



REVISTA GLOBORURAL

Globo Rural, based on the TV program "Globo Rural", produced by the Globo TV Network, is Brazil's leading magazine on agribusiness, covering issues on farming, ranching, equine, cattle, hogs, goats, pisciculture, horticulture, ecology and soil management. Nearly 80% of the readers are subscribers, and almost 50% buy regularly machinery and equipment.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Agribusiness
PUBLISHER	Editora Globo
ESTABLISHED	1985
FREQUENCY	Monthly
CIRCULATION	69,582 Nationwide
AD CLOSE	4-Week

READERSHIP

GENDER	
Male	62.0%
Female	38.0%
AGE	
10-17	30.0%
18-24	6.0%
25-34	18.0%
35-44	14.0%
45-54	15.0%
55+	17.0%
EDUCATION	
Middle School	27.0%
High School	34.0%
College	39.0%
SOCIOECONOMIC CLASS	
Upper	9.0%
Upper Middle	40.0%
Middle	48.0%
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"	\$75,240.00
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"	\$37,620.00
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"	\$29,850.00
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"	\$24,430.00
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"	\$18,890.00
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



**Ask About
Advertising Online**
www.globorural.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