



MEDIA KIT 2020

THE COMPANY

Editora Qual operates in the Tourism and Real Estate segments through its two brands **QUAL VIAGEM** and **QUAL IMÓVEL** respectively. In its nineteen years of life, a total of 33 million magazines were printed and reached the hands of readers, making us the largest print media in both segments in Brazil.

THE MAGAZINE

- It's a **quality graphic** magazine with **exclusive editorial** content.
- Our goal is to inspire readers to visit traditional touristic destinations in the world, such as New York, Rome, Rio de Janeiro, Buenos Aires and many others but also to experience new destinations that are not present in the editorial of traditional travel magazines.



INFORMATION ABOUT THE MAGAZINE

Circulation: 20.000 magazines

Scope: 100.000 readers per edition
(four readers per issue)

Circulation: Nationwide

Distribution free:

15.000 free publication in São Paulo
city and metropolitan region

Distribution on Newsstand (pay):
10.000

Periodicity: monthly

Dimensions: 20,2 cm x 26,6 cm

Bleed: 0,5 cm

Color: CMYK

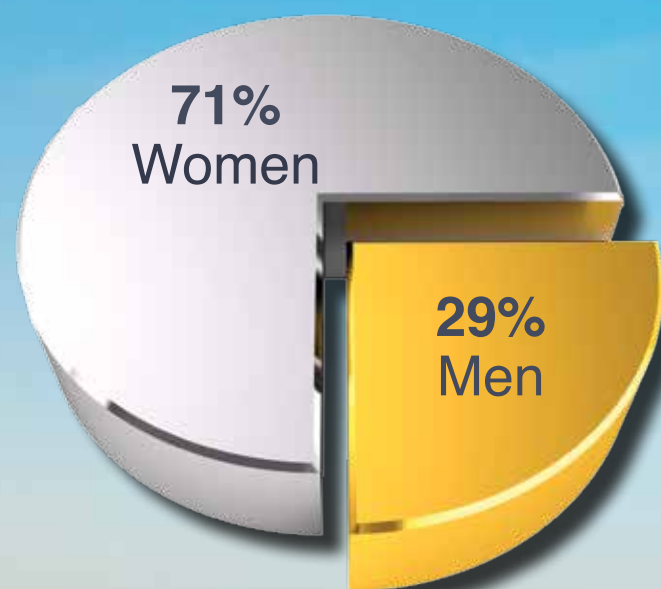
Cover: couchê 150 g

Pages: lwc 60 g

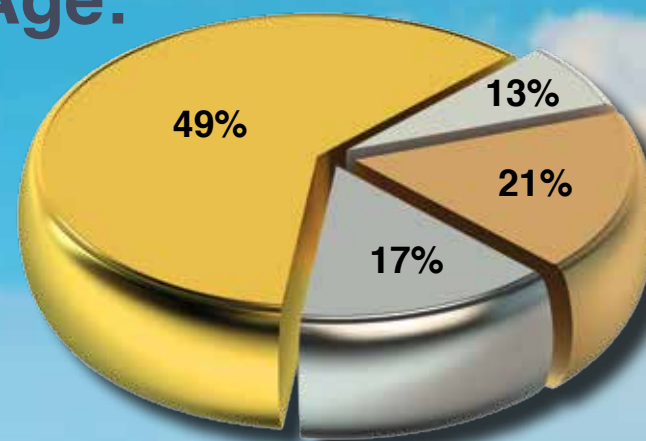
Magazine spine: square



Gender:



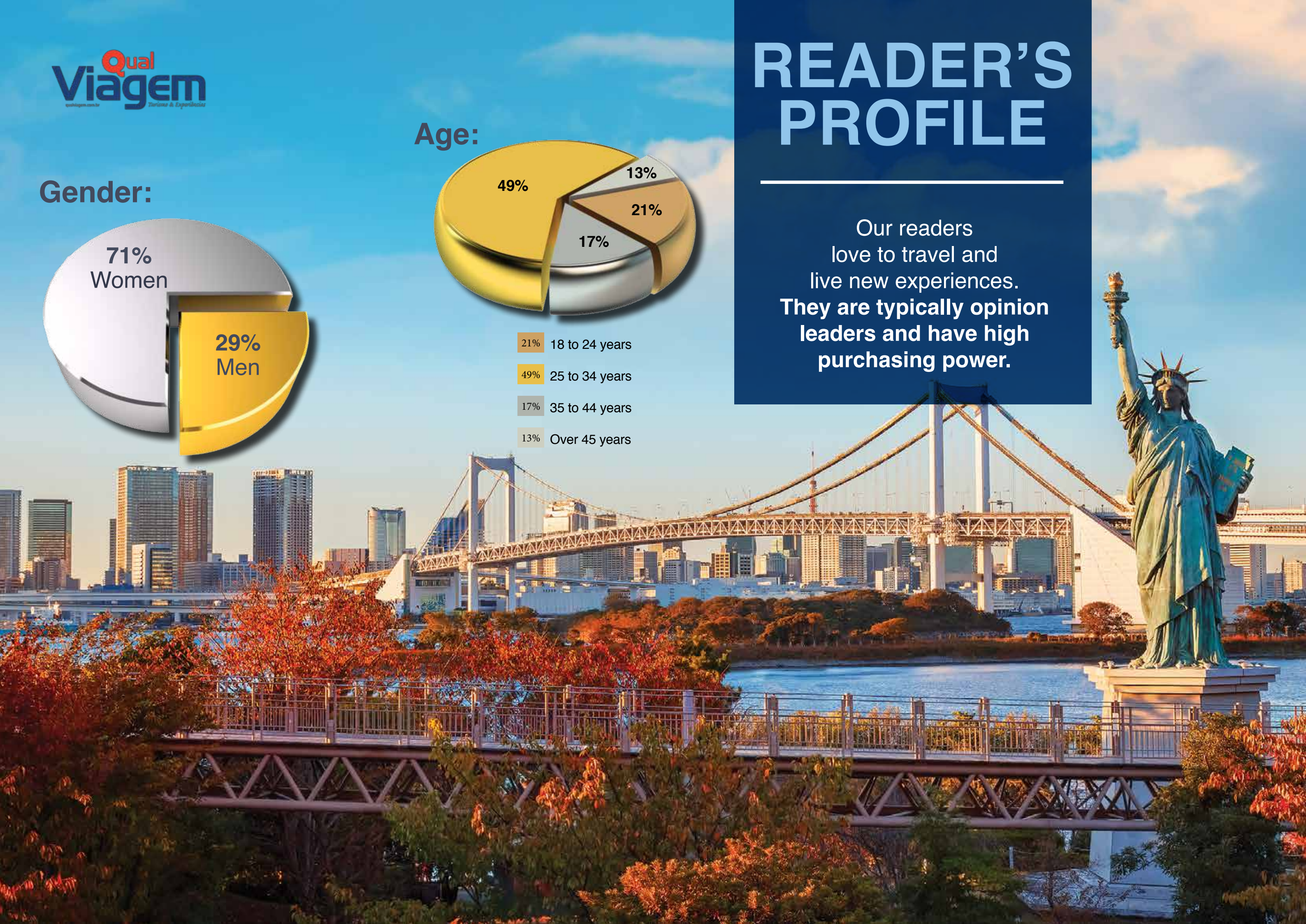
Age:



- 21% 18 to 24 years
- 49% 25 to 34 years
- 17% 35 to 44 years
- 13% Over 45 years

READER'S PROFILE

Our readers love to travel and live new experiences. They are typically opinion leaders and have high purchasing power.



Distribution

15,000 magazines
distributed in 80 shops in
São Paulo City and
the metropolitan area.

Regions Reached:

-  West Zone
-  South Zone
-  East zone
-  North Zone
-  Downtown
-  Metropolitan region

Places

-  Coffe shops
-  Vip Lounges
-  Bakeries
-  Restaurants
-  Candy stores

FRAN'S CAFÉ SHOPS

JARDINEIRA GRILL

MILK & MELLOW

BOVINU'S STEAKHOUSE

VIP LOUNGE STAR ALLIANCE
GRU AIRPORT

AMOR AOS PEDAÇOS

VIP LOUNGE GRU AIRPORT

EXECUTIVE CLASS OF
ROYAL AIR MAROC

LATAM TRAVEL
IBIRAPUERA MALL

RODEIO STEAKHOUSE

PIZZERIA CAMELO

Distribution NEWSSTANDS

10,000 magazines
sold on newsstand throughout Brazil



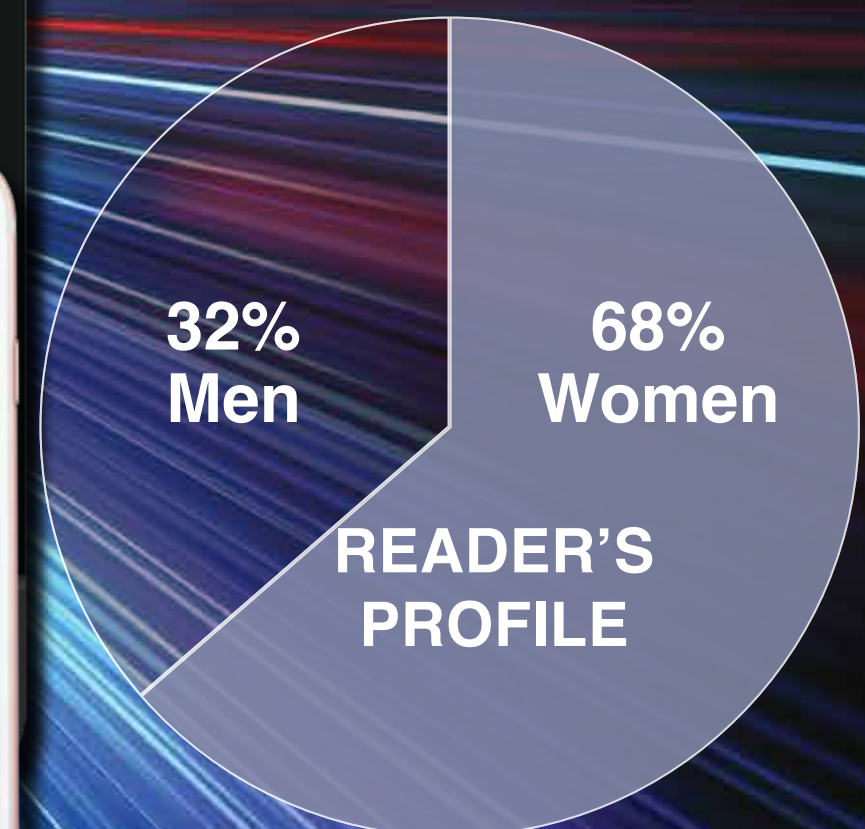
QUAL VIAGEM ON INTERNET

qualviagem.com.br

In Qual Viagem website the reader finds destinations, hotels, tips and other services. In addition, you can check the digital editions and download free.



700 THOUSAND PAGEVIEWS / MONTH

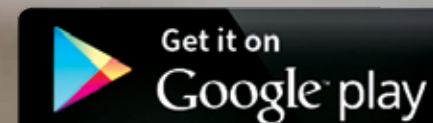
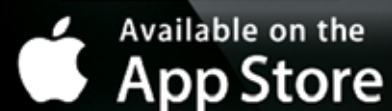
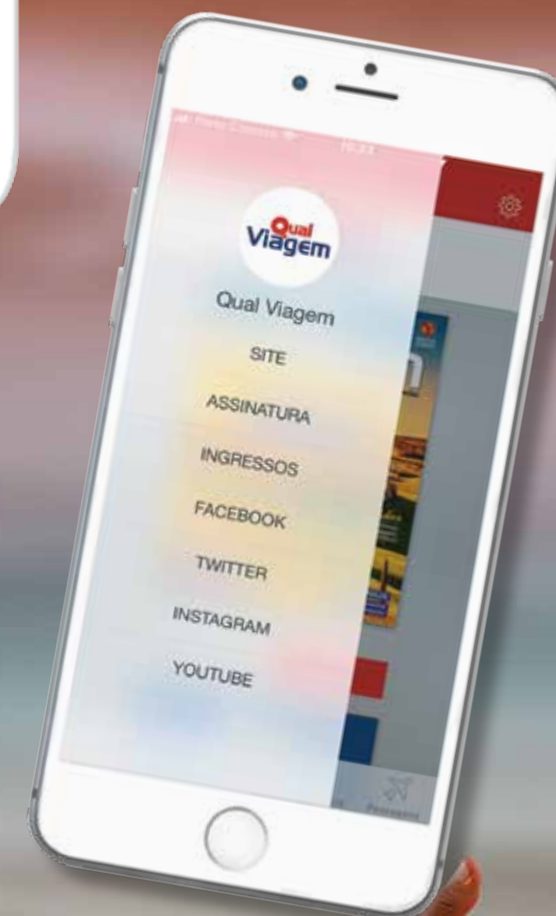


350 THOUSAND VISITS / MONTH

**MORE THAN 10,000
DOWNLOADS**

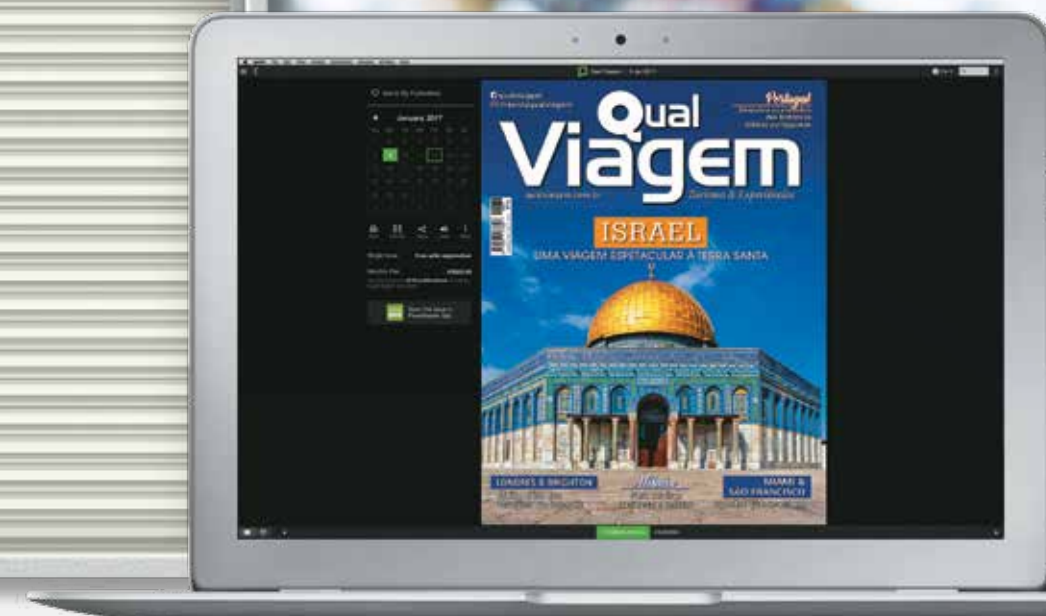
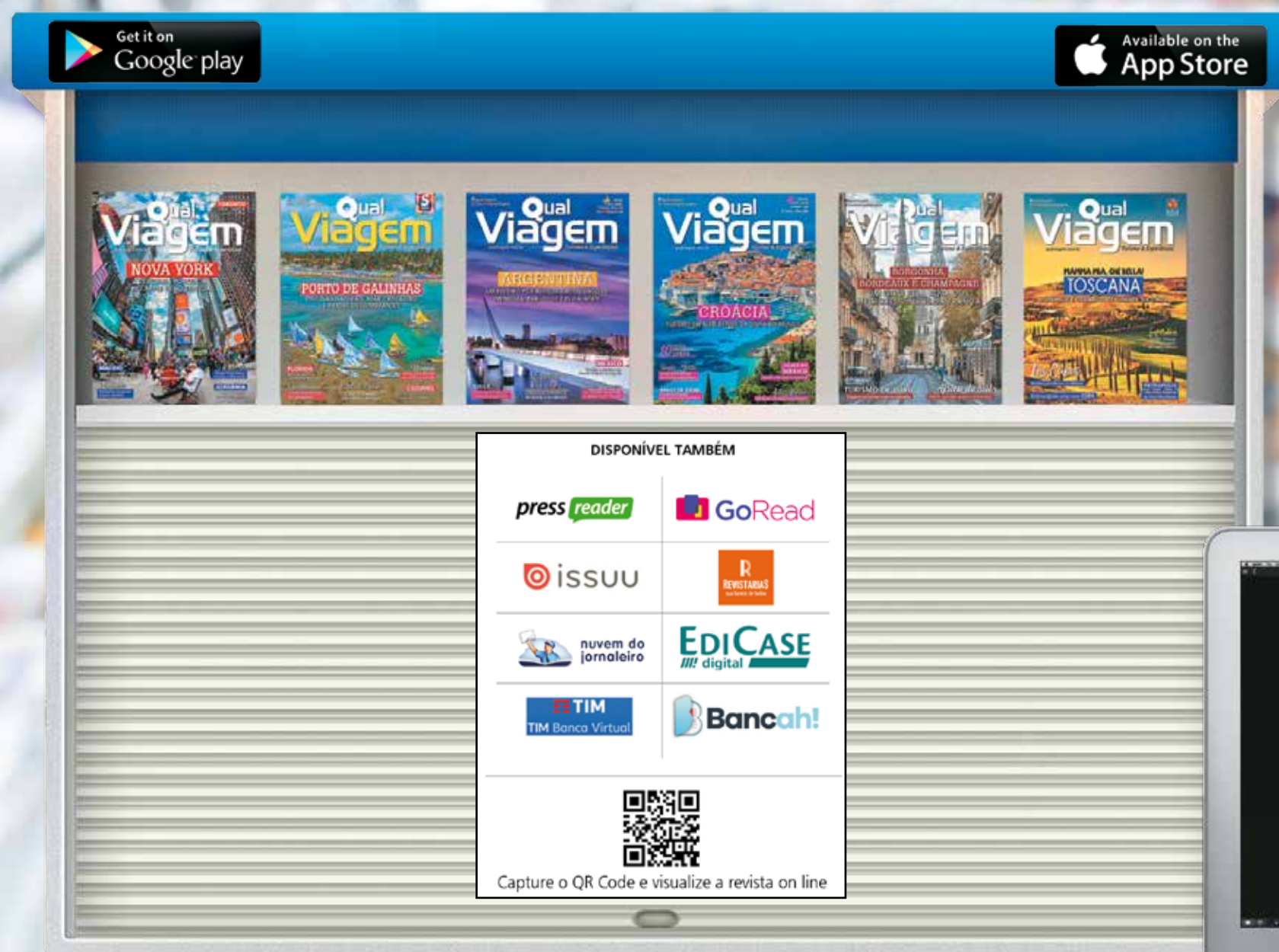
APP FOR TABLETS AND SMARTPHONES

- Access the digital editions.
- Purchase of airline tickets and attractions.



DIGITAL NEWSSTANDS

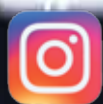
QUAL VIAGEM IS ALSO AVAILABLE IN MULTIPLE
DIGITAL PLATFORMS REACHING THOUSANDS
OF READERS AROUND THE WORLD.



SOCIAL MEDIAS
FACEBOOK | INSTAGRAM | TWITTER | YOUTUBE



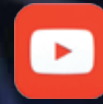
/qualviagem



/revistaqualviagem



@qualviagem



Qual Viagem



Facebook:

590 THOUSAND
f o l l o w e r s

Profile

25%
Men

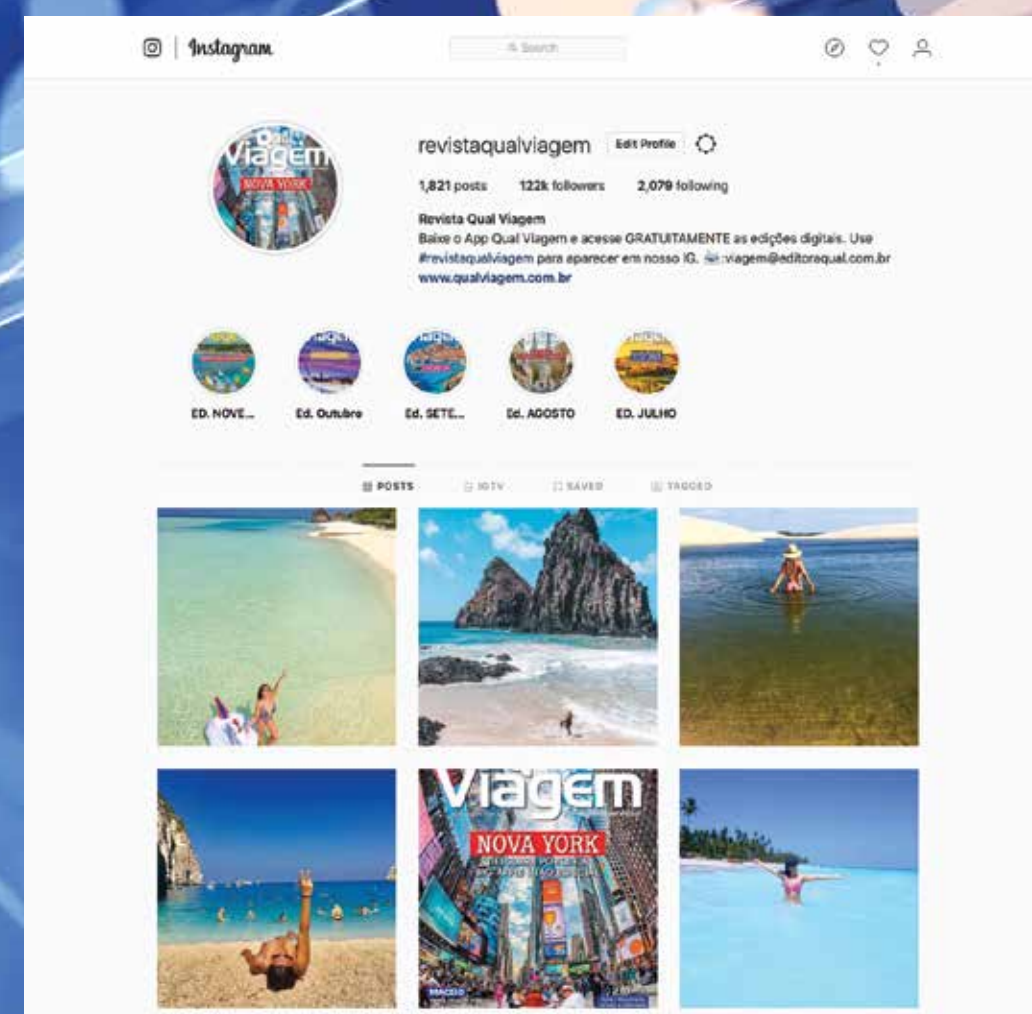
75%
Women

Instagram:

38%
Men

62%
Women

+160 THOUSAND
f o l l o w e r s



- Communic your brand in an innovative and effective way, associating an information content that will be better perceived by the reader.

- Our journalists will be responsible for the content development for the printed magazine and ours social medias.



Qual Viagem

qualviagem.com.br *Turismo & Experiências*

