



CORREIO POPULAR

Correio Popular has become one of the most prestigious newspapers in Brazil and the most read newspaper in the São Paulo countryside. Consolidation of the **Correio Popular**, founded by journalist Álvaro Ribeiro in 1927, led to the creation of Grupo RAC, the largest press conglomerate in Brazil's countryside. The plurality of ideas, participation in social projects and credibility of **Correio Popular** has helped, along its more than 80-year history, to improve the quality of life of the population in Campinas and region.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
General Interest
PUBLISHER
Grupo RAC
ESTABLISHED
1927
FREQUENCY
Daily
CIRCULATION
35,000; SU 42,000
AD CLOSE
2-Day

READERSHIP

GENDER	
Male	57.0%
Female	43.0%
AGE	
13-24	13.0%
25-34	23.0%
35-44	19.0%
45-59	24.0%
60+	21.0%
EDUCATION	
Grade School	6.0%
High School	40.0%
College	24.0%
SOCIOECONOMIC CLASS	
Upper/Upper Mid	30.0%
Middle	53.0%
Middle Lower	17.0%

2015 B&W RATE CARD (COLOR+30%)		
PRICES PER COLUMN CM IN USD		
	MON-SAT	SUNDAYS
ROP Main Section	\$162.00	\$243.00
Business	\$212.00	\$318.00
Entertainment	\$93.00	\$140.00
IT Section (Mon)	\$37.00	-
Travel (Sun)	-	\$126.00
Classified	\$49.00	\$78.00
<i>Premium Positions Available at Additional Charge</i>		
VOLUME & FREQUENCY DISCOUNTS AVAILABLE		

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 Ad Page Size: 24.6 cm width x 29 cm depth (9-11/16" x 11-7/16")	



Ask About Advertising Online
www.cpopular.com.br

MECHANICAL SPECIFICATIONS		
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	-	-
4	11.7 cm	4-9/16"
5	-	-
6	17.7 cm	6-15/16"
7	-	-
8	23.7 cm	9-5/16"
9	-	-
10	29.7cm	11-11/16"
NEWS TABLOID (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"

DIGITAL PRODUCTION REQUIREMENTS	
Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM. Media: Macintosh or PC. Hard proof required for quality control.	
Complete Digital File Instructions Available for Production	

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