



Revista
**CAPITAL
ABERTO**
Information that creates value

Capital Aberto is Brazil's first and only independent magazine focused on public companies and capital markets. **Capital Aberto** is distributed to CEOs, top executives, investor relations' officers and board members of public companies, and leading persons of the investment community. **Capital Aberto** is the best medium for advertisers looking to reach Brazilian public companies and investors.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
Financial Market
PUBLISHER
Capital Aberto
ESTABLISHED
2003
FREQUENCY
Monthly
CIRCULATION
7,000 Nationwide
AD CLOSE
3-Week

DISTRIBUTION
NATIONWIDE

CEOs	13.8%
Board Members	4.1%
Directors	41.1%
Partners	13.8%
Managers	17.9%
Professors	3.9%
Others	5.0%

READERSHIP

GENDER

Male	81.0%
Female	19.0%

AGE

18-29	20.0%
30-49	55.0%
50+	25.0%

EDUCATION

Middle School	0%
High School	0%
College	100%

SOCIOECONOMIC CLASS

Upper	80.0%
Upper Middle	12.0%
Middle	8.0%
Middle Lower	0%
Lower	0%

2011 FULL COLOR DISCOUNTED RATE CARD

AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
2-PAGE SPREAD	37 cm x 24.5 cm 14-9/16" x 9-5/8"	41cm x 26.5 cm 16-1/8" x 10-7/16"	\$20,400.00
FULL PAGE	18.5 cm x 24.5 cm 7-5/16" x 9-5/8"	20.5 cm x 26.5 cm 8-1/16" x 10-7/16"	\$10,250.00
1/2 PAGE HORIZONTAL	18.5 cm x 12.2 cm 7-5/16" x 4-13/16"	20.5 cm x 13.2 cm 8-1/16" x 5-3/16"	\$6,650.00
1/4 PAGE HORIZONTAL	18.5 cm x 4.6 cm 7-5/16" x 1-13/16"	20.5 cm x 6.6 cm 8-1/16" x 2-5/8"	\$4,450.00
BACK COVER	18.5 cm x 24.5 cm 7-5/16" x 9-5/8"	20.5 cm x 26.5 cm 8-1/16" x 10-7/16"	\$15,850.00

FULL COLOR INSIDE COVERS +20%
*Bleed Ads: Increase 3 mm (1/8") minimum on each side for bleeding
VOLUME & FREQUENCY DISCOUNTS AVAILABLE

DIGITAL PRODUCTION REQUIREMENTS

Only digital material accepted. Non separated PDF, via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control.
Complete Digital File Instructions Available for Production



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