



Media Kit

rádio (Globo
98.1 FM

The radio that rocks with you

GRUPO GLOBO

GRUPO GLOBO IS BRAZIL'S LARGEST
MEDIA GROUP.
LEADERSHIP WITH CREDIBILITY ACROSS
ALL PLATFORMS.

INFOGLOBO:

SGR
SISTEMA GLOBO DE RÁDIO



 **EDITORA GLOBO**

EDIÇÕES | GLOBO CONDÉ NAST



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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.

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SGR
SISTEMA GLOBO DE RÁDIO

Our Brands

Over 8.6 MM

listeners across the country

CBN



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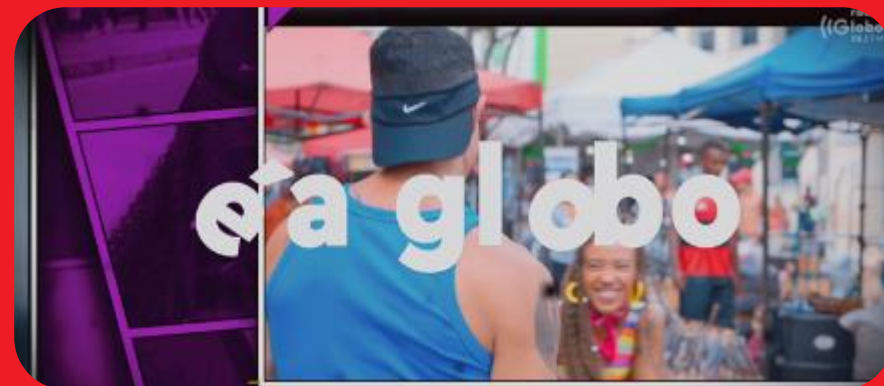
SGR Brazil Listener Projection, conducted by SGR's Audience Intelligence division, based on listeners of the three stations (CBN Brasil, Globo RJ, and BHFm) without double counting.
Reference: KANTAR IBOPE MEDIA - EASY MEDIA Survey; 13 markets* (Period: Jul-Sep 25 | 5-5 hours) | Population aged 10 and 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)

We are the radio station that resonates with the contemporary urban youth spirit of Rio and Grande Rio. A powerful, diverse, open-minded radio station that just keeps growing.

5,000 more listeners reached in 30 days among the AB 25+ demographic

18,000 more listeners reached in 30 days in a year among young audiences¹

Source: Kantar IBOPE Media EasyMedia4 | GRJ | RADIO GLOBO FM/WEB | OCT/2025–DEC/2025 vs. OCT/2024–DEC/2024 | Mon–Sun | 6–19 | TOUVUNI30#
¹ CLA ABC + AGES 18/34





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Audience

DIAL¹

78 K

listeners per minute

SITE²

103 K

Users

146 K

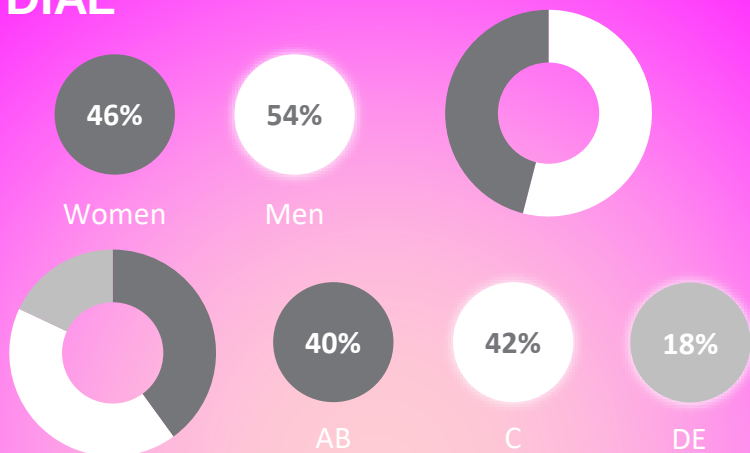
Page views

Source: ¹Kantar IBOPE Media | EasyMedia4 | RADIO GLOBO FM/WEB | GRJ | BOTH | 6:00 AM TO 7:00 PM
| EVERY DAY | PERIOD: OCT/25 TO DEC/2025 | OPM# | ²GOOGLE ANALYTICS 4: DEC/2025

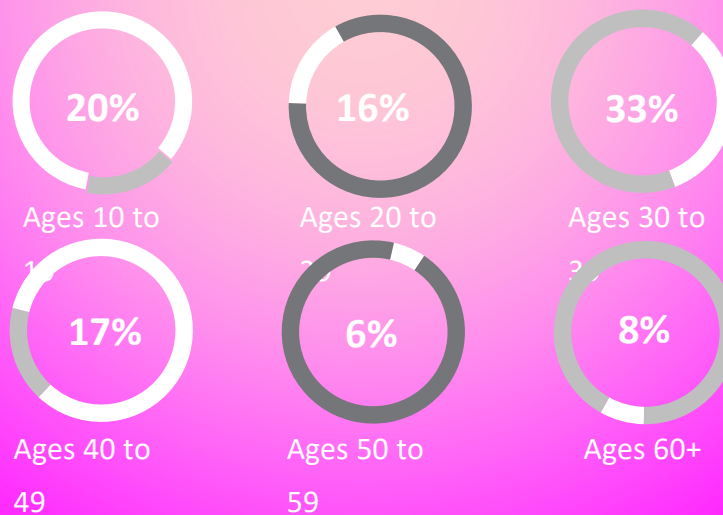
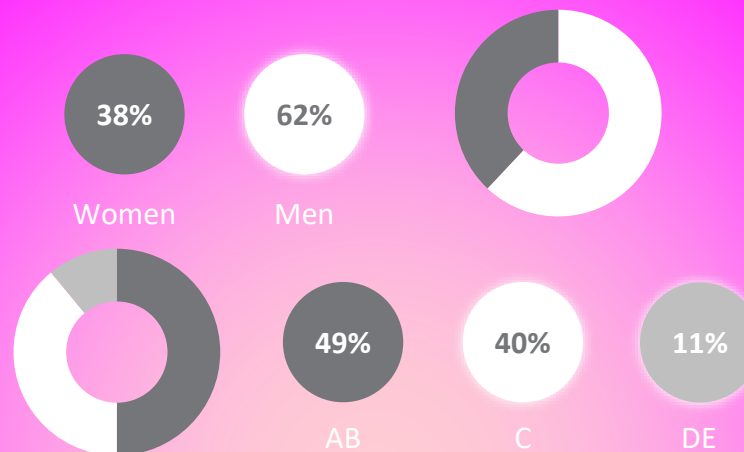


AUDIENCE PROFILE

DIAL¹



SITE²



Source: Kantar IBOPE Media EasyMedia4 | GRJ | OCT/2025–DEC/2025 | ¹RADIO GLOBO FM | ²RADIO GLOBO WEB | BOTH | 05-05 | Mon–Sun | PS%

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rádio **(Globo** in numbers 98.1 FM

SITE¹



146 K² PAGE VIEWS / MONTH
103 K² USERS / MONTH
57 K PLAYS / MONTH
30 K LISTENERS / MONTH

APP¹



414 K² PAGE VIEWS / MONTH
19 K² USERS / MONTH
58 K PLAYS / MONTH
12 K LISTENERS / MONTH

DIAL³



REACHES 1.7 MM
LISTENERS / MONTH
2h04 AVERAGE TIME

PODCAST¹



9 K NET DOWNLOADS / MONTH
6 K UNIQUE LISTENERS / MONTH

FACEBOOK



1.1 MM followers

SMART SPEAKERS ALEXA⁴



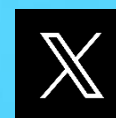
28 K PLAYS / MONTH
3 K LISTENERS / MONTH

INSTAGRAM



304 K
followers

X



26 K
followers

YOUTUBE



106 K
followers

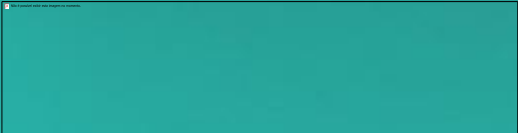
SOURCES:

¹PLAYS, LISTENERS AND DOWNLOADS: TRITON DIGITAL DEC/2025 | ²GOOGLE ANALYTICS 4: DEC/2025

³KANTAR IBOPE MEDIA EASYMEDIA4 | OCT/2025–DEC/2025 | RÁDIO GLOBO FM/WEB | BOTH | 05-05 | MON–SUN | TOUVUNI30# | TMED#

⁴ALEXA DEVELOPER CONSOLE: JUL/2025

SOCIAL MEDIA: DEC 2025 (Facebook and Instagram data retrieved from the brand's own profile on JAN 22, 2025)



in numbers



18% growth¹

in reach among the AB Class,
ages 35 and older, compared to
the same period last year

+91 K

new listeners in the ABC¹
Class compared to the
same period last year

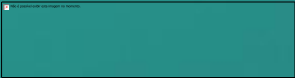
+40 K

new male listeners¹
compared to the
previous year

+45 K

new listeners during the 6
a.m. to 7 p.m.² time slot,
compared to the same period
last year

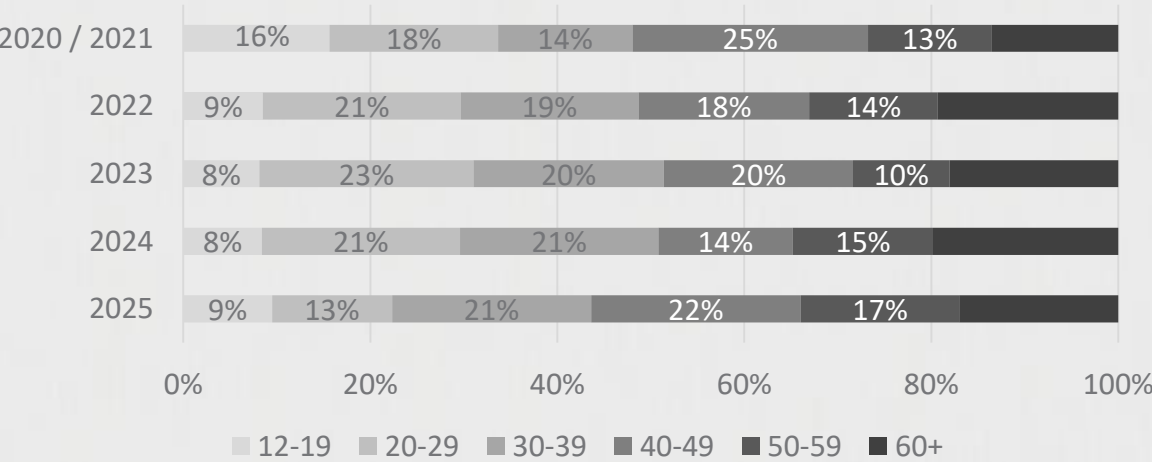
Source: Kantar IBOPE Media EasyMedia4 | GRJ | RADIO GLOBO FM/WEB | Mon–Sun | TOUVUNI30#
¹MAY/2025 to JUL/2025 vs. MAY/2024 to JUL/2024 | 5 a.m.–5 a.m. | AB Cla 35+ | ABC Cla | Male
²MAY/2025 to JUL/2025 vs. MAY/2024 to JUL/2024 | 6:00 a.m.–7:00 p.m. | Both



The radio that rocks with Rio

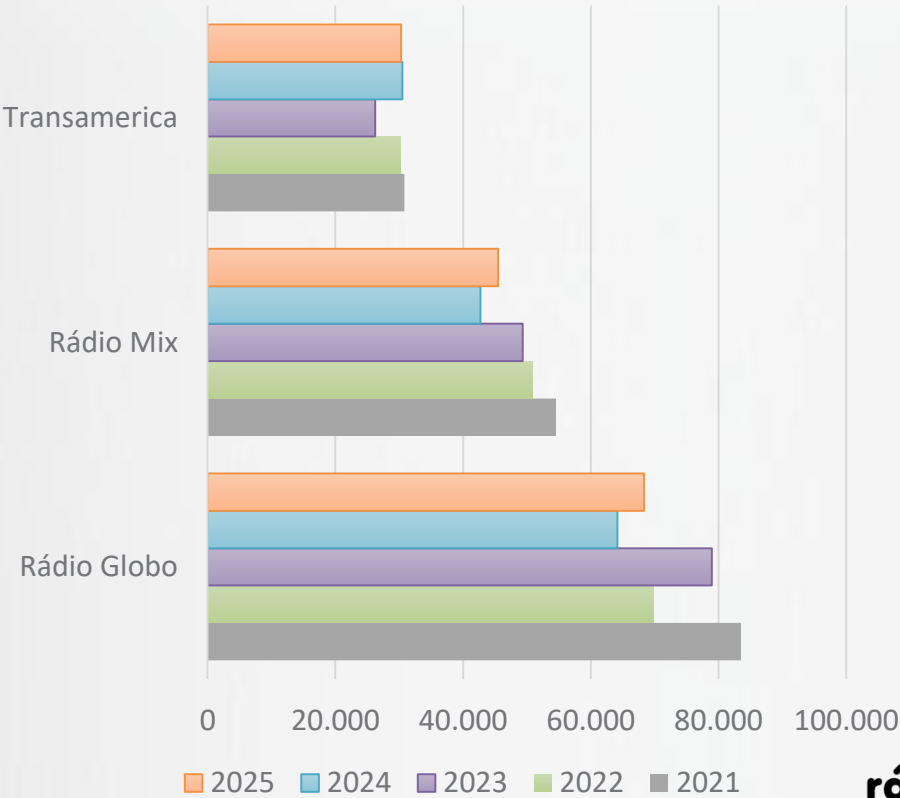
We have the spirit of Rio de Janeiro in our DNA: spontaneity, lightheartedness, a sense of humor in the face of adversity, the ability to improvise, irreverence, and a sense of closeness. A radio station that thrives, grows, and expands its reach among young people.

Trend Analysis: Listener Age Profile (%)¹



Source: ¹Kantar Ibope Media TGI – Listened U30d – GRJ FM Rádio Globo – 2025: TG BR 2025 R3 – People; 2024: TG BR 2024 R4 – People; 2023: TG BR 2023 R4 – People; 2022: TG BR 2022 R4 – People; 2020/2021: TG BR 2021 R2 Combined (August 20 - March 21 + May 21 - September 21) – People; // ²Kantar IBOPE Media EasyMedia4 | GRJ | SEP/2021–NOV/2021 | SEP/2022–NOV/2022 | SEP/2024–NOV/2024 | SEP/2025–NOV/2025 | RADIO GLOBO FM/WEB | 102.1 RADIO MIX FM/WEB | TRANSAMERICA FM/WEB | BOTH | 6:00–24:00 | Mon–Sun | OPM#

Comparison of Audience Trends²



Musicality Sense of Belonging Youthful Spirit



 <https://youtu.be/SUmpzI3tZQ>

A radio that rocks with the movement.

We get everyone dancing and join in on the fun, parties, and, of course, soccer. A radio station that rocks with people from all over.

Rádio Globo amplifies the voice of the people from Rio just as it does a global chart-topping hit.

A radio station that thrives on what's popular. We anticipate and set trends, promoting artists' success. We're faster, with more rhythm and energy.





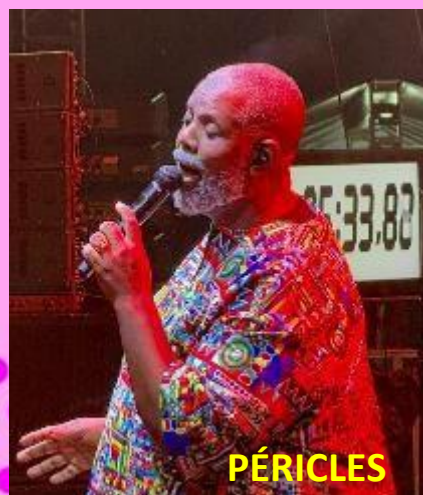
A Diverse, Multiplatform Radio Station



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TOCAMOS



Shows



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No Ar

Hosted by Fabiano Mello, Vic Roza Cruz, Leo Macachero, and Kayete

The morning gets even more exciting with the hits you want to hear, listener participation, prize giveaways, the latest from social media, new movie releases, plus celebrity gossip and sports news.

Monday through Friday **7 a.m. | 10 a.m.**



Acorda Rio

Hosted by Fabiano Mello and Vic Roza Cruz

It's a great way to start the day off on the right foot! Lots of music, local news, and traffic updates.

Monday through Friday
6 a.m. | 7 a.m.





Conexão Globo



Hosted by Camila Gomes, featuring
reporters Ryan Lobo and Leo Macachero

Great music and all the trending topics on social media to keep you connected!

10 a.m. | 12 p.m.



Top Hits Brasil



Hosted by* Fabiano Mello

A playlist featuring the most-requested songs from our lineup and fun facts about chart-topping hits, as well as songs that are trending on streaming platforms.

Sunday

10 a.m. | 12 p.m.

*The show's host may change depending on the announcer schedule.

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Rádio Globo Rebobina

Hosted by* Camila Gomes

Rádio Globo rewinds the tape and hits play on the classics of samba, pagode, funk, and sertanejo.

Every day

12 p.m. | 1 p.m.

*The show's host may change depending on the weekend schedule



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45 Minutos de Música

Hosted by* Paulo Planeta

No blah-blah-blah or idle chatter! The radio station that rocks with you brings you a 45-minute set packed with hits!

Monday through
Friday **10 p.m. | 12:00
a.m.****

Saturday and Sunday:
Alternating showtimes
throughout the
schedule

*The show's host may change depending on the schedule.

** When there are no sports broadcasts



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Rádio Globo Sem Parar

Hosted by* Molla



Two hours of nonstop music to keep the spirits high.

Monday through
Friday Saturday and
Sunday **1 p.m. | 3
p.m.**



*The show's host may change depending on the schedule. **The schedule for "Rádio Globo Sem Parar" may vary depending on the weekend's soccer schedule.





É Nóixxx

Hosted by Molla and Ryan Lobo

So listeners can have fun and participate in the show after work. It's a music program that features information on lifestyle, pop culture, and sports.



Monday through Friday

3 p.m. | 5 p.m.



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Baile da Globo

Hosted by DJ Brinquinho

All the biggest funk hits—the most liked and most-played songs across Brazil—are here to give you a boost at the end of the day!



Monday through Friday
5 p.m. | 6 p.m.

Top Hits

Hosted by Molla

A playlist featuring the 10 most-played songs on the station, with the hits everyone wants to hear.

Monday through
Friday
6 p.m. | 7 p.m.



Futebol Globo CBN

Hosted by Edson Mauro, Carlos Eduardo Éboli, Hugo Lago, and Francisco Aiello.

All the excitement of soccer, brought to you by talented radio announcers, to give your brand greater credibility and visibility.

Wednesday and Thursday (8 p.m. | 12 a.m.) Saturday (5 p.m. | 9 p.m.)
Sunday (3 p.m. | 9 p.m.)



Globo Esportivo

Hosted by Hugo Lago

A factual and opinion-based show featuring live commentators and reporters covering all the latest news from soccer teams.

Monday through Friday
7 p.m. | 9 p.m.

* the schedules for sports events vary according to the soccer league schedules. They vary from week to week.



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Black Friday

Friday nights to the sounds of black music with DJ Mitchell

Friday

10 p.m. | 12 a.m.



Rádio Globo na Pista

DJ Marcelo Lyrio's sets—from funk to rap, from pop to electronic... the best pre-party of the weekend happens right here!

Saturday

11 p.m.



*The show's schedule may vary depending on the weekend's soccer schedule. If a game runs until midnight, the show airs between midnight and 2 a.m.

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Cassino da Kayete

Hosted by* Kayete,
Rafinha, and Fabiano
Mello

Simulcast with BH FM, Kayete hosts a casino
show full of fun, games, prizes, and live listener
participation via phone or our social media
channels.

Saturday
9 a.m. | 11 a.m.

*The show's host may change depending on the schedule.





Batuque da Globo

Hosted by* Vic Roza Cruz

The biggest parade of samba hits on your radio!

Sunday

2 p.m. | 3 p.m.

*The show's host may change depending on the schedule.



BUSINESS OPPORTUNITIES



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98.1 FM



Campaigns
at the
POS

Special
projects



Customized
promotions



Program
sponsorship

Live programs at
the point of sale

Testimonials

Major event
activations

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98.1 FM



GAROTA VIP



CARNAVAL DAS ARTES



**CONCERTS AT
FUNDAÇÃO PROGRESSO**



CONCERTS AT VIVO RIO

Rádio Globo stands out at major events in Rio de Janeiro, offering a unique experience through interactive activities that engage the public, the distribution of giveaways, and a creative connection with listeners.



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Videos

Top 10 às Dez

<https://youtu.be/uY7Gl9Z5bbw>



Sem Parar

<https://youtu.be/S9bvVEnYsHs>



Soccer

<https://youtu.be/gqM1D6z1ksA>



Campaign

<https://www.youtube.com/watch?v=wc8m4rZ2->





Cases



Ações Especiais Musicais Sinaf

With interactive experiences and plenty of fun, “Ações Especiais Musicais Sinaf” (Sinaf’s Special Musical Events) generated engagement and connection with the audience, reaching approximately 15 million monthly impressions.

On the streets, Blitz Sinaf handed out giveaways through “Roleta Premiada” (Prize Wheel), while the “Chute a Gol do Dia dos Pais” (Father's Day Soccer Shootout) provided moments of fun. The “Hora de Relaxar” (Time to Relax) event, meanwhile, offered free massages and relaxation-themed giveaways such as eye masks, portable speakers, and cups.

Online, challenges, giveaways for a day at the spa, and the Karaokê Sinaf (Sinaf Karaoke) contest—where participants sang the jingle to win prizes—boosted engagement. Through strategic and engaging initiatives, Sinaf has left a lighthearted yet lasting impression on the public.



The project

To celebrate Rádio Globo's 80th anniversary in a way it deserves, throughout November and December 2024, a project was carried out in partnership with Marcopolo, featuring frequent programming, high-profile guests, and a mix of media formats to accompany listeners on their journeys through music and news: exclusive content, experiences, podcasts, and, of course, plenty of soccer. Properties

01 Contents on the dial

- special bulletins
- commemorative vignettes
- interviews
- 80th anniversary special program
- listener testimonials

03 Experiences

- Rádio Globo stage
- promotions
- blitz + live shows
- music playlist

02 Digital + Podcasts

- listener testimonials
- 80th anniversary podcasts

04 Soccer

- historic goals
- soccer events
- “futebol à manivela” (old-school soccer)



+106 MM

OVERALL
IMPACTS OF THE
PROJECT

+25.3 K

PARTICIPANTS
AND
INTERACTIONS

(Promotions, Blitz,
Street Takeovers, and
more)

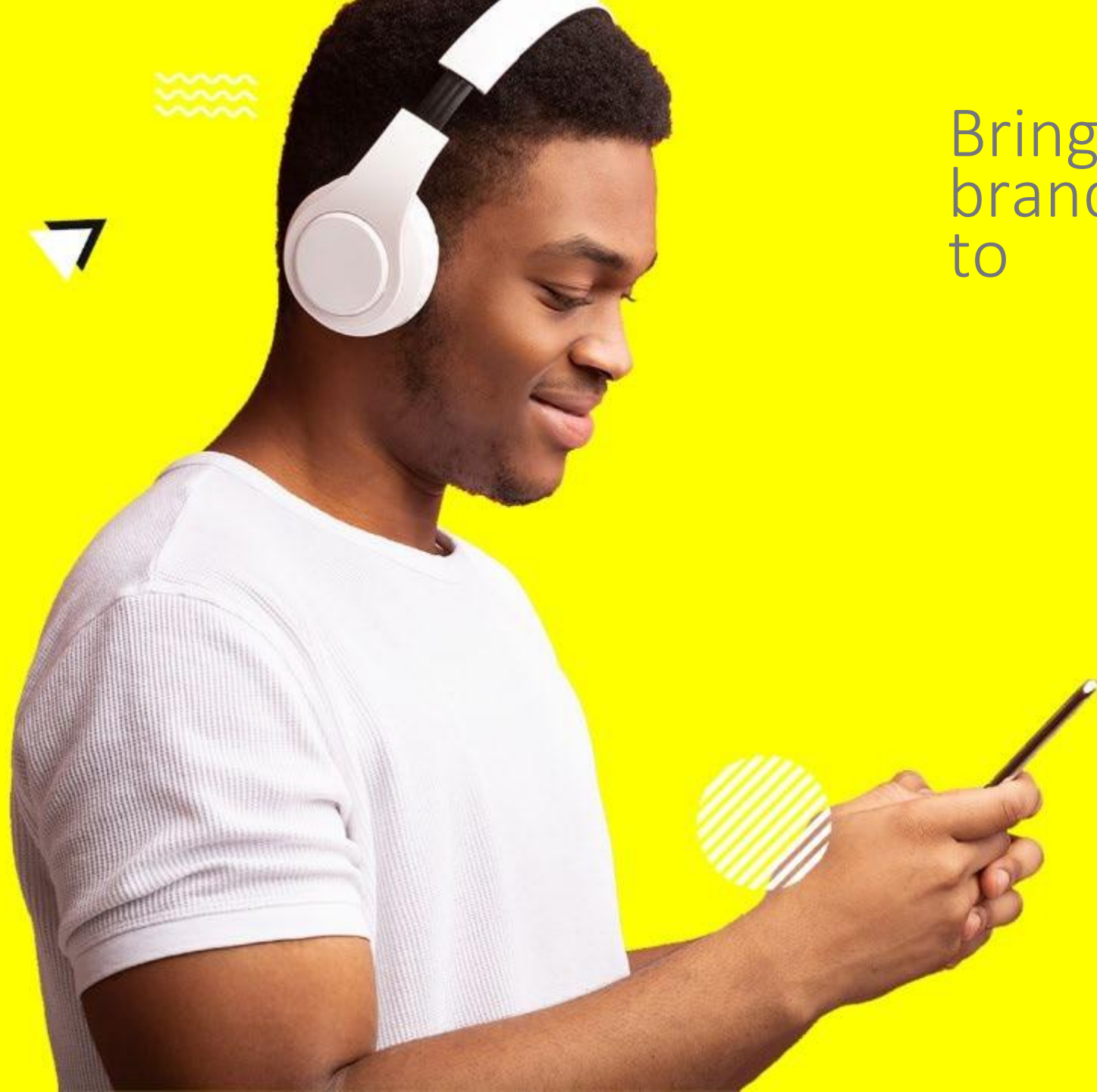


+1.6 K

BRAND PLACEMENTS

(Dial, digital, social
media, and earned
media)





Bring your
brand today
to

rádio **((Globo**
98.1 FM

Contact our sales team

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