

# MEDIA KIT 2026



The Globo group is the **largest media and communication conglomerate in Brazil**. Leadership with credibility across all platforms

GRUP**O**GLOBO



**O GLOBO**

# Our brands

**Largest publishing group in the country**

In print, radio, and digital.

**1 century of history** in premium content production, with credibility across all platforms and depth in the segments we operate in.



EDIÇÕES | GLOBO CONDÉ NAST



WE ARE WOMEN, MEN, MOTHERS, FATHERS, BUSINESSPEOPLE, EXECUTIVES, ENTREPRENEURS, AGRO, BUSINESS, TECHNOLOGY, ECONOMY, POLITICS, DECOR, CARS, INNOVATION, FINANCES, BEAUTY, EMPOWERMENT, DIVERSITY, CONSUMPTION, ENTERTAINMENT, INFORMATION, FASHION, CAREER, SERVICE, SCIENCE, GEEKS, DAILY LIFE, AND TRENDS.





Complete information for all, **Absolute highlight** for your brand.



**BRAZIL'S MOST  
WIDELY READ  
NEWSPAPER,**  
THROUGHOUT  
ALL DAYS OF THE  
WEEK.<sup>1</sup>



**1 IN EVERY 5  
PEOPLE READ  
O GLOBO.<sup>2</sup>**  
86% OF THE  
DIGITAL AUDIENCE  
COMES FROM  
OUTSIDE OF RJ<sup>3</sup>



**CIRCULATION GROWTH**  
7% OF GROWTH IN PRINT +  
DIGITAL, WIDENING THE  
GLOBO'S NATIONAL  
REACH<sup>4</sup>



**LEADER IN DIGITAL  
AUDIENCE AMONG THE  
PREMIUM NEWSPAPERS<sup>5</sup>**  
37 MM UNIQUE USERS\*  
180 MM PAGE VIEWS\*\*



**THE MOST  
INFLUENTIAL  
NEWSPAPER IN  
THE NATIONAL  
CONGRESS<sup>6</sup>**

Sources: <sup>1</sup> Kantar Ibope Media – TG BR 2025 R 3– People | (A&F) Print Newspapers: Titles from Mon to Fri; Saturdays; Sundays : Recent Readers // <sup>2</sup> Kantar Ibope Media – TG BR 2025 R3 – People | Newspapers: Read in print + Digital Issue (no overlay) – Filter: Read the newspaper in print or digital issue in the last 30 days| <sup>3</sup> Google Analytics <sup>4</sup> Feb/2026 | <sup>4</sup> IVC – Dec/2025 vs. Dec/2024 – Average Monday to Sunday – Circulation Print Issue + Digital – Subscriptions without overlay | <sup>5</sup> Comscore January/2026 – \*Total Digital Population\*\* Desktop and Mobile | <sup>6</sup> IPRI – research institute on reputation and image – JUNE/24





# GLOBO



## NEWSLETTER

4.7 MM sends

(February 2026 – News Viu Isso)

## AUDIENCE

### NEWSPAPER READERS<sup>1</sup>

(Read in print + digital issue)

2,2 MM of readers

Circulation: 418,251<sup>2</sup>

### WEBSITE READERS<sup>3</sup>

35.4 MM unique visitors\*

154 MM page views\*\*

### Social Media<sup>4</sup>

18.5 MM followers



5.7MM



6.5MM



3.5MM



71K



1.3MM



803K



687K

## AUDIENCE PROFILE



### NEWSPAPER<sup>1</sup>

58% Men

69% AB

28% C

31% 35 to 44 years

10% up to 24 years

30% 25 to 34 years

16% 35 to 44 years

14% 55+ years



### WEBSITE<sup>5</sup>

52% Women

39% AB

46% C

31% 55+ years

07% up to 24 years

18% 25 to 34 years

23% 35 to 44 years

21% 45 to 54 years

Sources: <sup>1</sup>Kantar Ibope Media – TG BR 2025 R1 – People- Newspaper Readers: Read in print in the last 30 days + digital issue (no overlay) // <sup>2</sup>IVC : January/2026 (print + digital – average Mon to Sun) //

<sup>3</sup>Comscore Multi-Platform Dec-Feb/ 2026 – \* Total DigitalPopulation\*\* Desktop and Mobile// <sup>4</sup>Analytics Social Media February 2026 (data with overlay between the social media)//<sup>5</sup>Kantar Ibope Media– Brazil TGI (Portuguese) –Clickstream MPTGBR

2024 R1 –People

# GLOBO



# One of the strongest brands in content production in the world

A fixture in the lives of its readers for nearly a century, with a history that blends in with the country's, O GLOBO is **one of Brazil's most widely circulated newspapers (418,251)**.

Innovating, transforming, surprising, impacting, **bringing relevant, safe and quality information**, whether in print, digital, or mobile formats.

With high penetration in A and B classes and highly qualified subscribers platform, is **one of the most efficient media vehicles in the country**.

Source: IVC January/2026 –circulation print + digital (average Monday to Sunday)

**O GLOBO**



# Independence, impartiality, courage

These 3 words translate the essence of searching for information that is true, fact-checked and offered first-hand to the reader.

Countless crises shook Brazil and the world throughout this journey. O GLOBO is always reinventing itself.

Technological advances, which are transforming the way news is produced and consumed lead the newspaper to one more flight towards reinvention.



# Relevant in the present and looking forward.

Today, O GLOBO is committed to quickly launching digital products and platforms that reflect the spirit of the times and meet the needs of its readers.

Because it is paying attention to this new future we live in.

Because it thinks about this new reader, who sees and appreciates the importance of their role as a citizen.

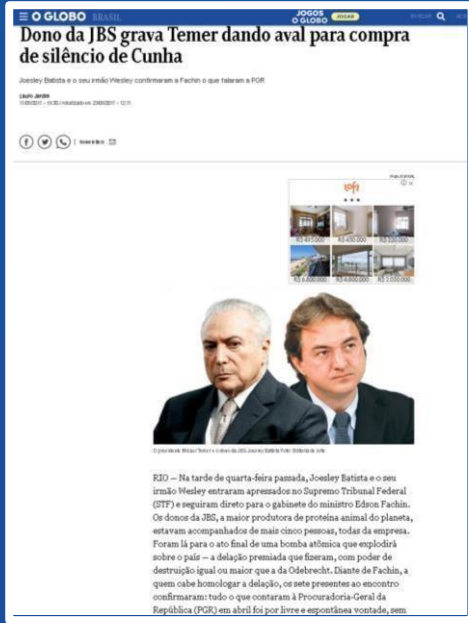
During the 2022 election, Brazil elected the Globo coverage. Over 580 million page views during October, a historic milestone in the national press.

Source: IVC WEB Oct/22

**O GLOBO**

# Journalism that guides the Brazilian news.

With a editorial staff comprised of **350+** professionals (Brasília, RJ, and SP) producing content 24 hours per day, 7 days a week, **O GLOBO** guides national journalism with exclusive scoops and never-before-seen content.



**05/17/2017** - The columnist Lauro Jardim informs that Joesley Batista recorded a conversation with Michel Temer and publishes its content. <https://oglobo.globo.com/brasil/dono-da-jbs-grava-temer-dando-aval-para-compra-de-silencio-de-cunha-21353935>



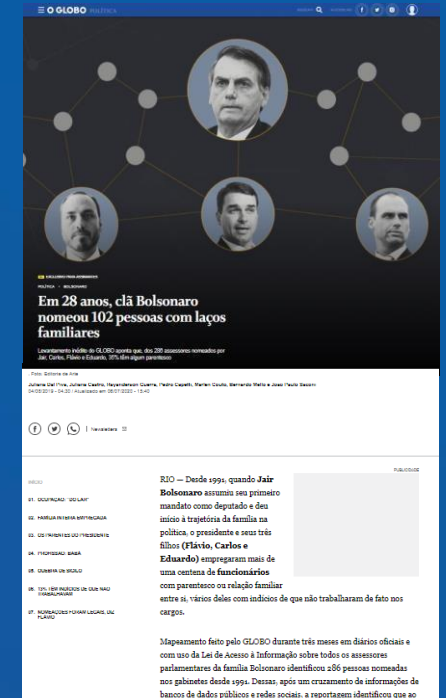
**06/05/2016** - O GLOBO showed that while FAB refused organ transport, its planes were used to take ministers, Superior Court Presidents, and Speakers of the House and the Senate. <https://oglobo.globo.com/brasil/sistema-de-transplantes-no-brasil-sofre-com-falta-de-transporte-aereo-19444859>



**07/09/2013** - O GLOBO exposed that the national espionage agency, NSA, spread across Latin America governments. Received the Esso Award. <https://oglobo.globo.com/brasil/sistema-a-de-transplantes-no-brasil-sofre-com-falta-de-transporte-aereo-19444859>



**06/20/2004** - O GLOBO showcased variation of up to 1,500% in the estate of members of the Legislative Assembly of the State of Rio de Janeiro. The story "Good men of Alerj" received the King of Spain award.



**08/04/2019** - GLOBO's unprecedented survey pointed out that, from among the 286 advisers named by Jair, Carlos, Flávio and Eduardo Bolsonaro since 1991, 35% had some kind of family relationship. <https://oglobo.globo.com/politica/em-28-anos-cla-bolsonaro-nomeou-102-pessoas-com-lacos-familiares-23837445>

**O GLOBO**

# The most well-renowned team of columnists in Brazilian journalism

**Bringing relevant, credible, accurate and comprehensive information, analyzed in depth, so the reader can form their own opinion.**

**OPINION:** Merval Pereira, Fernando Gabeira, Flávia Oliveira, Vera Magalhães, Elio Gaspari, Bernardo Mello Franco, Malu Gaspar, Pedro Doria, Pablo Ortellado, Dorrit Harazim, Carlos Andreazza, Miguel de Almeida, Demétrio Magnoli; Eduardo Affonso, Irapuã Santana, Washington Olivetto, Edu Lyra, Roberto DaMatta, Carlos Alberto Sardenberg.

**INFORMATION:** Lauro Jardim, Ancelmo Gois, Bela Megale.

**HEALTH:** Margareth Dalcolmo, Roberto Lent, Natalia Pasternak, Ludhmila Hajjar, Roberto Kalil, Daniel Becker, Marcio Atalla, Marianne Pinotti, Salmo Raskin, Ben-Hur Ferraz Neto, Priscilla Primi, Carolina Chagas, Angelica Banhara, Isaias Rodrigues.

**ECONOMY:** Miriam Leitão, Rachel Maia, Fabio Giambiagi, Rogério Furquim Werneck, Carlos Góes, Ricardo Henriques, Gustavo Franco.

**WORLD:** Guga Chacra; Marcelo Ninio.

**SPORTS:** Carlos Eduardo Mansur, Rodrigo Capelo, Martín Fernandez, Gustavo Poli, Marcelo Barreto.

**SECOND SECTION:** Patrícia Kogut, Sensacionalista, Joaquim Ferreira dos Santos, Leo Aversa, Cacá Diegues, Martha Batalha, Ana Paula Lisboa, Cora Rónai, Nelson Motta, Ruth de Aquino, José Eduardo Aqualusa.

**ELA MAGAZINE:** Luciana Fróes.

**RIO SHOW:** Bruno Astuto; Luana Génot; Martha Medeiros.

**COLUMNS AND THEMATIC BLOGS:** Portugal Giro, Capital, Sonar, Pulso, Play, Acervo, True Crime.



**O GLOBO**

1925



1935



1945



1955



1965



1975



1980



1995



2005



2015



2020



*Chir*

O GLOBO

2025



O GLOBO

The structure of the printed newspaper and the website



≡ O GLOBO

JOGOS O GLOBO JOGAR

ELEIÇÕES NA BOLÍVIA

### Vitória de Evo, derrota de Bolsonaro

por Bernardo Mello Franco • 20/10/2020 • 00:00

Continue lendo

Nathalie Moellhausen: Esgrimista combina espada com moda

Um olhar sobre a política e o poder no Brasil

Buscar neste blog

**SEGUNDO EM QUARENTENA**  
Fernanda Torres fala do refúgio em sítio na Região Serrana e do confinamento produtivo ao lado da mãe, do marido e dos filhos

# O GLOBO

Trineu Marinho (1876-1925) (1904-2003) Roberto Marinho

## RENDA ARTIFICIAL

### Auxílio reduz desigualdade mas precisará de transição

Custo mensal de R\$ 50 bilhões inviabiliza manutenção em R\$ 600

O auxílio emergencial concedido pelo governo federal durante a pandemia reduziu a pobreza e fez a desigualdade brasileira chegar a seu menor nível histórico, informa

CASSIA ALMEIDA. O cálculo, inédito, é do sociólogo Rogério Barbosa, da USP, que concluiu que, sem ele, a concentração de renda poderia ter retrocedido ao nível de 1970. Especialistas debatem, no entanto, como criar um modelo que garanta a proteção dos mais vulneráveis e seja sustentável para as contas públicas. [#GLOBA27](#)

Flávio à Receita R\$ 350 pagos

Investigação do da "pádua" do Flávio, no nada, o Imposto na complament

NOV No



# The relationship between the reader and the brand

GLOBO's readers have a very unique sense of closeness and connection to the brand, built across the newspaper, the digital platforms, and the increasing live marketing platform, which is gaining more and more ground in the Rio de Janeiro scenario with events such as Portugal Wines, Education 360, and Rio Gastronomia, the largest of its kind in Brazil. Proof of this is the growing circulation, the brand's subscriber base and the digital audience. With the increase in national reach, and digitalization, it is one of the newspapers with the largest readership outside its home state:

**86%** of website audience<sup>1</sup>

**48%** of circulation<sup>2</sup>

**HIGH INTEREST IN POLITICS, TECHNOLOGY, SCIENCE, HEALTH, CULTURE, ECONOMY, AND BLOGS/COLUMNISTS.**

Sources: <sup>1</sup>Google Analytics 4 February/2026 | <sup>2</sup>IVC January/2026 –circulation print + digital (average Monday to Sunday)

**GLOBO**



## What makes our coverage different?

○ GLOBO is trustworthy, thoughtful, and balanced. All newspapers today run to spread the news as quickly as possible in search of clicks.

○ GLOBO, of course, is also concerned with speed, but agility is not more important than attention to accuracy.

In GLOBO, the information is checked, different approaches and perspectives are considered, and only then the information is published.

# Editorial

## EVOLUTIONS IN PRODUCT AND COMMERCIAL OPPORTUNITIES

The first step of the change was to intensify the production of nationally relevant content which resulted in strategical support for attraction and retention of new subscribers, as well as created a favorable editorial environment to advertisers of several segments.



**Economy,** with greater focus in companies and businesses.



**Brazil,** with approach to themes of all regions of the country.

## HIGHLIGHTS OF EDITORIAL CONTENT



**Health,** editorship created opportunities for the key segment of advertisement.



**Second Section,** a source of information for those interested in culture.



**Play,** always with the best entertainment.

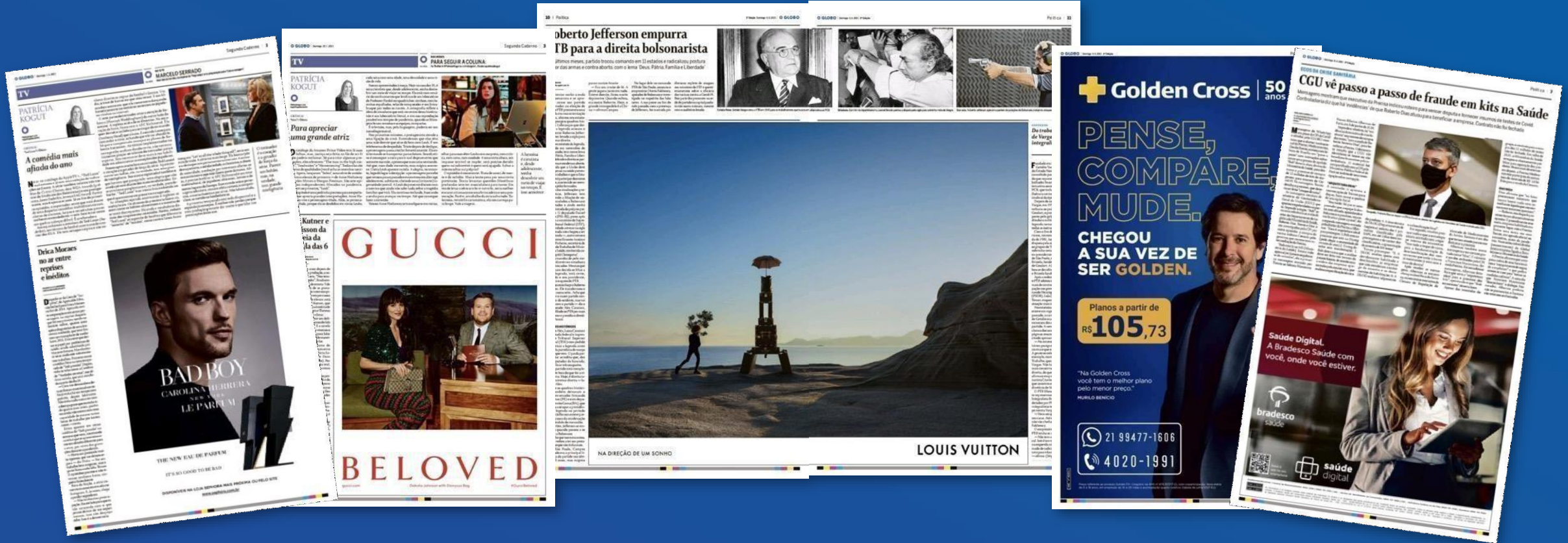


**GLOBO**

# Environment to advertise luxury, finances, fashion and much more!

## High frequency puts the brands in evidence even more

Our advertisers can count with several formats to communicate with a broad public in spaces that favor **volume in short periods.**







# Brazil Editorship

To reinforce the strategy of a national newspaper, the Country editorship became two: Brazil and Politics.

In Brazil, we tell local stories that are nationally relevant and interesting.

Information that cross State borders and a new space for big cases, a secondary subject in Country nowadays.

The editorship highlights discussions on big national themes: environment, education, creative solutions in cities, diversity.

**Brasil**  
OS RESULTADOS DO PISA  
**73% DOS ALUNOS NÃO SABEM O BÁSICO EM MATEMÁTICA**  
Brasil segue com nível baixo após pandemia que derrubou resultado de países ricos

**OS RESULTADOS DO PISA**  
O Brasil ficou em 73º lugar em matemática, com 73% dos alunos não sabendo o básico. O resultado é considerado "ruim" por especialistas.

**Ranking mundial nas três áreas**  
Tabela com ranking de matemática, leitura e ciências para 115 países.

**Como a educação se recuperou?**  
Análise sobre o impacto da pandemia na educação brasileira.

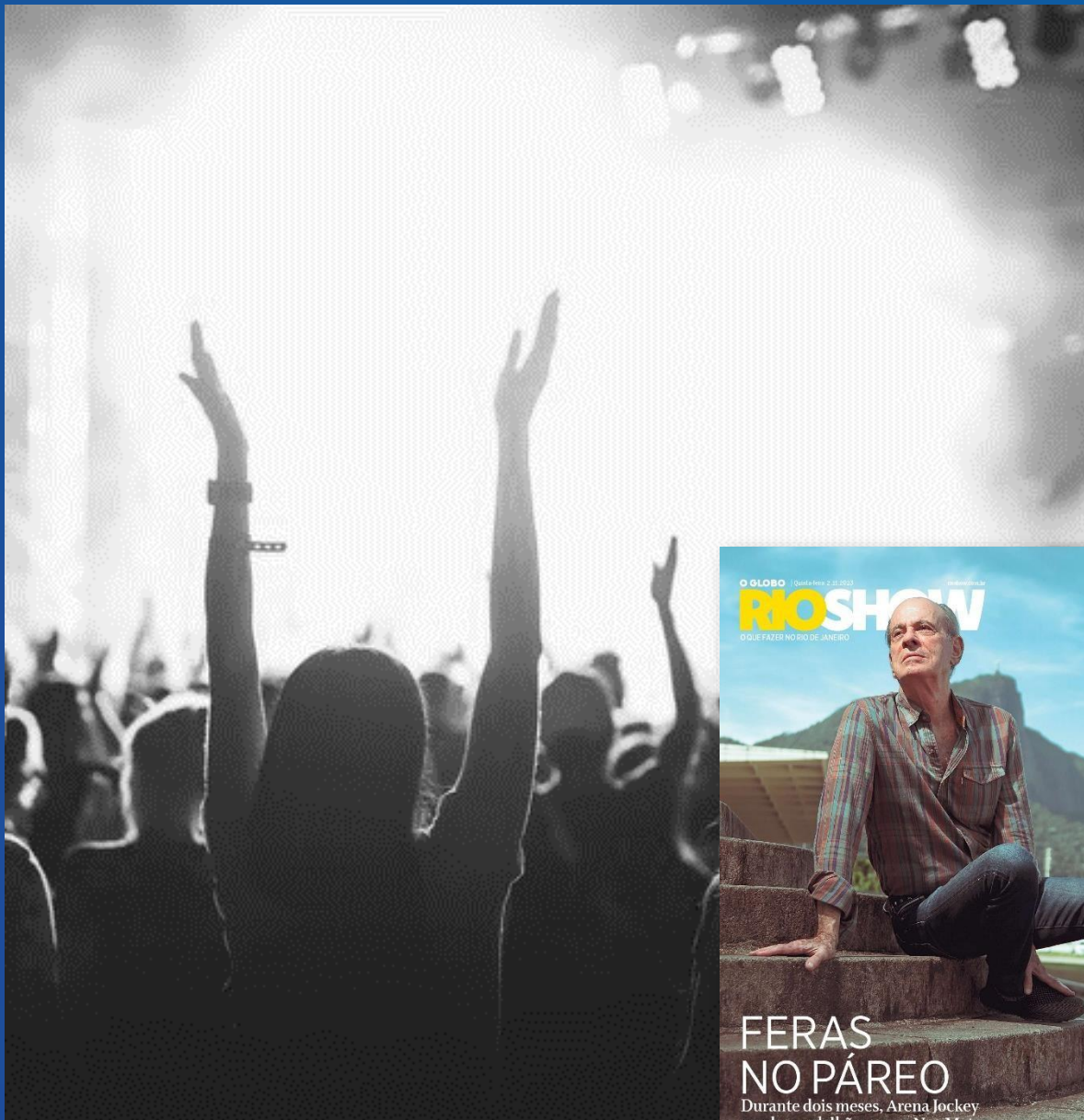
**Jovens brasileiros relatam mais solidão, bullying e distração**  
Pesquisa revela que jovens brasileiros estão mais isolados e sofrendo com bullying e distração.

**Ministro defende redução de EAD na formação docente**  
O ministro da Educação defende a redução da Educação a Distância (EAD) na formação de professores.









# Rio Show

The traditional Rio Show magazine has its weekly issues every Thursday.

Always bringing the best in gastronomy, cinema, theater, exhibitions, concerts, events, and children's activities.

If it happens in Rio de Janeiro, it is in Rio Show.

**O GLOBO**



# Editorials

O GLOBO | 12 de maio de 2015 | 1ª Edição

## BRASILEIRÃO



# NA 1ª



# A 12ª

**PALMEIRAS CONFIRMA TAÇA EM RODADA COM BRIGA EMOCIONANTE PARA NÃO CAIR. VASCO ESCAPA, E SANTOS É REBAIXADO**

**C**onfusão e emoção marcaram a rodada de ontem (11) do Brasileirão. O Palmeiras venceu o Vasco por 2 a 1 e garantiu a Taça de Bronze. O Santos foi rebaixado para a Série B por não ter conseguido vencer o jogo contra o Atlético Paranaense.

O GLOBO | 12 de maio de 2015 | 1ª Edição

## BRASILEIRÃO

### Saúde

**Mãe que também tem capômetro**



# COZINHA SEGURA

## Sete regras de ouro para evitar a contaminação dos alimentos

**H**igiene é a chave para evitar a contaminação dos alimentos. Segundo especialistas, sete regras de ouro devem ser seguidas para garantir a segurança alimentar na cozinha.

O GLOBO | 12 de maio de 2015 | 1ª Edição

## Rio

**Homem é preso por tentar preso na rua**



# ATAQUE CRIMINOSO

## Em resposta a ação policial, milícia queima 35 ônibus e espalha terror pela Zona Oeste

**E**m resposta a uma operação policial, uma milícia queimou 35 ônibus e espalhou terror pela Zona Oeste do Rio de Janeiro. O ataque ocorreu na noite de ontem (11) e deixou dezenas de pessoas sem transporte.

O GLOBO | 12 de maio de 2015 | 1ª Edição

## Política

**Senador é preso por tentativa de assédio**



# NÃO FOI 'DOMINGO NO PARQUE'

## STF começa a julgar golpistas e Moraes defende pena de 17 anos a réu; Nunes Marques diverge

**N**ão foi 'Domingo no Parque'. O Supremo Tribunal Federal (STF) começou a julgar os golpistas envolvidos no caso da eleição de Dilma Rousseff. O ministro Moraes defendeu uma pena de 17 anos para o réu, enquanto o ministro Nunes Marques divergiu.

**Sports**  
Information about soccer, the Olympics, and all sport modalities that interest Brazilian readers.

**Health**  
Current and relevant subjects for society, quality of life, and physical and emotional wellness.

**Rio**  
An attentive look over the city of Rio, including its cultural manifestations, such as Carnival.

**Politics**  
The most in-depth coverage about Brazil's government direction.

# Editorials

## Classifieds

Hub of offers – real state, cars, services, jobs etc. With credibility and visibility by Globo.

## Auto Esporte

Industry news, price tables, adverts and services for those who like vehicles or are interested in buying one.

## Second Section

A space to reflect about the many fields of art, with exclusive interviews and critiques.

# Editorials



## Rio Show

A programme guide for those who want to enjoy Rio de Janeiro during the 7 days of the week.



## Ela

Interviews, stories, fashion, and beauty, for a delicious Sunday read.

# Special Editorials



**ESPECIAL BOA CHANCE**

**GREAT PLACE TO WORK**

**AS MELHORES EMPRESAS PARA TRABALHAR NO RIO**

**GREAT PLACE TO WORK 2023: Saiba quais são as 75 companhias mais bem avaliadas por seus funcionários**

**U**ltimamente, a busca por uma empresa que ofereça um ambiente de trabalho saudável e produtivo tornou-se uma prioridade para muitos profissionais. Isso se reflete no ranking das melhores empresas para se trabalhar no Rio de Janeiro, divulgado pela Great Place to Work. O levantamento considera diversos fatores, como a cultura organizacional, a liderança, o equilíbrio entre vida profissional e pessoal, e o desenvolvimento dos colaboradores. As empresas que se destacaram neste ano são aquelas que conseguiram criar um ambiente de trabalho onde os funcionários se sentem valorizados e motivados a dar o melhor de si.

Ranking	EMPRESA	EMPRESA	EMPRESA	EMPRESA	EMPRESA	EMPRESA
1	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS
2	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS
3	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS
4	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS
5	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS	BRASILEIRAS

## Good Luck

Tips, courses, ads, and employment or franchise opportunities, all focused in the job market.



**BOA VIAGEM**

**MAR DE OPÇÕES**

Praias, passeios de barco, esportes aquáticos, agenda de eventos: edição especial de férias de verão traz atrações para curtir o Estado do Rio na estação

## Good Trip

Itineraries and stories about trips and tourist attractions in Brazil and abroad.

# Websites



Rio Editorship



Economy Editorship



Culture Editorship



World Editorship



Brazil Editorship



Politics Editorship

# Websites



Health Editorship



Sports Editorship



Rio Show



Ela Magazine

# Blogs and Columnists

4.9 MM unique visitors\*



## Kogut

The broadest coverage on television and streaming, with exclusive information, reviews and the traditional “Score 10” and “Score 0”.



## Lauro Jardim

The most well-informed journalist in Brazil brings exclusive news about the behind-the-scenes of power.



## Míriam Leitão

The unique eye that for 50 years has been following what is news in Brazil and abroad.

Source: \*Comscore; Key Measures; Multi-Platform; January/2026; Total Unique Visitors/Viewers; [SG] O GLOBO - Columnists and Blogs; Total Digital Population.

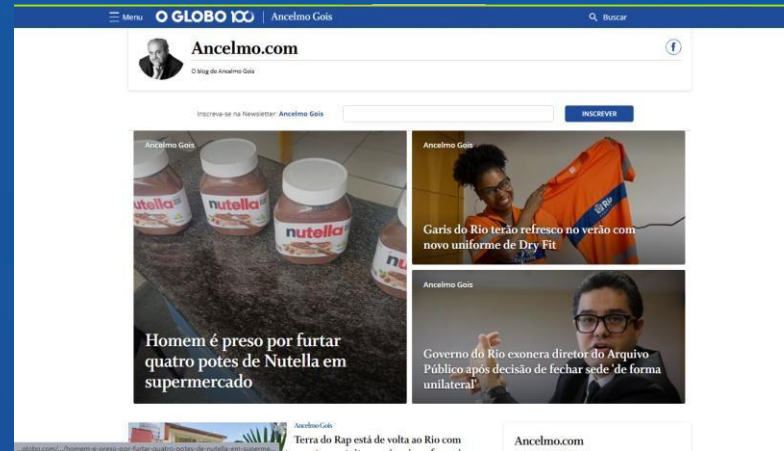
# Blogs and Columnists

4.9 MM unique visitors\*



## Vera Magalhães

Key facts of politics, the Judiciary branch, and the economy,



## Ancelmo.com

The blog of renowned journalist Ancelmo Gois.



## Flavia Oliveira

Commenting about current themes in the socioeconomic area.

Source: \*Comscore; Key Measures; Multi-Platform; January/2026; Total Unique Visitors/Viewers; [SG] O GLOBO - Columnists and Blogs; Total Digital Population.

# Blogs and Columnists

4.9 MM unique visitors\*



## Capital

Exclusive information, analyses, and the behind the scenes of the business world.



## Sensacionalista

The famous group analyzes the news with humor and creativity.



## Portugal Giro

News and opportunity tips in Portugal, from the assessment and experiences of a journalist that lives in Lisbon.

# Why invest in print



# Why invest in print



## THE VALUE OF ATTENTION

The printed ad is more likely to be noticed than the digital one and holds people's attention longer. **A single exposure in printed media is at least 5 times more likely to be noticed** that the digital ad with the best performance. <sup>1</sup>



## AGGREGATED CREDIBILITY

Advertisement in printed channels continues to be the most reliable among consumers. **When making purchase decisions, consumers trust in newspapers and magazines more than any other advertisement channel**, in accordance with a MarketingSherpa survey. <sup>2</sup>



## MORE MEMORIZATION MEMORIZATION

People remember printed ads longer than digital ones. The Internet may have dozens of ads and options competing for attention. In magazines and newspapers, readers usually have fewer distractions.

**Neuroscientists discovered that people are 70% more likely to remember your brand after seeing it in a printed ad than in a digital one.**<sup>2</sup>



## BRAND CONNECTION AND ASSOCIATION

Seeing printed ads involves more emotional processing, **which is important for memory and brand associations**. They are more likely to cause a lasting impression, with higher comprehension rates, thus, leading to more sales. <sup>2</sup>

Source 1: <http://www.lumen-research.com/news/a-currency-of-attention>. Based on 283,357 exposures to print and 77,343 viewable impressions in digital

Source 2: <https://cmasolutions.com/blog/advantages-of-combining-print-and-digital-advertising/> <https://outreachmediagroup.com/print-advertising/>

# Why invest in print



## MORE ENGAGEMENT

Readers engage differently with physical content.  
**Printed ads align with the rest of the content, instead of being an interruption.** They become part of the reader's experience, **making them more engaged and receptive.** <sup>1</sup>



## PRINTED ADS LAST LONGER

Printed ads last as long as the content they are exposed at have validity. The American Marketing Association states: "printed ads are worth it in the end because of their longer shelf life and **higher potential for reverberations beyond the initial reader.**" <sup>1</sup>



## CONSUMPTION TIME

60% of regular newspaper readers are not consuming any other media at the same time they are reading. <sup>2</sup>

Readers spend a significant amount of time in the different platforms of a news vehicle. <sup>3</sup>

**Newspaper** – 1h 11 min

**Tablet** – 55 min

**Smartphone** – 56 min

**Desktop** – 55 min

Source 1: <https://cmasolutions.com/blog/advantages-of-combining-print-and-digital-advertising/> // <https://outreachmediagroup.com/print-advertising/> MarketingSherpa Survey 2016 <https://www.forbes.com/sites/rogerdcooley/2015/09/16/paper-vs-digital/#66f99e8933c3>

Source 2: [www.newsworks.org.uk/resources/the-battle-for-attention](http://www.newsworks.org.uk/resources/the-battle-for-attention) // Source 3: TouchPoints 2019

# Why invest in digital



## MORE BRAND KNOWLEDGE

By including the two types of ads in your marketing campaign, you **broaden your channels and differentiates the ways of reaching specific publics, which leads to a greater brand knowledge.**<sup>1</sup>



## BROADER PUBLIC REACH

Expanding publicity efforts offers a wider public reach. Instead of a totally digital world, **a multichannel approach benefits from the unique advantages of print and the convenience and accessibility of the digital.**<sup>1</sup>



## WIDER CALLS FOR ACTION

Printed ads may boost digital efforts by promoting your art websites, social media URLs, QR Codes, and hashtags.<sup>1</sup>



## MULTIPLATFORM

Cross-platform message delivery increases brand remembrance, the message's depth, and the campaign ROI. **The top advertisers in the world use more than 6 channels!**<sup>2</sup>

Source 1: <https://emasolutions.com/blog/advantages-of-combining-print-and-digital-advertising/> // <https://outreachmediagroup.com/print-advertising/> MarketingSherpa Survey 2016 <https://www.forbes.com/sites/rogerdooley/2015/09/16/paper-vs-digital/#66199e8933c3>

Source: 2: The Halo Effect Study – Accenture – 2018 // Source 3: The Halo Effect Study – Accenture – 2018



# Why invest in print + digital

## HALO EFFECT

Studies about investment return in advertisement, conducted by Accenture, identified the HALO EFFECT: multiplatform campaigns bring increased ROI generation over the long term, for 2 years after circulation, and increase the ROI of digital initiatives.

Source: The Halo Effect Study – Accenture – 2018

 **GLOBO**



## Campaigns that use **news vehicles** have...

**37% more chances**

of generating growth in market participation

**58% more chances**

of generating profit

**50% more chances**

of attracting new clients to the brands

**3x more chances**

of resulting in increased customer loyalty



## The **Globo** reader

**95%**

consider it is very important to be well-informed

**83%**

agree that is worth it to pay more for quality products

**81%**

when they find a brand they like they tend to be loyal to it

**72%**

search for the lowest possible prices when they go shopping

**Each subscription is shared by 10 readers.\***

Source: IBOPE- TGI - TG BR 2025 R3 - People / Newspaper Readers: Read in print in the last 30 days + digital issue PDF (no overlay)//\*Ibope survey made especially for O Globo with interviewees (Internet users 16+ years, A, B and C classes)

**O GLOBO**



# 1 in every 5 people reads **O Globo**

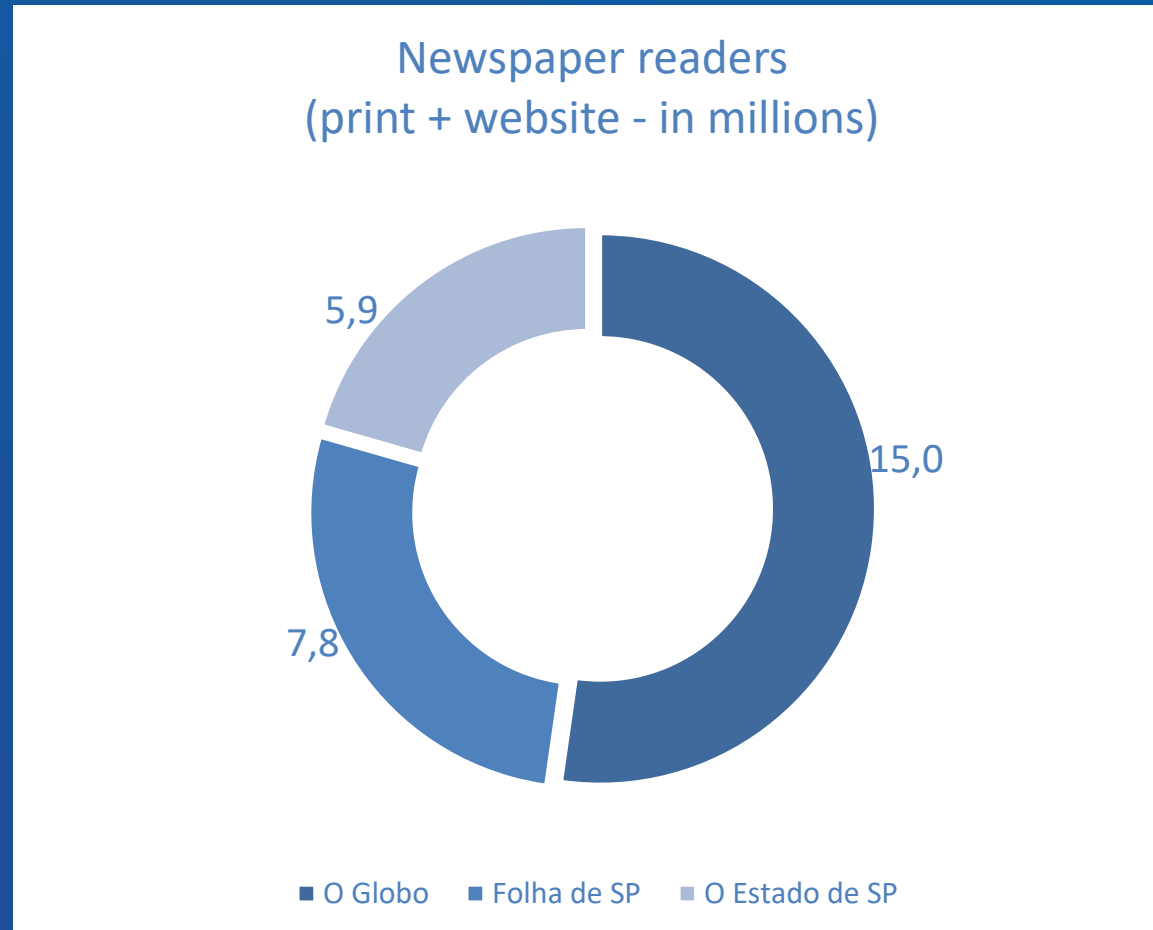
Readers Print + Digital Issue



Source: IBOPE- TGI - TG BR 2025 R3- People / Newspaper Readers: Read printed newspaper in the last 30 days or digital issue PDF

**O GLOBO**

# O Globo: the largest newspaper in Brazil

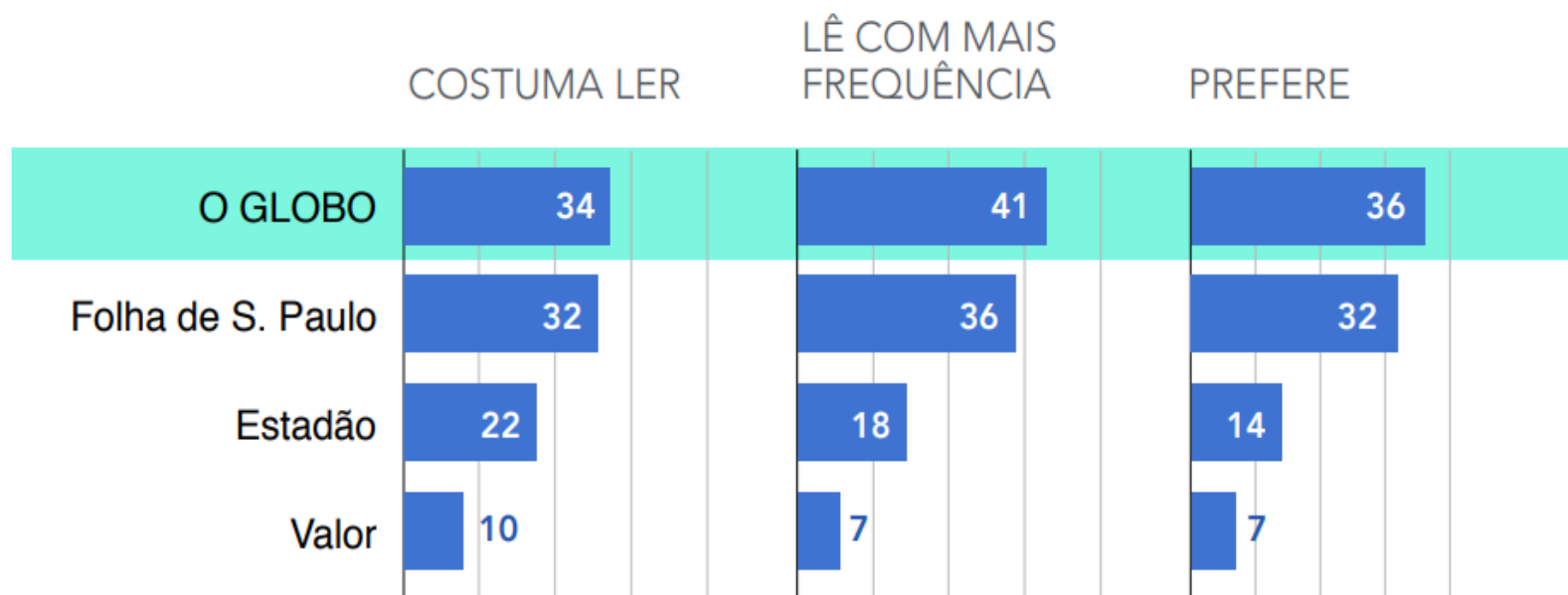


Source Kantar Ibope Media – TGI – Clickstream MP TG BR 2024 R1 – Personas | Newspaper Readers:  
Read in print in the last 30 days + PC & Mobile Visitor/Viewer (L4W) (no overlay)

# O Globo is the leader in reading habits among the country's major publications

## Jornais - Hábitos de leitura

BRASIL

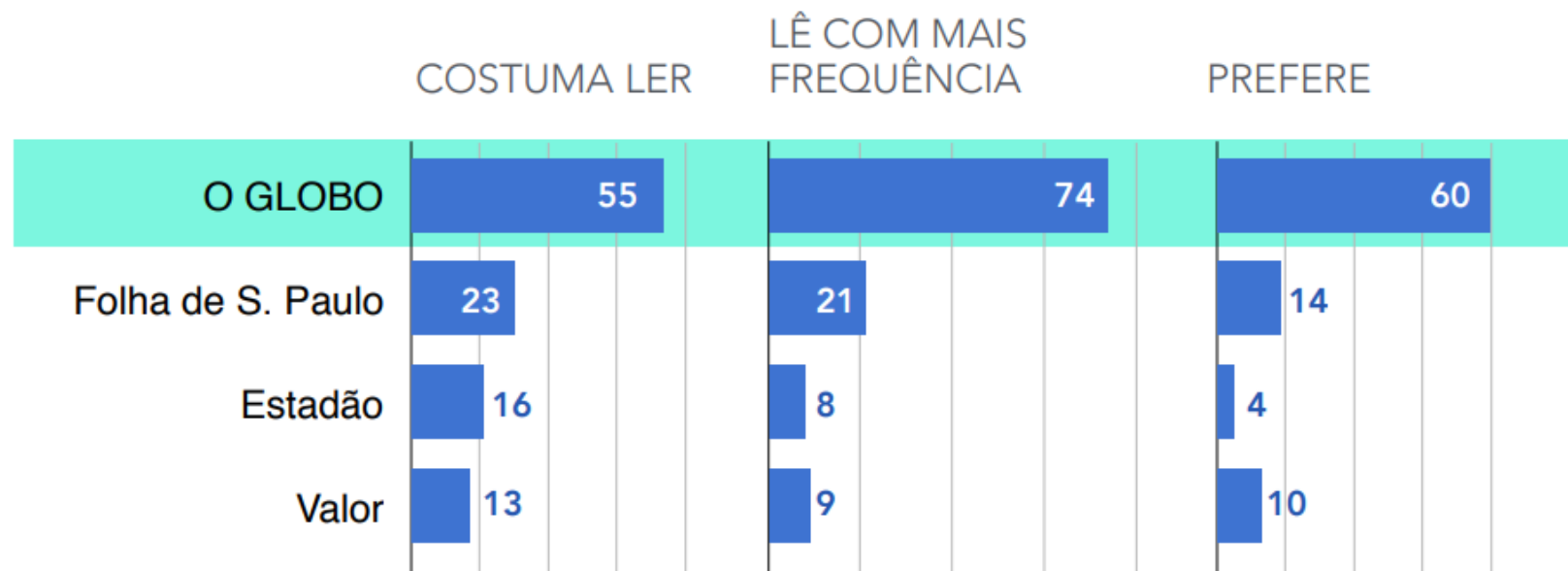


Source: survey made especially for O Globo with interviewees (Internet users 16+ years, A, B and C classes)

# O Globo is the leader in reading habits among Rio de Janeiro's major publications

## Jornais - Hábitos de leitura

RIO DE JANEIRO - CAPITAL



Source: Ibope survey made especially for O Globo with interviewees (Internet users 16+ years, A, B and C classes)

# Characteristics that suit

	O GLOBO	FOLHA	ESTADÃO
Has diversified/varied articles	20	19	15
Supports and encourages diversity (in journalism)	19	16	10
Always has first-hand news/scoops.	19	16	12
Has initiatives that reinforce actions against fake news	17	13	11
Has the best interviews/debates	16	17	11
Has a modern format such as podcast, videos etc.	16	13	8
Has excellent columnists	16	16	12
Has detailed/more extensive news	15	16	13
Is objective/has summarized news	14	14	12
Encourages actions that strengthen Democracy	13	15	11

Source: Ibope survey made especially for O Globo with interviewees (Internet users 16+ years, A, B and C classes)

# What the reader expects from the newspaper

When choosing a newspaper to read, whether printed or online, these are the characteristics most often taken into account:

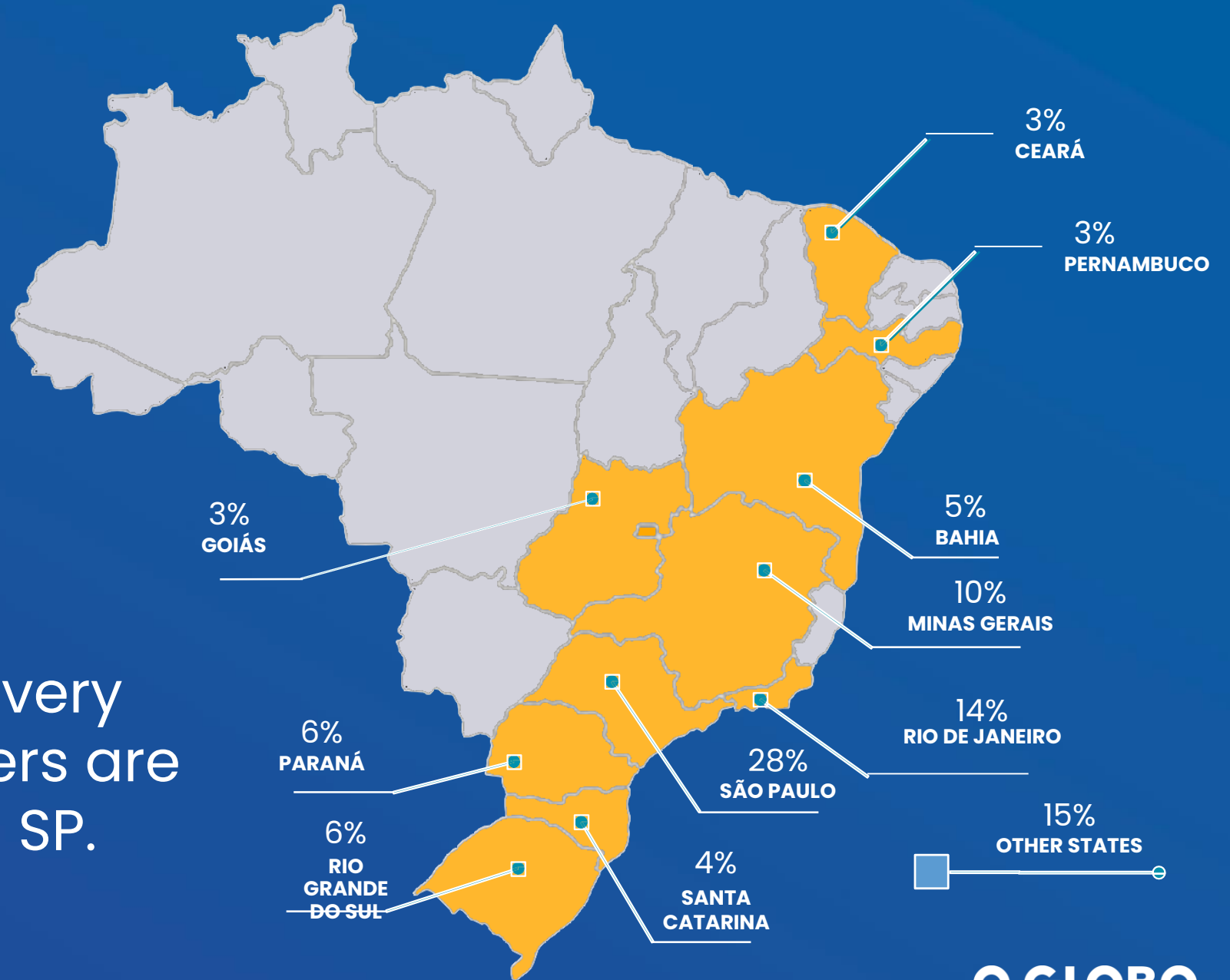
	Total
Has initiatives that reinforce actions against fake news	33%
Encourages actions that strengthen Democracy	25%
Encourages behavior that benefit the collective	24%
Support and boost diversity (gender, racial, sexual, religious etc.) in its news content	20%
Is moderate in ideological positioning	24%
Has diversified/varied articles	31%
Has good interviews/debates	25%
Has excellent columnists	13%
Seeks to build consensus of ideas	21%
Always has first-hand news/scoops.	14%

Source: Ibope survey made especially for O Globo with interviewees (Internet users 16+ years, A, B and C classes)

# Top 10 states with the most users

State	Unique Users
São Paulo	9,999,785
Rio de Janeiro	4,857,903
Minas Gerais	3,686,079
Paraná	2,112,839
Rio Grande do Sul	2,055,039
Bahia	1,655,069
Santa Catarina	1,425,831
Goiás	1,101,078
Ceará	1,017,739
Pernambuco	985,787
Other	5,299,118
<b>Total users</b>	<b>35,145,858</b>

1 in every 5 users are from SP.



# O Globo: excellent business opportunity for several segments of the industry, commerce, and services.



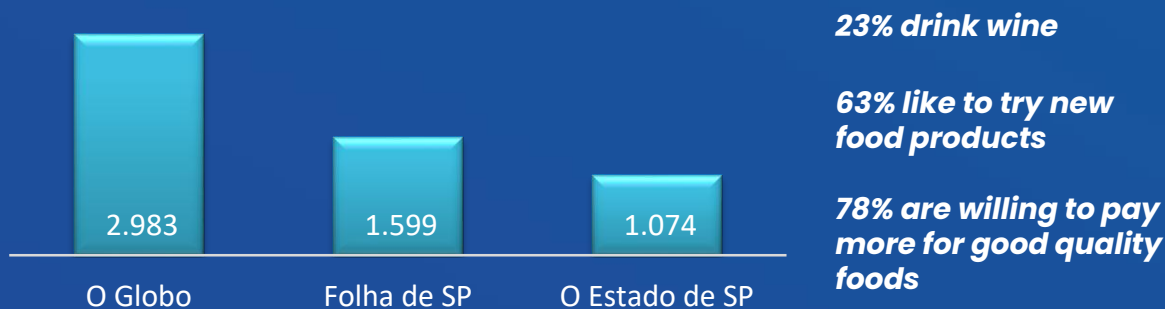
## FOOD / DRINKS / RESTAURANTS

**Leader in readers** with some interest in reading in the section/subject: Recipes / Culinary / Gastronomy / Drinks



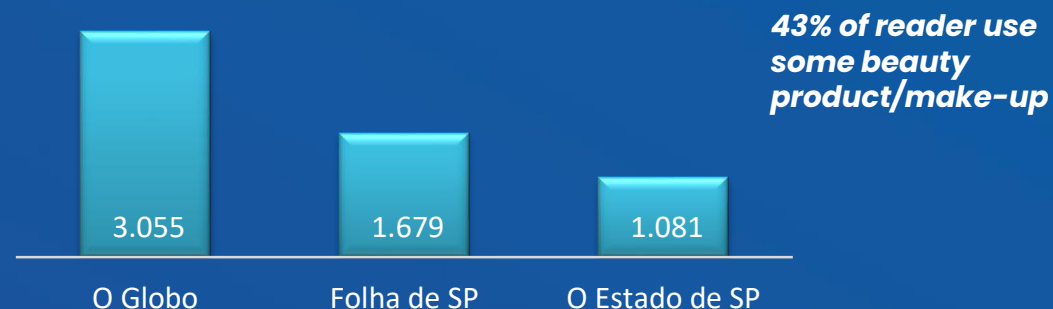
## PERSONAL HYGIENE

**Leader in readers** with some interest in reading in the Section/subject Beauty / Aesthetics.



### READERS (000)

Recipes / Culinary / Gastronomy / Drinks



### READERS (000)

Beauty / Aesthetic

Source: Kantar Ibope Media – TGI – Clickstream MP TG BR 2024 R1 – Personas | Newspaper Readers: Read in print in the last 30 days + PC & Mobile Visitor/Viewer (L4W) (no overlay)



## TECHNOLOGY / ELECTRONICS / HOME APPLIANCES

**Very high** affinity with the section/subject  
Technology: 144

- **89%** always seek the best prices when buying electronic equipment
- **81%** seek the greatest quantity of information possible about electronic equipment before buying them
- **68%** try to keep up with technological developments



## TRAVEL

**Very high** affinity with the section/subject Tourism/ Trips: 155

- **65%** agree that true vacations always include travelling
- **37%** intend to travel in the next 12 months\*



## PRODUCTS / ECOLOGICALLY RESPONSIBLE SERVICES

**Very high** affinity with the section/subject  
Environment/Sustainability/Ecology: 154

- **93%** consider important that a company operates with ethics
- **86%** claim companies should help consumers to be more environmentally responsible
- **81%** would be willing to pay more for a product that is healthy for the environment
- **79%** always prefer companies that are committed to fighting social inequalities, and which support social and cultural projects

Sources: Kantar Ibope Media – TGI – Clickstream MP TG BR 2024 R2 – Personas | Newspaper Readers: Read in print in the last 30 days + PC & Mobile Visitor/Viewer (L4W) (no overlay)// \*Kantar Ibope Media – TGI – TG BR 2025 R1 – People | Newspaper Readers Read in print or online in the last 30 days (no overlay)



## FINANCIAL SERVICES

**High** affinity with the section / Subject Finances / Business / Economy: 141

And Services: CDB: 135, Investment Funds/ Stocks: 135; Private Pension: 139

- **82%** today spend money more carefully than they used to before
- **75% make sure to do their research before investing** in a financial application



## INSURANCE

Affinity with the Insurance segment: 120 Life, 130 Residence, 125 Automobile



## SCHOOLS, COURSES, UNIVERSITIES

**Very high** affinity with the section/subject Academic Studies: 151

- **96%** It is very important to be well-informed
- **95%** It is important to keep learning new things throughout your life
- **71%** Some day, I would like to start my own business



## AUTOMOBILES

**Very high** affinity with the section/subject Automobiles: 158

- **46%** have vehicle in their homes

# Special formats





# Newsletters

## Free newsletters:

- **Dois Minutos Manhã:** Straight to your e-mail: news, analyses, and exclusive information in the morning.
- **Best of the week:** The most riveting stories published during the week and gathered in an e-mail on Fridays.
- **Rio Show:** Movies, concerts, plays, exhibitions, children's attractions: the best the city has to offer
- **Sonar:** A deep dive in social media to analyze trends, identify characters, and shed light on the dirty political game online.
- **Capital:** A selection of content from the column edited by journalists Mariana Barbosa and Rennan Setti, sent every Tuesday.





# Newsletters

- **Play Column + Patrícia Kogut:** The broadest coverage on television, with behind the scenes, analyses, reviews, and exclusive information.
  - **Sensacionalista:** The most widely discussed articles published throughout the week, sent every Wednesday.
  - **Rio News:** Newsletter dedicated to news about Rio de Janeiro, sent every Tuesday.
- Newsletters exclusive for subscribers:**
- **Fumus Boni Iuris:** Exclusive stories and articles about legal debate, with curatorship by Gustavo Binenbojm, lawyer and professor.
  - **Daily Afternoon:** Straight to your e-mail: news, analyses, and exclusive information.

# Newsletters | Audience

Newsletter	Periodicity	Subscribers	Delivered	Opening	Opening Rates
Dois Minutos Manhã	Daily	143,375	2,849,143	1,083,454	38.0%
Dois Minutos Tarde	Daily	110,785	2,229,105	874,276	39.2%
Best of the Week	Weekly	92,780	460,834	258,951	56.2%
<b>Total</b>		<b>346,940</b>	<b>5,539,082</b>	<b>2,216,681</b>	

SOURCE: Average December/2024 - DBM Data

O Globo  
special  
projects





# RIO GASTRO NOMIA

## BRAZIL'S LARGEST GASTRONOMY EVENT

Rio Gastronomia brings, during 12 days, classes, big concerts, many attractions and the what is best in gastronomy, in a incredible visual of Rio de Janeiro, providing an unforgettable experience.

With over 40 brands involved in the project, RG has already established itself as one of the most remarkable events in the Rio de Janeiro calendar.



# SP GASTRO NOMIA

## WHETHER IN RJ OR SP, GASTRONOMY UNITES US

Organized by O Globo and CBN Radio, SP Gastronomia takes to São Paulo citizens the best of Brazilian cuisine and cuisine from around the world, all in one place.

The event celebrates the renowned and international São Paulo gastronomy and all meetings take place around it, consolidating itself as one of the largest gastronomy festivals held in São Paulo.



## THE LARGEST EVENT OF PORTUGUESE WINES OUTSIDE PORTUGAL

Portugal Wines is organized by the O Globo, Público, and Valor Econômico Newspapers, and gathers dozens of producers, personalities, and great experts on the subject, offering a unique experience!

During the event, the public has the opportunity to taste wines in the stands of the Hall of Wine Tasting and in the Tasting Room, which is guided by a team of experts. Furthermore, the public also enjoys a communal area with concerts, wine store, and talks, where chefs, artists, presenters, journalists, and producers exchange experiences about the wine universe.



# O GLOBO 100 AQUARIUS O GLOBO

Consolidated as a traditional and important event of Rio de Janeiro's cultural calendar, Project Aquarius is known for democratizing access to classical music in a playful and free way.

The event keeps on innovating and offering unforgettable musical gatherings, in addition to an exclusive programme and special guests.



— Camarote —

# Quem O GLOBO

In four days of party, the Camarote Quem and O Globo ensures to its guests the most premium service in the Sapucaí.

The experience features accreditation and an exclusive meeting point with customization of shirts, in addition to a closed party only for guests and celebrities with open bar and open food for twelve hours. The VIP area also features concerts and exclusive attractions from the Radio Globo stage.

To amplify the actions reach, the event relies on an extensive coverage on the platforms of the Quem, O Globo and Rádio Globo brands.

**O GLOBO**

Our formats  
On and Off



# Different formats



## Dust jacket

### Page 1

**Format:** 29.7 cm x 45 cm

Note: We have the lead with the newspaper brand, the date and the phrase "NEWS COVER" (placed by Editora Globo).

### Pages 2 and 3

Two single pages: 29.7cm x 52cm or a double page: 61.4 cm x 52 cm

### Page 4

**Format:** : 29.7 x 52cm

Apply word "PUBLICITY" on top of the centralized ad, within the 29.7 x 52.0 format.



## Dust jacket

**Mandatory use:** promotional cover in the art.

# Different formats



## Outer Cover (loose page):

### Page 1

**Format:** : 29.7cm x 45cm Note: We have the lead with the newspaper brand, the date, and the phrase "NEWS COVER".

### Page 2

Single Page: 29.7 cm x 52 cm



## Fake Dust Jacket (connected to the main section)

### Page 1

**Format:** 29.7cm x 45cm Note: We have the lead with the newspaper brand, the date, and the phrase "NEWS COVER".

### Page 2

Single Page: 29.7 cm x 52 cm



## Belly Band

**Format:** Horizontal (the newspaper brand must be fully visible)

# Different formats



**Estrelas de Natal**  
Ofertas com preços imperdíveis. Confira!

O primeiro Tablet Smartphone criado para os idosos



ObiTablet para idosos

Leve em casa a Vitrola mais completa com uma CONDIÇÃO EXCLUSIVA



Traga de volta a sensação de escutar um disco de vinil

Vitrola ObiVintage

Leve pra casa a Vitrola mais completa de vinil

Reproduz e Controla música via Wi-Fi e CD

Reproduz e Controla iTunes

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Tá difícil usar o smartphone?



ObiPhone Barra

Filme e transmite imagens para seu Smartphone



Drone Semi-profissional over Camera

O Celular para idosos muito fácil de usar



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## Simple Flap

Open format:  
6 col. x 53 cm. Printing 4/1 colors.  
Front (color) and verse (bw).



## Extended flap

Open format:  
9 col. x 53 cm.  
Printing 4/1 colors.  
Front (color) and verse (bw).

**Kalunga** +190 lojas

*Aproveite as ofertas de Natal*



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# Different formats



## Island Advert

Open format:

6 col. x 53 cm. Printing 4/1 colors.

Front (color) and verse (bw).



## Book Mark

Open format:

9 col. x 53 cm.

Printing 4/1 colors. Front (color) and verse (bw).

**O GLOBO**

# Different formats



**Multipage**



**Pages 2 + 3**

Two single pages:  
29.7 cm x 52 cm

Or

On double page: 61.4  
cm x 52 cm

# Online formats



## DESKTOP

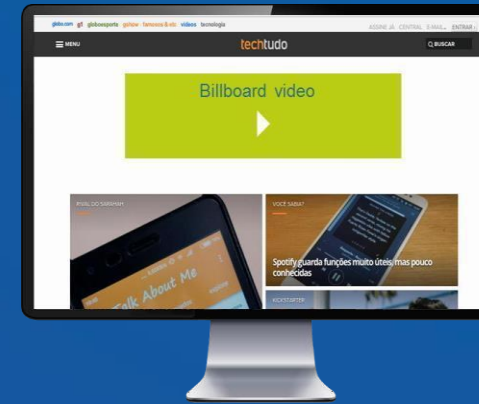
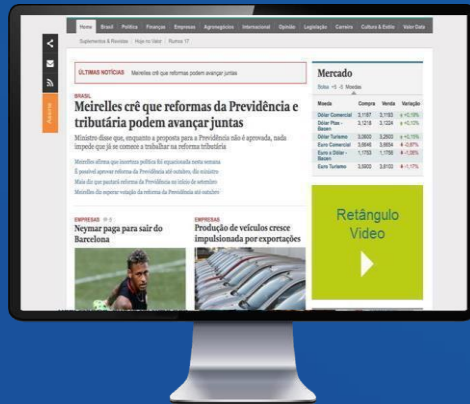


## MOBILE



# Online formats

## VIDEO



# MEDIA KIT 2026

