



O ESTADO DE S. PAULO

O Estado de S. Paulo is published since 1875 in São Paulo, Brazil's business capital and No. 1 Latin America consumer center. It has the most qualified and the highest purchasing-power readership among general interest papers in the country. According to a research by Harvard University, "Estadão", as this newspaper is kindly nicknamed by the readers, is recognized as one of the 20 best of the world.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
General Interest
PUBLISHER
O Estado de S. Paulo
ESTABLISHED
1875
FREQUENCY
Daily
CIRCULATION
217,000; SU 282,000
AD CLOSE
2-Day

READERSHIP

GENDER	
Male	53.0%
Female	47.0%
AGE	
10-19	11.0%
20-29	24.0%
30-39	18.0%
40-49	23.0%
50-59	24.0%

EDUCATION	
Middle School	16.0%
High School	38.0%
College	46.0%

SOCIOECONOMIC CLASS	
Upper	27.0%
Upper Middle	50.0%
Middle	20.0%
Middle Lower	3.0%



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AUDITED BY IVC
 PRICES SUBJECT TO CHANGE
 WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 01JAN11

2011 B&W / FULL COLOR RATE CARD

PRICES PER COLUMN CM IN USD		
	MON-SAT	SUNDAYS
ROP Main Section	\$312.00	\$468.00
Business	\$380.00	\$570.00
Legal Ads	\$380.00	\$570.00
Advertorial	\$621.00	\$932.00
IT Section*	\$172.00	-
Travel*	\$152.00	-
Agribusiness*	\$198.00	-
Food*	\$172.00	-
Entertainment/TV*	\$172.00	\$258.00
Classified	\$114.00	\$172.00
*Weekly Segment Sections: Computer (Mon), Travel (Tue), Agribusiness (Wed - Tabloid), Food (Thu), TV (Sun - Tabloid)		
VOLUME & FREQUENCY DISCOUNTS AVAILABLE		

MECHANICAL SPECIFICATIONS

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: 23.7 cm width x 26 cm depth (9-5/16" x 10-1/4")
 Spread Tabloid Width: 49.4 cm (19-7/16")

COLUMN WIDTHS

NEWS BROADSHEET (6-COLUMN)		
COLUMNS	CM	INCH
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"
CLASSIFIED BROADSHEET (10-COLUMN)		
COLUMNS	CM	INCH
1	-	-
2	5.7 cm	2-1/4"
3	-	-
4	11.7 cm	4-9/16"
5	-	-
6	17.7 cm	6-15/16"
7	-	-
8	23.7 cm	9-5/16"
9	-	-
10	29.7cm	11-11/16"
NEWS TABLOID SECTIONS (5-COLUMN)		
COLUMNS	CM	INCH
1	4.4 cm	1-3/4"
2	9.2 cm	3-5/8"
3	14.1 cm	5-9/16"
4	18.9 cm	7-7/16"
5	23.7 cm	9-5/16"

DIGITAL PRODUCTION REQUIREMENTS

Only digital material accepted. Non-separated PDF file, sent 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



WORLDWIDE ADVERTISING REPRESENTATIVE

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