**BELTA MAGAZINE - 2015**

This publication has an online version and a printed issue of **30,000** copies with free nationwide distribution. It is distributed in educational fair for students during all the year, also is sent to universities spread over Brazil.

Students in general can request it through BELTA website as well. The magazine contains special articles that help students who are looking for an international experience.

The magazine contains information about several international education programs such as high school, language programmes, work & travel, au pair, undergraduate, graduate programmes, among others, tips for students and information about the destinations. In each yearly edition, Ei! Belta Magazine showcases a specific country as its main article. 2015/16 edition focuses on the **United Kingdom**, in partnership with British Council Brazil.

|  |
| --- |
| **NETWORK DISTRIBUTION IN 2014** |
| University Fairs / International Education Organizations (Imagine Canada, UK Universities, EDUEXPO, CIEE, etc) | 49% |
| Universities all over Brazil | 35% |
| Belta (website and mail requests) | 5% |
| Belta Associates / International Events / International Education Organizations in Brazil / Consulates | 11% |

|  |
| --- |
| **TARGET AUDIENCE** |
| Age Range | From 15 to 35 years old |
| Social Class | High, Upper Middle and Middle classes |
| Education Level | High School / Undergraduate / Graduated / Master Students |

**TECHNICAL INFORMATION:**

* Format: 20,20 x 26,60 cm (closed)
* Cover: couchet 150g 4x4 colours
* Inside: Iwc 60g 4x4 colours
* 30,000 copies and online version
* 100 pages

|  |  |  |
| --- | --- | --- |
| **ADVERTISEMENT SPACE** | **PRICE** | **SPECIAL DISCOUNT FOR BRITISH INSTITUTIONS****25/01/2015** |
| 3° COVER | **US$ 4,600** | **US$ 4,000** |
| FULL PAGE | **US$ 3,600** | **US$ 3,100** |
| HALF PAGE | **US$ 2,500** | **US$ 2,200** |
| 1/3 PAGE (vertical only) | **US$ 2,200** | **US$ 2,000** |
| All advertisements will be printed as a-four color |
| Final Deadline for Confirmation: 25 January 2015 |

Please note that only the name of Belta member(s) you work with can be inserted to your ad as a representative.

**CONFIRMATION:**

|  |  |
| --- | --- |
| **Name:** | **E-mail:** |
| **Position:** | **Institution:** |
| **Advertisement Space:** |
| **Signature:** | **Date:** |