Informe

Publicitário 21 x 28 cm 1 Page

21 x 28 cm

Magazine COMPRAS MUNICIPAIS Disclosing Products, Advancing Business

The Municipal Purchasing Magazine is an essential vehicle to reach and influence Municipal and State Managers, Directors and Managers working in teams Public and private companies, aimed at carrying out works or services in the areas of Education, Housing, Transportation, Sanitation, Safety, Security, Public, Environmental, Maintenance, Road Signs, Public Health and highway concessionaires throughout Brazil. Reaching *counties and states* throughout Brazil, with interest programs Public Administration, **MUNICIPAL PURCHASING** is therefore the best channel for companies wish to sell to the government, both in and through direct purchases of bidding processes.

Who participates in the Printed Magazine, automatically participates in the digital version.

Closing Sales: Delivery of digital files: Circulation: Day 25th of the first month of cover Day 28th of the first month of cover Day 20 of the second month of cover Distribution: 8.000 printed 17.000 eletronics Format: 21 x 28 cm Circulation: Bimonthly Couchè Paper Distribution Profile Free Distribution: by position 1,61% 7,36% 0,82% 0,46% by region North Municipalities = 449 Posted = 351 0.34% %= 78.17% 20,4% Northeast 69,01% Municipalities = 1.792 Posted = 1.514 %= 84,48% Mayors / States Managers Directorate of Procurement and Purchasing. Departments, Boards diverse Southeast Municipal and States Secretaries. works, office, purchasing, operations, works, transportation, education, public services, Municipalities = 1.668 Posted = 1.668 education, administration and other Midwest administration, urban development and other Municipalities Posted = 302 = 465 % = 100% Mayors, superintendents, Association of Municipal Administrators South Managers, Engineers, Managers, Tax, %= 64,95% Advisors, Administrative Agents, Assistants Officers, Supervisors and other Municipalities = 1.188 Posted = 1.188 % = 100% Coordinators, Heads of Procurement, Deputy Mayors and Deputy Mayors Controlling Bid Committee, Municipalities: Existing 5.565 Highway Concessionaires 88.05% 100% Gross Value Unit for Insertion DISCOUNTS: 3% for each issue / 15% to six editions 1/4 Page 1/3 Page 1/2 Page 2/3 Page 9.2 x 12 cm 12.4 x 12 cm 21 x 13.5 cm 21 x 18 cm

Double Page

42 x 28 cm

1ª Cover - 21 X 28 CM

2^a, 3^a or 4^a Cover **21 x 28 cm**