



**Pequenas Empresas & Grandes Negócios** is the leading entrepreneur magazine in Brazil. It brings every month business opportunities and how to set them up, plus regular sections on new products and services, franchising, administration and marketing. Nearly 70% of the readers intend to open or expand their own business by the next 12 months.

<b>COUNTRY</b>	Brazil
<b>LANGUAGE</b>	Portuguese
<b>CATEGORY</b>	Entrepreneur
<b>PUBLISHER</b>	Editora Globo
<b>ESTABLISHED</b>	1989
<b>FREQUENCY</b>	Monthly
<b>CIRCULATION</b>	105,538 Nationwide
<b>AD CLOSE</b>	4-Week

**READERSHIP**

<b>GENDER</b>	
Male	43.0%
Female	57.0%
<b>AGE</b>	
11-17	7.0%
18-24	21.0%
25-34	28.0%
35-44	23.0%
45+	21.0%
<b>EDUCATION</b>	
Middle School	29.0%
High School	41.0%
College	30.0%
<b>SOCIOECONOMIC CLASS</b>	
Upper	12.0%
Upper Middle	44.0%
Middle	39.0%
Lower	6.0%

**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"	\$120,000.00
<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"	\$60,000.00
<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"	\$48,000.00
<b>1/2 PAGE HORIZONTAL</b>	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"	\$39,000.00
<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"	\$30,000.00

**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**

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**Complete Digital File Instructions Available for Production**



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