

SAX

s t y l e · a r t s · x t r a s



ARTS · FASHION · DESIGN · LITERATURE · THEATER · TELEVISION · MOVIE
TRAVEL · DRIVING · ARCHITECTURE · POLITICS · FOOD & WINE
HEALTH & SPA · SOCIAL SCENE · PERSONALITIES · SHOPPING

born to be read and collected

S.A.X Magazine is a state of the art publication in each aspect that defines a magazine: content, format, design, readers and advertisers. With a both elegant and irreverent layout and awarded graphic quality (nominated in 2006 and winner in 2007 of the Fernando Pini Graphic Excellence Award, the most important in Latin America), S.A.X presents, in six editions a year, exceptional editorial quality, gathering some of the very best Brazilian writers and journalists, such as Ferreira Gullar, Mylton Severiano da Silva, Tão Gomes Pinto, Lúcia Guimarães, Eric Nepomuceno, Wladir Dupont e Josimar Melo.

In the content, provocative interviews with personalities, exclusive stories and the latest trends in the universe of culture and arts, covering entertainment, architecture, design, visual arts and fashion, as well as motors, tourism, food and wine, beauty, technology and shopping. Offering both hot and timeless contents, in artistic packing, S.A.X has become, since its launch in 2006, more than a magazine: a collection item and desire object.

who reads and collect

S.A.X Magazine is directed to the A public, with sophisticated and cosmopolitan interests.

reader profile

58%	Men
42%	Women
78%	Age 25-55
73%	University Degree
42%	Graduate or MBA Degree
43%	Entrepreneurs
32%	Company Executives
28%	Company Directors
14%	Opinion Makers
11%	Liberal Professionals

circulation

Annual circulation	Edition circulation	Editions per year
150.000	25.000	6 (even months)
Readership	Estimated readers per issue	
4.6	115.000	

distribution

São Paulo	Rio de Janeiro	Outras UFs
75%	15%	10%

75% [18.750 units] MAILING DISTRIBUTION:

Entrepreneurs, high executives, personalities, artists, liberal professionals and opinion makers

20% [5.000 units] NATIONAL DISTRIBUTION IN POINTS OF PURCHASE:

Most important book stores and selected magazine corners in A regions

05% [1.250 units] V.I.P CIRCUIT:

Best coffee shops, hotels and resorts, spas, restaurants, boutiques, vip lounges and relevant events (sports, fashion and design)



editorial callendar 2008

EDITIONS		ad close	material	on sale
S.A.X. 7	FEB/MAR	21/01	28/01	14/02
S.A.X. 8	APR/MAY	24/03	07/04	15/04
S.A.X. 9	JUN/JUL	23/05	30/05	13/06
S.A.X. 10	AUG/SEP	23/07	30/07	13/08
S.A.X. 11	OCT/NOV	23/09	30/09	13/10
S.A.X. 12	DEC/JAN	21/11	28/11	12/12

dimensions and specifications

Dimensions	(wide. X high. mm)
Full page	230 x 300 mm
Double page spread	460 x 300 mm

PDF, TIFF or EPS files, included 5mm bleed, crop and registration marks. All colors must be converted CMYK. All high-resolution images (300dpi) and fonts must be included in the file. Proof color is needed.

ratecard 2008

FORMATS AND RATES

	for edition (R\$ - Real)
Back cover	R\$ 49.850,00
Inside back cover	R\$ 33.320,00
Inside cover	R\$ 52.668,00
Full page	R\$ 26.880,00
Double page spread	R\$ 46.320,00
Full page request	R\$ 34.650,00
Double page request	R\$ 50.180,00

* values subjected to change

special projects

For special project values, please contact our account team.

payment

15 days after in sale week closing.