



Correio*

O QUE A BAHIA QUER SABER

Published by leading local TV station Rede Bahia, **Correio** reflects the reality of the state of Bahia in the 21st century, bringing to the reader the cultural richness, economic, and social development of their state: a contemporary Bahia, in tune with the world, with new technologies and especially with new habits of information consumption. **Correio** offers its readers a new way of getting the news by being interesting, interactive, and indispensable.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
General Interest
PUBLISHER
Rede Bahia
ESTABLISHED
1978
FREQUENCY
Daily
CIRCULATION*
63.574; SU 53,419
AD CLOSE
3-Day

READERSHIP

GENDER	
Male	55.0%
Female	45.0%
AGE	
10-19	9.0%
20-29	25.0%
30-39	26.0%
40-49	18.0%
50+	22.0%
EDUCATION*	
High School	83.0%
College	18.0%
Post Grad	3.0%

SOCIOECONOMIC CLASS	
Upper/Upper Mid	38.0%
Middle	32.0%
Middle Lower	24.0%
Lower	6.0%

2015 B&W RATE CARD (COLOR+30%)		
PRICES PER COLUMN CM IN USD		
	MON-SAT	SUNDAYS
ROP Main Section	\$164.00	\$208.00
Real-estate	\$66.00	\$83.00
Entertainment	\$43.00	\$55.00
Classified	\$40.00	\$51.00
<i>Determined Positions +30%</i>		
VOLUME & FREQUENCY DISCOUNTS AVAILABLE		
MECHANICAL SPECIFICATIONS		
Tabloid Ad Page Size: 24.5 cm width x 38 cm depth (9-5/8" x 14-15/16") Spread Tabloid Width: 52 cm (20-1/2")		

MECHANICAL SPECIFICATIONS		
NEWS TABLOID SECTIONS		
1	4.5cm	1-3/4"
2	9.5 cm	3-3/4"
3	14.5 cm	5-11/16"
4	19.5 cm	7-11/16"
5	24.5 cm	9-5/8"
CLASSIFIED TABLOID SECTIONS		
1	2.7 cm	1-1/16"
2	5.8 cm	2-5/16"
3	8.9 cm	3-1/2"
4	12 cm	4-3/4"
5	15.1 cm	5-15/16"
6	18.2 cm	7-3/16"
7	21.3 cm	8-3/8"
8	24.5 cm	9-5/8"



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www.correio24horas.com.br

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

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