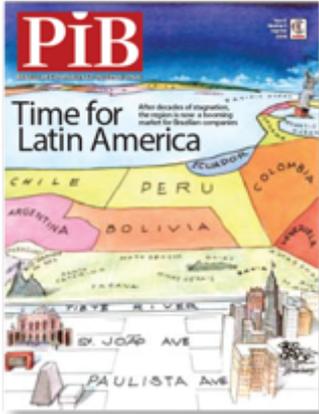


# Reliable Information in an Uncertain World



BRAZILIAN COMPANIES GO INTERNATIONAL





## PIB - BRAZILIAN COMPANIES GO INTERNATIONAL

PIB - Brazilian Companies Go International is an essential new magazine that provides exclusive information for anyone doing business in or with Brazil and the dynamic new Brazilian multinational companies. Forget government propaganda and press-release journalism, PIB provides exclusive, behind-the-scenes reporting: what's happening, what's going to happen, and the company strategies for breaking into new markets.

People who matter read about people who matter, in PIB. If that's your market, PIB is your best way to reach it.

## Brazil in the World

### PIB - OUR MISSION

To report the process of internationalization of Brazilian companies, whatever their size or area of operation. To provide a privileged channel of information for companies and professionals who seek news about the largest economy in the Southern Hemisphere, and its increasing interaction with world markets.



## **PIB - OUR GOALS**

- Show the challenges and advantages of operating internationally.
- Discover, analyze and report on successful examples of internationalization.
- Examine the risks and pitfalls, and how to avoid them.
- Highlight new trends and business opportunities in Brazil and abroad.
- Show how companies are training staff for a global environment.
- Give practical examples of how smaller companies can find international success. Showcase innovation and creativity of Brazilian companies, including in areas such as fashion, design, gastronomy, cinema and other arts.

## TARGET READER PROFILE

- Executives of Brazilian companies with an international presence, be it via trade, investment, consultation, partnership, cooperation agreement, etc.
- Executives of multinational companies who are currently or potentially interested in the Brazilian market, be it for trade or investment.
- Brazilian and foreign diplomats.
- Multilateral institutions.
- Economists and academics involved in international trade and investment.
- Political leaders.
- Students of foreign trade and international relations.

## DISTRIBUTION

- VIP mailing to selected leaders in above-mentioned categories.
- Embassies and consulates in Brazil.
- Courtesy distribution to Brazilian embassies and consulates world-wide.
- Trade fairs and events in Brazil sponsored by APEX-Brasil.
- International flights to and from Brazil.



## WHO'S BEHIND PIB

### Nely Caixeta - founder editor

One of Brazil's most experienced business journalist, who has worked in Brazil, Europe and the United States. Nely launched PIB after building a successful career with Editora Abril, Brazil's largest publishing group. In her 20 years with Abril, Nely worked on the International and Business desks of *Veja* and *Exame*, respectively Brazil's leading newsweekly and business magazines. Between 1980 and 1988 she was Brasília bureau chief for *Exame*, directing coverage of the country's return to democracy after military rule and the advent of hyperinflation. Earlier she was a reporter/editor for *O Estado de S. Paulo*, one of Brazil's "big four" quality daily papers, the BBC International Service in London, and the Brazilian service of United Press International (UPI), then a major US news agency. She was a grant-winner of the World Press Institute of Saint Paul, Minnesota and received journalism awards from the Ayrton Senna Foundation, CNT, CNH and Citilimprensa/Columbia University (NY/NY). She has contributed to various books including *Carta a um Jovem Empreendedor*, by Ozires Silva, *A Era FHC*, *O Município Moderno* and *Passaporte para o Mundo*.

## **COLLABORATORS**

- PIB is produced by a small editorial nucleus, drawing on the talents of wide team of experienced free-lance reporters in Brazil, Latin America, North America, Europe and Asia.

## **PUBLISHING SCHEDULE**

- Four editions/year

## **PRINT-RUN**

- **25,000** in Portuguese;

## **FORMAT**

- **Format:** 202 x 266mm (close) ou 404 x 266mm (open) Simple: 202 x 266mm
- **Pair:** 404 x 266mm
- **Colors:** 4 colors (CMYK)
- **Resolution:** High (300 dpi)
- **Format:** 'PDF X1a:2001', JPG for high ou TIF 84 pages,
- **Number of colors:** 4 colors

## **ADVERTISING RATES (US\$)**

Full Page	<b>20,000</b>
½ Page	<b>10,000</b>
Double Page spread	<b>44,000</b>
2 Cover	<b>33,000</b>
2 cover page 1 spread	<b>48,000</b>
3 Cover	<b>25,000</b>
4 Cover	<b>38,000</b>

## **CONTACT**

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