

Media Kit 2015

Gazeta BRAZILIAN NEWS

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Gazeta BRAZILIAN NEWS

O maior jornal brasileiro na Flórida

Semana de 15 a 21 de janeiro de 2015 - Edição 918 - Exemplar Gratuito - www.gazetaneews.com



ESTREIA DA SEMANA

Entrevista com o ator George Lopez, do filme Spare Parts

Cultura Cinema, por Juliana Lazzarotto Nagari - Pág. 36



Envio de caixas vira pesadelo para mineiro

Enquanto muitos clientes enganados por empresas de mudança tentam trilhar o caminho contrário e encontrar o "dono" do contêiner, onde foram parar seus pertences, Maria Aparecida da Silva não quis saber o que havia entre as

222 caixas que chegaram em seu nome, com a assinatura falsificada, no Porto de Vitória (ES). Mesmo se ela não provar na Justiça que não era a dona do contêiner, terá que pagar multa de milhares de dólares. Pág. 14.



Aldo chega ao sul da Flórida
o novo sócio do Strikers

racão: cresce a procura de
investidor



About Gazeta

Gazeta Brazilian News was launched in 1994 to attend the growing Brazilian community in the United States. A community that has experienced steady growth since 1985 and today accounts for an estimated 1.5 million residents in the U.S. Brazilians are one of the fastest growing ethnic markets in North

America, with strong presence in the Economy, Arts, Culture and Sports. The Gazeta Brazilian News features a wide variety of articles and news, with hundreds of pictures and exclusive material not only from international agencies, but also and most important of all, original material produced by its own staff.

16,000 COPIES EVERY WEEK

75,000 READERS

500 POINTS OF DISTRIBUTION

Simultaneous Distribution in the main cities where most Brazilians live

MIAMI DADE:

- Miami · North Miami · Kendall · Coconut Grove · Coral Gables
- Aventura · Sunny Island · North Bay Village · Hialeah

BROWARD

- Weston · Sunrise · Pembroke Pines · Fort Lauderdale · Oakland Park · Lighthouse Point
- Pompano Beach · Deerfield Beach · Coconut Creek · Margate · Coral Springs

PALM BEACH

- Boca Raton · W. Palm Beach · Delray Beach · Lake Worth

ORANGE COUNTY

- Orlando · Winter Park · Lake Buena Vista

Some points of distribution:

- Clothing Stores
- Clinics (General, Dentist,)
- Supermarkets
- Offices
(Lawyers – Insurance- Accounting)
- Car Dealers

OSCEOLA COUNTY

- Kissimmee

- Restaurants
- Bakeries
- Hair Salons
- Spas
- Churches
- Condominiums





1,5 MILLION BRAZILIANS



300 THOUSAND IN FLORIDA

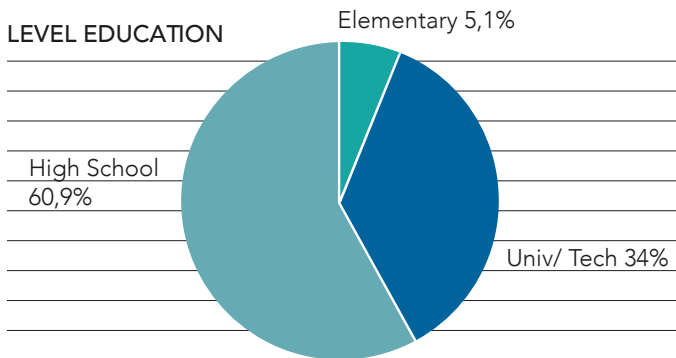
Our audience

The Brazilian community is the fastest growing in the US. Currently we reached the milestone of 1.5 million Brazilians across the United States. Brazilians are involved in the economy and businesses, art and culture, sports and

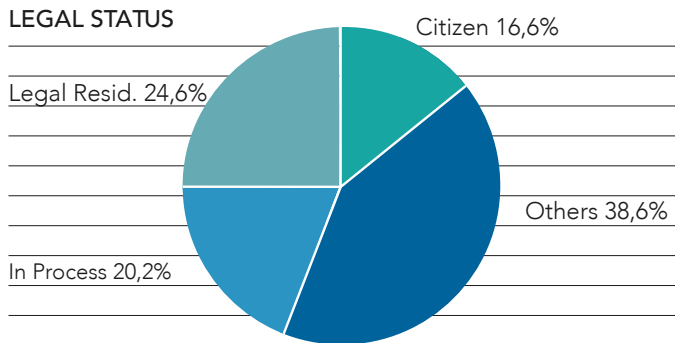
turism.

Florida has the second largest brazilian community in the whole country with more than 300,000 residents forming a massive representation in the State's economy.

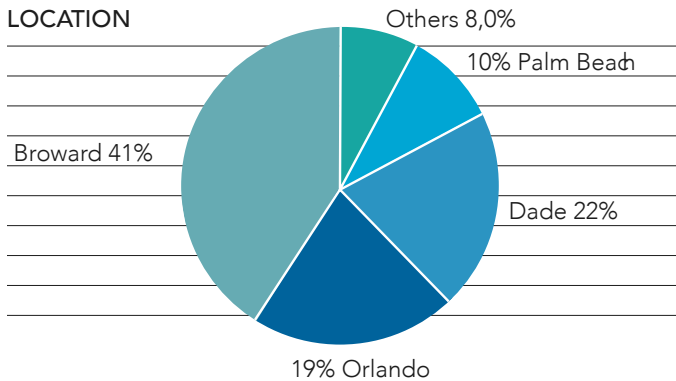
LEVEL EDUCATION



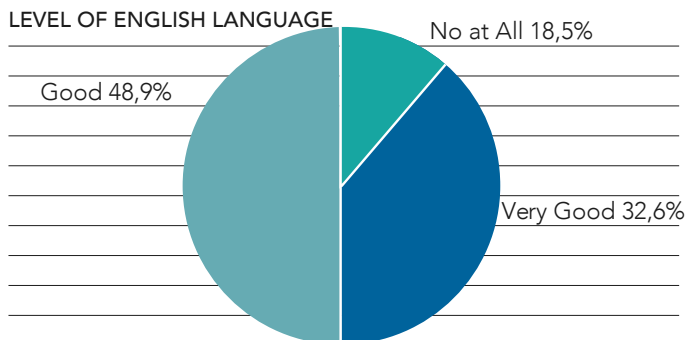
LEGAL STATUS



LOCATION



LEVEL OF ENGLISH LANGUAGE



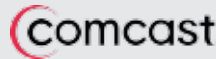
Stories of successful partnerships



American Airlines



MACY'S



Thiaguinho



Roberto Carlos



Ivete Sangalo



Caetano Veloso



MORE THAN 5000 DAILY VISITS



gazanews.com

PLACES OF MOST VISITS

BRAZIL

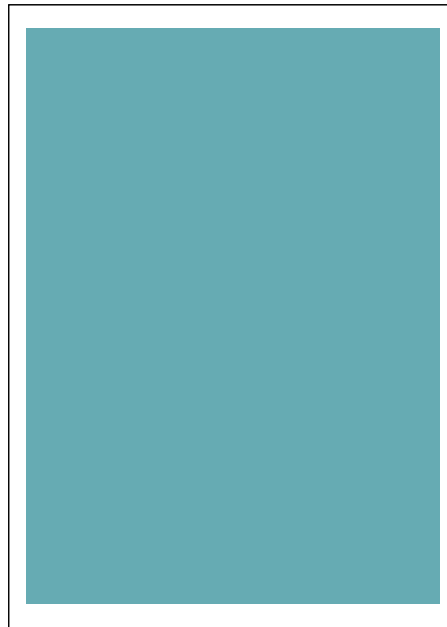
- SAO PAULO
- RIO DE JANEIRO
- MINAS GERAIS
- PARANA
- RIO GRANDE DO SUL
- SANTA CATARINA
- BAHIA
- CEARA
- GOIAS
- DISTRITO FEDERAL

USA

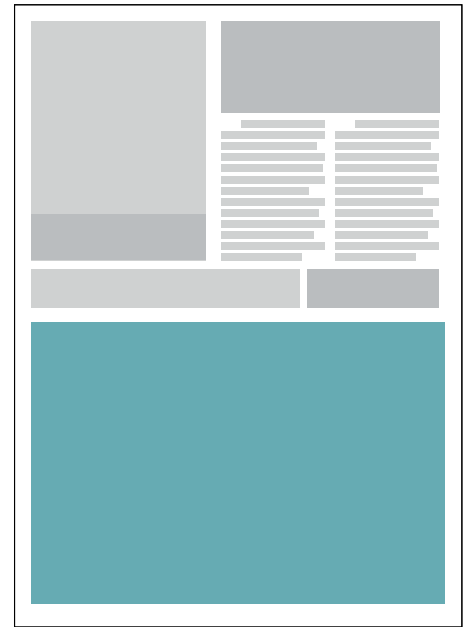
- FLORIDA
- MASSACHUSETTS
- NORTH CAROLINA
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- TEXAS
- OREGON
- CONNECTICUT



Newspaper Ad Sizes



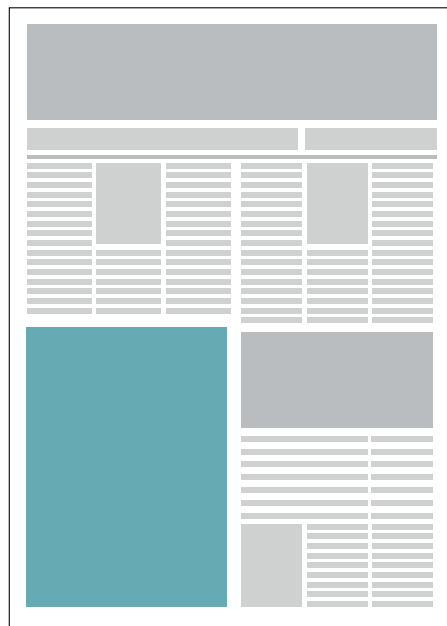
Full Page 10" x 13,5"



Half Page 10" x 6,7"



Bottom page 10" x 1,7"

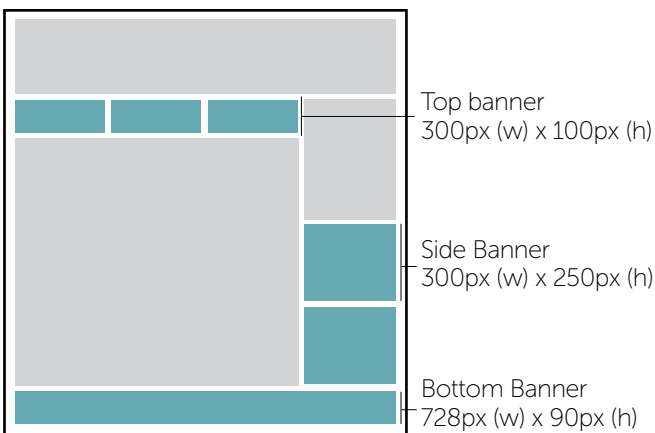


Quarter page 4,9" x 6,7"



Eight of page 4,9" x 3,3"

Webpage BANNERS SIZES



Advertisement technical Information

NEWSPAPER

Supported Media: Email – in PC Format
 Colors: Grayscale for black and White for the color ads
 Files (ads)
 Open: Fonts converted in curves and logos attached
 Closed: EPS - JPG - TIF - PDF
 Resolution: 300dpi

WEBSITE

Supported Media: PNG, GIF , JPEG, FLASH
 Color: RGB

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