



MEDIA KIT

CBN

GRUPO GLOBO

Grupo Globo is Brazil's largest media group.

Leadership with credibility across all platforms.

SGR
SISTEMA GLOBO DE RÁDIO

INFOGLOBO



EDITORIA GLOBO

EDIÇÕES | GLOBO CONDÉ NAST





SGR
SISTEMA GLOBO DE RÁDIO

CBN

rádio
Globo
98.1 FM



Globo Radio System brings together the radio stations of the Globo Group, a media organization whose mission is to inform, entertain, and contribute to education in Brazil through quality content. It is composed of prominent and highly credible brands that operate their own stations in São Paulo, Rio de Janeiro, Belo Horizonte, and Brasília.

+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)

CBN

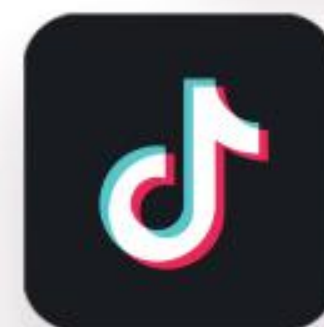
THE STATION THAT PLAYS THE NEWS, EVERYWHERE



OUÇA



globoplay





PIONEERING SPIRIT

A pioneer of the all-news model in the country. Live, factual news, 24 hours a day, 7 days a week—for over 30 years, we have been providing information and a platform for a diversity of opinions and critical analysis of the facts.

PLURALITY

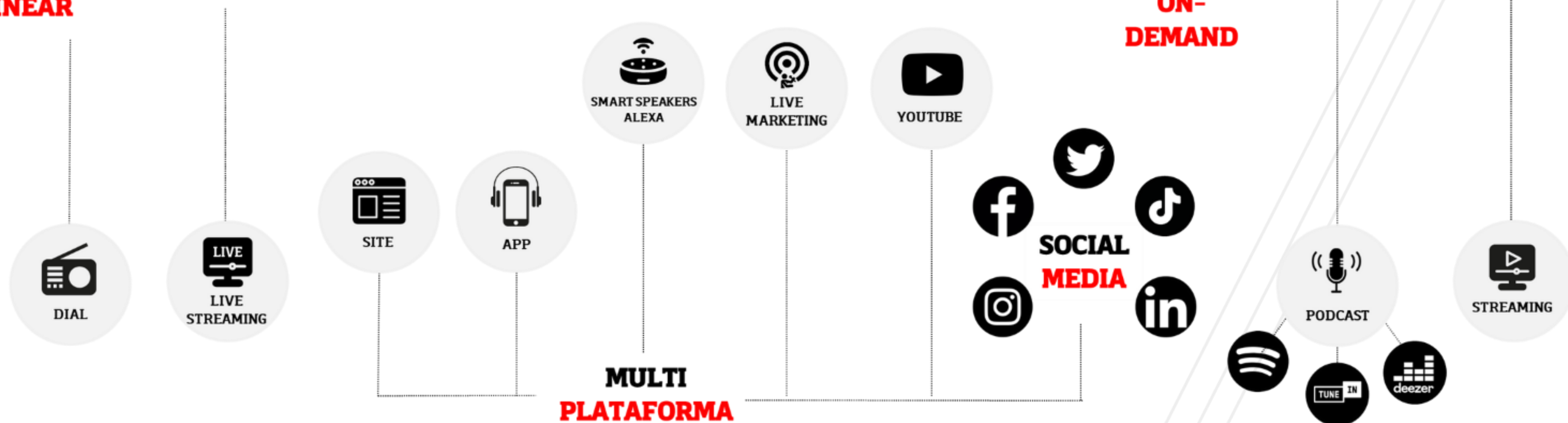
Recognized and admired by the market, CBN offers a plurality of opportunities that support the development of brands, products, and services, conveying a sense of stability and credibility.



CBN IS AUDIO TECH

**CONSUMO
LINEAR**

**CONSUMO
ON-
DEMAND**



CBN NETWORK

**+ MORE THAN 4.8 MM PEOPLE
REACHED THROUGHOUT
BRAZIL¹**

- 2.2 MM reach in 30 days across 9 markets ²
- Largest all-news radio network
- 36 stations in the country
- 4 owned stations (São Paulo | Rio de Janeiro | Belo Horizonte | Brasília)
- 1,026 districts
- Real-time news
- In the digital world, CBN is everywhere



Source: ¹CBN Brazil Audience Projection, conducted by SGR's Audience Intelligence division. Reference: KANTAR IBOPE MEDIA – EASY MEDIA Survey: 13 markets* (Period: Jul–Sep 25 | 5 a.m.–5 a.m.) | Audience aged 10+ | Projected for CBN's 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) ² Kantar IBOPE Media EasyMedia4 | CAM+DFE+BHZ+FLO+FOR+GOI+GRI+CSP+CVI | OCT/2025–DEC/2025 | CBN FM/AM/WEB | BOTH | 5 a.m.–5 a.m. | Mon–Sun | TOUVUNI30#



CBN PROFIL

70% **EAB**

social class

62%

male

sex at birth

34% **30-49**

57% **50+**

age group

¹Source: Kantar IBOPE Media EasyMedia4 | CAM+DFE+BHZ+FLO+FOR+GOI+GRI+GSP+GVI | OCT/2025–
DEC/2025 | CBN FM/AM/WEB | AB CLA | MALE | AGE 30–34 + AGE 35–39 + AGE 40–49 | AGE 50–59 +
AGE 60+ | 5 a.m.–5 a.m. | Mon–Sun | PS%

PERSONA **CBN**

- A mature, working, married man from the upper-middle class with a good sense of humor, owner of the home he lives in.
- Values information and believes it is important to keep learning new things throughout life
- He believes that we should fight for equality for everyone and that we should seize opportunities when they arise. He believes that recycling is everyone's responsibility and that it is important for a company to act ethically
- He tends to pay more for high-quality personal care products and thinks it's important to feel respected by his colleagues
- He enjoys spending time with his family and never gives up on his goals.
- He won't compromise on comfort and is concerned about pollution and traffic congestion caused by cars
- He likes to try new alcoholic beverages and buys new products before most of his friends do.
- He sees the radio as a source of entertainment and relies on it to stay informed



CBN IN NUMBERS

DIAL¹



REACHES + 4.8 MM
LISTENERS/MONTHLY
1,026 covered districts
36 stations, including 4 owned stations and 32 affiliates.
1H52 AVERAGE TIME⁴

SITE²



4.7 MM PAGE VIEWS/MONTHLY**
2.9 MM UNIQUE USERS/MONTHLY**
4.2 MM PLAYS/MONTHLY
101 K LISTENERS/MONTHLY

APP²



5 MM PAGE VIEWS/MONTHLY**
78 K ACTIVE USERS/MONTHLY**
873 K PLAYS/MONTHLY
64 K LISTENERS/MONTHLY

PODCAST²



8 MM DOWNLOADS NET/MONTHLY
668 K UNIQUE LISTENERS/MONTHLY***

STREAMING SITE²



AUDIO: **188 K** PLAYS/MONTHLY
VIDEO: **257 K** PLAYS/MONTHLY

SMART SPEAKERS ALEXA³



108 K PLAYS/MONTHLY
6.4 K LISTENERS/MONTHLY

FACEBOOK⁵



1.2 MM

INSTAGRAM⁵



674 K

TWITTER⁵



418 K

YOUTUBE⁵



665 K

LINKEDIN⁵



48 K

Sources:

¹CBN Brazil Audience Projection, conducted by SGR's Audience Intelligence division. Reference: KANTAR IBOPE MEDIA - EASY MEDIA Survey: 13 markets* (Period: Jul-Sep 25 | 5 a.m.-5 a.m.) | Audience aged 10+ | Projected for CBN's coverage area in 1,026 cities. *Markets: Campinas, Belo Horizonte, Brasília, Curitiba, Fortaleza, Florianópolis, Goiânia, Porto Alegre, Recife, Rio de Janeiro, Salvador, São Paulo, Vitória (coverage of 216 cities).

² PLAYS, LISTENERS, AND DOWNLOADS: TRITON DIGITAL DEC/2025 | ** GOOGLE ANALYTICS 4: DEC/2025 | *** TRITON MAY/2025 – Starting in June: Migration of podcasts to Megaphone: The platform does not provide listener data by distributor.

³ ALEXA DEVELOPER CONSOLE: DEC/2025

⁴Kantar IBOPE Media EasyMedia4 | 9 MARKETS (CAM+DFE+BHZ+FLO+FOR+GOI+GRJ+GSP+GVI) | OCT/2025-DEC/2025 | CBN AM/FM/WEB | GENERAL | 5 a.m.-5 a.m. | Mon-Sun | TMED#

⁵SOCIAL MEDIA DEC/2025

EXPERTS

CBN

Commentators from various fields with diverse perspectives. A diversity of opinions and critical analysis of what lies behind the facts, across various topics:

- Behavior
- Society
- Culture
- Economics
- Education
- Sports
- Gastronomy
- Agribusiness
- Corporate world
- Politics
- Health and Wellness
- Leisure
- Science
- Technology
- Sustainability
- Cities

**CONTENT ALSO
AVAILABLE AS PODCASTS**



Rossandro Klinjey



Merval Pereira



Carlos Alberto Sardenberg



Míriam Leitão



Cassiano Ribeiro



João Marcello Bôscoli



Martha Gabriel



Vera Magalhães



Mário Sérgio Cortella



Rosana Jatobá

SHOWS

CBN

JORNAL DA CBN

Every day, from 6 to 10 a.m.



CBN RIO*

Monday through Saturday, from 10 a.m. to noon



CBN BRASÍLIA*

Every day, from 10 a.m. to noon



CBN SÃO PAULO*

Monday through Saturday, from 10 a.m. to noon



CBN BH*

Monday through Saturday, from 10 a.m. to noon

Request the complete and detailed program schedule from our sales team

*CBN SP/RJ/BH/BSB feature local programming from the CBN Network's four owned markets. During this time slot, affiliate stations also air their local programs

SHOWS

CBN

CBN BRASIL

Monday through Friday, from noon to 2 p.m.



PONTO FINAL

Monday through Friday, from 5 to 8 p.m.



ESTÚDIO CBN

Monday through Friday, from 2 to 5 p.m.

Request the complete and detailed program schedule from our sales team

SHOWS

CBN

FIM DE EXPEDIENTE

Fridays, from 6:30 to 8:00 p.m.



CBN NOITE TOTAL

Monday through Friday, from 9 p.m. to midnight



QUATRO EM CAMPO

Monday through Friday, from 8 to 9 p.m.

Request the complete and detailed program schedule from our sales team



BRING YOUR BRAND TO **CBN**

SÃO PAULO

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