



monet

Monet is a prestigious magazine directed towards the upscale community of cable and satellite subscribers in Brazil. **Monet** reaches an affluent audience, with articles on lifestyle, design, technology, tourism, and gourmet cooking. The cable guide NET TV is inserted within **Monet**, providing a full cable guide programming and movie reviews.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
Lifestyle
PUBLISHER
Editora Globo
ESTABLISHED
2003
FREQUENCY
Monthly
CIRCULATION
92,688 Nationwide
AD CLOSE
4-Week

READERSHIP

GENDER	
Male	48.0%
Female	52.0%
AGE	
10-17	5.0%
18-24	10.0%
25-34	46.0%
35-44	13.0%
45-54	19.0%
55+	7.0%
EDUCATION	
Middle School	11.0%
High School	23.0%
College	66.0%
SOCIOECONOMIC CLASS	
Upper	12.0%
Upper Middle	55.0%
Middle	33.0%

2015 FULL COLOR DISCOUNTED RATE CARD			
AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
FULL PAGE	18.8 cm x 25.4 cm 7-3/8" x 10"	20.8 cm x 27.4 cm 8-3/16" x 10-13/16"	\$43,890.00
2/3 PAGE VERTICAL	12.7 cm x 25.4 cm 5" x 10"	13.7 cm x 27.4 cm 5-3/8" x 10-13/16"	\$35,000.00
1/2 PAGE HORIZONTAL	18.8 cm x 12.7 cm 7-3/8" x 5"	20.8 cm x 13.7 cm 8-3/16" x 5-6/16"	\$28,430.00
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