



INSPIRAÇÃO PARA CRIAR

ÉPOCA NEGÓCIOS

Época Negócios is a business magazine connected to the new era of knowledge. It is the only business magazine in Brazil focused on business not politics. **Época Negócios** readers are executives, entrepreneurs, CEO's, government executives, journalists, and professors that know that they need to be well informed in order to stay at the top.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Business
PUBLISHER	Editora Globo
ESTABLISHED	2007
FREQUENCY	Monthly
CIRCULATION	61,826 Nationwide
AD CLOSE	4-Week

READERSHIP

GENDER

Male	61.0%
Female	39.0%

AGE

10-17	4.0%
18-24	12.0%
25-34	39.0%
35-44	28.0%
45-54	11.0%
55+	6.0%

EDUCATION

Middle School	19.0%
High School	34.0%
College	45.0%

SOCIOECONOMIC CLASS

Upper	24.0%
Upper Middle	45.0%
Middle	30.0%
Middle 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	36.4 cm x 24.6 cm 14-5/16" x 9-11/16"	40.4 cm x 26.6 cm 15-7/8" x 10-1/2"	\$75,460.00
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"	\$37,730.00
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"	\$30,160.00
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"	\$24,500.00
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"	\$17,000.00
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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