



Valor ECONÔMICO

Valor Econômico, Brazil's leading business newspaper, is celebrating 10 years in 2010. Published by the major media groups GLOBO and FOLHA DE S. PAULO, **Valor** has an impressive readership of C-level executives throughout the country. Its highly awarded editorial team provides invaluable insights and in-depth coverage on national and international economic news.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
Business
PUBLISHER
Valor Econômico S/A
ESTABLISHED
2000
FREQUENCY
Mon-Fri
CIRCULATION
54,324 Nationwide
AD CLOSE
2-Day

READERSHIP

GENDER	
Male	73.0%
Female	27.0%
AGE	
18-24	19.0%
25-34	34.0%
35-44	21.0%
45-54	15.0%
55+	11.0%

EDUCATION	
College	62.0%
Post Grad	23.0%
Under Grad	15.0%

SOCIOECONOMIC CLASS	
Upper	40.0%
Upper Middle	51.0%
Middle	9.0%

JOB TITLE	
Owners/Top Mgt	47.0%
Middle Mgt	27.0%
Other Employed	24.0%

2011 B&W / FULL COLOR RATE CARD		
PRICES PER COLUMN CM IN USD		
	FULL EDITION	S. PAULO ONLY*
ROP Main Section	\$266.00	\$132.00
Front Page	\$2,160.00	-
Legal Ads	\$220.00	\$110.00
Eu& (Fri)	\$240.00	-
* Law and Tax Page in the Main Section		
<i>Inside Section Front Page +30%</i>		
<i>Special Formats Available</i>		
VOLUME & FREQUENCY DISCOUNTS AVAILABLE		



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MECHANICAL SPECIFICATIONS		
NEWS BROADSHEET		
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"
EU & FIM DE SEMANA		
COLUMNS	CM	INCH
1	5.4 cm	2-1/8"
2	11.3 cm	4-7/16"
3	17.1 cm	6-3/4"
4	23 cm	9-1/16"
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") News Pages: 6 columns per page		
Eu & Fim de Semana Tabloid Ad Size: 23 cm width x 26 cm depth (9-1/16" x 10-1/4") Spread Tabloid Width: 48 cm (18-14/16") Tabloid Pages: 4 columns per page		

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



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