



Plásticos em Revista is the most traditional and respected plastics magazine in the Brazilian plastics market, with more than 11,500 copies for the Mercosul and Brazilian plastics companies. **Plásticos em Revista** reaches the petrochemicals, resins, rubber, auxiliary materials, machinery and finished goods industries and research centers related to the plastics and rubber markets.

COUNTRY	Brazil
LANGUAGE	Portuguese
CATEGORY	Plastics Industry
PUBLISHER	Editora Definição
ESTABLISHED	1962
FREQUENCY	Monthly
CIRCULATION	11,500 Nationwide
AD CLOSE	2-Week

DISTRIBUTION
NATIONWIDE

Southwest	77.0%
South	14.0%
Northeast	4.0%
North	2.0%
Foreign Countries	2.0%
Middle West	1.0%

READERSHIP

Chief Executive Officers,
Presidents, Vice Presidents,
and Directors

Managers and Supervisors

Engineers and Technical
Staff

Governments Departments,
Associations, Libraries

Advertising Agencies serving
the Plastics 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"	\$4,800.00
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"	\$2,900.00
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"	\$2,150.00
1/4 PAGE VERTICAL	8.5 cm x 12 cm 3-3/8" x 4-3/4"	-	\$1,700.00
1/6 PAGE VERTICAL	5.5 cm x 12 cm 2-3/16" x 4-3/4"	-	\$1,250.00

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

**Ask About
Marketplace
Section**



**Ask About
Advertising Online**
www.plasticosemrevista.com.br

WORLDWIDE ADVERTISING REPRESENTATIVE

Multimedia, Inc.

Your Advertising Connection Throughout The World

7061 Grand National Drive, Suite 127 - Orlando, FL 32819-8398 USA
Tel. +1-407-903-5000 - Fax +1-407-363-9809 - U.S. Toll Free 1-800-985-8588
www.multimediausa.com - e-mail: info@multimediausa.com

AUDITED BY IVC
PRICES SUBJECT TO CHANGE
WITHOUT PRIOR NOTICE
EFFECTIVE DATE: 01JAN15