

Media Kit

SET Magazine

The most traditional publication in the
Broadcast, Media and Entertainment market

2023





SET Magazine's goal is to be the source of information and news in the Media and Entertainment area, focusing on the broadcasting area and on the new technologies for producing, editing, and distributing audiovisual content. In its pages, the magazine presents every relevant thing that is going on in the market, in the form of articles, interviews, and technical pieces.

A highly specialized editorial board, with channels open for the most varied levels of the main players, creates internationally recognized quality contents.

Large events have guaranteed coverage: on-site, readers get to know the main details about everything that happens at the **NAB Show, IBC, and SET Expo.**

To enrich the reading experience even further, SET Magazine has partnerships with SMPTE and EBU for the exclusive reproduction, in Brazil, of deeper articles on technical subjects.

Format

SET Magazine is available in the digital format, having three printed annual issues. All issues, whether digital or printed, can be visualized at the magazine's website (revistadaset.com.br) and are available for download. Additionally, on the website, the reader can go to the Previous Issues section to visualize or download all issues of SET Magazine since the first one, published in 1989.

Approximate number of pages

64

Page format [cm]

21 x 28



Frequency

A new issue of **SET Magazine** is released every two months.

Special issues have the following cover stories:

MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBE
SET:30 at NAB Show	SET Expo*	SET Expo coverage

* Issue distributed to all the participants of the SET Expo



Readers' profile

SET Magazine's audience is formed by C-Level executives, officers, managers, engineers, technicians, professors, and students related to the Media, Entertainment, and Broadcasting industry, which encompasses operations, production, capture, broadcasting, distribution, telecommunications, networks, regulatory, and others. Focusing on technology, these areas gather professionals engaged in the production of all sorts of content, for an array of platforms, including advertisement. The digital version is distributed to a periodically updated mailing list containing 8,000 contacts, mainly in Brazil, and the printed version run is of 3,000 copies.



Specifications for ads

Dimensions (cm)

Full page



Half page



Formats



Resolution

300 DPI (minimum)

COLORS

RGB Scale

Note

Inform the URL redirection of the ad's link.

Bleed area

-

Safety margin

-

VIRTUAL

Specifications for ads

Dimensions (cm)

Full page



Half page



Formats



Resolution

300 DPI (minimum)

COLORS

CMYK Scale

Bleed area

5 mm

Note

-

Safety margin

5 mm

Crop marks*

No marks

Safety area**

5 mm (top and bottom)
10 mm (sides)



*The tips of the crop marks should not be connected. The connection point might appear on the printed version.

**Credits of agencies, texts, and images: At least 5mm indentation from the top or

PRINT

Magazine's registration schedule

2023

PERIOD	JAN - FEB	MAR - APR	MAY - JUN	JUL - AUG	SEP - OCT	NOV - DEC	ISSUES (YEAR)
Format	Normal	Normal	Special 	Special 	Special 	Normal	6
Magazine number	207	208	209	210	211	212	6
Digital version	Yes	Yes	Yes	Yes	Yes	Yes	6
Printed version	No	No	Yes	Yes	Yes	No	3
Number of pages	Up to 64	Up to 64	Up to 92	Up to 92	Up to 92	Up to 64	-
Delivery date	06/02/23	28/03/23	12/05/23	06/07/23	25/09/23	14/11/23	-
Release	16/02/23	14/04/23	31/05/23	25/07/23	20/10/23	06/12/23	-

 SET:30 - NAB  SET Expo  Post SET

Magazine registration price list

2023

PRICE LIST	DIGITAL VERSION 64 PAGES DIGITAL	DIGITAL VERSION 64 PAGES PRINTED AND DIGITAL	DIGITAL VERSION 92 PAGES PRINTED AND DIGITAL
Ad formats	PRICE	PRICE	PRICE
Half page	R\$ 2.120,00	R\$ 2.440,00	R\$ 2.550,00
Full page	R\$ 2.960,00	R\$ 3.410,00	R\$ 3.560,00
Two pages (full pages and core)	R\$ 5.660,00	R\$ 6.550,00	R\$ 6.790,00
Ads with interviews	PRICE	PRICE	PRICE
Exclusive interview (half page)	R\$ 2.250,00	R\$ 2.590,00	R\$ 2.700,00
Exclusive interview (full page)	R\$ 3.540,00	R\$ 4.060,00	R\$ 4.246,00
Premium ads	PRICE	PRICE	PRICE
Cover	-	-	-
Full second page (page 2)	R\$ 3.600,00	R\$ 4.370,00	R\$ 4.560,00
Full page 3	R\$ 3.700,00	R\$ 4.260,00	R\$ 4.440,00
Pages until page 4	R\$ 3.600,00	R\$ 4.154,00	R\$ 4.326,00
Premium position (second cover + page 3)	R\$ 6.400,00	R\$ 7.360,00	R\$ 7.680,00
Full third cover (second last)	R\$ 3.650,00	R\$ 4.200,00	R\$ 4.380,00
Full fourth cover (back)	R\$ 4.200,00	R\$ 4.625,00	R\$ 5.040,00
Advertising inserts	PRICE	PRICE	PRICE
Special insert	R\$ 4.150,00	R\$ 4.770,00	R\$ 4.370,00
Total pages	64 pages	64 pages	92 pages

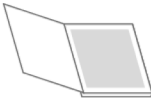
LOCALIZATION DEMONSTRATION



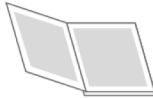
COVER



SECOND COVER



PAGE 3



PREMIUM POSITION
COVER + PAGE 1



THIRD COVER



FOURTH COVER



Contact Channels

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