



The magazine **Cidade** was launched in 2008 for Shopping Cidade Jardim with focus on the upscale people that live in São Paulo. The magazine **Cidade** brings interviews, stories and notes about everything good that is happening in the city, including fashion, tourism, consumption, entertainment, art and culture. The publication is bimonthly and distributed to a VIP mailing for Shopping Cidade Jardim.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
Lifestyle
PUBLISHER
Trip Editora
ESTABLISHED
2008
FREQUENCY
Bimonthly
CIRCULATION
35,000
AD CLOSE
4-Week

READERSHIP

GENDER

Male	50.0%
Female	50.0%

AGE

18-30	17.0%
31-50	60.0%
50+	23.0%

SOCIOECONOMIC CLASS

Upper	100.0%
Upper Middle	0.0%
Middle	0.0%
Lower	0.0%

No Real Estate Ads Accepted.

2013 FULL COLOR DISCOUNTED RATE CARD

AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
2-PAGE SPREAD	51 cm x 33 cm 20-1/16" x 13"	55 cm x 35 cm 21-5/8" x 13-3/4"	\$50,300.00
FULL PAGE	25.5 cm x 33 cm 10-1/16" x 13"	27.5 cm x 35 cm 10-13/16" x 13-3/4"	\$25,150.00
INSIDE COVER	25.5 cm x 33 cm 10-1/16" x 13"	27.5 cm x 35 cm 10-13/16" x 13-3/4"	\$30,250.00
BACK COVER	25.5 cm x 33 cm 10-1/16" x 13"	27.5 cm x 35 cm 10-13/16" x 13-3/4"	\$35,200.00

Bimonthly Editions: March, May, July, September, November, and January
***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 or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control.

Complete Digital File Instructions Available for Production

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