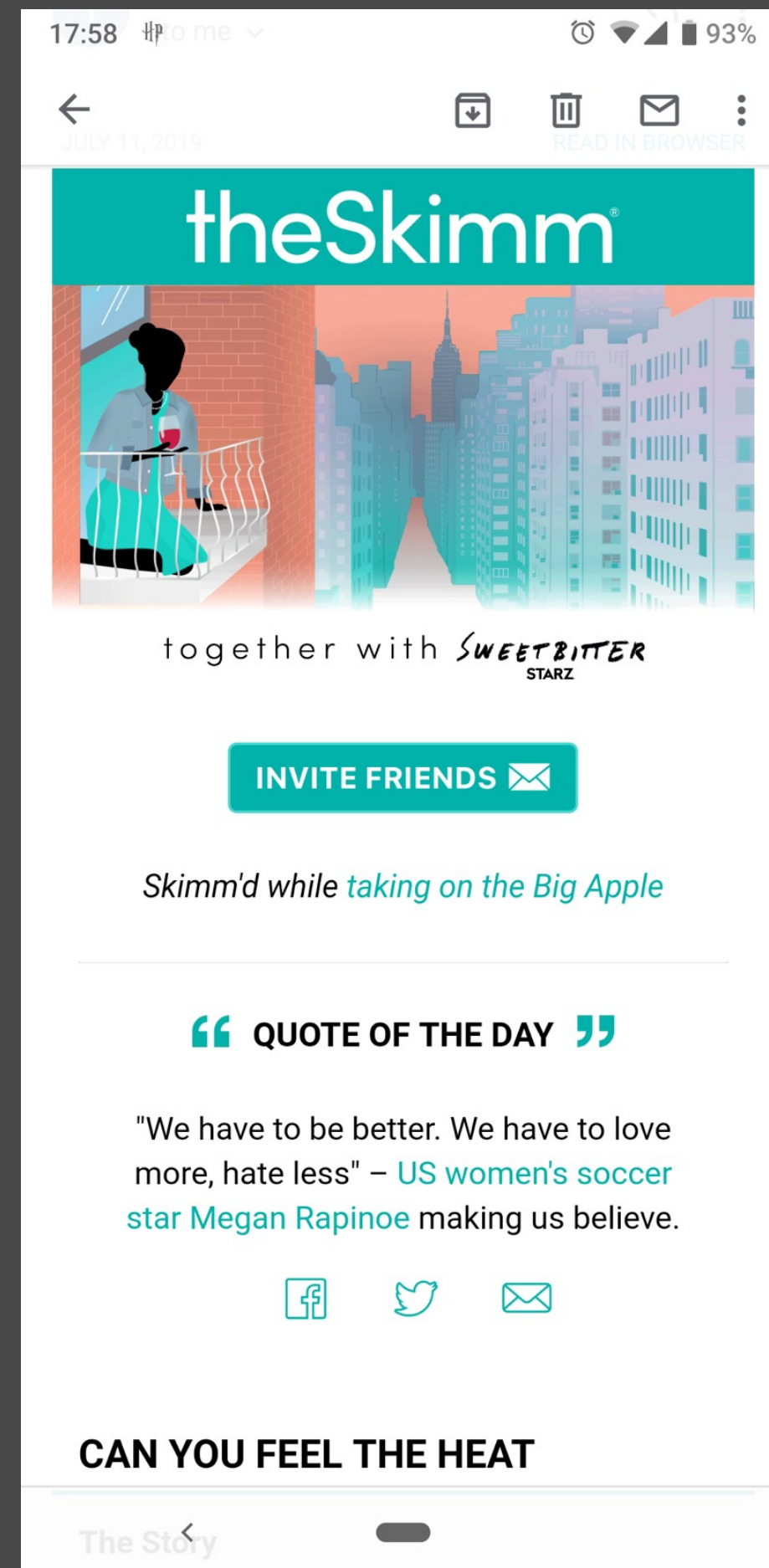
Axios



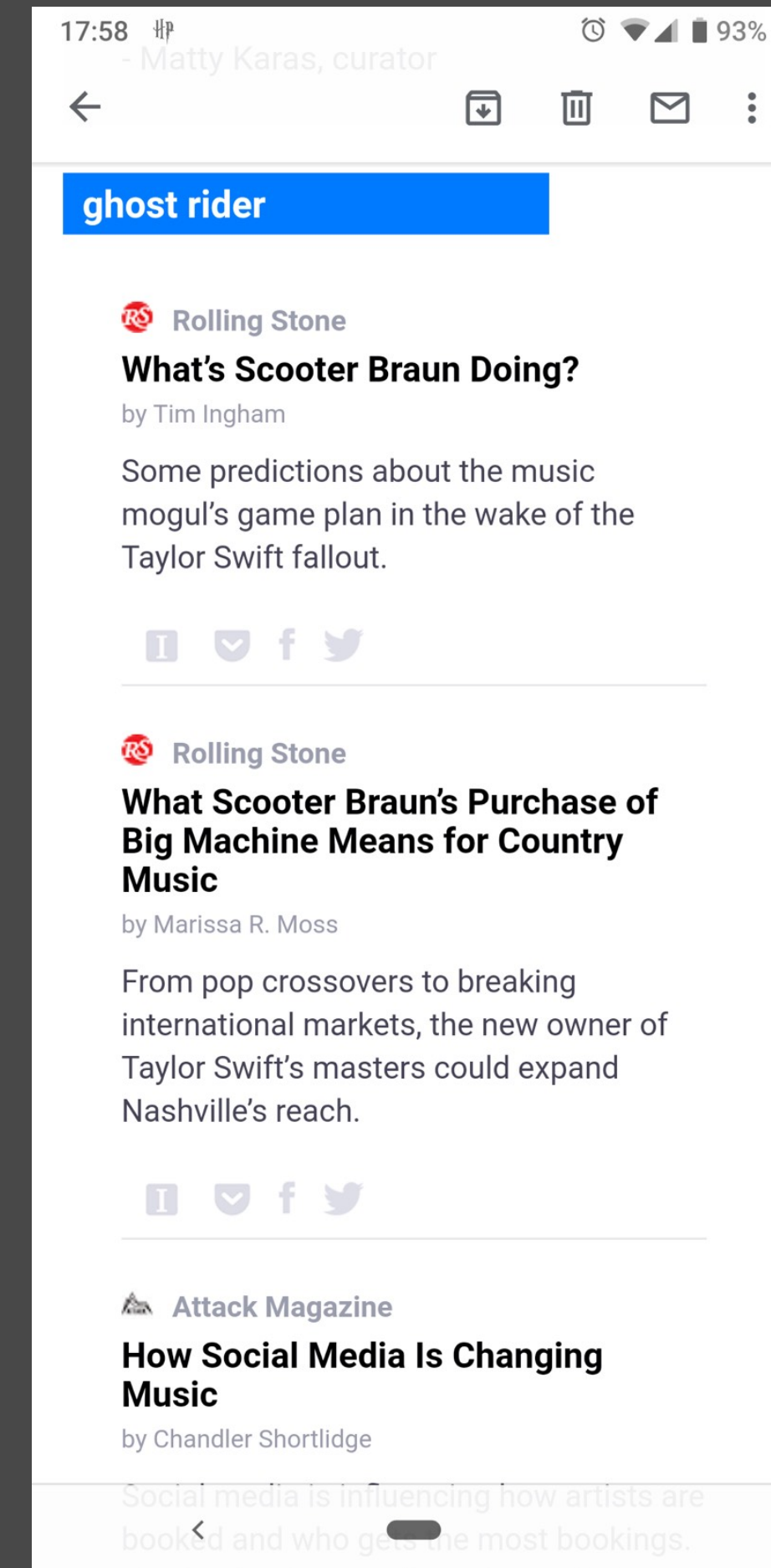
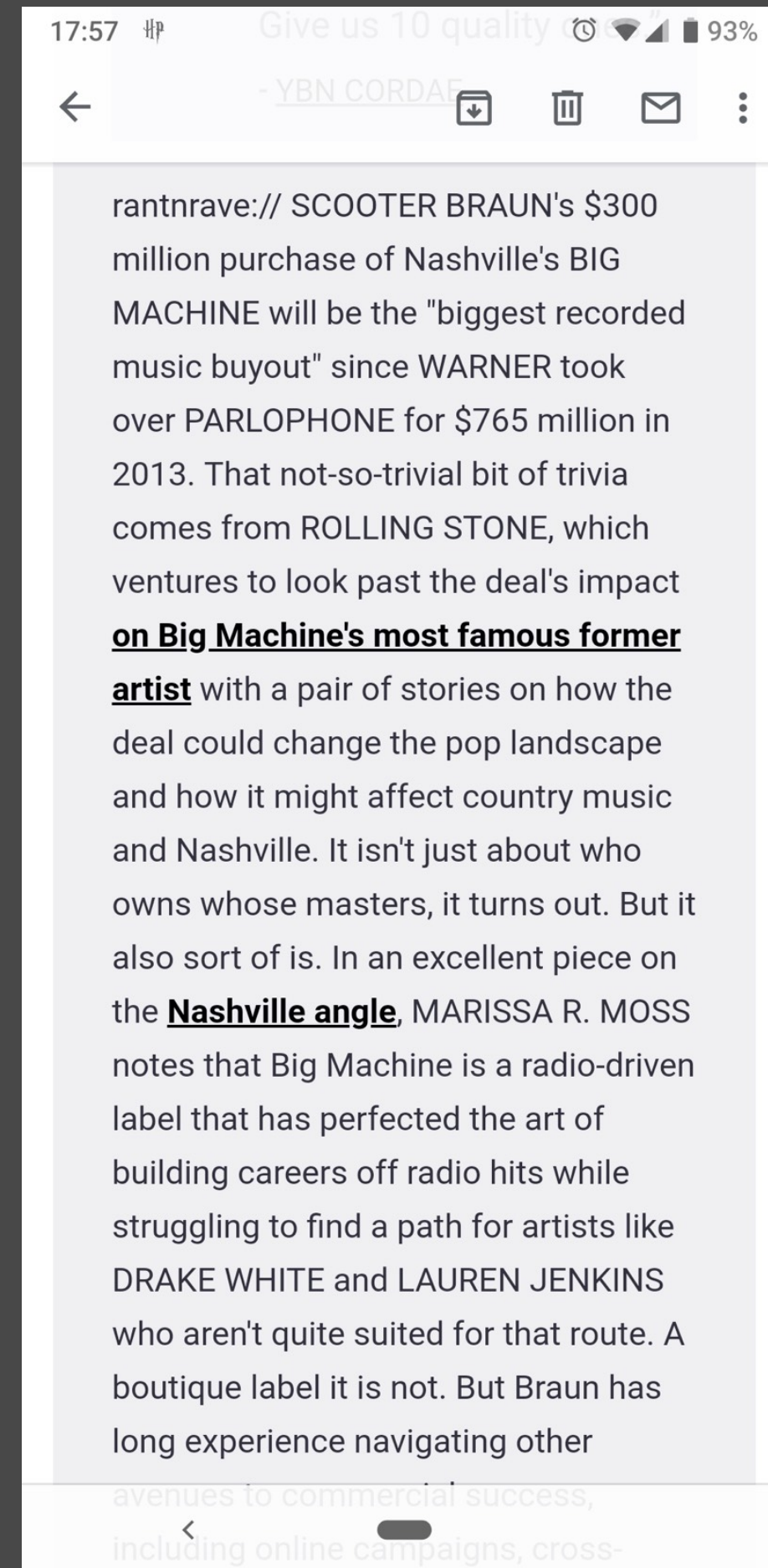
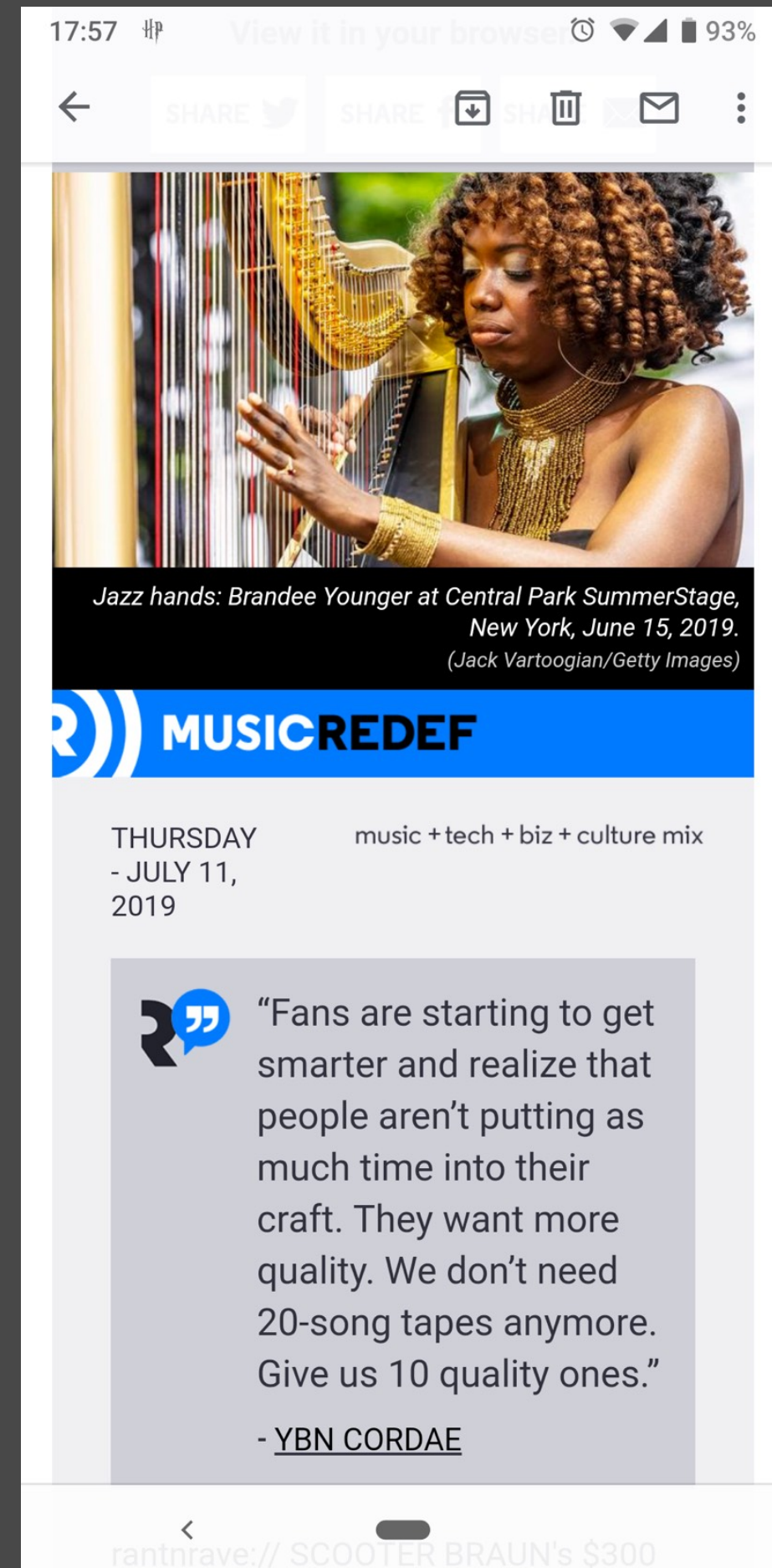
Axios



TheSkimm



Redef





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- ☐ Assinante Sabe Mais
- ☐ Clube O Globo
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- ☐ Kogut

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Diárias

Comece e termine o dia bem informado

Direto no seu email: notícias, análises e informações exclusivas de manhã e à noite.



O melhor da semana

Uma síntese das boas reportagens

As reportagens mais instigantes publicadas durante a semana e reunidas num e-mail às sextas-feiras.



Ela

Inteligência, atitude e estilo

Todas as terças-feiras, o melhor conteúdo sobre moda, beleza e comportamento.



Acervo

Notícias com História

Às quintas-feiras, os assuntos da semana colocados em perspectiva.



RioShow

Divirta-se no Rio

Às sexta-feiras, as melhores dicas de filmes, gastronomia, shows e teatro.



Politicando

A política e a vida

Toda sexta-feira, uma análise sobre os Poderes e as principais questões políticas que movimentam Brasília e o país.



Gastronomia

Para todos os paladares

Toda quarta, receba reportagens sobre comer e beber bem, além de críticas de bares e restaurantes e receitas.



Em quarentena

Coronavírus em resumo

Receba o que aconteceu de mais importante no dia e fique atualizado sobre casos de coronavírus no Brasil e as consequências do avanço do vírus.

Folha de S. Paulo

MENU

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MERCADO

Governo quer reduzir de 27,5% para 25% alíquota máxima do Imposto de Renda

Pacote pós-reforma da Previdência também prevê aumentar faixa salarial isenta do tributo

→

MARCOS LISBOA

Imposto sobre transações financeiras tem efeitos colaterais indesejados

→

PAINEL

Para evitar derrota, ministério suspende portaria que facilitava importação

LAVA JATO



Deltan montou plano para lucrar com fama da Lava Jato, apontam mensagens

Procurador discutiu criar empresa sem ser sócio e estratégia para arrecadar com palestras; ele diz promover cidadania

→

ELIO GASPARI

Dallagnol e seu 'agora ou nunca'

→

BERNARDO CARVALHO

Moro pede fé e oferece pau oco

NEWSLETTER

Digite seu e-mail

➤

☒ Notícias do dia

☐ Para curtir SP

☐ Colunas e Blogs*

☐ Lá fora

☐ Dicas do Editor*

☐ Folha na sala*

☐ FolhaJus*

☐ In English

☐ Brasília Hoje*

☐ En Español

☐ F5

*exclusivo para assinantes

☐ Notícias do dia

☐ Para curtir SP

☐ Colunas e Blogs

☐ Dicas do Editor (Para assinantes)

☐ Brasília Hoje (Para assinantes)

☐ Notícias em espanhol

☐ F5

☐ Lá fora

☐ News in English

Estadão

RECEBA O MELHOR DO ESTADÃO POR E-MAIL

Com o serviço de envio de newsletter do Estadão, ficou mais prático e fácil ficar bem informado. São várias opções, é só escolher: manchetes do dia, as principais notícias da política e da economia, um resumo analítico do dia, além de destaques de esportes e tecnologia e dicas de programação cultural.

Saiba Agora

Exclusivo para o assinante

De segunda a sexta, um resumo para começar o dia bem informado. Destaques para Colunistas do Estadão, além de outros conteúdos exclusivos para assinantes.

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BR Político Analisa

Exclusivo para o assinante do BR Político

Vera Magalhães e Marcelo de Moraes fazem análises dos acontecimentos políticos que agitam Brasília. Enviado no final de todos os dias para o seu e-mail

[ASSINE](#)

BR Político Fique de Olho

Exclusivo para o assinante do BR Político

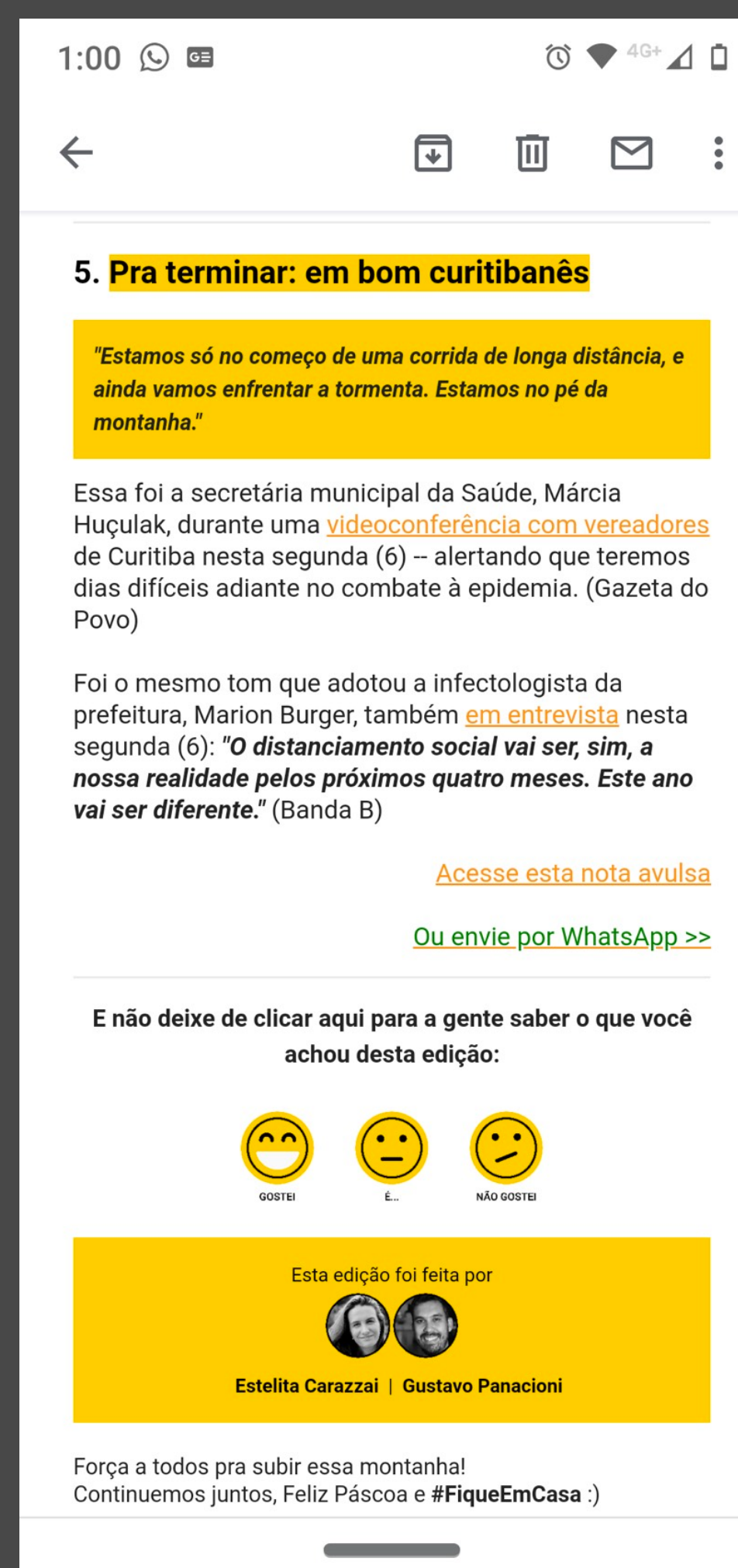
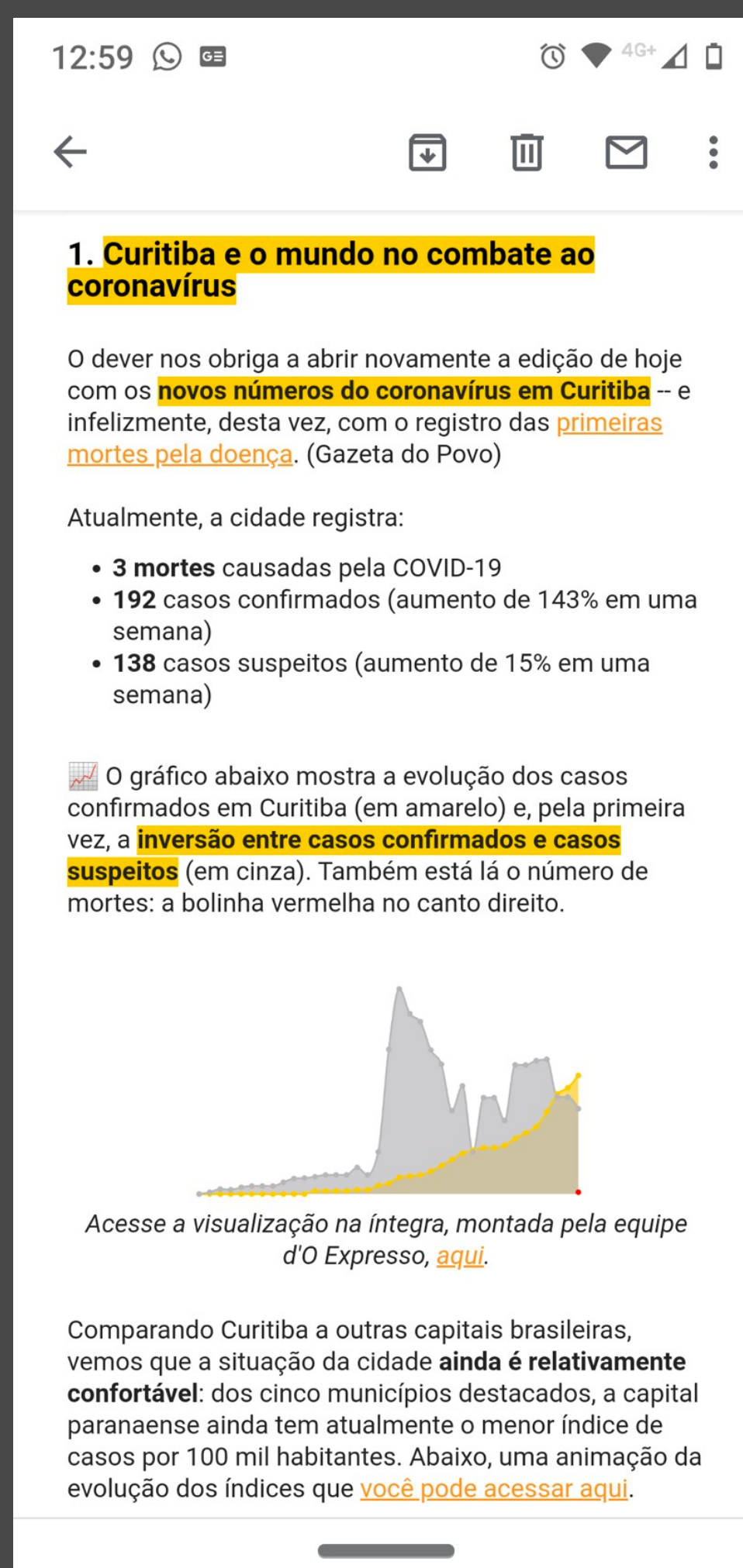
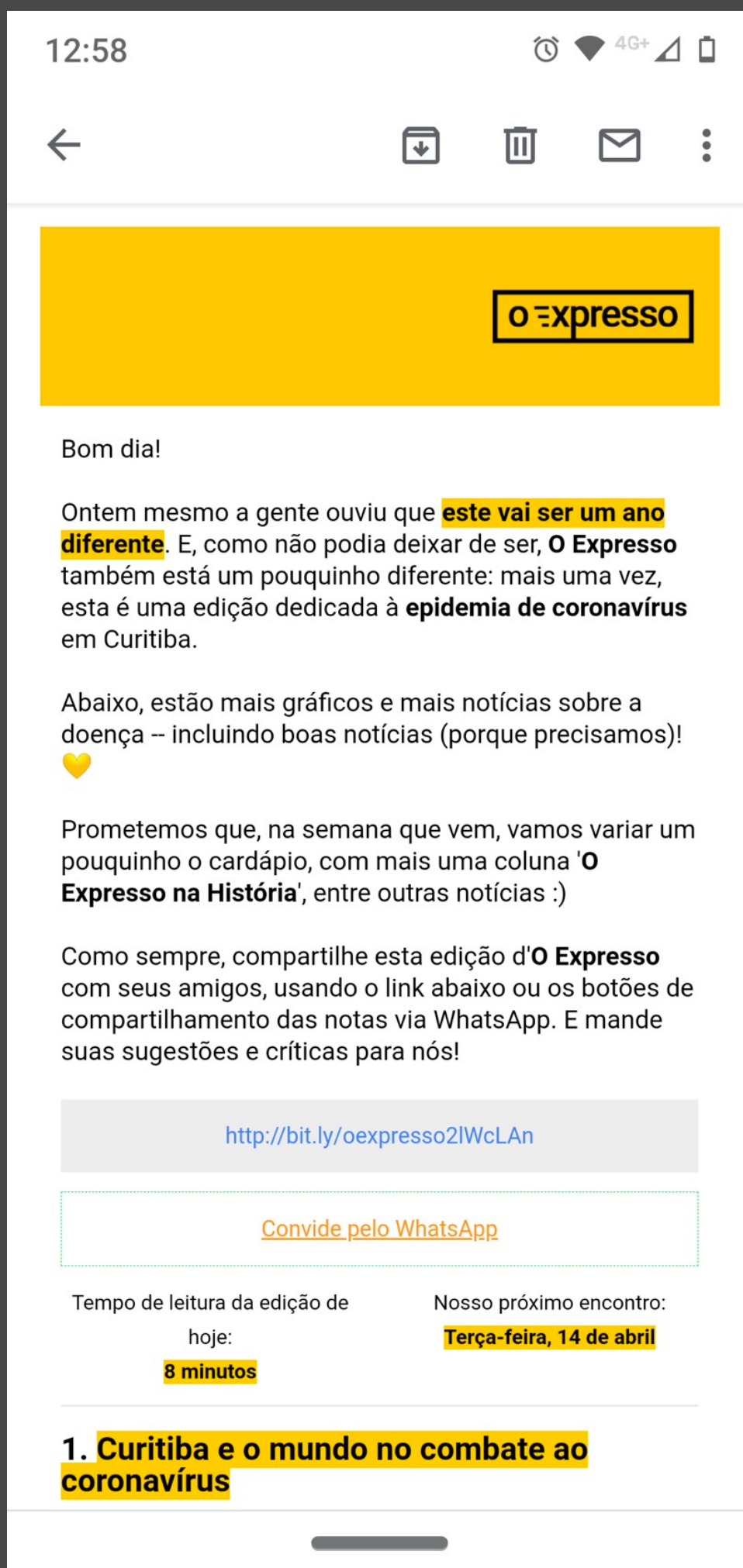
Seu relatório político e econômico, com análises, pesquisas, gráficos e projeções, para você começar a semana por dentro de tudo. Enviado toda segunda-feira, de manhã.

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Estadão

 Digite seu e-mail		
☐	Acervo	Conteúdos históricos do maior acervo jornalístico do País, com fotos, notícias, páginas censuradas na ditadura, reclames e outros conteúdos especiais garimpados em todas as edições do jornal desde 4/1/1875. Às terças e sextas. VER ÚLTIMA >
☐	Boletim Coronavírus	Confira tudo sobre a crise global provocada pelo novo coronavírus. Informe-se diariamente com as principais notícias, saiba como se proteger e buscar tratamento VER ÚLTIMA >
☐	Capitu	O ponto de vista da mulher em reportagens de Capitu e do Estadão. Política, carreira, direitos humanos e atualidades, a cada sexta-feira. VER ÚLTIMA >
☐	Divirta-se	Toda quinta-feira, receba nossas dicas para aproveitar o melhor de São Paulo, com agenda de shows, filmes, peças, atrações infantis e muito mais. VER ÚLTIMA >
☐	Economia & Negócios	De segunda a sexta, uma seleção das notícias para você ficar sabendo como anda a economia e o mercado no Brasil e no mundo. Às segundas, receba a edição comentada por nossos editores. VER ÚLTIMA >
☐	E+	De segunda a sexta-feira você recebe um resumo das principais notícias do mundo do entretenimento, curiosidades sobre os artistas, estilo e bem-estar, além do horóscopo diário. Informações do E+ para te deixar de bem com a vida! VER ÚLTIMA >
☐	Esportes	Todos os dias da semana, em horários diferenciados, você recebe os resultados dos jogos dos principais campeonatos de futebol e notícias de todos os esportes. VER ÚLTIMA >
☐	Estadão Noite	Resumo crítico dos fatos mais relevantes no Brasil e no mundo, pincelado por produções especiais do Estadão, além de uma agenda com as apostas para o noticiário do dia seguinte. De segunda a sexta, às 20h. VER ÚLTIMA >

☐	Jornal do Carro	Fique por dentro de tudo que acontece no mundo das duas e quatro rodas. Acompanhe os bastidores da indústria, segredos, legislação e novas tecnologias de quem entende do assunto. VER ÚLTIMA >
☐	Hyperlink	Toda quarta-feira, um mergulho no mundo da tecnologia e da inovação – das gigantes de tecnologia às startups mais quentes do momento, passando por celulares, games e redes sociais. Entre nesse Link! VER ÚLTIMA >
☐	Mais Lidas	Uma seleção das notícias mais lidas do dia, de segunda a sexta-feira, sempre às 17h. VER ÚLTIMA >
☐	Manchetes	De segunda a sábado, logo pela manhã, você recebe as principais notícias do Estadão. VER ÚLTIMA >
☐	Paladar	Novidades de restaurantes e bares da cidade e do mundo, tendências gastronômicas, agenda de eventos, receitas para fazer bonito e gostoso em casa, o que os chefs pensam e outras notícias da cozinha, da adega e do balcão do bar. VER ÚLTIMA >
☐	Pequenas e Médias Empresas	As principais notícias para o universo do pequeno empreendedor brasileiro. VER ÚLTIMA >
☐	Política	O melhor do noticiário político nacional, com os bastidores dos Poderes em Brasília, sempre de segunda a sexta. Às terças, receba a edição comentada por nossos editores. VER ÚLTIMA >
☐	Viagem	Às terças-feiras, inspire-se com nossas sugestões de roteiros pelo mundo todo e dicas práticas para ajudar a organizar a sua viagem VER ÚLTIMA >



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Vitor Conceição

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