



Revista Gol is the in-flight magazine of Gol Airlines, a leading Brazilian airline showing exponential growth since its foundation in 2001. Delta Airlines recently became a partner with an initial purchase of 3% of Gol shares. **Revista Gol** is distributed aboard all flights of Gol and its subsidiary Varig Airlines, with an impressive readership of 9 readers per copy. Part of the contents of **Revista Gol** is translated into Spanish.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
In-Flight
PUBLISHER
Trip Editora
ESTABLISHED
2002
FREQUENCY
Monthly
CIRCULATION
150,000 Onboard
AD CLOSE
4-Week

READERSHIP

GENDER	
Male	62.0%
Female	38.0%
AGE	
20-25	8.0%
26-35	30.0%
36-45	25.0%
46-55	20.0%
56+	17.0%
SOCIOECONOMIC CLASS	
Upper	31.0%
Upper Middle	26.0%
Middle	19.0%
Middle Lower	18.0%
Lower	6.0%

TRAVEL DETAILS	
Business	60.0%
Leisure	40.0%

Gol Operations

115 Boeing Jets

900 Daily Flights

72 Destinations

14 Countries in the Americas and The Caribbean

30 Million Passengers Yearly

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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"	\$78,900.00
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"	\$39,450.00
2ND INSIDE COVER	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"	\$47,300.00
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