



Crescer

Crescer covers maternity and parenting issues in Brazil, from pregnancy to childhood.

The main focus of this prestigious publication is the family development.

Pregnancy, childbirth, children's health and education and special cares for newborns are frequent themes. Nearly 50% of the women readers are pregnant, 39% have small children.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Parenting
PUBLISHER	Editora Globo
ESTABLISHED	1993
FREQUENCY	Monthly
CIRCULATION	64,939 Nationwide
AD CLOSE	4-Week

READERSHIP

GENDER

Male	10.0%
Female	90.0%

AGE

11-17	8.0%
18-24	14.0%
25-34	30.0%
35-44	19.0%
45+	29.0%

EDUCATION

Middle School	11.0%
High School	30.0%
College	58.0%

SOCIOECONOMIC CLASS

Upper	19.0%
Upper Middle	44.0%
Middle	31.0%
Lower	6.0%

2013 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"	\$45,150.00
2/3 PAGE VERTICAL	12.4 cm x 24.6 cm 4-7/8" x 9-11/16"	13.4 cm x 26.6 cm 5-1/4" x 10-1/2"	\$33,100.00
1/2 PAGE HORIZONTAL	18.2 cm x 12.3 cm 7-3/16" x 4-13/16"	20.2 cm x 13.3 cm 7-15/16" x 5-1/4"	\$29,350.00
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"	\$22,575.00
1/4 PAGE	9.1 cm x 12.3cm 3-9/16" x 4-13/16"	10.1 cm x 13.3 cm 4" x 5-1/4"	\$18,000.00

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 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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