



O Globo is Brazil's Leading Daily, with a nationwide circulation of more than 245,000 copies from Monday to Saturday and 1 million readers. The circulation on Sundays is over 355,000 copies, with more than 1.4 million readers. Over 75% of the readers are from the upper and the upper middle classes. Brazilians who have decision-making power read **O Globo**.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
General Interest
PUBLISHER
Infoglobo
ESTABLISHED
1925
FREQUENCY
Daily
CIRCULATION
245,000; SU 355,300
AD CLOSE
2-Day

READERSHIP

GENDER	
Male	46.0%
Female	54.0%
AGE	
10-19	12.0%
20-29	24.0%
30-39	15.0%
40-49	21.0%
50+	28.0%
EDUCATION	
Grade School	19.0%
High School	26.0%
College	55.0%
SOCIOECONOMIC CLASS	
Upper	27.0%
Upper Middle	49.0%
Middle	22.0%
Middle Lower	2.0%

2010 B&W RATE CARD (COLOR+30%)		
PRICES PER COLUMN CM IN USD		
	MON-SAT	SUNDAYS
ROP Main Section	\$188.00	\$282.00
Business	\$214.00	\$320.00
Legal Ads	\$214.00	\$320.00
Education	\$112.00	\$168.00
Entertainment	\$112.00	\$168.00
IT Mag (Mon - Rio Only)	\$112.00	-
Travel Mag (Thu)	\$72.00	-
Classified (Rio Only)	\$44.00	\$66.00
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: 24.6 cm width x 29 cm depth (9-11/16" x 11-7/16")	
Travel and IT Magazines Ad Page Size: 23.5 cm width x 27cm depth (9-1/4" x 10-5/8")	

DIGITAL PRODUCTION REQUIREMENTS	
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	

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	2.7 cm	1-1/16"
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	4.6 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"
TRAVEL AND IT MAGAZINES (5- COLUMN)		
COLUMNS	CM	INCH
1	4.3 cm	1-11/16"
2	9.1 cm	3-9/16"
3	13.9 cm	5-7/16"
4	18.7 cm	7-3/8"
5	23.5 cm	9-1/4"



FULL COLOR SUNDAY MAGAZINE

Full Page	\$21,560.00
Half Page	\$11,850.00
1/3 Page	\$8,660.00
Module	\$1,210.00
Ad Close - 7-Day	



Ask About Advertising Online
www.oglobo.com.br



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: 18JUN10