



**CONSTRUCHEMICAL** circulates nationwide and specializes in the management, formulation, production and application of Construction Chemicals, focusing on adhesives, sealants, mortars, cements, waterproofing products, floors and coatings. **CONSTRUCHEMICAL** is published in Portuguese; it contains technical articles, international news, interviews with influential people from featured companies, and industry statistics.

**COUNTRY**  
Brazil  
**LANGUAGE**  
Portuguese  
**CATEGORY**  
Construction Chemical Ind.  
**PUBLISHER**  
Agnelo Editora  
**ESTABLISHED**  
2012  
**FREQUENCY**  
Monthly  
**CIRCULATION**  
5,000 Nationwide  
**AD CLOSE**  
3-Week

**READERSHIP**  
4 READERS PER COPY

Directors	34.0%
Managers	28.0%
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**DISTRIBUTION**  
NATIONWIDE

Builders	21.0%
Floor and Coatings	19.0%
Mortar and Cement	19.0%
Adhesive & Sealant	17.0%
Waterproof Coatings	13.0%
Suppliers	6.0%
Others	5.0%

**2013 FULL COLOR DISCOUNTED RATE CARD**

AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
<b>FULL PAGE</b>	18.4 cm x 25.4 cm 7-1/4" x 10"	21 cm x 28 cm 8-1/4" x 11"	\$5,950.00
<b>1/2 PAGE HORIZONTAL</b>	18.4 cm x 12.3 cm 7-1/4" x 4-13/16"	21 cm x 14 cm 8-1/4" x 5-1/2"	\$3,850.00
<b>1/3 PAGE HORIZONTAL</b>	5.8 cm x 25.4 cm 2-5/16" x 10"	6.7 cm x 28 cm 2-5/8" x 11"	\$2,975.00
<b>1/4 PAGE</b>	9 cm x 12.3 cm 3-9/16" x 4-13/16"	-	\$2,400.00
<b>1/6 PAGE VERTICAL</b>	5.8 cm x 12.3 cm 2-5/16" x 4-13/16"	-	\$1,800.00

**FULL COLOR INSIDE COVERS +20%. FULL COLOR BACK COVER +40%**

*\*Bleed Ads: Increase 3 mm (1/8") minimum on each side for bleeding*

**VOLUME & FREQUENCY DISCOUNTS AVAILABLE**

**PRODUCTION REQUIREMENTS**

Positive film, right reading, emulsion down, screen 150 lines per inch, color hard proof.

Screen angles: cyan 105°, magenta 75°, yellow 90°, black 45°

**Ask About Digital File Requirements and Production Instructions**

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