



GALILEU

Galileu is Brazil's leading magazine on science. Technology, research, environment, health and culture are the main issues. **Galileu** is based on the top ranking TV weekly program "Globo Ciência", produced by Globo TV Network for the past 20 years. Almost 30% of the readers attend computer classes, 20.5% attend English classes, 87.6% like sports.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Science
PUBLISHER	Editora Globo
ESTABLISHED	1991
FREQUENCY	Monthly
CIRCULATION	103,866 Nationwide
AD CLOSE	4-Week

READERSHIP

GENDER

Male	43.0%
Female	57.0%

AGE

10-17	9.0%
18-24	22.0%
25-34	28.0%
35-44	22.0%
45-54	10.0%
55+	9.0%

EDUCATION

Middle School	12.0%
High School	31.0%
College	57.0%

SOCIOECONOMIC CLASS

Upper	19.0%
Upper Middle	54.0%
Middle	24.0%
Lower	3.0%

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"	\$59,540.00
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"	\$29,770.00
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"	\$23,700.00
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"	\$19,430.00
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"	\$14,930.00

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.

Media: Macintosh or PC. Hard proof required for quality control.

Complete Digital File Instructions Available for Production



**Ask About
Advertising Online**

www.galileu.globo.com

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 - e-mail: info@multimediausa.com

AUDITED BY IVC

PRICES SUBJECT TO CHANGE
 WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 06JAN15