

www.revistapegn.com.br



ONLINE

Revistapegn.com.br is the website of the leading entrepreneur magazine **Pequenas Empresas & Grandes Negócios** in Brazil. The website is directed towards entrepreneurs who are or soon will be owners of their own business. The site has practical guidelines to better manage the business and inspiring examples of success.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Entrepreneur
PUBLISHER	Editora Globo
LAUNCHED	2007
PAGE VIEWS	4,513,000 Mo.
UNIQUE VISITORS	832,000 Mo.
AD CLOSE	2-Day

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 pix	40 Kb	HP	\$1,100.00

VIEWERSHIP

GENDER

Male	62.0%
Female	38.0%

AGE

12-17	2.0%
18-24	15.0%
25-34	42.0%
35-49	27.0%
50+	14.0%

EDUCATION

Middle	45.0%
High School	25.0%
College	30.0%

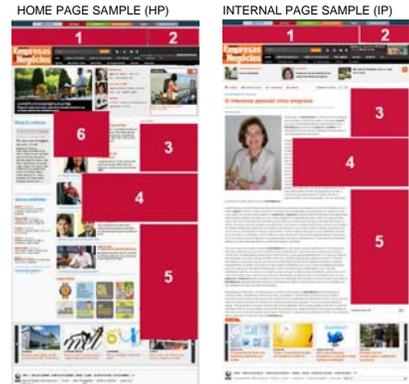
SOCIOECONOMIC CLASS

Upper	16.0%
Upper Middle	32.0%
Middle	39.0%
Middle Lower	11.0%
Lower	2.0%

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

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