



CASA e JARDIM

Casa e Jardim, Brazil's exceptional home and garden monthly, features design and decorating trends, furnishings, architecture, landscaping, new products, "how to" projects, and valuable information on manufacturers and suppliers. This publication, comparable in the U.S. to a cross between *Home & Garden* and *Architectural Digest*, reaches consumers and professionals nationwide.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Home & Garden
PUBLISHER	Editora Globo
ESTABLISHED	1953
FREQUENCY	Monthly
CIRCULATION	116,032 Nationwide
AD CLOSE	4-Week

READERSHIP

GENDER	
Male	27.0%
Female	73.0%
AGE	
10-17	1.0%
18-24	13.0%
25-34	20.0%
35-44	19.0%
45-54	18.0%
55+	29.0%
EDUCATION	
Middle School	16.0%
High School	38.0%
College	46.0%
SOCIOECONOMIC CLASS	
Upper	18.0%
Upper Middle	55.0%
Middle	26.0%
Lower	1.0%

2015 FULL COLOR DISCOUNTED RATE CARD			
AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
2-PAGE SPREAD	39.6 cm x 25.4 cm 15-9/16" x 10"	41.6 cm x 27.4 cm 16-3/8" x 10-13/16"	\$60,400.00
FULL PAGE	18.8 cm x 25.4 cm 7-3/8" x 10"	20.8 cm x 27.4 cm 8-3/16" x 10-13/16"	\$30,200.00
1/2 PAGE HORIZONTAL	18.8 cm x 12.7 cm 7-3/8" x 5"	20.8 cm x 13.7 cm 8-3/16" x 5-3/8"	\$18,460.00
1/3 PAGE VERTICAL	6 cm x 25.4 cm 2-3/8" x 10"	7 cm x 27.4 cm 2-3/4" x 10-13/16"	\$13,890.00
1/4 PAGE VERTICAL	7.5 cm x 12 cm 2-15/16" x 4-3/4"	9.5 cm x 13 cm 3-3/4" x 5-1/8"	\$11,120.00
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			

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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7061 Grand National Drive, Suite 127 - Orlando, FL 32819-8398 USA
Tel. +1-407-903-5000 - Fax +1-407-363-9809 - U.S. Toll Free 1-800-985-8588
www.multimediausa.com - e-mail: info@multimediausa.com

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