



Autoesporte is a leading auto enthusiast magazine in Brazil. Editorial content features global auto trends, news, industry reviews, accessories, motorcycle news, and current developments in worldwide racing events. Every month **Autoesporte** brings new features on the market, news about future new models, tests and comparisons, and as well the market price of national and imported vehicles.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Auto & Car Racing
PUBLISHER	Editora Globo
ESTABLISHED	1964
FREQUENCY	Monthly
CIRCULATION	112,371 Nationwide
AD CLOSE	4-Week

READERSHIP

GENDER	
Male	90.0%
Female	10.0%
AGE	
10-17	20.0%
18-24	21.0%
25-34	27.0%
35-44	18.0%
45-55	9.0%
55+	5.0%
EDUCATION	
Middle School	44.0%
High School	36.0%
College	17.0%
SOCIOECONOMIC CLASS	
Upper	13.0%
Upper Middle	52.0%
Middle	32.0%
Lower	3.0%

2015 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"	\$70,400.00
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"	\$35,200.00
2/3 PAGE VERTICAL	11.7 cm x 24.6 cm 4-5/8" x 9-11/16"	12.7 cm x 26.6 cm 5" x 10-1/2"	\$28,350.00
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"	\$23,160.00
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"	\$17,810.00
FULL COLOR INSIDE COVERS +20%. FULL COLOR BACK COVER +40% <i>*Bleed Ads: Increase 5 mm (3/16") minimum on each side for bleeding</i> VOLUME & FREQUENCY DISCOUNTS AVAILABLE			

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Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM. Media: Macintosh or PC. Hard proof required for quality control. Complete Digital File Instructions Available for Production



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