



# O ESTADO DE S. PAULO

**O Estado de S. Paulo** is published since 1875 in São Paulo, Brazil's business capital and No. 1 Latin America consumer center. It has the most qualified and the highest purchasing-power readership among general interest papers in the country. According to a research by Harvard University, "Estadão", as this newspaper is kindly nicknamed by the readers, is recognized as one of the 20 best of the world.

|                    |                      |
|--------------------|----------------------|
| <b>COUNTRY</b>     | Brazil               |
| <b>LANGUAGE</b>    | Portuguese           |
| <b>CATEGORY</b>    | General Interest     |
| <b>PUBLISHER</b>   | O Estado de S. Paulo |
| <b>ESTABLISHED</b> | 1875                 |
| <b>FREQUENCY</b>   | Daily                |
| <b>CIRCULATION</b> | 217,000; SU 257,000  |
| <b>AD CLOSE</b>    | 2-Day                |

## READERSHIP

|                            |       |
|----------------------------|-------|
| <b>GENDER</b>              |       |
| Male                       | 54.0% |
| Female                     | 46.0% |
| <b>AGE</b>                 |       |
| 10-19                      | 10.0% |
| 20-29                      | 19.0% |
| 30-39                      | 20.0% |
| 40-49                      | 19.0% |
| 50-59                      | 32.0% |
| <b>EDUCATION</b>           |       |
| Middle School              | 16.0% |
| High School                | 38.0% |
| College                    | 46.0% |
| <b>SOCIOECONOMIC CLASS</b> |       |
| Upper                      | 21.0% |
| Upper Middle               | 60.0% |
| Middle                     | 17.0% |
| Middle Lower               | 2.0%  |

## 2013 B&W / FULL COLOR RATE CARD

| PRICES PER COLUMN CM IN USD  |          |            |
|--|----------|------------|
|  | MON-SAT  | SUNDAYS    |
| ROP Main Section   | \$378.00 | \$567.00   |
| Business   | \$460.00 | \$690.00   |
| Legal Ads  | \$460.00 | \$690.00   |
| Advertorial  | \$756.00 | \$1,134.00 |
| IT Section*  | \$207.00 | -          |
| Travel*  | \$183.00 | -          |
| Food*  | \$207.00 | -          |
| Entertainment  | \$207.00 | \$310.00   |
| Classified   | \$138.00 | \$207.00   |
| Transportation*  | \$81.00  | \$122.00   |
| *Weekly Segment Sections:<br>Computer (Monday), Travel (Tuesday),<br>Food (Thursday), Transportation (Wed, Thur,<br>Sat and Sun) |          |            |
| <b>FREQUENCY DISCOUNTS AVAILABLE</b>   |          |            |

## 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: 23.7 cm width x 26 cm depth (9-5/16" x 10-1/4")  
 Spread Tabloid Width: 49.4 cm (19-7/16")

## 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                                 | 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 SECTIONS (5-COLUMN)  |         |           |
| COLUMNS                           | CM      | INCH      |
| 1                                 | 4.4 cm  | 1-3/4"    |
| 2                                 | 9.2 cm  | 3-5/8"    |
| 3                                 | 14.1 cm | 5-9/16"   |
| 4                                 | 18.9 cm | 7-7/16"   |
| 5                                 | 23.7 cm | 9-5/16"   |



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

## DIGITAL PRODUCTION REQUIREMENTS

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.  
**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](http://www.multimediausa.com) - e-mail: [info@multimediausa.com](mailto:info@multimediausa.com)

**AUDITED BY IVC**  
 PRICES SUBJECT TO CHANGE  
 WITHOUT PRIOR NOTICE  
 EFFECTIVE DATE: 05FEB13