

Brazil in the World





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.

PIB provides exclusive reporting on what's happening and the company strategies for breaking into new businesses worldwide.

If that's your market, PIB is your best way to reach it.

MISSION

Our mission is to report on the process of Brazilian companies going international, regardless of their size or area of operation. We provide a dedicated channel of information for companies and professionals looking for news about the largest economy in the Southern Hemisphere and its interaction with world markets.



EDITORIAL GUIDELINES

- Show the challenges and advantages of operating internationally.
- Discover, analyze and report on successful examples of going international.
- 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.

WHO'S BEHIND PIB

Nely Caixeta - founder and editor, is an experienced business journalist who has worked in Brazil, Europe and the United States. She launched PIB after building a successful career with Editora Abril, Brazil's largest publishing group. During her 20 years with Abril, Nely worked on the International and Business desks of Veja and Exame, Brazil's leading newsweekly and business magazines. She was Brasília bureau chief for Exame between 1980 and 1988.

She was previously a reporter/editor for O Estado de S. Paulo, one of Brazil's "big four" quality daily papers, the BBC World Service in London, and the Brazilian service of United Press International (UPI), major US news agency at that time.



She won a grant from the World Press Institute of Saint Paul, Minnesota and has received journalism awards from the Ayrton Senna Foundation, CNT, CNH and Citilmprensa/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.

OUR TEAM

- PIB magazine is produced by a small editorial group and draws on the talents of a broad team of experienced free-lance reporters, analysts and contributors in Brazil, Latin America, North America, Europe and Asia.
- Our past editions have carried interviews and articles by distinguished academics, diplomats, economists, authors and entrepreneurs such as Albert Fishlow, Pankaj Ghemawat, Rubens Ricupero, Peter Hakim, José Santos, Karl Sauvant, Lourdes Casanova, Afonso and Maria Tereza Fleury, Vera Thorstensen, Otaviano Canuto, Octavio de Barros, Glauco Arbix, Rubens Barbosa, Ricardo Sennes, Marco Stefanini and Laércio Cosentino.
- Our journalistic contributors include Marco Antonio Rezende, Armando Mendes, Dario Palhares, Luisa Mendes, Antonio Carlos Santomauro, Suzana Camargo, Adriana Setti and Tania Menai.

TARGET READERSHIP

- Executives of Brazilian companies with an international presence.
- Executives of multinational companies who are currently or potentially interested in the Brazilian market, whether for trade or investment.
- Diplomats and officials at multilateral institutions, professionals and academics involved in international trade and investment.
- Political leaders.
- Students of foreign trade and international relations.

DISTRIBUTION

- VIP mailing to selected leaders in the above-mentioned categories.
- Embassies and consulates in Brazil.
- Courtesy distribution to Brazilian embassies and consulates worldwide.
- Courtesy distribution to academics and students at major universities in Brazil.
- Trade fairs and business events in São Paulo and Rio de Janeiro.



PUBLISHING SCHEDULE

- Four editions/year

PRINT-RUN

- **18,000** 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	13,000
½ Page	6,648
Double Page spread	26,355
2 Cover	20,152
2 Cover Page 1 spread	29,034
3 Cover	25,000
4 Cover	24,227

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