

FOLHA DE SAO PAULO, Brazil's leading and most influential newspaper signs an exclusive advertising representation agreement with the renowned rep firm PUBLICITAS Charney/Palacios.

PUBLICITAS Charney/Palacios is pleased to welcome FOLHA DE S.PAULO to its prestigious portfolio of media companies. The strategic partnership through the exclusive sales agreement between FOLHA DE S.PAULO the leading daily newspaper in Brazil and PUBLICITAS Charney/Palacios, the most experienced and recognized all-media rep firm, offers advertisers a diversity of print products segmented to a specific target audience throughout Brazil. FOLHA DE S.PAULO is highly recognized for catering to advertisers its unparalleled creativity and innovative solutions. This new alliance clearly enhances Publicitas Charney/Palacios media portfolio in Brazil by representing the top 3 media companies in this key strategic market: FOLHA de S.PAULO, EDITORIAL ABRIL & O'GLOBO thru the GDA Group.

FOLHA DE S.PAULO is the leading and most influential newspaper in Brazil. Founded in 1921, since the 80's, it is the country's best-selling newspaper (2008 Daily average circulation was 311,000 and 365,000 on Sundays). Its growth is supported by the editorial principles of Folha's Project: pluralism, non-partisanship, critical journalism and independence. It has daily and weekly thematic section and it is distributed nationally. It was the first media company in Brazil to employ an [ombudsman](#) and to provide on-line content to its readers.

Publicitas Charney/Palacios, since 1980, is highly recognized in the U.S. as the leader and most experienced company in the representation of Latin America's most important media, working very closely and successfully with advertising/media agencies and clients managing advertising budgets for the region. They are a proud company of Publicitas, the Swiss based global leader in advertising sales for multi-media offers world-wide, with sales teams in 63 offices across four continents.

At Publicitas we understand international media. Please contact us for additional media information & innovative solutions +1 786 388 6340 or visit us at www.publicitas.com/latinamerica. **We know media. Nos conhecemos midia.**