


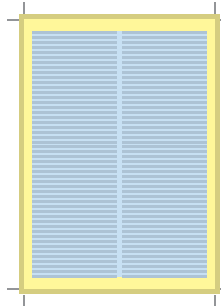


DIMENSIONS (mm)

Trim: 230x290
Type area: 200x266.5
Bleed: 3

Type area 
Trim size 
Bleed size 



Notes

Special Positions: + 30%

Double Page Spread	10.745 €	1/4 Even Page Landscape	3.210 €
Opening DPS	13.450 €	Special Products	
First DPS	12.430 €	Outside Back Cover	8.500 €
Second DPS	11.660 €	Inside Front Cover	7.750 €
Third DPS	11.320 €	Inside Back Cover	7.120 €
Half DPS	7.300 €*	Gatefolder	21.525 €
Odd Page	5.900 €	Gatefolder + Inside Front	
First Odd Page	6.700 €	Cover	27.150 €
Second Odd Page	6.560 €	Inverted Gatefolder	20.900 €
Third Odd Page	6.350 €	1/2 False Cover	7.500 €
Even Page	5.500 €	Sampling	9.660 €
Half Odd Page Upright	5.550 €	Inserts	
Half Even Page Upright	4.320 €	Monosheet	8.200 €
1/3 Odd Page Upright	3.970 €*	4 Pages	10.310 €
1/3 Even Page Upright	3.070 €*	6 Pages	11.920 €
1/4 Double Page Landscape	5.475 €	+ 6 Pages	Upon request
1/4 Odd Page Landscape	4.160 €		

The net value of all advertisements is subject to the VAT tax effective at each moment.

* Next to the Editorial and/or the area of the Reader

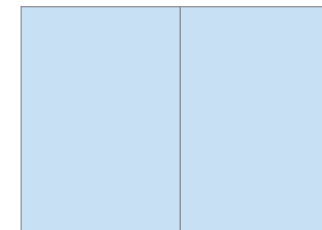
Technical Data

Cover Paper: Couché 170g
Paper: Couché silk 80g
Printing Method: 4-Colour Offset
Finishing: Perfect Bound
Screen: 150 lines

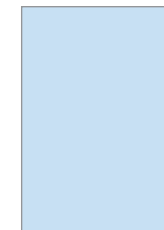
Advertising Materials

At the advertiser's expense. The originals for publication must observe the following specifications:

- PDF single-page format up to 1.5 level (one PDF per page, with space-centred work + trim margin)
- Embedded fonts
- CMYK images and objects
- 220 to 300dpi image resolution



DOUBLE PAGE SPREAD
460x290 (430x266.5)



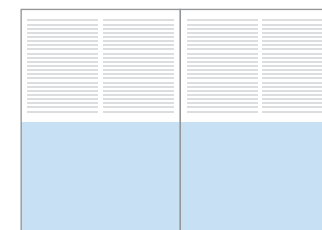
PAGE
230x290 (200x266.5)



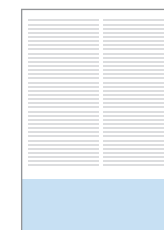
HALF PAGE upright
115x290 (100x266.5)



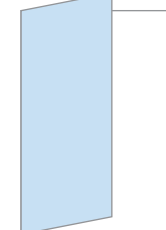
1/3 PAGE upright
80x290 (65x266.5)



HALF DPS
460x145 (430x141.5)



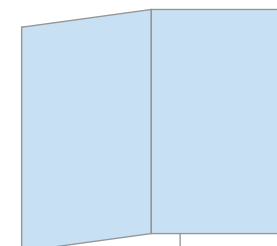
1/4 PAGE landscape
230x72.5 (200x60)



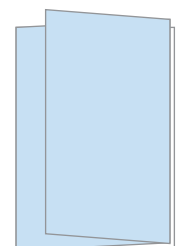
1/2 FALSE COVER
130x290



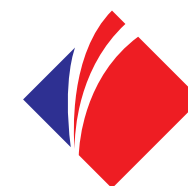
1/4 DOUBLE PAGE landscape
460x72.5 (430x60)



GATEFOLDER
224+220+215x290



INVERTED GATEFOLDER
224+220+215x290



Information

General Conditions

INTELLIGENT LIFE reserves the right to decline to publish all advertising that does not comply with its orientation, as well as the right to postpone or suspend publication of any advertisement due to lack of space or to technical reasons.

The placement of advertising will be subject to pagination conveniences and the location will be determined by INTELLIGENT LIFE according to its technical possibilities, excepting the advertisements that have been accepted under special position agreements. Any error or omission will be compensated solely by the correct repetition of the advertisement in question.

Special Advertising Section (Written Advertising)

Standard rate + 50%. Subject to approval by Impresa Publishing. The advertisement must include the word "Publicidade" ("Advertising") in the upper right corner, in 12-point typeface.

Foreign Languages

The use of foreign languages in the advertising message is not allowed, except in those cases foreseen by the legislation in force (Art. 7, no. 3 and 4 of the Advertising Code).

Inserts

Copy subject to approval by Impresa Publishing's Production Department 1 month prior to publication date.

Confirmation of the copy number for each edition must be made 15 working days, at least, prior to publication date.

Publication Date

June, September and December.

Space Reservation

Till 1 month before publication date, through an Advertising Order or other written means.

Advertising Closing Date

Advertising materials must be delivered 3 weeks prior to publication date.

Booking Cancellation

Cancellations will only be accepted if made in writing, at least 1 month before publication date. Otherwise, the Publisher reserves the right to invoice the contracted space.

Payment Conditions

30 days as from publication date.

Contacts

Edifício São Francisco de Sales
Rua Calvet de Magalhães, 242
2770-022 Paço de Arcos
Tel.: (351) 214 544 000

Delegação do Porto
Rua Monte dos Burgos, 1080
4250-314 Porto

Director of Publication

Mafalda Anjos
manjos@impresa.pt
Tel.: (351) 214 544 398

Commercial Director

Maria João Peixe Dias
mjdias@impresa.pt

Secretary

Maria Martínez
mmartinez@impresa.pt
Tel.: (351) 214 544 021 - Fax: (351) 214 435 310

Advertising Coordinator Director

Frederico Almeida Dias
fadias@impresa.pt
Tel.: (351) 214 544 026 - Fax: (351) 214 435 310

Advertising Coordinator

Hugo Rodrigues
harodrigues@impresa.pt
Tel.: (351) 214 698 129 - Fax: (351) 214 698 524

Account Managers

José Chagas
jchagas@impresa.pt
Tel.: (351) 214 698 121 - Fax: (351) 214 698 543

Manuel Piçarra
mpicarra@impresa.pt
Tel.: (351) 214 698 283 - Fax: (351) 214 435 312

Commercial Assistant

Alexandra Pereira Santos
apsantos@impresa.pt
Tel.: (351) 214 544 035 - Fax: (351) 214 435 310

Materials' Coordination

José António Lopes
jalopes@impresa.pt
Tel.: (351) 214 698 709 - Fax: (351) 214 698 524

North Delegation Director

Ángela Almeida
aalmeida@impresa.pt
Tel.: (351) 228 347 527

Account Managers

Marta Teixeira
mteixeira@impresa.pt
Tel.: (351) 228 347 534 - Fax: (351) 228 347 558

Helena Almeida
halmeida@impresa.pt
Tel.: (351) 228 347 526 - Fax: (351) 228 347 558

Commercial Assistant

Ilda Vilela

ivilela@impresa.pt
Tel.: (351) 228 347 520 - Fax: (351) 228 347 558

Materials' Deputy Coordinator

Carlos Martins
cbmartins@impresa.pt
Tel.: (351) 228 347 543 - Fax: (351) 228 347 558