



Acontece Magazine

Acontece Magazine talks about culture and entertainment, gives tips on what to do and where to go, show pictures of the community events and talks about tourism in the USA, Brazil or abroad in a fun way. Acontece Magazine is made for the Brazilians in the USA, promoting products and services to these consumers.

It is a monthly publication with a circulation of 15,000 issues and distributed for free in Florida. It is distributed in convenient points such as restaurants, bakeries, supermarkets, stores, clinics and offices. Around 2,000 subscribers receive the Acontece magazine by mail.

The Magazine reader is that person looking for entertainment, culture and tips on what to do, where to go, ultimately, sale of goods and services.

The Magazine is available on line through the site AconteceMagazine.com in a dynamic way, increasing the value of its format and magnifying also in the internet all advertisers in each edition, in files that will stay permanently. The Magazine site is not commercial with free access to any person.

It is good to know that the Acontece Magazine arose from the site Acontece.com that for the past seven years has been a leader of the Brazilian web sites, the most rewarded Brazilian site in the United States, having an average of 3 million hits monthly and an average of a thousand unique visits per day.

Culture, entertainment and tourism are our specialty. Being available the first week of each month, the circulation and the care with the distribution are our differential from the other publications.

Promote your name, brand, product or service to this consuming public. Advertise in the Acontece Magazine and Acontece.com.



Editorial Contents

-Cover

Section that approaches more detailed a theme of general interest

-Spot Light

Column that shows the event of most repercussion that month; socially, economically or culturally.

-Tips

News about behavior and subjects that help the every day life in different areas.

-Cultural Space

Curiosities and news about fun culture and entertainment in short subjects.

-Tourism

Tips on tourism in the USA, Brazil and in the world.

-What happened

Photography coverage in the entertainment segment.

-Where to go

Tips from our readers on interesting places in different areas such as restaurants, bars, parks, theatre, museums, etc.

Distribution: Local – National

- Local Distribution (Florida)

- **Main meeting points of the Brazilian community.**

- **Waiting rooms** (Doctors, Lawyers, Beauty Salons and others).

- **Government Offices** (Consulates, Chambers of Commerce)

- **Business direct mail** (Executives and Brazilian business established in Florida)

- **Subscribers** (People that pay \$12 dollars to receive 12 issues, one a month)

- National Distribution (USA)

- **Business direct mail** (Executives and Brazilian business established the USA)

About two thousand people receive the Acontece Magazine in residential and business addresses.

Representatives:

Florida:

ACM Productions
(305) 493-1217

Circulation:

- Total 15.000 issues

- Monthly Publication

- Free distribution in the United States and by mail to subscribers

Card Exchange 2.65"x1.65"				
	12 Meses	6 Meses	3 Meses	1 Mês
	\$ 98	\$ 105	\$ 115	\$ 125

1/6 Page Color Horizontal 8.75" x 1.897"				
	12 Meses	6 Meses	3 Meses	1 Mês
	\$ 189	\$ 199	\$ 215	\$ 235

Full Page Color 8.75" x 11.25"				
	12 Meses	6 Meses	3 Meses	1 Mês
	\$690	\$750	\$850	\$890

1/6 Page Color Vertical 2.65" x 5.25"				
	12 Meses	6 Meses	3 Meses	1 Mês
	\$ 189	\$ 199	\$ 215	\$ 235

Second Cover				
	12 Meses	6 Meses	3 Meses	1 Mês
	\$950	\$990	\$1,190	\$1,300

1/3 Page Color Vertical 3" x 11.25"				
	12 Meses	6 Meses	3 Meses	1 Mês
	\$ 350	\$ 380	\$ 390	\$ 430

Third Cover				
	12 Meses	6 Meses	3 Meses	1 Mês
	\$890	\$ 950	\$ 990	\$ 1,190

1/3 Page Color Horizontal 8.75" x 3.6"				
	12 Meses	6 Meses	3 Meses	1 Mês
	\$ 350	\$ 380	\$ 390	\$ 430

Double Page Color 17.5" x 11.25"				
	12 Meses	6 Meses	3 Meses	1 Mês
	\$1,480	\$ 1,680	\$ 1,790	\$1,890

1/2 Page Color 8.75" x 5.5"				
	12 Meses	6 Meses	3 Meses	1 Mês
	\$ 390	\$ 430	\$ 450	\$ 490

* Price per edition.

** Clients that don't have a marketing agency and are advertising in 3 or more editions can have their artwork done for free by our art department. But if this artwork is used in any other publication, the same will be charged.

***Preferred Placement (an additional 12% of ad price)

****Companies that do not sign a contract will have the price of one month.

*****All trades are based on a one month price. Members of ITEX will have the one month price. No promotion applies to any trade.

Events have a special price for a full page of \$500 plus the remainder in ticket trade.