



Época, published by Editora Globo, a wholly subsidiary of the leading Latin American media group Globo, is one of the most successful Brazilian magazines. It changes the traditional concept of a general interest weekly news magazine, while bringing back the pleasure of reading. **Época** carries a high percentage of editorial pages per issue, and provides comprehensive and in-depth coverage of the most important events of the week.

COUNTRY

Brazil

LANGUAGE

Portuguese

CATEGORY

General Interest

PUBLISHER

Editora Globo

ESTABLISHED

1998

FREQUENCY

Weekly

CIRCULATION

389,698 Nationwide

AD CLOSE

2-Week

READERSHIP

GENDER

Male	47.0%
Female	53.0%

AGE

10-17	11.0%
18-24	15.0%
25-34	23.0%
35-44	20.0%
45+	31.0%

EDUCATION

Middle School	20.0%
High School	41.0%
College	40.0%

SOCIOECONOMIC CLASS

Upper	22.0%
Upper Middle	44.0%
Middle	30.0%
Middle Lower	4.0%

2013 FULL COLOR DISCOUNTED RATE CARD

AD SIZES (Width x Depth)	NON-BLEED Live Area	BLEED* Trim Size	PRICE USD
2-PAGE SPREAD	36.4 cm x 24.6 cm 14-5/16" x 9-11/16"	40.4 cm x 26.6 cm 15-7/8" x 10-1/2"	\$216,400.00
FULL PAGE	18.2 cm x 24.6 cm 7-3/16" x 9-11/16"	20.2 cm x 26.6 cm 7-15/16" x 10-1/2"	\$108,200.00
2/3 PAGE VERTICAL	12.4 cm x 24.6 cm 4-7/8" x 9-11/16"	13.4 cm x 26.6 cm 5-1/4" x 10-1/2"	\$86,550.00
1/2 PAGE HORIZONTAL	18.2 cm x 12.3cm 7-3/16" x 4-13/16"	20.2 cm x 13.3cm 7-15/16" x 5-1/4"	\$70,350.00
1/3 PAGE VERTICAL	5.7 cm x 24.6 cm 2-1/4" x 9-11/16"	6.7 cm x 26.6 cm 2-5/8" x 10-1/2"	\$54,100.00

FULL COLOR INSIDE COVERS +20%. FULL COLOR BACK COVER +40%

***Bleed Ads: Increase 5 mm (3/16") minimum on each side for bleeding**

VOLUME & FREQUENCY DISCOUNTS AVAILABLE

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

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