



TRIP

Trip is considered the most important publication for the young opinion makers in Brazil. With an editorial based on diversity and innovation, *Trip* publishes stories that represent very well the day-to-day of its readers. In a survey conducted by the prestigious Brazilian advertising trade magazine Meio & Mensagem and Troiano Consultoria, *Trip* was elected for the fourth consecutive year the most creative and innovative magazine in Brazil.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
Lifestyle
PUBLISHER
Trip Editora
ESTABLISHED
1986
FREQUENCY
Monthly
CIRCULATION
45,000 Nationwide
AD CLOSE
4-Week

READERSHIP

GENDER	
Male	78.0%
Female	22.0%
AGE	
15-18	2.0%
19-25	30.0%
26-35	48.0%
36-45	17.0%
46+	3.0%
SOCIOECONOMIC CLASS	
Upper	35.0%
Upper Middle	51.0%
Middle	12.0%

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*
VOLUME & FREQUENCY DISCOUNTS AVAILABLE

DIGITAL PRODUCTION REQUIREMENTS

Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM.
 Media: Macintosh or PC. Hard proof required for quality control.
Complete Digital File Instructions Available for Production

WORLDWIDE ADVERTISING REPRESENTATIVE

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