



Quem Acontece is the weekly celebrities magazine of Globo Group, the largest communications group in Latin America. **Quem Acontece** shows the lifestyle of the rich and famous from Brazil and abroad, their homes and hobbies. The magazine has regular sections on upscale travel, home décor, food, and health issues.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Celebrities
PUBLISHER	Editora Globo
ESTABLISHED	2000
FREQUENCY	Weekly
CIRCULATION	81,020 Nationwide
AD CLOSE	2-Week

READERSHIP

GENDER	
Male	19.0%
Female	81.0%
AGE	
10-17	8.0%
18-24	31.0%
25-34	24.0%
35-44	15.0%
45+	22.0%
EDUCATION	
Middle School	18.0%
High School	45.0%
College	37.0%
SOCIOECONOMIC CLASS	
Upper	15.0%
Upper Middle	53.0%
Middle	28.0%
Lower	4.0%

2013 FULL COLOR DISCOUNTED RATE CARD

AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
FULL PAGE	20.5 cm x 29 cm 8-1/16" x 11-7/16"	22.5 cm x 31 cm 8-7/8" x 12-3/16"	\$66,200.00
2/3 PAGE VERTICAL	14 cm x 29 cm 5-1/2" x 11-7/16"	15 cm x 31cm 5-7/8" x 12-3/16"	\$53,000.00
1/2 PAGE HOR.	20.5 cm x 14.5 cm 8-1/16" x 5-11/16"	22.5 cm x 15.5 cm 8-7/8" x 6-1/8"	\$43,000.00
1/3 PAGE VERTICAL	6.5 cm x 29 cm 2-9/16" x 11-7/16"	7.5 cm x 31cm 2-15/16" x 12-3/16"	\$33,100.00
1/2 DOUBLE PAGE	43 cm x 14.5 cm 16-15/16" x 5-11/16"	45 cm x 15.5 cm 17-11/16" x 6-1/8"	\$86,000.00

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

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



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