



CASA e jardim
casaecomida

Casa e Comida is an upscale magazine towards gastronomy and home decor, published by Editora Globo. Inspired by the gourmet section of Casa e Jardim "Receber com Charme" (Receive with Charm), **Casa e Comida** discusses food along with decoration. The idea is to present solutions for distinct celebrations - from a meeting between friends in the backyard to a sophisticated wedding in downtown São Paulo or Rio.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Gourmet, Home Decor
PUBLISHER	Editora Globo
ESTABLISHED	2009
FREQUENCY	Bimonthly
CIRCULATION	25,992 Nationwide
AD CLOSE	4-Week

READERSHIP

GENDER	
Male	6.0%
Female	94.0%
AGE	
18-24	5.0%
25-34	39.0%
35-44	30.0%
45-54	18.0%
55+	8.0%
EDUCATION	
Middle School	8.0%
High School	53.0%
College	39.0%
SOCIOECONOMIC CLASS	
Upper	37.0%
Upper Middle	57.0%
Middle	5.0%
Lower	1.0%

2015 FULL COLOR DISCOUNTED RATE CARD			
AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
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"	\$21,120.00
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"	\$19,040.00
1/2 PAGE HORIZONTAL	18.2 cm x 12.1 cm 7-3/16" x 4-3/4"	20.2 cm x 13.1 cm 7-15/16" x 5-3/16"	\$14,810.00
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"	\$10,350.00
FULL COLOR INSIDE COVERS +20%. FULL COLOR BACK COVER +40% *Bleed Ads: Increase 5 mm (3/16") 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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