

MEDIA KIT 2026

Brazil’s daily destination for jogo do bicho results.

ojogodobicho.com publishes the results and statistics of jogo do bicho, a popular Brazilian lottery-style numbers draw. Online since 2002. 528K daily users, 94% on mobile, six draws a day, seven days a week.

528K
daily users (August 2026)

76.5M
pageviews in August 2026

62.5%
returning users (August 2026)

44%
of weekday sessions fall within the six daily draw hours (90 days to Sep 27, 2026)

For retail, telecom, digital banking, apps and services.

Display · native · video · draw sponsorship · direct sales

Patrícia Lourenço · Advertising Sales
comercial@ojogodobicho.com WhatsApp +351 915 174 172

Actual August 2026 data: Google Analytics 4, Cloudflare and Chrome UX Report. Audience: Brazil, Portuguese-language.

Today’s result — and every result before it.

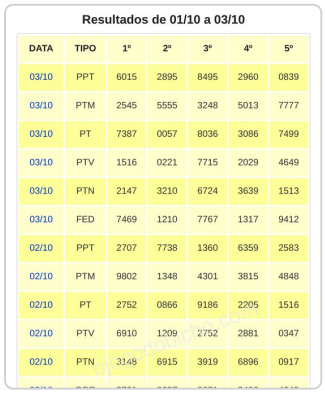
ojogodobicho.com is an informational website. Since 2002 it has published the results of jogo do bicho (“the animal game”), a traditional lottery-style numbers draw created in Rio de Janeiro in 1892 and followed every day across Brazil. Results go up right after each of the six daily draws, alongside Brazil’s Loteria Federal and the Caixa lotteries, and the full history is kept as an archive, statistics and tables. The site is free to use, ad-supported, and visited by 528K users a day nationwide (August 2026), almost entirely on mobile. It is informational only: it does not sell or accept bets.

What users find on the site

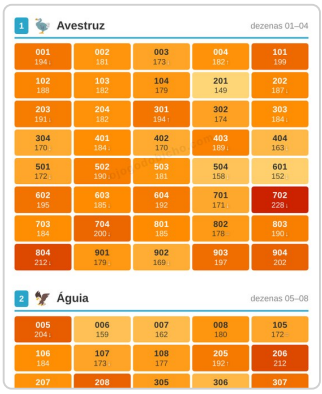
- **Today’s results (“Deu no Poste”)** — the day’s Rio de Janeiro results, published right after each of the six daily draws.
- **Past results** — the most recent days on a single screen, plus a by-date archive going back to 2024.
- **Statistics and “Tabelão”** — the most and least drawn numbers, with history going back to 1995.
- **Time Tunnel (“Túnel do Tempo”)** — for each of the day’s numbers, the last time it came up.
- **LOOK (Goiás)** — the eight daily draws of Look Loterias, in the state of Goiás, on a dedicated page.
- **Caixa lotteries** — results and statistics for nine lotteries run by Caixa, Brazil’s federal savings bank, from Mega-Sena to Lotofácil.
- **Popular culture** — an A-to-Z dream dictionary, horoscope, numerology and the history of the game, created in 1892.



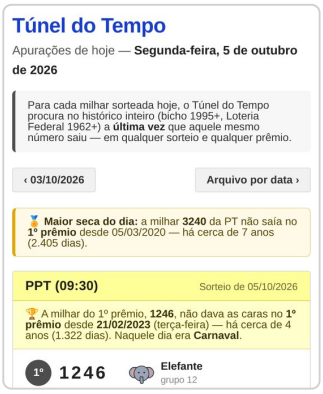
Today’s results



Past results



Statistics



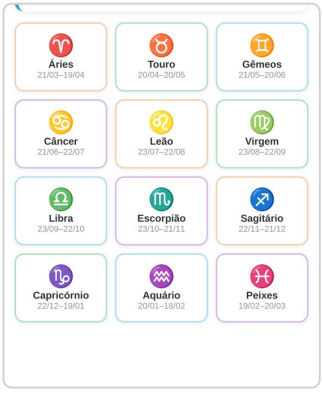
Time Tunnel



LOOK (Goiás)



Caixa lotteries



Popular culture

How the site is used

Users come in, check the result and return for the next draw: 2.8 sessions per user per day on average, and 44% of weekday sessions fall within the six draw hours.

A mass daily habit, on a fixed schedule.

1

A habit, not a one-off visit

62.5% of users are returning users, averaging 2.8 sessions per user per day (August 2026). On any given day, 21.7% of the month’s users are on the site (DAU/MAU).

2

A fixed schedule creates media windows

Traffic peaks around the six daily draws (9 AM, 11 AM, 2 PM, 4 PM, 6 PM and 9 PM, Brasília time): 44% of weekday sessions fall within those hours (90 days to Sep 27, 2026).

3

National scale, Rio roots

528K daily users across Brazil: 174K in the state of São Paulo and 116K in the state of Rio de Janeiro (August 2026).

4

An audience that is not bought

85% of sessions come from organic search and nearly all the rest is direct traffic: users look for the site by name.

5

Fast on mobile

94% of the audience is on mobile, and all three of Google’s Core Web Vitals are in the “good” range.

6

A 24-year-old brand

Online since 2002, with informational content and an audience measured by Google Analytics 4 and Cloudflare.

Half a million users a day — and they come back.

528K
daily users in August 2026 (90-day peak: 584K)

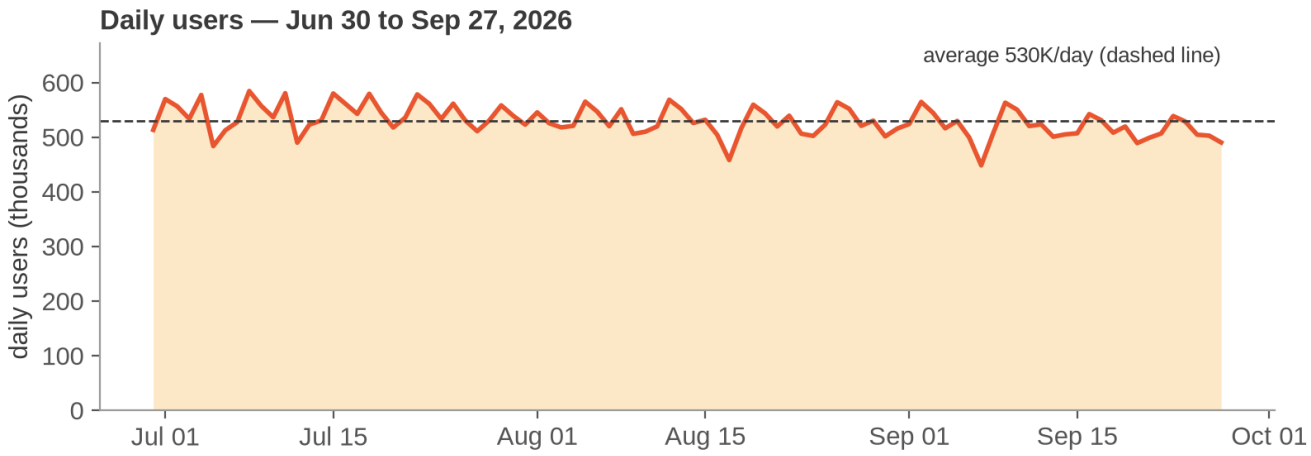
2.29M
monthly unique users (August 2026)

76.5M
pageviews in August 2026 (2.47M per day)

230M
pageviews in 90 days (Jun 30 – Sep 27, 2026)

3m 05s
average session duration (August 2026)

2.8
sessions per user per day (August 2026)

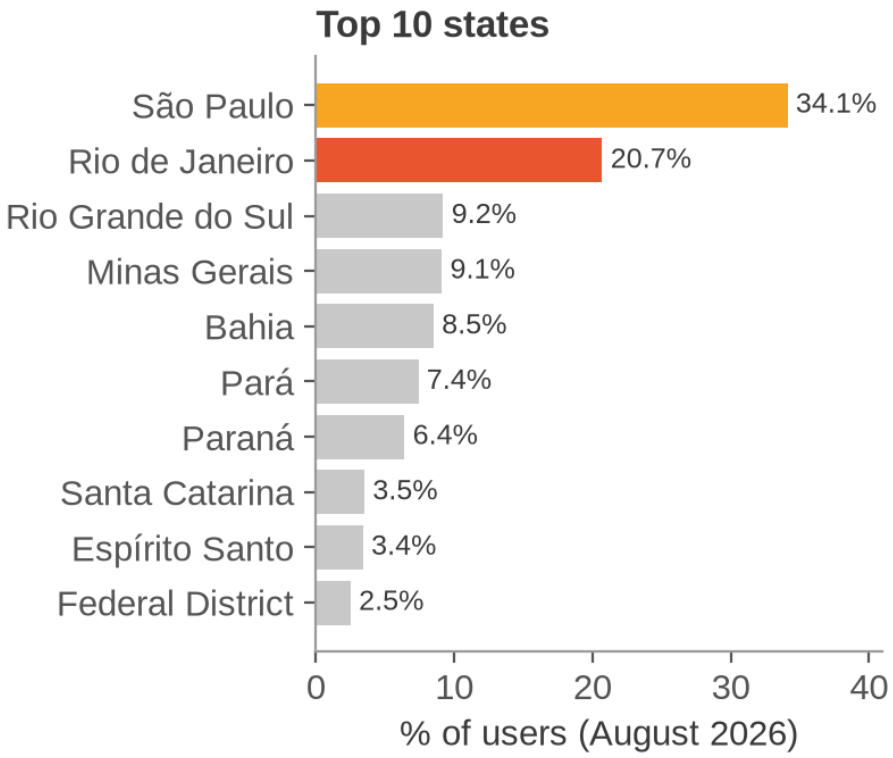


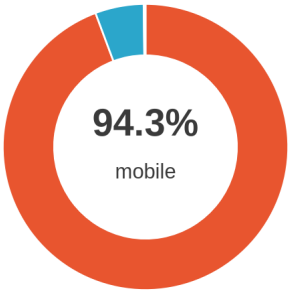
Steady day after day: 530K daily users on average over the 90 days to Sep 27, 2026, with no strong seasonality.

Google Analytics 4, Brasília time (UTC−3). Independent check: Cloudflare served 2.2M pages per day over 30 days (Aug 29 – Sep 27, 2026).

Rio content, a nationwide Brazilian audience.

99.5% of users are in Brazil, and the site is published in Brazilian Portuguese. São Paulo is the largest state (34.1% of users), followed by Rio de Janeiro (20.7%). One buy reaches state capitals and smaller cities alike — or only the state you need.





Desktop 5.5% · tablet/TV 0.2%

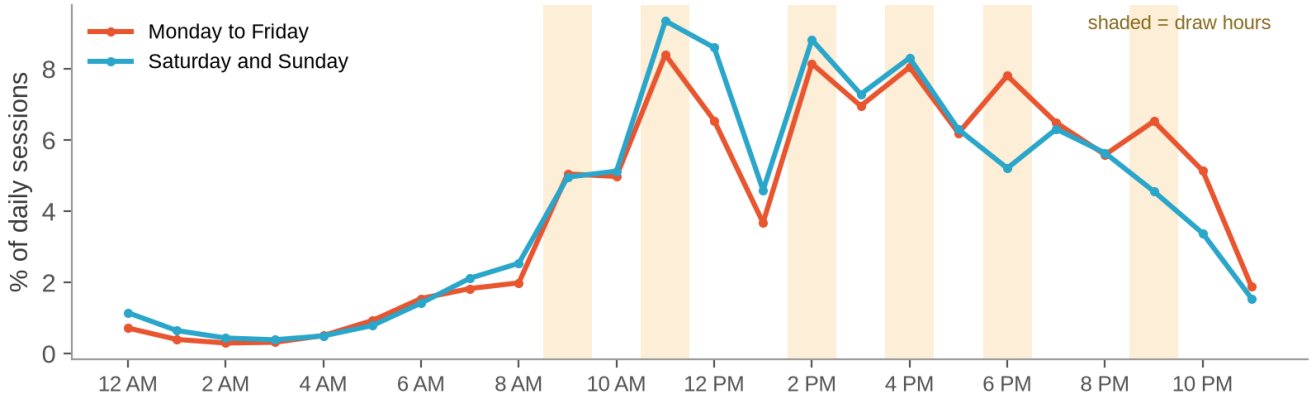
Top cities — % of users (August 2026)

1. São Paulo	**21.7%**
2. Rio de Janeiro	**15.4%**
3. Belém	**5.2%**
4. Porto Alegre	**4.1%**
5. Curitiba	**3.3%**
6. Belo Horizonte	**3.2%**
7. Salvador	**2.9%**
8. Campinas	**2.9%**

Google Analytics 4, unique users in August 2026. The same user can be counted in more than one location, so shares may add up to more than 100%. Age and gender are not measured yet.

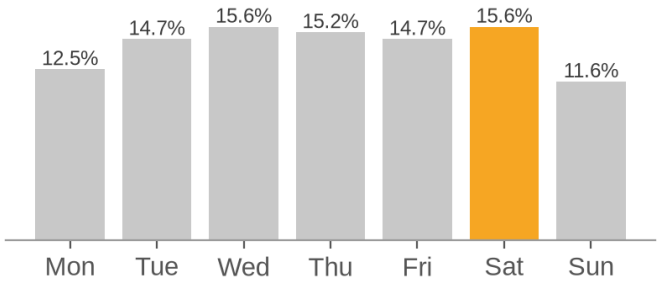
An audience on a schedule: you can buy the hour.

When the audience is on the site (sessions by hour, Brasília time, UTC−3)



Over the 90 days to Sep 27, 2026, 44% of weekday sessions took place within the six draw hours. Wednesday and Saturday were the strongest days; Sunday had the smallest audience.

Sessions by day of week (90 days to Sep 27, 2026)



Targeting options

- State and city (São Paulo, Rio de Janeiro, state capitals)
- Draw hour (9 AM, 11 AM, 2 PM, 4 PM, 6 PM and 9 PM)
- Day of week
- Returning users
- Mobile or desktop

Contextual targeting (page, time, location and device), with no personal data.

Your ad next to the result of the day.



	PPT	PTM	PT	PTV	PTN
1	3126-7	6584-21	6663-16	1419-5	2053-14
2	4680-20	3930-8	1882-21	7224-6	0718-5
3	6317-5	9887-22	7555-14	0560-15	4897-25
4	9590-23	9186-22	9934-9	9640-10	7209-3
5	3157-15	1166-17	8769-18	4242-11	9552-13
6	6870-18	0753-14	4803-1	3085-22	4429-8
7	629-8	875-19	539-10	250-13	474-19

Actual mobile screenshot (site in Portuguese); ad placements in orange. Columns PPT to PTN are the day's draws.

The daily results page ("Deu no Poste") accounts for 93% of pageviews (August 2026).

- **Above and below the results**
  336×280 and full width × 250 px · display or native
- **In-content**
  display or native between paragraphs
- **Sitewide video**
  floating player with a close button
- **Native in the footer and on page exit**
  measured viewability of up to 81%
- **Home page and about 90 content pages**
  display and native

Direct sales (pricing on request)

- Draw sponsorship ("The 2 PM result, brought to you by…")
- Daily takeover (all ad placements for one brand)
- Peak window (the result hours)
- Custom video and native

Programmatic

Display, native and video through the partners listed in the site's ads.txt.

1.5 s
Largest Contentful Paint (LCP): main content load — "good"

145 ms
Interaction to Next Paint (INP): response to a tap — "good"

0.00
Cumulative Layout Shift (CLS): the page does not jump

Delivered scale: 46.5M display impressions in August 2026 and 99M native impressions in 30 days (Jul 26 – Aug 24, 2026), with 57% average viewability on native. Pricing on request.

Page speed: Chrome UX Report (Google), real-user mobile visits, 75th percentile, Aug 31 – Sep 27, 2026. Viewability: at least 50% of the ad in view for 1 second or more.

The formats we offer.

Accepted ad formats

IAB display: 300×250, 336×280, 728×90, 970×90, 970×250, 300×600, 160×600, 320×50 and 320×100

- **Sticky footer anchor (mobile)**
- **Sticky top anchor**
- **Native (in-feed and footer)**
- **Outstream video**
- **Draw sponsorship**
- **Daily takeover**
- **Peak window (draw hours)**
- **Section sponsorship**
- **Instagram @deu.no.poste as a campaign add-on**
- **Authorized lotteries (18+)**

Direct or programmatic buying

SEO

Paid links in ads carry rel="sponsored".

We do not sell links, guest posts or sponsored content.

Informational since 2002, with a real audience.

Since 2002

Domain registered on March 11, 2002. A reference for Rio’s jogo do bicho results for 24 years.

Informational content

Results, statistics, dream dictionary and horoscope. The site is informational only: it does not sell or accept bets.

Human traffic

Cloudflare bot protection is active sitewide. Audience is measured by Google Analytics 4, which excludes known bots.

Transparency

HTTPS enforced sitewide, ads.txt published with the authorized sellers, and a privacy policy available on the site.

Data sources

Actual August 2026 data, measured by Google Analytics 4 and Cloudflare; page speed measured by Google’s Chrome UX Report. Figures are updated monthly at ojogodobicho.com/advertise.

Let’s talk

Custom proposals, with pricing on request: draw sponsorship, takeover, peak window, display, native and video.

Patrícia Lourenço · Advertising Sales

comercial@ojogodobicho.com

WhatsApp +351 915 174 172

www.ojogodobicho.com/advertise · Sites21 LLC

monthly figures: /advertise