



TPM brings the most controversial issues and debates of the feminine universe with articles that reflect the daily lives of women. Launched in 2001, the magazine was born in order to meet the needs of women that were dissatisfied with the treatment given to them by the majority of women publications in the country. With a modern and innovative content, **TPM** represents very well the reality of the women in the country.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
Women's Magazine
PUBLISHER
Trip Editora
ESTABLISHED
2001
FREQUENCY
Monthly
CIRCULATION
50,000 Nationwide
AD CLOSE
4-Week

READERSHIP

GENDER

Male	8.0%
Female	92.0%

AGE

18-25	26.0%
26-35	60.0%
36-45	10.0%
46+	4.0%

EDUCATION

High School	12.0%
College	88.0%

SOCIOECONOMIC CLASS

Upper	81.0%
Upper Middle	0.0%
Middle	0.0%
Lower	0.0%

2015 FULL COLOR DISCOUNTED RATE CARD

AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
2-PAGE SPREAD	37.6 cm x 25.5 cm 14-13/16" x 10-1/16"	41.6 cm x 27.5 cm 16-3/8" x 10-13/16"	\$35,360.00
FULL PAGE	18.8 cm x 25.5 cm 7-3/8" x 10-1/16"	20.8 cm x 27.5 cm 8-3/16" x 10-13/16"	\$17,680.00
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 5-3/8"	\$10,610.00
1/3 PAGE VERTICAL	6 cm x 25.5 cm 2-3/8" x 10-1/16"	7 cm x 27.5 cm 2-3/4" x 10-13/16"	\$7,080.00
1/4 PAGE VERTICAL	9.4 cm x 11.7 cm 3-11/16" x 4-10/16"	10.4 cm x 13.7 cm 4-2/16" x 5-3/8"	\$6,190.00

**Bleed Ads: Increase 5 mm (3/16") minimum on each side for bleeding*

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DIGITAL PRODUCTION REQUIREMENTS

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Complete Digital File Instructions Available for Production

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