



O Globo is a leading newspaper in Brazil and the flagship of the largest media group in Latin America. The influence and reach at its home city of Rio de Janeiro is unparalleled. Over 80% of the readers are from the upper and upper middle classes. Brazilians who have decision-making power read **O Globo**.

COUNTRY
Brazil
LANGUAGE
Portuguese
CATEGORY
General Interest
PUBLISHER
Infoglobo
ESTABLISHED
1925
FREQUENCY
Daily
CIRCULATION
256,000; SU 331,000
AD CLOSE
2-Day

READERSHIP

GENDER	
Male	47.0%
Female	53.0%
AGE	
10-19	8.0%
20-29	19.0%
30-39	16.0%
40-49	17.0%
50+	40.0%
EDUCATION	
Grade School	13.0%
High School	29.0%
College	58.0%
SOCIOECONOMIC CLASS	
Upper	19.0%
Upper Middle	62.0%
Middle	18.0%
Middle Lower	1.0%



FULL COLOR SUNDAY MAGAZINE

Full Page	\$28,700.00
Half Page	\$15,750.00
1/3 Page	\$11,500.00
Module	\$1,600.00

Ad Close – 7-Day

2013 B&W RATE CARD (COLOR+30%)
PRICES PER COLUMN CM IN USD

	MON-SAT	SUNDAYS
ROP Main Section	\$249.00	\$374.00
Business	\$285.00	\$428.00
Legal Ads	\$285.00	\$428.00
Education	\$149.00	\$224.00
Entertainment	\$149.00	\$224.00
Travel Mag (Thu)	\$97.00	-
Classified (Rio Only)	\$58.00	\$87.00

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 Sections Ad Page Size: 24.6 cm width x 29 cm depth (9-11/16" x 11-7/16")
 Travel and IT Magazines Ad Page Size: 23.5 cm width x 27cm depth (9-1/4" x 10-5/8")

DIGITAL PRODUCTION REQUIREMENTS

Non-separated PDF file, sent via e-mail.
 Materials must come with the exact size, no cut lines allowed.
Complete Digital File Instructions Available for Production



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www.oglobo.com.br

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	-	-
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	4.6 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"
TRAVEL AND IT MAGAZINES (5- COLUMN)		
COLUMNS	CM	INCH
1	4.3 cm	1-11/16"
2	9.1 cm	3-9/16"
3	13.9 cm	5-7/16"
4	18.7 cm	7-3/8"
5	23.5 cm	9-1/4"

WORLDWIDE ADVERTISING REPRESENTATIVE

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AUDITED BY IVC
 PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 30JAN13