



Pequenas Empresas & Grandes Negócios is the leading entrepreneur magazine in Brazil. It brings every month business opportunities and how to set them up, plus regular sections on new products and services, franchising, administration and marketing. Nearly 70% of the readers intend to open or expand their own business by the next 12 months.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
Entrepreneur
PUBLISHER
Editora Globo
ESTABLISHED
1989
FREQUENCY
Monthly
CIRCULATION
109,801 Nationwide
AD CLOSE
4-Week

READERSHIP

GENDER

Male	52.0%
Female	48.0%

AGE

11-17	14.0%
18-24	18.0%
25-34	25.0%
35-44	22.0%
45+	21.0%

EDUCATION

Middle School	29.0%
High School	41.0%
College	30.0%

SOCIOECONOMIC CLASS

Upper	12.0%
Upper Middle	44.0%
Middle	39.0%
Lower	6.0%

2011 FULL COLOR DISCOUNTED RATE CARD

AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
2-PAGE SPREAD	36.4 cm x 24.6 cm 14-5/16" x 9-11/16"	40.4 cm x 26.6 cm 15-7/8" x 10-1/2"	\$101,000.00
FULL PAGE	18.2 cm x 24.6 cm 7-3/16" x 9-11/16"	20.2 cm x 26.6 cm 7-15/16" x 10-1/2"	\$50,500.00
2/3 PAGE VERTICAL	12.4 cm x 24.6 cm 4-7/8" x 9-11/16"	13.4 cm x 26.6 cm 5-1/4" x 10-1/2"	\$40,400.00
1/2 PAGE HORIZONTAL	18.2 cm x 12.3 cm 7-3/16" x 4-13/16"	20.2 cm x 13.3 cm 7-15/16" x 5-1/4"	\$32,800.00
1/3 PAGE VERTICAL	5.7 cm x 24.6 cm 2-1/4" x 9-11/16"	6.7 cm x 26.6 cm 2-5/8" x 10-1/2"	\$25,250.00

FULL COLOR INSIDE COVERS +20%. FULL COLOR BACK COVER +40%

**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 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



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