



# CORREIO BRAZILIENSE

## O JORNAL CAPITAL

**Correio Braziliense** is the absolute leader among all newspapers in Brasília, the capital of Brazil – 7 out of 10 newspaper readers in Brasília rely on **Correio Braziliense's** detailed coverage and in-depth analysis for their daily information. The newspaper is recognized nationally and internationally for both its editorial and graphics quality. Over 70% of the readers are from the upper and the upper middle classes.

<b>COUNTRY</b>	Brazil
<b>LANGUAGE</b>	Portuguese
<b>CATEGORY</b>	General Interest
<b>PUBLISHER</b>	Correio Braziliense
<b>ESTABLISHED</b>	1960
<b>FREQUENCY</b>	Daily
<b>CIRCULATION*</b>	52,611; SU 74,955
<b>AD CLOSE</b>	3-Day

### READERSHIP

<b>GENDER</b>	
Male	54.0%
Female	46.0%
<b>AGE</b>	
10-19	9.0%
20-29	28.0%
30-39	26.0%
40-49	20.0%
50+	16.0%
<b>EDUCATION</b>	
High School	42.0%
College	46.0%
Post Grad	12.0%
<b>SOCIOECONOMIC CLASS</b>	
Upper	21.0%
Upper Middle	51.0%
Middle	25.0%
Middle Lower	3.0%

### 2015 B&W RATE CARD (COLOR+30%)

PRICES PER COLUMN CM IN USD		
	MON-SAT*	SUNDAYS*
ROP Main Section	\$97.00	\$145.00
Business	\$97.00	\$145.00
Entertainment	\$55.00	\$145.00
Travel (Wed)	\$36.00	-
Recruitment (Sun)	-	\$33.00
Classified	\$21.00	\$31.00

Every Sunday within Correio Braziliense
<b>REVISTA DO CORREIO</b>
Correio's Premium Sunday Magazine
Every Friday within Correio Braziliense
<b>DIVERTA-SE</b>
Brasilia's Entertainment Guide
<b>VOLUME &amp; FREQUENCY DISCOUNTS AVAILABLE</b>

\*DETERMINED POSITION +40%

### MECHANICAL SPECIFICATIONS

Broadsheet Ad Page Size: 29.7 cm width x 52 cm depth (11-11/16" x 20-1/2")  
 Spread Broadsheet Width: 61.4 cm (24-3/16")  
 Tabloid Sections Ad Page Size: 24.6 cm width x 29 cm depth (9-11/16" x 11-7/16")  
 Spread Tabloid Width: 51.20 cm (20-1/8")

### COLUMN WIDTHS

NEWS BROADSHEET (6-COLUMN)		
COLUMNS	CM	INCH
1	4.6 cm	1-13/16"
2	9.6 cm	3-3/4"
3	14.6 cm	5-3/4"
4	19.6 cm	7-11/16"
5	24.6 cm	9-11/16"
6	29.7 cm	11-11/16"
CLASSIFIED BROADSHEET (10-COLUMN)		
COLUMNS	CM	INCH
1	2.7 cm	1-1/16"
2	5.7 cm	2-1/4"
3	8.7 cm	3-3/8"
4	11.7 cm	4-9/16"
5	14.7 cm	5-3/4"
6	17.7 cm	6-15/16"
7	20.7cm	8-1/8"
8	23.7 cm	9-5/16"
9	26.7 cm	10-1/2"
10	29.7cm	11-11/16"
NEWS TABLOID SECTIONS (5-COLUMN)		
COLUMNS	CM	INCH
1	4.6 cm	1-13/16"
2	9.6 cm	3-3/4"
3	14.6 cm	5-3/4"
4	19.6 cm	7-11/16"
5	24.6 cm	9-11/16"



**Ask About Advertising Online**  
[www.correio braziliense.com.br](http://www.correio braziliense.com.br)

### PRODUCTION REQUIREMENTS

**BLACK & WHITE:** Camera ready art or negative film, right reading emulsion down, screen 85-line per inch, rounded dots.  
**COLOR:** Negative film, right reading emulsion down, screen 100-line per inch, rounded dots, color hard proof.  
**Ask About Digital File Requirements and Production Instructions**

### WORLDWIDE ADVERTISING REPRESENTATIVE

# Multimedia, Inc.

*Your Advertising Connection Throughout The World*

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