



BRASILTURIS

Jornal Informativo da Indústria Turística Brasileira

Brasilturis Jornal, founded in 1981, is a leading travel trade publication in Brazil. Editorial content consists of news on the development and promotion of tourism worldwide, covering all areas of transportation, hotels, excursions and related activities. **Brasilturis** is published on the 1st and 3rd week of each month, and is printed on bright white glossy stock paper, for the highest visibility of your advertisement.

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|--------------------|
| COUNTRY |
| Brazil |
| LANGUAGE |
| Portuguese |
| CATEGORY |
| Travel Trade |
| PUBLISHER |
| Edituris |
| ESTABLISHED |
| 1981 |
| FREQUENCY |
| Fortnightly |
| CIRCULATION |
| 15,000 Nationwide |
| AD CLOSE |
| 2-Week |

DISTRIBUTION NATIONWIDE

| | |
|----------------------|-------|
| Tour Operators | 8.0% |
| Travel Agents | 30.0% |
| Hospitality | 27.0% |
| Travel Executives | 19.0% |
| Tourism Boards | 8.0% |
| Tourism Universities | 8.0% |

READERSHIP

Owner, managers and associates of Tour Operators and Travel Agencies.

Executives at all Domestic and international airlines based in the country.

Executives at all ground and sea transportation companies.

Executives at all hotels and hotel representations nationwide.

Officers at Local, State and Federal tourism boards.

Companies with travel industry related business.

Advertising Agencies serving the travel industry.

2015 FULL COLOR DISCOUNTED RATE CARD

| | NON-BLEED (Live Area) | BLEED* (Trim Size) | PRICE USD |
|----------------------|--------------------------------------|--|--------------|
| FULL PAGE | 23.1 cm x 32 cm 9-1/8" x 12-5/8" | 25 cm x 33.5 cm 9-13/16" x 13-3/16" | \$12,300.00 |
| JR. PAGE | 18.4 cm x 25 cm 7-1/4" x 9-13/16" | - | \$7,650.00 |
| 1/2 PAGE HOR. | 23.1 cm x 16 cm 9-1/8" x 6-5/16" | 25 cm x 16 cm 9-13/16" x 6-5/16" | \$6,150.00 |
| 1/3 PAGE | 13.7 cm x 20 cm 5-3/8" x 7-7/8" | - | \$4,000.00 |
| 1/5 PAGE | 9 cm x 15 cm 3-9/16" x 5-7/8" | - | \$2,500.00 |

FULL COLOR INSIDE COVERS +20%. FULL COLOR BACK COVER +40%
**Bleed Ads: Increase 3 mm (1/8") minimum on each side for bleeding*
VOLUME & FREQUENCY DISCOUNTS AVAILABLE

PRODUCTION REQUIREMENTS

Positive film, right reading, emulsion down, screen 150 lines per inch, color hard proof.
 Screen angles: cyan 105°, magenta 75°, yellow 90°, black 45°
Ask About Digital File Requirements and Production Instructions



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