

NEWSPAPERS

The growing availability of free online news has led to increased uncertainty over the survival of newspapers worldwide. Circulation and advertising revenue has fallen in many countries in recent years. The situation in Brazil is a little different. The economic recovery and increased purchasing power of the working population has led to positive results in terms of circulation. Brazilian newspapers have jumped from 7.6 million daily copies in 2001 to 8.1 million in 2009, according to data from the Circulation Verification Institute (IVC). However, their share in Brazilian advertising revenue has dropped. Newspapers accounted for 21.3% in 2001, but their share has plunged to 12.36% in 2010 according to the Inter-Media Project due to competition from the digital media.

In 2010, a spate of good news has made specialists more optimistic about the medium's renewed prestige. The return of important advertisers that had left during the world economic crisis last year has been encouraging. Nowadays, ads from the auto, real estate, financial and other industries have a strong presence in newspapers. Newspaper groups have innovated by offering different projects.

The challenge now is to adapt newspaper content to the new demands of the media industry. The main Brazilian papers seek to offer more analytical texts, different from the ones offered on the Internet. The segmentation of topics, carried out by offering specialized sections, has been another important tactic. The large groups have strengthened titles aimed at the growing C class, among other strategies.

20 TOP DAILY NEWSPAPERS - CIRCULATION			
TITLE	AVERAGE CIRCULATION		
	2010	2009	VAR. (%)
Super Notícia (MG)	295.701	289.436	2,16
Folha de S.Paulo	294.498	295.558	-0,35
O Globo (RJ)	262.435	257.262	2,01
Extra (RJ)	238.236	248.119	-3,98
O Estado de S.Paulo	236.369	212.844	11,05
Zero Hora (RS)	184.663	183.521	0,62
Meia Hora (RJ)	157.654	185.783	-15,14
Correio do Povo (RS)	157.409	155.131	1,47
Diário Gaúcho (RS)	150.744	146.885	2,63
Aqui (consolidado)	125.676	105.568	19,05
Lance	94.683	125.050	-24,28
Agora São Paulo	92.863	87.370	6,28
Daqui (GO)	90.342	66.499	35,85
Expresso (RJ)	84.285	71.798	17,39
Dez Minutos (AM)	83.210	60.345	37,89
Estado de Minas	78.281	75.833	3,23
A Tribuna (ES)	63.716	61.657	3,34
O Dia (RJ)	60.057	71.736	-16,28
Correio Braziliense (DF)	57.300	55.722	2,83
Valor Econômico (SP)	54.627	54.003	1,15

Source: IVC

TOP 10 ADVERTISERS - NEWSPAPER	
Advertiser	(US\$ 000)
CASAS BAHIA	109,144
HYUNDAI CAO A	103,563
GRUPO PÃO DE AÇÚCAR	45,659
PONTO FRIO	29,120
FIAT	25,589
GENERAL MOTORS	25,458
CVC	24,669
SUPERMERCADO GUANABARA	24,558
KIA MOTORS	21,112
KALUNGA	14,281