

# Media Kit



Grupo Globo is Brazil's largest  
media group.

Leadership with credibility across  
all platforms.

GRUPOGLOBO

INFOGLOBO:



EDITORAGLOBO

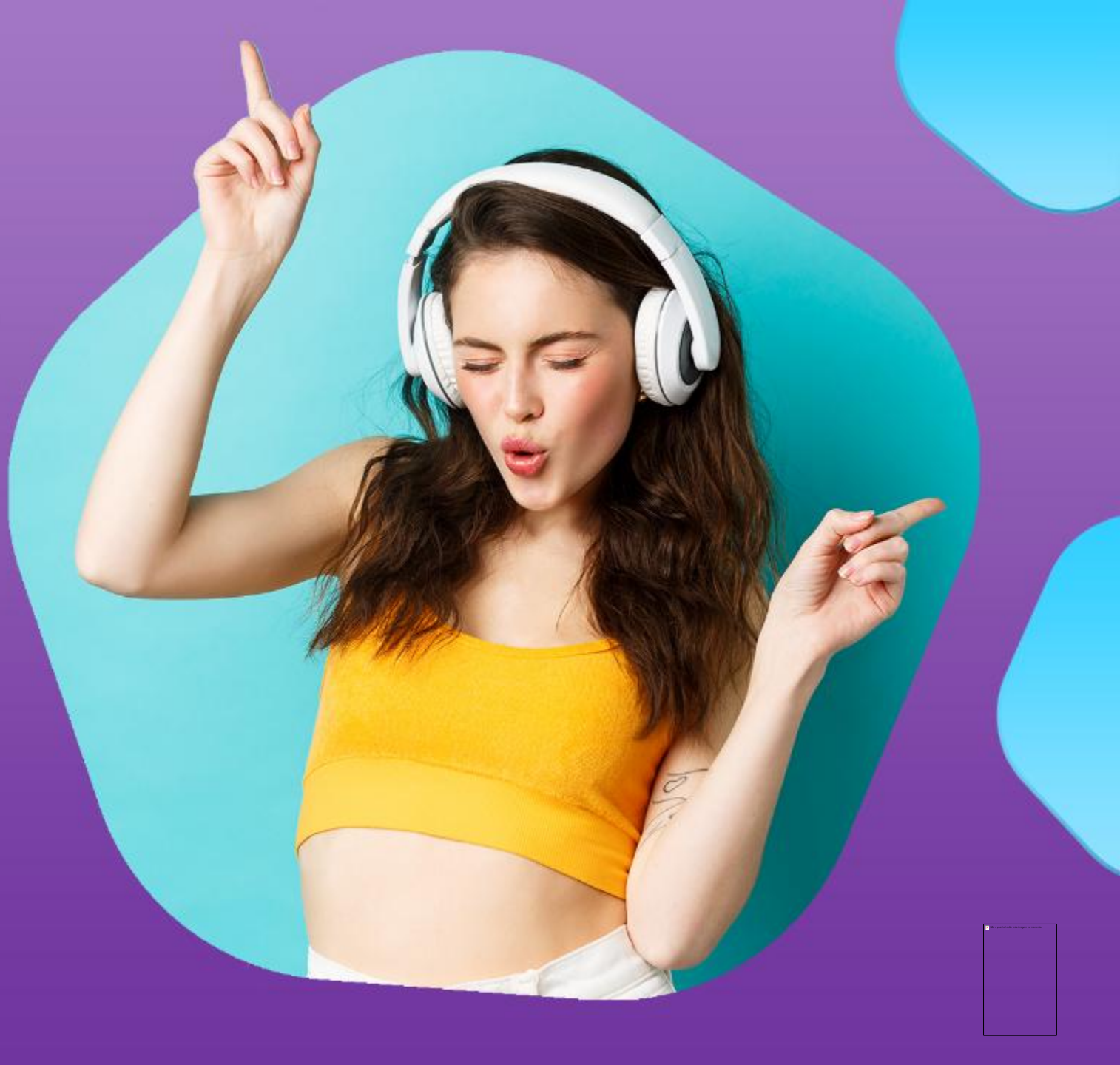
EDIÇÕES | GLOBO CONDÉ NAST



# SGR

## **SISTEMA GLOBO DE RÁDIO**

Globo Radio System consists of prominent and highly credible brands with a presence in São Paulo, Rio de Janeiro, Belo Horizonte, and Brasília.

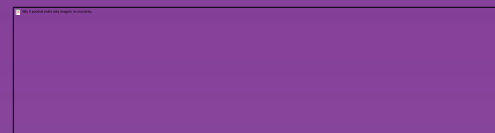






**SGR**  
SISTEMA GLOBO DE RÁDIO

## OUR BRANDS



**CBN**

**Over 8.6 MM**  
listeners across the country

SGR Brazil Listener Projection, conducted by SGR's Audience Intelligence division, based on listeners of the three stations (CBN Brasil, Globo RJ, and Bhfm) without double counting.  
Reference: KANTAR IBOPE MEDIA - EASY MEDIA Survey: 13 markets\* (Period: Jul-Sep 25 | 5-5 hours)  
| Population aged 10 and older | Projected for the SGR coverage area in 1,205 cities.  
\*Markets: Campinas, Belo Horizonte, Brasília, Curitiba, Fortaleza, Florianópolis, Goiânia, Porto Alegre, Recife, Rio de Janeiro, Salvador, São Paulo, Vitória (coverage of 236 cities)



The vibe is really great.



**1.2 MM**

listeners/monthly  
(reach)

**2h25**

average listening  
time.

It is considered a cheerful, engaging radio station that makes its listeners' day happier and more fun.

Over the years, it has built a track record of success. A radio station that is deeply connected to the lives of its listeners, emulated by its competitors, and serves as an inspiration to many other stations across the country.



<https://www.youtube.com/watch?v=LjXSQwTM1Tw>

# In Numbers



## SITE<sup>2</sup>

**205 K** PAGE VIEWS / MONTHLY  
**103 K** USERS / MONTHLY  
**101 K** PLAYS / MONTHLY  
**22 K** LISTENERS / MONTHLY



## APP<sup>2</sup>

**901 K** PAGE VIEWS / MONTHLY  
**17 K** ACTIVE USERS / MONTHLY  
**134 K** PLAYS / MONTHLY  
**13 K** LISTENERS / MONTHLY



## PODCAST<sup>2</sup>

**4 K** DOWNLOADS NET / MONTHLY  
**3 K** UNIQUE LISTENERS / MONTHLY



## DIAL<sup>1</sup>

**REACHES +1.2 MM**  
LISTENERS / MONTHLY  
**2h25** AVERAGE TIME



## SMART SPEAKERS ALEXA<sup>3</sup>

**73 K** PLAYS / MONTHLY  
**6 K** LISTENERS / MONTHLY



## FACEBOOK<sup>4</sup>

**969 K** followers



## INSTAGRAM<sup>4</sup>

**365 K** followers



## TWITTER<sup>4</sup>

**27 K** followers



## YOUTUBE

**37 K**  
subscribers

<sup>1</sup>SOURCE: KANTAR IBOPE MEDIA EASYMEDIA4 | OCT/25-DEC/25 | BHZ | BHFM | BOTH | 5 a.m.-5 a.m. | MON-SUN | TOUVUNI30# | TMED#.

<sup>2</sup>GOOGLE ANALYTICS: DEC/25 AND TRITON DIGITAL: DEC/25.

<sup>3</sup>ALEXA DEVELOPER CONSOLE: DEC/25.

<sup>4</sup>Social Media: DEC/25 (Facebook: Data taken from the brand's own profile on January 2, 2026)





## Listener Profile\*\*



  
**62%**  
WOMEN

  
**38%**  
MEN

# 78%

of the listeners agree  
that music plays an  
important role in their  
lives.\*

### Age Group

|       |            |
|-------|------------|
| 10-14 | <b>0%</b>  |
| 15-24 | <b>18%</b> |
| 25-29 | <b>17%</b> |
| 30-39 | <b>28%</b> |
| 40-59 | <b>30%</b> |
| 60+   | <b>07%</b> |

### Social Class

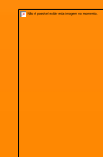
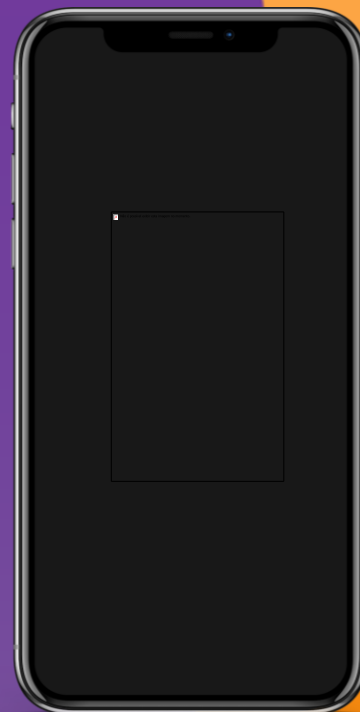
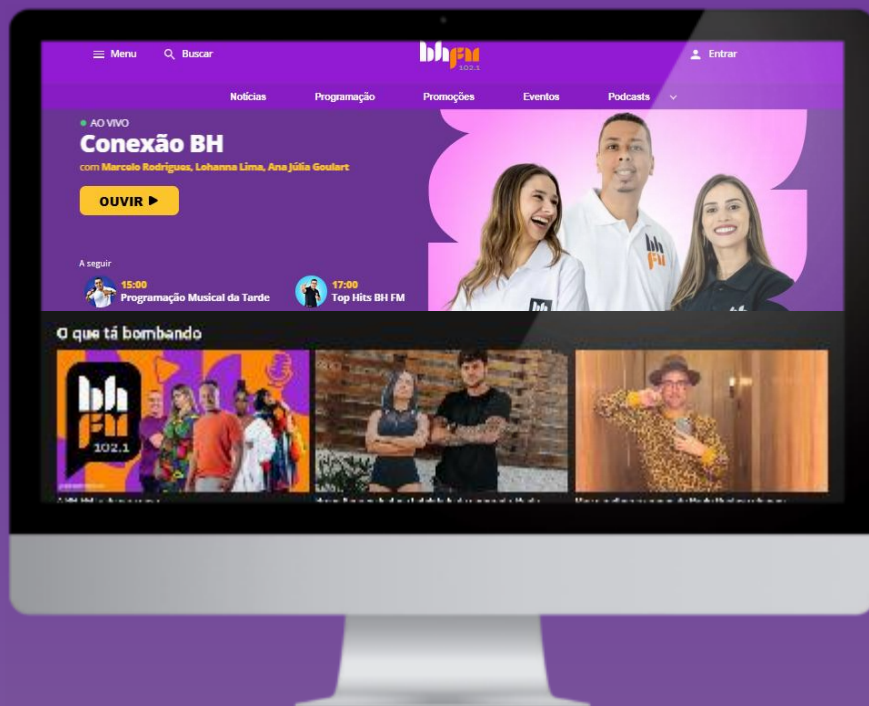
|          |            |
|----------|------------|
| CLASS A  | <b>08%</b> |
| CLASS B  | <b>40%</b> |
| CLASS C  | <b>42%</b> |
| CLASS DE | <b>11%</b> |

\*KANTAR IBOPE MEDIA – TGI - TG BR 2025 R3 - People

\*\*KANTAR IBOPE MEDIA EASYMEDIA4 | BHZ | OCT/2025 – DEC/2025 | BH FM - 102.1 FM/WEB | FEM | MAS | 10-14 | 15-24 | 25-29 | 30-39 | 40-59 | 60+ | CLASS A | CLASS B | CLASS C | CLASS DE | 05-05 | EVERY DAY | PS%.



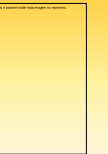
# Cross-platform





## BH FM knows what's hot.

A radio station that stays on top of current events and regularly monitors listeners' preferences, so it can keep its music programming, special projects, sponsored events, and promotions—both on social media and on the street—up to date.





Come on, at  
**BH FM** fun is  
guaranteed!

**1<sup>st</sup> place among  
young people in  
Belo Horizonte\*!**

Source: Kantar IBOPE Media EasyMedia4 | BHZ | OCT/25-DEC/25 |  
6:00 a.m.-7:00 p.m. | Mon-Fri | OPM# | BOTH 15-34

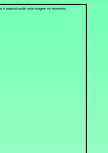




**BH FM is close to you.**

A radio station that is very close to its listeners—an audience it knows intimately thanks to its track record of surveys and promotions, which help build a solid understanding of their aspirations and dreams.

We know our listeners, and we'll show you how your brand can attract them and turn them into loyal customers.

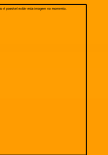






# Shows

BH FM is really upbeat



## Madrugada BH FM

**Monday through Friday**  
**12 a.m. to 5 a.m.**  
**Saturday and Sunday**  
**12 a.m. to 7 a.m.**

The best companion for your late nights, with an unparalleled music selection. In addition to the best songs, there's also plenty of information and useful tips.

Rating: General Audience.



## Rebobina BH FM

Hosted by:  
**Bruno Marcius**  
**Monday through Friday - 11**  
**p.m. to 12 a.m.**  
**Saturday and Sunday - 12 to 1**  
**a.m.**

\*THE SHOW'S HOST MAY CHANGE  
DEPENDING ON THE SCHEDULE.  
Say it's true! Of course it is!  
BH FM rewinds the tape and hits  
play on pop, sertanejo, samba,  
and pagode classics from the last  
20 years.

Rating: General Audience.



# Giro BH



Hosted by:  
**1<sup>st</sup> edition - Hosted by:**  
**Rafinha and Ana Júlia**  
**Monday through Friday - 5 to 7 a.m.**

**2<sup>nd</sup> edition - Hosted by:**  
**Celinho and Lohanna**  
**Monday through Friday - 6 to 8 p.m.**

Turn off the alarm and come with us!  
BH won't leave anyone behind or uninformed.

Giro BH is a daily program that airs Monday through Friday from 5:00 a.m. to 7:00 a.m. and from 6:00 p.m. to 8:00 p.m., featuring plenty of music and news.

Rating: General Audience.





# Alô BH



Hosted by:  
**Rafinha, Ana Júlia, and Kayete**  
**Monday through Friday - 7 to 10**  
**a.m.**

The morning gets off to a great start  
with lots of great music, prizes, celebrity  
gossip, news, and plenty of laughs.

Everything you need to start your day  
on a high note!

Rating: Ages 12+.



# Conexão BH

Hosted by:  
**Marcelo Rodrigues**  
**Monday through Friday - 10  
a.m. to 3 p.m.**

The end of your morning and the start of your afternoon are much better with a new show, featuring Ana Júlia and Lohanna, who bring you the latest news, along with host Marcelo.

Rating: General Audience.



## Afternoon Music Programming

Hosted by:  
**Celinho**

**Monday through Friday - 3 to 5 p.m.**

Celinho

Saturday - 1 to 4 p.m. and 8 to 10 p.m.

Sunday - 1 to 6 p.m. and 8 to 10 p.m.

\*THE SHOW'S HOST MAY CHANGE DEPENDING ON THE SCHEDULE.

The best music programming in  
Belo Horizonte is taking over  
102.1 FM on your radio.

Rating: General Audience.



## Top Hits BH FM

Hosted by:  
**Celinho**

**Monday through Friday - 5 to 6  
p.m.**

\*THE SHOW'S HOST MAY CHANGE DEPENDING ON THE SCHEDULE.

The most requested songs of the  
day on your BH radio station.

Rating: General Audience.





## BH Sem Parar



Hosted by:  
**Bruno Marcus**  
**Saturday - 6 to 8 p.m.**  
**Sunday - 6 to 8 p.m. and 10 p.m. to 12 a.m.**  
\*THE SHOW'S HOST MAY CHANGE DEPENDING ON THE SCHEDULE.

Two hours of nonstop music, no commercials!  
Everyone meets up here, in your BH!

Rating: General Audience.



## Top 10 às 10



Hosted by:  
**Bruno Marcus**  
**Monday through Friday - 10 to 11 p.m.**

BH FM plays the 10 most-requested songs of the day.

Rating: General Audience.





## Morning Music Programming

Hosted by:

**Rafinha**

**Saturday - 7 to 9 a.m.**

**\*Sunday - 7 to 10 a.m.**

\*THE SHOW'S HOST MAY CHANGE DEPENDING ON THE SCHEDULE.

The best music programming in Belo Horizonte is taking over 102.1 FM on your radio. Everyone meets up here.

Rating: General Audience.

## Cassino da Kayete



Hosted by:

**Rafinha and Kayete**

**Saturday- 9 a.m. to 12 p.m.\***

\*Broadcast in conjunction with Rádio Globo every Saturday from 9 to 11 a.m.

Kayete runs a casino that's all about relaxation, fun, prizes, and her live participation over the phone or on our social media channels.

Rating: Ages 12+.





## Baile da BH

Hosted by:  
**Brinquinho**  
**Saturday - 4 to 6 p.m.**

The best of funk, right here at BH!

Rating: General Audience.



## Caldeirão da BH



Hosted by:  
**DJ Monty**

**Saturday - 10 p.m.  
to 12 a.m.**

DJ Monty is in charge of getting the party started, playing the best of electronic music and international pop.

The best mix possible, every Saturday, right here at BH!

Rating: General Audience.





## Top Hits Brasil



Hosted by:  
**Marcelo Rodrigues or Celinho\***  
**Sunday - 10 a.m. to 12 p.m.**

\*THE SHOW'S HOST MAY CHANGE DEPENDING ON THE SCHEDULE.

The 30 most-requested songs of the week from across the country, plus interviews, news, and plenty of good humor!

Rating: General Audience.

## A Voz do Brasil BH Sem Parar BH FM online

Monday through Friday - 9 to 10 p.m.





# The radio station for major events



Carnaval  
dos Sonhos



Jorge e  
Matheus



Samba  
Prime



Palco  
BHFM







# Business Opportunities







**Customized  
promotions**

**Special  
projects**

**Testimonials**

**Live  
programs  
at the  
point of  
sale**

**Events  
at the  
POS**

**Major  
event  
activation  
s**

**Program  
sponsorship  
s**



# videos



## Alô BH + Cassino da Kayete:

<https://www.youtube.com/watch?v=-lYNDIIhTEQ>

<https://www.youtube.com/watch?v=hYSfyobESXo>

## Conexão BH:

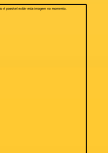
<https://www.youtube.com/watch?v=TayVj3KcmTU>

## Giro BH:

<https://www.youtube.com/watch?v=dMz8mRGmTQg>



<https://www.youtube.com/watch?v=LjXSQwTM1Tw>





# Bring your brand to



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## RIO DE JANEIRO

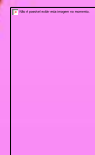
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## BELO HORIZONTE

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9325





You know that song you loved?  
The crowd already caught it and got the whole  
city dancing.

Come on in—we'll play it for you.  
And here comes that show—the festival is on.

Money a little tight? You know what?  
Come on over—we'll open the doors for you.

If your day could use a lift.  
Or you've got something to tell us.

No problem—just show up.

There's a song here for everyone.

We know what you like.  
And what you haven't even heard yet.  
The show is yours, the success is ours.

***Everyone  
meets up here!***



# Media Kit

