



doce

R E V I S T A

Doce Revista is a monthly publication directed to the Candy Industry and its network of wholesalers, distributors and retailers. It is the only Brazilian magazine that covers the industry of chocolates, candies, cookies, gums and other sweets. **Doce Revista** analyzes the production, distribution, and commercialization of each segment.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
Candy Industry
PUBLISHER
Editora Definição
ESTABLISHED
1987
FREQUENCY
Monthly
CIRCULATION
12,900 Nationwide
AD CLOSE
2-Week

DISTRIBUTION

NATIONWIDE

North	3.0%
Northeast	14.0%
Middle West	5.0%
Southeast	53.0%
South	25.0%

READERSHIP

Chief Executive Officers,
Presidents, Vice Presidents
and Directors

Managers and Supervisors

Engineers and Technical
Staff

Governments Departments,
Associations, Libraries

Advertising Agencies serving
the Candy Industry

2015 FULL COLOR DISCOUNTED RATE CARD			
AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
FULL PAGE	18 cm x 25 cm 7-1/16" x 9-13/16"	21 cm x 28 cm 8-1/4" x 11"	\$4,850.00
2/3 PAGE VERTICAL	11.5 cm x 25 cm 4-1/2" x 9-13/16"	13 cm x 28 cm 5-1/8" x 11"	\$3,500.00
1/2 PAGE HORIZONTAL	18 cm x 12 cm 7-1/6" x 4-3/4"	21 cm x 13.5 cm 8-1/4" x 5-5/16"	\$2,650.00
1/3 PAGE VERTICAL	5.5 cm x 25 cm 2-3/16" x 9-13/16"	7 cm x 28 cm 2-3/4" x 11"	\$1,900.00
1/4 PAGE	8.5 cm x 12 cm 3-3/8" x 4-3/4"	-	\$1,450.00
1/6 PAGE VERTICAL	5.5 cm x 12 cm 2-3/16" x 4-3/4"	-	\$1,050.00
FULL COLOR INSIDE COVERS +20%. FULL COLOR BACK COVER +40% *Bleed Ads: Increase 5 mm (3/16") 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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