



# GAZETA DO POVO

**Gazeta do Povo** is published by RPC, a major communications group from the south region of Brazil. **Gazeta do Povo** is the leading general interest newspaper in the state of Paraná. It has 81% market share on Sundays and 51% on weekdays. With editorial focus on national and international news this leading newspaper provides up to date news on everything that is happening locally and worldwide.

<b>COUNTRY</b>	Brazil
<b>LANGUAGE</b>	Portuguese
<b>CATEGORY</b>	General Interest
<b>PUBLISHER</b>	RPC
<b>ESTABLISHED</b>	1919
<b>FREQUENCY</b>	Daily
<b>CIRCULATION</b>	50,000; SU 91,000
<b>AD CLOSE</b>	3-Day

## READERSHIP

<b>GENDER</b>	
Male	55.0%
Female	45.0%
<b>AGE</b>	
13-17	7.0%
18-24	16.0%
25-34	23.0%
35-49	29.0%
50+	21.0%
<b>EDUCATION</b>	
High School	22.0%
College	37.0%
Post Grad	41.0%
<b>SOCIOECONOMIC CLASS</b>	
Upper	22.0%
Upper Middle	59.0%
Middle	18.0%
Middle Lower	1.0%

<b>2013 B&amp;W RATE CARD (COLOR+30%)</b>		
<b>PRICES PER COLUMN CM IN USD</b>		
	<b>MON-SAT</b>	<b>SUNDAYS</b>
ROP Main Section	\$59.00	\$105.00
Business	\$59.00	\$105.00
Entertainment *	\$31.00	\$55.00
IT (Mon)	\$30.00	-
Travel (Thu)	\$38.00	-
Classified	\$26.00	\$44.00
Sports	\$37.00	\$67.00
<i>Premium Positions Available at Additional Charge</i>		
<i>Foreign Language Ads +30%</i>		
* Friday's Entertainment on Tabloid Format		
<b>VOLUME &amp; FREQUENCY DISCOUNTS AVAILABLE</b>		



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<b>MECHANICAL SPECIFICATIONS</b>		
<b>BROADSHEET SECTIONS</b>		
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"
<b>BERLINER TABLOID SECTIONS</b>		
1	4.6 cm	1-13/16"
2	9.9 cm	3-3/4"
3	15.1 cm	5-15/16"
4	20.3 cm	8"
5	25.5 cm	10-1/16"
Broadsheet Ad Page Size: 29.7 cm width x 52 cm depth (11-11/16" x 20-1/2")		
Spread Broadsheet Width: 61.2 cm (24-1/8")		
Tabloid Sections Ad Page Size: 25.5 cm width x 28 cm depth (10-1/16" x 11")		
Spread Tabloid Width: 52.4 cm (20-5/8")		

<b>DIGITAL PRODUCTION REQUIREMENTS</b>	
Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control.	
<b>Complete Digital File Instructions Available for Production</b>	

## WORLDWIDE ADVERTISING REPRESENTATIVE

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**AUDITED BY IVC**  
 PRICES SUBJECT TO CHANGE  
 WITHOUT PRIOR NOTICE  
 EFFECTIVE DATE: 01JAN13