

# MAGAZINES

Close to 1,200 magazine titles are estimated to be published regularly in Brazil. In addition to well-known names with large circulations, there are also numerous publications specializing in the most diverse topics imaginable. One of the highlights in recent years was the rise of customized titles, sponsored by companies interested in publicizing their brands to target audiences in a special way. Among the publications audited by the Circulation Verification Institution (IVC), there are close to 250 periodic magazines, with an average monthly circulation of 14 million copies. These are significant figures for advertisers, particularly those interested in reaching segmented audiences.

Despite this show of force, magazines have had better days in terms of advertising revenue. According to the Inter-Media Project, magazines' share dropped from 10.5% in 2000 to 7.5% in 2010. This reduction is due to competition from electronic

media, believed to be taking over print media's share. At first glance, the figures are worrisome. Publishers, however, view the competition with optimism. It is time to take advantage of the opportunities provided by a new age in the media industry. The solution is to take advantage of the strength of market-consolidated titles to reinforce investment in various platforms.

None of the main companies in the market have missed out on profiting from the Internet. There is also promise in opportunities provided by mobile phones and, more recently, iPads. Another initiative that has been shown to be quite profitable is the organization of events geared at audiences targeted by the titles. There are various projects for launching licensed products. Other ideas are being considered; the only limit is creativity itself.

## AVERAGE CIRCULATION — WEEKLY MAGAZINES — JANUARY TO DECEMBER/2010

TITLE	AVERAGE NUMBER OF SOLD COPIES (2009)	AVERAGE NUMBER OF SOLD COPIES (2008)	VARIATION (%)
Veja	1.097.485	1089902	0,7
Época	413.286	420477	-1,7
IstoÉ	344.029	353136	-2,6
Caras	293.386	278394	5,4
Viva Mais	231.128	193028	19,7
Ana Maria	227.515	202793	12,2
Tititi	155.514	134046	16
Contigo	147.427	146817	0,4
Minha Novela	128.070	114630	11,7
Malu	122.976	110509	11,3
Recreio	117.602	102917	14,3
Quem	94.628	87103	8,6
TV Novelas	67.054	51806	29,4
IstoÉ Dinheiro	65.809	69325	-5
Sou + Eu	64.031	53097	20,6
IstoÉ Gente	59.157	60643	-2,4
TV Brasil	55.095	56791	-3
Guia da TV	45.088	52130	-13
Sete Dias com Você	37.279	33568	11
Carta Capital	31.703	30591	3,6

## TOP 10 ADVERTISERS - MAGAZINE

Advertiser	(US\$ 000)
HYUNDAI CADA	32,336
UNILEVER BRASIL	23,107
FORD	17,938
L'ORÉAL	16,937
CASAS BAHIA	13,982
NATURA	13,874
AVON	13,656
VOLKSWAGEN	13,620
BRADESCO	13,168
PROCTER & GAMBLE	13,137

## AVERAGE CIRCULATION — MONTHLY MAGAZINES — JANUARY TO DECEMBER/2010

TITLE	AVERAGE NUMBER OF SOLD COPIES (2009)	AVERAGE NUMBER OF SOLD COPIES (2008)	VARIATION (%)
Nova Escola	449.493	454.100	-1
Claudia	412.920	411.704	0,3
Seleções	403.982	405.050	-0,3
Superinteressante	362.462	356.756	1,6
Nova	226.556	233.303	-2,9
Manequim	212.720	210.559	1%
Boa Forma	205.956	208.777	-1,3
Marie Claire	201.715	176.248	14,4
Quatro Rodas	192.612	192.528	0,04
Playboy	189.044	203.144	-6,9
Guia Astral	188.296	171.092	10
Saúde	185.843	181.177	2,6
Casa Claudia	184.678	181.444	1,8
Você S.A.	176.106	193.442	-9
Mônica	150.825	123.376	22,2
Cebolinha	149.191	111.721	33,5
Galileu	146.817	128.608	14,1
Gloss	145.189	132.763	9,3
Monet	138.560	158.661	-12,7
Magali	137.407	102.660	34

Source: IVC