

# DIÁRIO DE S. PAULO



# DIÁRIO DE S. PAULO

**Diário de S. Paulo**, published since 1884, is a leading local newspaper in São Paulo. Over 80% of the readers are from the upper middle and the middle classes. The editorial focuses mainly on national and local news. **Diário de S. Paulo** is owned by **Globo Group**, which publishes the popular newspaper **Extra** in Rio de Janeiro, and the prestigious nationwide daily **O Globo**. Buy **Diário de S. Paulo + Extra**, get a special 10% discount, and reach powerful consumer socioeconomic classes in both São Paulo and Rio!

|                         |
|-------------------------|
| <b>COUNTRY</b>          |
| Brazil                  |
| <b>LANGUAGE</b>         |
| Portuguese              |
| <b>CATEGORY</b>         |
| General Interest        |
| <b>PUBLISHER</b>        |
| Infoglobo               |
| <b>ESTABLISHED</b>      |
| 1884                    |
| <b>FREQUENCY</b>        |
| Daily                   |
| <b>CIRCULATION / SP</b> |
| 68,100; SU 85,100       |
| <b>AD CLOSE</b>         |
| 2-Day                   |

## READERSHIP

|                            |       |
|----------------------------|-------|
| <b>GENDER</b>              |       |
| Male                       | 56.0% |
| Female                     | 44.0% |
| <b>AGE</b>                 |       |
| 10-19                      | 24.0% |
| 20-29                      | 23.0% |
| 30-39                      | 11.0% |
| 40-49                      | 12.0% |
| 50+                        | 30.0% |
| <b>EDUCATION</b>           |       |
| Middle School              | 31.0% |
| High School                | 37.0% |
| College                    | 17.0% |
| <b>SOCIOECONOMIC CLASS</b> |       |
| Upper                      | 16.0% |
| Upper Middle               | 51.0% |
| Middle                     | 26.0% |
| Middle Lower               | 7.0%  |

|   |                |                |
|---|----------------|----------------|
| <b>2010 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                                  | \$75.00        | \$112.00       |
| Business  | \$90.00        | \$135.00       |
| Entertainment                                     | \$62.00        | \$93.00        |
| Travel (Thu)                                      | \$35.00        | -              |
| Classified  | \$30.00        | \$45.00        |
| <b>SUNDAY MAGAZINE JÁ</b>                         |                |                |
| Full Page Full Color - \$11,550.00                |                |                |
| 20.2 cm W x 26.6 cm D (7-15/16" x 10-1/2")        |                |                |
| <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")   |  |



Ask About Advertising Online  
www.diariosp.com.br

|  |           |             |
|--|-----------|-------------|
| <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>   |  |



## WORLDWIDE ADVERTISING REPRESENTATIVE

# Multimedia, Inc.

Your Advertising Connection Throughout The World

7061 Grand National Drive, Suite 127 - Orlando, FL 32819-8398 USA  
Tel. +1-407-903-5000 - Fax +1-407-363-9809 - U.S. Toll Free 1-800-985-8588  
www.multimediausa.com - e-mail: info@multimediausa.com

AUDITED BY IVC  
PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE  
EFFECTIVE DATE: 29SEP09