



**ONLINE**

**Epocanegocios.com.br** is the website of the premier magazine **Época Negócios**. It highlights the most important news in the business world. It brings about a variety of blogs covering the most important topics on an executive's agenda: leadership, sustainability, finance, stock markets, innovation, and technology. The site also supplements the magazine's articles with extra material: excerpts from books, photos, research and podcasts.

|                        |
|------------------------|
| <b>COUNTRY</b>         |
| Brazil                 |
| <b>LANGUAGE</b>        |
| Portuguese             |
| <b>CATEGORY</b>        |
| Business               |
| <b>PUBLISHER</b>       |
| Editora Globo          |
| <b>LAUNCHED</b>        |
| 2007                   |
| <b>PAGE VIEWS</b>      |
| 5,360,000 Mo.          |
| <b>UNIQUE VISITORS</b> |
| 1,867,000 Mo.          |
| <b>AD CLOSE</b>        |
| 2-Day                  |

**VIEWERSHIP**

**GENDER**

|        |       |
|--------|-------|
| Male   | 63.0% |
| Female | 37.0% |

**AGE**

|       |       |
|-------|-------|
| 10-17 | 9.0%  |
| 18-24 | 13.0% |
| 25-34 | 45.0% |
| 35-49 | 22.0% |
| 50+   | 11.0% |

**EDUCATION**

|                 |       |
|-----------------|-------|
| High School     | 19.0% |
| College         | 38.0% |
| Post Grad Study | 43.0% |

**SOCIOECONOMIC CLASS**

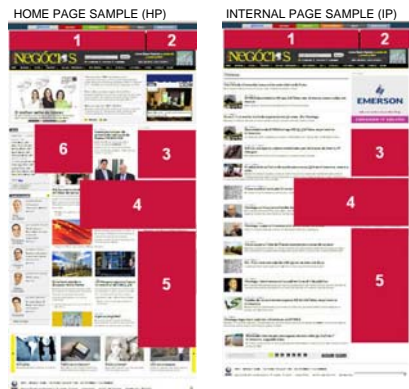
|              |       |
|--------------|-------|
| Upper        | 28.0% |
| Upper Middle | 38.0% |
| Middle       | 29.0% |
| Middle Lower | 5.0%  |

| 2013 ROS RATE CARD – PRICES IN USD |                                  |                |        |           |            |
|------------------------------------|----------------------------------|----------------|--------|-----------|------------|
|                                    | FORMAT                           | PIXELS (W x D) | WEIGHT | CHANNEL   | CPM        |
| 1                                  | Leaderboard                      | 728 x 90       | 40 Kb  | HP and IP | \$15.00    |
| 2                                  | Corner Banner                    | 234 x 90       | 40 Kb  | HP and IP | \$13.00    |
| 3                                  | Top Medium Rectangle             | 300 x 250      | 40 Kb  | HP and IP | \$14.00    |
| 4                                  | Left Med. Rectangle Expandable   | 600 x 300      | 40 Kb  | HP and IP | \$15.00    |
| 5                                  | Bottom Med. Rectangle Expandable | 300 x 600      | 40 Kb  | HP and IP | \$15.00    |
| SPONSORSHIP                        |                                  |                |        |           |            |
| 6                                  | DHTML                            | 300 x 250      | 40 Kb  | HP        | \$1,100.00 |

**PRODUCTION REQUIREMENTS**

1. Audio ads must have an on/off button.
2. Send all materials in GIF or JPEG in case there is a problem with the SWF.
3. Flash Version 7, 8, or 9 is strongly preferred.
4. In the case of delivery discrepancies, our reports will always prevail.

*Complete File Instructions Available*



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**Digital + Print Packages Available**

**WORLDWIDE ADVERTISING REPRESENTATIVE**

**Multimedia, Inc.**

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