



**Qual**  
**Viagem**  
qualviagem.com.br *Turismo & Experiências*

**MEDIA KIT**  

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**2018**



# THE COMPANY

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Editora Qual works in the  
**Free Publication** segment for  
over 18 years. The company has  
distributed more than **32 millions**  
magazines in São Paulo  
City and metropolitan area.



# THE MAGAZINE

- It's a **quality graphic** magazine with **exclusive editorial** content.
- Our goal is to inspire readers to visit traditional touristic destinations in the world, such as New York, Rome, Rio de Janeiro, Buenos Aires and many others but also to experience new destinations that are not present in the editorial of traditional travel magazines.





# INFORMATIONS ABOUT THE MAGAZINE

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**Circulation:** 25.000 magazines

**Scope:** 100.000 readers per edition  
(four readers per issue)

**Circulation:** Nationwide

**Distribution free:**

15.000 free publication in São Paulo  
city and metropolitan region

**Distribution on Newsstand (pay):**  
10.000

**Periodicity:** monthly

**Dimensions:** 20,2 cm x 26,6 cm

**Bleed:** 0,5 cm

**Color:** CMYK

**Cover:** couchê 150 g

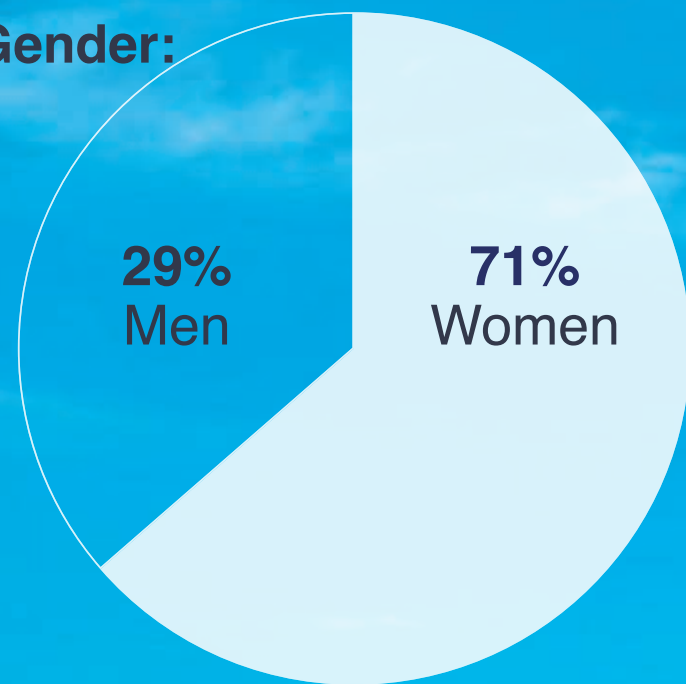
**Pages:** lwc 60 g

**Magazine spine:** square





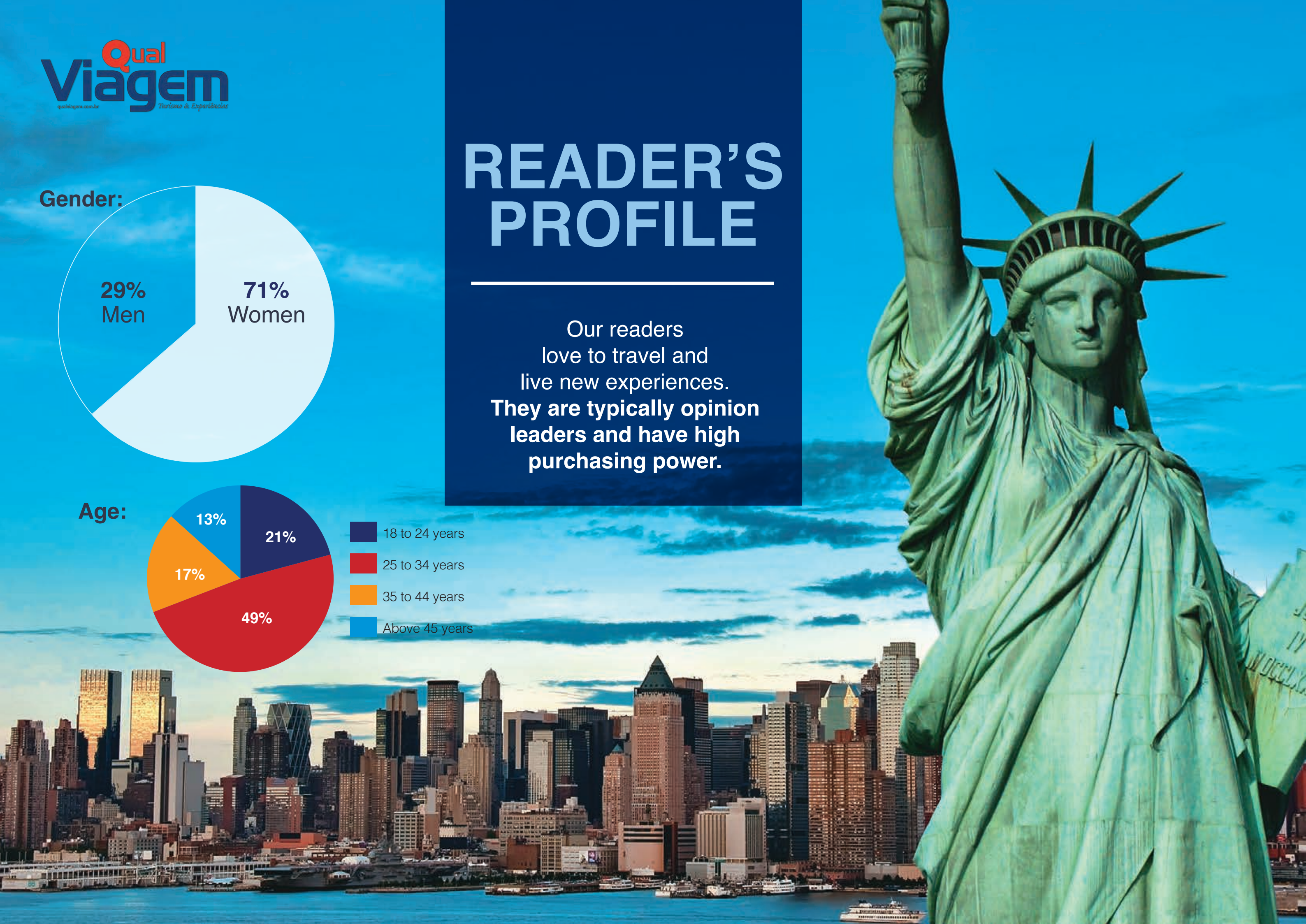
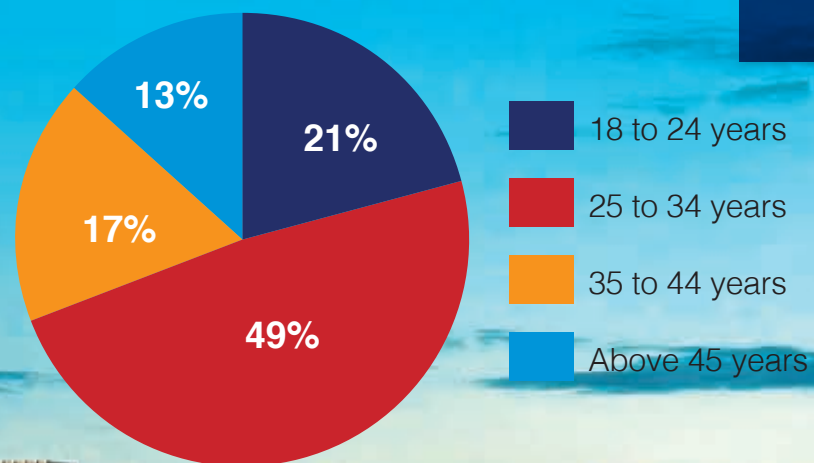
Gender:



# READER'S PROFILE

Our readers love to travel and live new experiences. They are typically opinion leaders and have high purchasing power.

Age:












# Distribution

**15,000 magazines**  
distributed in 80 shops in  
São Paulo City and  
the metropolitan area.

## Regions Reached:

-  West Zone
-  South Zone
-  East zone
-  North Zone
-  Downtown
-  Metropolitan region

## Places

-  Coffe shops
-  Vip Lounges
-  Bakeries
-  Restaurants
-  Candy stores

REDE FRAN'S CAFÉ

JARDINEIRA GRILL

BOVINU'S CHURRASCARIA

VIP LOUNGE STAR ALLIANCE  
AEROPORTO DE GUARULHOS

RODEIO CHURRASCARIA

MILK & MELLOW

AMOR AOS PEDAÇOS

VIP LOUNGE GRU AIRPORT

AGÊNCIA TAM VIAGENS  
SHOPPING IBIRAPUERA

PIZZARIA CAMELO



# Distribution NEWSSTANDS

**10,000 magazines**  
sold on newsstand throughout Brazil

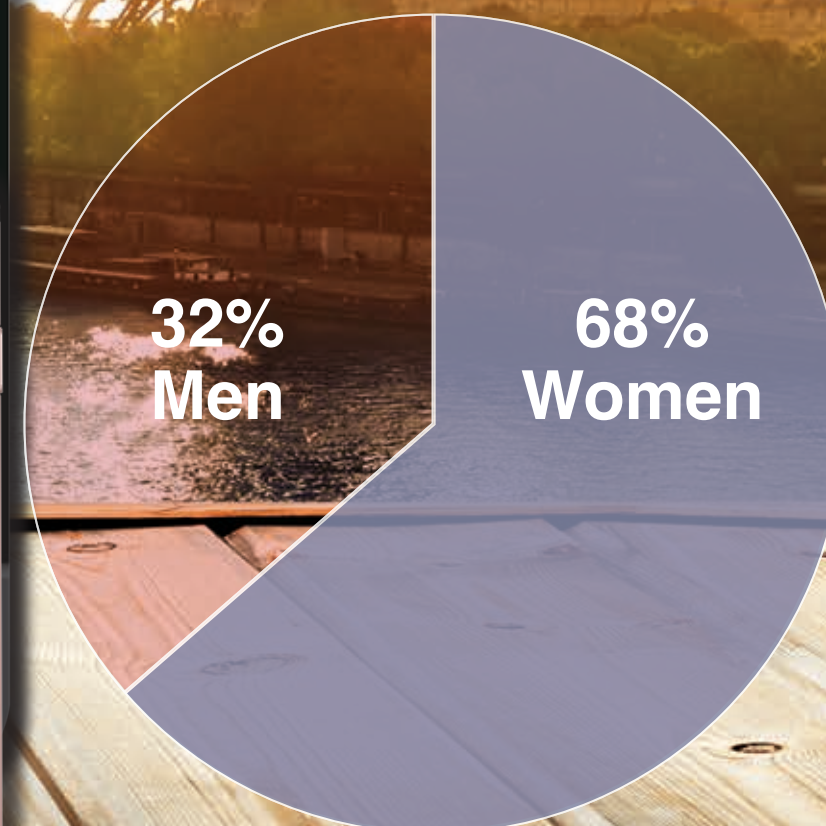
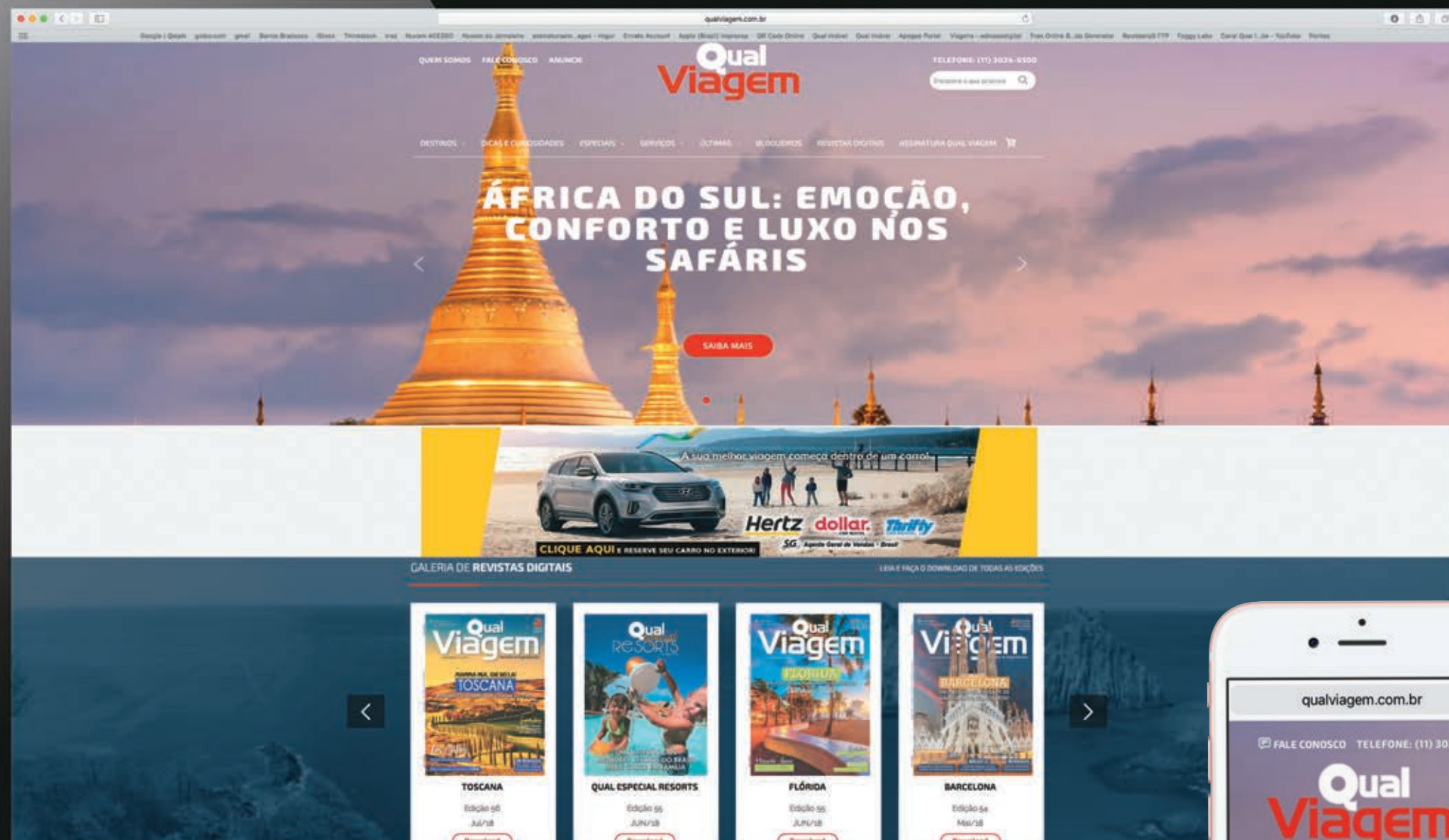




# QUAL VIAGEM ON INTERNET

[qualviagem.com.br](http://qualviagem.com.br)

All editions can be read and downloaded for free on your computer.

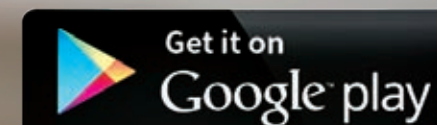
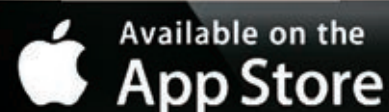
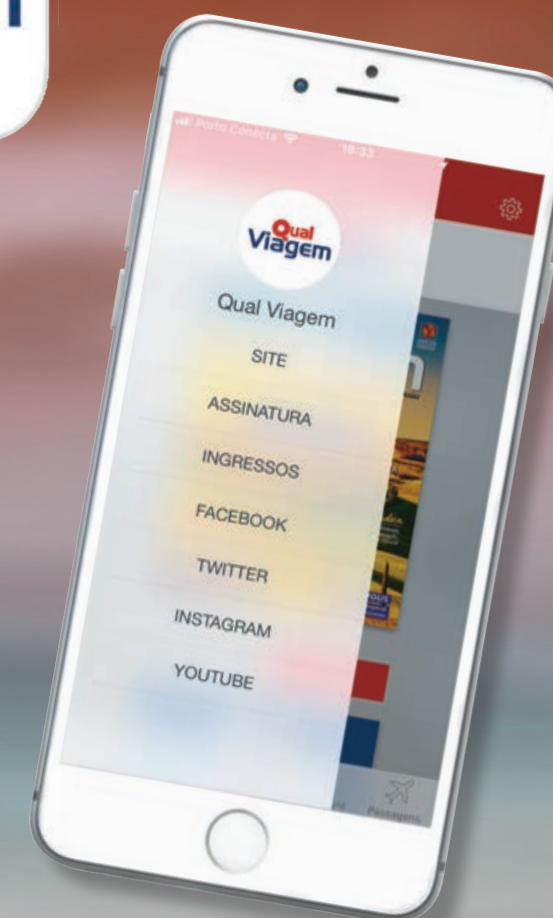


READER PROFILE



# APP FOR TABLETS AND SMARTPHONES

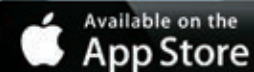
- Access the digital editions.
- Purchase of airline tickets and attractions.





# DIGITAL NEWSSTANDS

QUAL VIAGEM IS ALSO AVAILABLE IN MULTIPLE DIGITAL PLATFORMS REACHING THOUSANDS OF READERS AROUND THE WORLD.







/qualviagem



/revistaqualviagem



@Qualviagem



Qual Viagem



**Facebook:**

**600 THOUSAND**  
f o l l o w e r s

**Profile**

**25%**  
Men

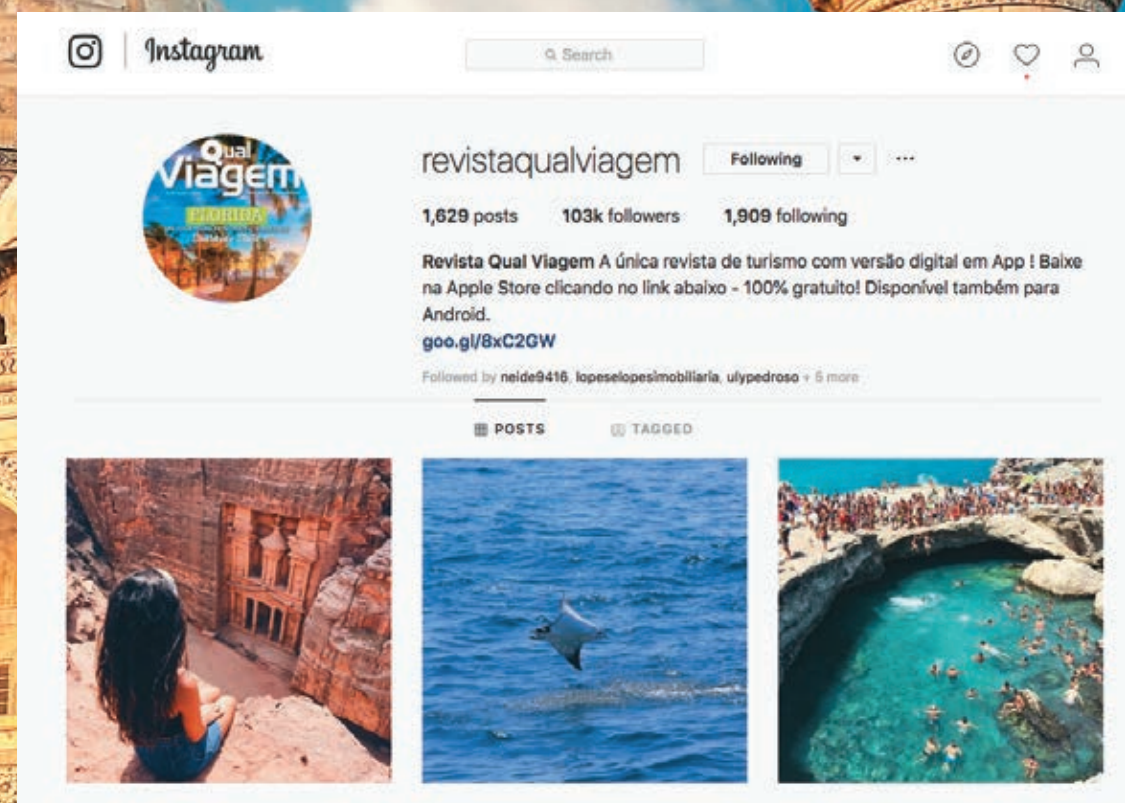
**75%**  
Women

**Instagram:**

**38%**  
Men

**62%**  
Women

**+100 THOUSAND**  
f o l l o w e r s





01

## VIDEOS

THINKING ABOUT THE BEST EXPERIENCE OF OUR READERS, QUAL VIAGEM NOW BRINGS THE TECHNOLOGY OF AUGMENTED REALITY TO THE PAGES OF THE MAGAZINE.

WHENEVER YOU READ, FIND THE QUAL RA APP ICON, THAT MEANS THERE IS MUCH MORE CONTENT ON THAT PAGE THAN JUST THE TEXT AND PHOTOS PRINTED.

IN AN EASY AND UNCOMPLICATED WAY, YOU CAN WATCH A VIDEO, SEE A GALLERY OF PHOTOS OR EVEN A 3D IMAGE THAT HAS TO DO WITH THE WRITTEN MATTER.

## QUAL RA - 100% FREE



QUAL RA

02

## GALLERY OF PICTURES

04

## NEW EXPERIENCE FOR THE READER

## 3D IMAGES

05

Get it on  
Google play

03





- Communic your brand in an innovative and effective way, associating an information content that will be better perceived by the reader.

- Our journalists will be responsible for the content development for the printed magazine and ours social medias.





# Qual Viagem

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