



In December 2007, Dufry South America and Trip Publishing launched **Dufry World** magazine, a publication designed to meet the sophisticated audience that shop at the Dufry stores at the Brazilian international airports. **Dufry World** has an editorial content for the lifestyle of those who travel abroad frequently. **Dufry World** is distributed free at 28 duty free stores in 12 major international airports in South America and to VIP customers of Dufry shops.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
Lifestyle
PUBLISHER
Trip Editora
ESTABLISHED
2007
FREQUENCY
Quarterly
CIRCULATION
30,000 Nationwide
AD CLOSE
4-Week

DISTRIBUTION

Stores and Airports	80.0%
VIP Mailing List	20.0%

READERSHIP

GENDER	
Male	60.0%
Female	40.0%
AGE	
20-30	14.0%
31-39	40.0%
40-49	28.0%
50+	18.0%
SOCIOECONOMIC CLASS	
Upper	100.0%
Upper Middle	0.0%
Middle	0.0%
Lower	0.0%

No Banks or Credit Card ads accepted due to competitor's agreement.

Restrictions apply for brands already sold at Dufry World Stores.

2013 FULL COLOR DISCOUNTED RATE CARD

AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
2-PAGE SPREAD	37.6 cm x 25.5 cm 14-13/16" x 10-1/16"	41.6 cm x 27.5 cm 16-3/8" x 10-13/16"	\$73,150.00
FULL PAGE	18.8 cm x 25.5 cm 7-3/8" x 10-1/16"	20.8 cm x 27.5 cm 8-3/16" x 10-13/16"	\$36,600.00
INSIDE COVER	18.8 cm x 25.5 cm 7-3/8" x 10-1/16"	20.8 cm x 27.5 cm 8-3/16" x 10-13/16"	\$39,600.00
BACK COVER	18.8 cm x 25.5 cm 7-3/8" x 10-1/16"	20.8 cm x 27.5 cm 8-3/16" x 10-13/16"	\$51,200.00

EDITIONS: MARCH, JUNE, SEPTEMBER, AND DECEMBER
***Bleed Ads: Increase 3 mm (1/8") 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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PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 15JAN13