



**Época**, published by Editora Globo, a wholly subsidiary of the leading Latin American media group Globo, is one of the most successful Brazilian magazines. It changes the traditional concept of a general interest weekly news magazine, while bringing back the pleasure of reading. **Época** carries a high percentage of editorial pages per issue, and provides comprehensive and in-depth coverage of the most important events of the week.

<b>COUNTRY</b>	Brazil
<b>LANGUAGE</b>	Portuguese
<b>CATEGORY</b>	General Interest
<b>PUBLISHER</b>	Editora Globo
<b>ESTABLISHED</b>	1998
<b>FREQUENCY</b>	Weekly
<b>CIRCULATION</b>	389,698 Nationwide
<b>AD CLOSE</b>	2-Week

### READERSHIP

#### GENDER

Male	47.0%
Female	53.0%

#### AGE

10-17	11.0%
18-24	15.0%
25-34	23.0%
35-44	20.0%
45+	31.0%

#### EDUCATION

Middle School	20.0%
High School	41.0%
College	40.0%

#### SOCIOECONOMIC CLASS

Upper	22.0%
Upper Middle	44.0%
Middle	30.0%
Middle Lower	4.0%

### Advertise in **Época Negócios**



**Premier Brazilian Business Magazine**

**AUDITED BY IVC**  
 PRICES SUBJECT TO CHANGE  
 WITHOUT PRIOR NOTICE  
 EFFECTIVE DATE: 25FEB13

### 2013 FULL COLOR DISCOUNTED RATE CARD

AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
<b>2-PAGE SPREAD</b>	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"	\$216,400.00
<b>FULL PAGE</b>	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"	\$108,200.00
<b>2/3 PAGE VERTICAL</b>	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"	\$86,550.00
<b>1/2 PAGE HORIZONTAL</b>	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"	\$70,350.00
<b>1/3 PAGE VERTICAL</b>	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"	\$54,100.00

**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**



**Ask About Advertising Online**

[www.epoca.com.br](http://www.epoca.com.br)

### WORLDWIDE ADVERTISING REPRESENTATIVE

# Multimedia, Inc.

*Your Advertising Connection Throughout The World*

7061 Grand National Drive, Suite 127 - Orlando, FL 32819-8398 USA  
 Tel. +1-407-903-5000 - Fax +1-407-363-9809 - U.S. Toll Free 1-800-985-8588  
[www.multimediausa.com](http://www.multimediausa.com) - e-mail: [info@multimediausa.com](mailto:info@multimediausa.com)