



Revista  
**CAPITAL  
 ABERTO**  
*Information that creates value*

**Capital Aberto** is Brazil's first and only independent magazine focused on public companies and capital markets. **Capital Aberto** is distributed to CEOs, top executives, investor relations' officers and board members of public companies, and leading persons of the investment community. **Capital Aberto** is the best medium for advertisers looking to reach Brazilian public companies and investors.

<b>COUNTRY</b>	Brazil
<b>LANGUAGE</b>	Portuguese
<b>CATEGORY</b>	Financial Market
<b>PUBLISHER</b>	Capital Aberto
<b>ESTABLISHED</b>	2003
<b>FREQUENCY</b>	Monthly
<b>CIRCULATION</b>	3,600 Nationwide
<b>AD CLOSE</b>	3-Week

**DISTRIBUTION  
 NATIONWIDE**

CEOs	14.0%
Board Members	5.0%
Directors	43.0%
Partners	14.0%
Managers	15.0%
Professors	4.0%
Others	5.0%

**READERSHIP**

**GENDER**

Male	57.0%
Female	43.0%

**AGE**

18-24	11.0%
25-34	48.0%
35-44	13.0%
45-54	11.0%
55+	17.0%

**EDUCATION**

Middle School	0%
High School	0%
College	100%

**SOCIOECONOMIC  
 CLASS**

Upper	80.0%
Upper Middle	12.0%
Middle	8.0%
Middle Lower	0%

**2015 FULL COLOR DISCOUNTED RATE CARD**

AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
<b>2-PAGE SPREAD</b>	37 cm x 24.5 cm 14-9/16" x 9-5/8"	41cm x 26.5 cm 16-1/8" x 10-7/16"	\$23,350.00
<b>FULL PAGE</b>	18.5 cm x 24.5 cm 7-5/16" x 9-5/8"	20.5 cm x 26.5 cm 8-1/16" x 10-7/16"	\$11,700.00
<b>1/2 PAGE HORIZONTAL</b>	18.5 cm x 12.2 cm 7-5/16" x 4-13/16"	20.5 cm x 13.2 cm 8-1/16" x 5-3/16"	\$7,600.00
<b>1/4 PAGE HORIZONTAL</b>	18.5 cm x 4.6 cm 7-5/16" x 1-13/16"	20.5 cm x 6.6 cm 8-1/16" x 2-5/8"	\$5,100.00
<b>BACK COVER</b>	18.5 cm x 24.5 cm 7-5/16" x 9-5/8"	20.5 cm x 26.5 cm 8-1/16" x 10-7/16"	\$18,150.00

**FULL COLOR INSIDE COVERS +20%**  
*\*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.  
 Media: Macintosh or PC. Hard proof required for quality control.  
**Complete Digital File Instructions Available for Production**



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 Web Sites**  
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