



São Paulo

Época São Paulo, is published by Editora Globo. The magazine is a guide that reflects the lifestyle and interests of an upscale, educated readership. **Época São Paulo** offers readers compelling local content that is both entertaining and helpful, and provides information to help with decision making. You will find everything about the arts, dining, travel, entertainment, style, people and trends. If it's part of Sao Paulo's lifestyle you'll find it in **Época São Paulo** magazine.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Lifestyle
PUBLISHER	Editora Globo
ESTABLISHED	2008
FREQUENCY	Monthly
CIRCULATION	72,294
AD CLOSE	2-Week

READERSHIP

GENDER

Male	26.0%
Female	74.0%

AGE

10-17	25.0%
18-24	9.0%
25-34	30.0%
35-44	23.0%
45+	13.0%

EDUCATION

Middle School	22.0%
High School	40.0%
College	38.0%

SOCIOECONOMIC CLASS

Upper	20.0%
Upper Middle	53.0%
Middle	22.0%
Middle Lower	5.0%

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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"	\$41,150.00
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"	\$32,900.00
1/2 PAGE HORIZONTAL	18.2 cm x 12.3cm 7-3/16" x 4-13/16"	20.2 cm x 13.3cm 7-15/16" x 5-1/4"	\$26,750.00
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"	\$20,600.00
STRIP	18.2 cm x 3 cm 7-3/16" x 1-3/16"	20.2 cm x 4 cm 7-15/16" x 1-9/16"	\$12,350.00

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