



Eyewear magazine

- Fashion
- Products
- Marketing
- Technology
- Eye Health

3 Leading Publications in Portugal, Spain & Brazil

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Portugal

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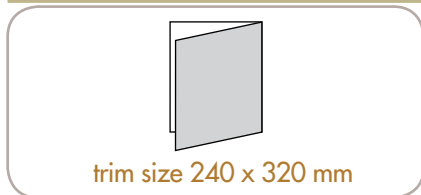
Brazil

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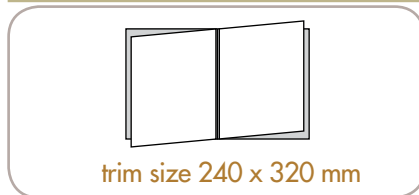
www.mundodaoptica.com.br

ad rates 2010

back cover



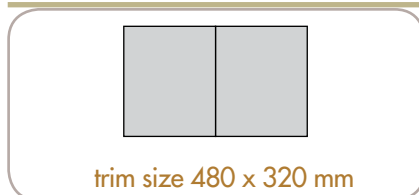
inside covers



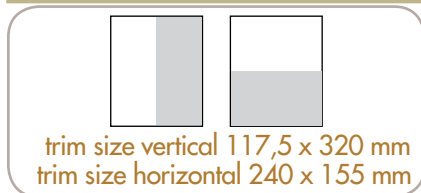
full page



facing pages



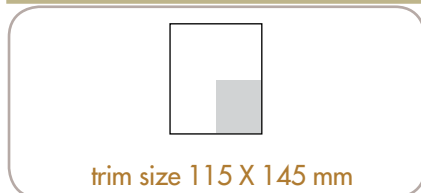
1/2 page



1/3 page



1/4 page



notes

- Guaranteed Position: +20%
- Insert Rates available on application
- VAT not included
- Please send the advertising materials in a digital format or use our FTP address:
ftp.editorialbolina.com
User name: fu0007
Password: comercial

Portugal

Spain

Brazil

Frequency/year	7	6	6
Print Run	4.000	8.200	14.000
Controlled			
Subscriptions	3.550	7.500	9.800
Nº pages	68-100	>68	>76
Trim Size	240x320mm	240x310mm	230x300mm

Four colors advertising rates

Portugal

Spain

Brazil

Facing pages	€ 3.600	€ 3.600	R\$9.100
Back cover	€ 2.900	€ 3.100	R\$8.450
Inside covers	€ 2.250	€ 2.800	R\$7.500
Full page	€ 2.000	€ 2.140	R\$6.500
1/2 page	€ 1.190	€ 1.390	R\$4.100
1/3 page	€ 840	€ 960	R\$3.250
1/4 page	€ 750	€ 730	R\$2.700
Advertorial	€ 1.500		

Network Discount program

Number of countries

Number of months committed

	1	3	6	1 year
1	0%	10%	15%	20%
2	5%	15%	20%	25%
3	10%	20%	25%	30%