



# CORREIO BRAZILIENSE

## O JORNAL CAPITAL

**Correio Braziliense** is the absolute leader among all newspapers in Brasília, the capital of Brazil – 7 out of 10 newspaper readers in Brasília rely on **Correio Braziliense's** detailed coverage and in-depth analysis for their daily information. The newspaper is recognized nationally and internationally for both its editorial and graphics quality. Over 70% of the readers are from the upper and the upper middle classes.

<b>COUNTRY</b>	Brazil
<b>LANGUAGE</b>	Portuguese
<b>CATEGORY</b>	General Interest
<b>PUBLISHER</b>	Correio Braziliense
<b>ESTABLISHED</b>	1960
<b>FREQUENCY</b>	Daily
<b>CIRCULATION</b>	52,230; SU 96,286
<b>AD CLOSE</b>	3-Day

### READERSHIP

<b>GENDER</b>	
Male	52.0%
Female	48.0%
<b>AGE</b>	
10-19	12.0%
20-29	29.0%
30-39	26.0%
40-49	17.0%
50+	16.0%
<b>EDUCATION</b>	
High School	43.0%
College	45.0%
Post Grad	12.0%
<b>SOCIOECONOMIC CLASS</b>	
Upper	27.0%
Upper Middle	42.0%
Middle	27.0%
Middle Lower	4.0%
<b>CURRENTLY OWN</b>	
Car	73.0%
Cellular Phone	89.0%

<b>2011 B&amp;W RATE CARD (COLOR+30%)</b>		
<b>PRICES PER COLUMN CM IN USD</b>		
	<b>MON-SAT</b>	<b>SUNDAYS</b>
ROP Main Section	\$81.00	\$121.00
Business	\$81.00	\$121.00
Entertainment	\$46.00	\$68.00
IT (Tue)	\$30.00	-
Travel (Wed)	\$30.00	-
Recruitment (Sun)	-	\$27.00
Classified	\$18.00	\$27.00
<i>Every Sunday within Correio Braziliense</i>		
<b>REVISTA DO CORREIO</b>		
Correio's Premium Sunday Magazine		
<i>Every Friday within Correio Braziliense</i>		
<b>FIM DE SEMANA</b>		
Brasilia's Entertainment Guide		
<b>VOLUME &amp; FREQUENCY DISCOUNTS AVAILABLE</b>		

<b>MECHANICAL SPECIFICATIONS</b>	
Broadsheet Ad Page Size: 29.7 cm width x 52 cm depth (11-11/16" x 20-1/2")	
Spread Broadsheet Width: 61.4 cm (24-3/16")	
Tabloid Sections Ad Page Size: 24.6 cm width x 29 cm depth (9-11/16" x 11-7/16")	
Spread Tabloid Width: 51.20 cm (20-1/8")	

<b>COLUMN WIDTHS</b>		
<b>NEWS BROADSHEET (6-COLUMN)</b>		
<b>COLUMNS</b>	<b>CM</b>	<b>INCH</b>
1	4.6 cm	1-13/16"
2	9.6 cm	3-3/4"
3	14.6 cm	5-3/4"
4	19.6 cm	7-11/16"
5	24.6 cm	9-11/16"
6	29.7 cm	11-11/16"
<b>CLASSIFIED BROADSHEET (10-COLUMN)</b>		
<b>COLUMNS</b>	<b>CM</b>	<b>INCH</b>
1	2.7 cm	1-1/16"
2	5.7 cm	2-1/4"
3	8.7 cm	3-3/8"
4	11.7 cm	4-9/16"
5	14.7 cm	5-3/4"
6	17.7 cm	6-15/16"
7	20.7cm	8-1/8"
8	23.7 cm	9-5/16"
9	26.7 cm	10-1/2"
10	29.7cm	11-11/16"
<b>NEWS TABLOID SECTIONS (5-COLUMN)</b>		
<b>COLUMNS</b>	<b>CM</b>	<b>INCH</b>
1	4.6 cm	1-13/16"
2	9.6 cm	3-3/4"
3	14.6 cm	5-3/4"
4	19.6 cm	7-11/16"
5	24.6 cm	9-11/16"

<b>PRODUCTION REQUIREMENTS</b>	
<b>BLACK &amp; WHITE:</b> Camera ready art or negative film, right reading emulsion down, screen 85-line per inch, rounded dots.	
<b>COLOR:</b> Negative film, right reading emulsion down, screen 100-line per inch, rounded dots, color hard proof.	
<b>Ask About Digital File Requirements and Production Instructions</b>	



**Ask About Advertising Online**  
www.correio braziliense.com.br



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