

# MÍDIA KIT



# Somos a emissora que **traduz o jeito de viver de Goiás.**

Estamos ao vivo todos os dias, conectando marcas e pessoas com informação, entretenimento e credibilidade.

**8**

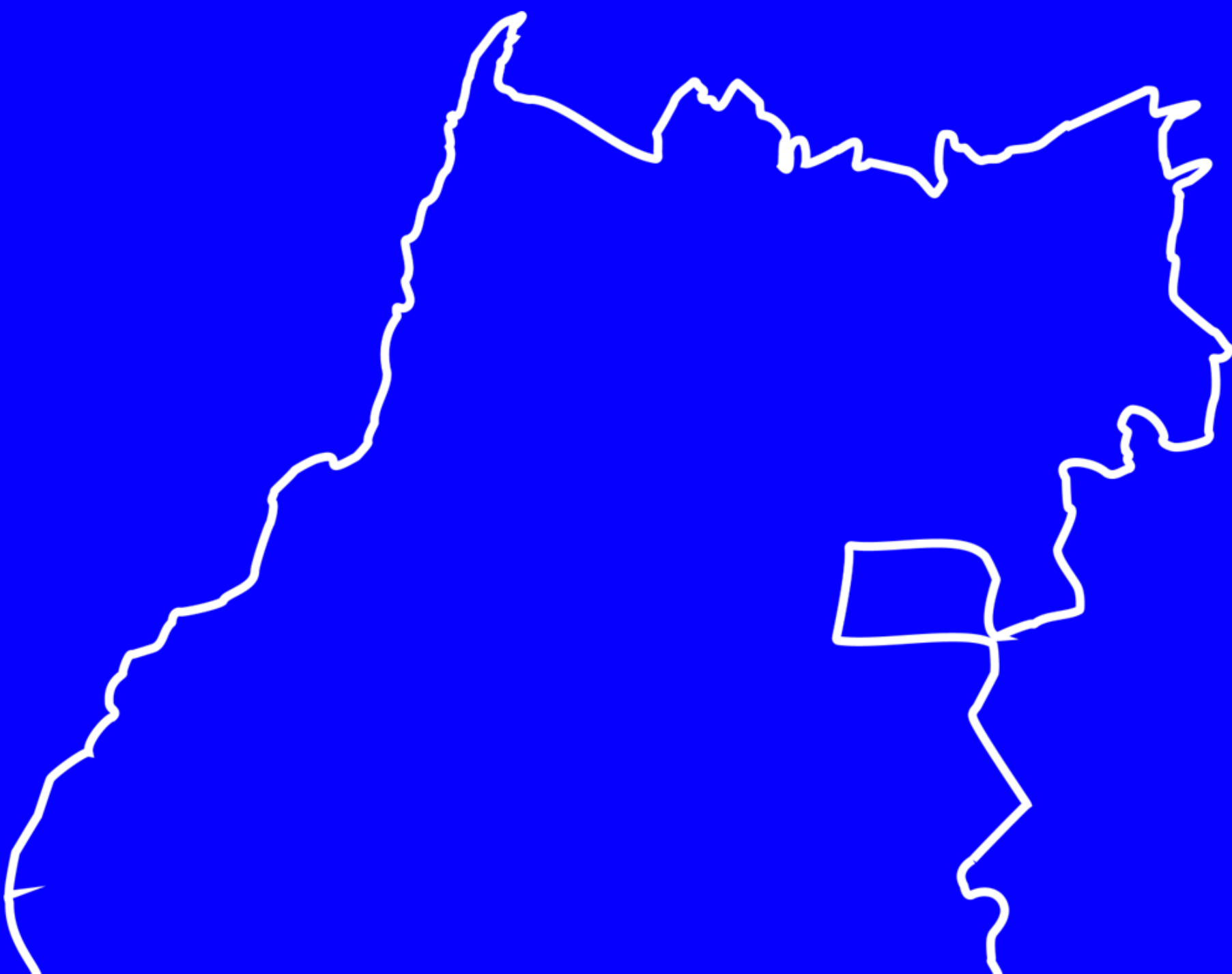
**Horas de programação  
diária local e ao vivo,**  
de segunda a sexta.

**3**

**Horas de programação  
semanal local e ao vivo,**  
no final de semana.



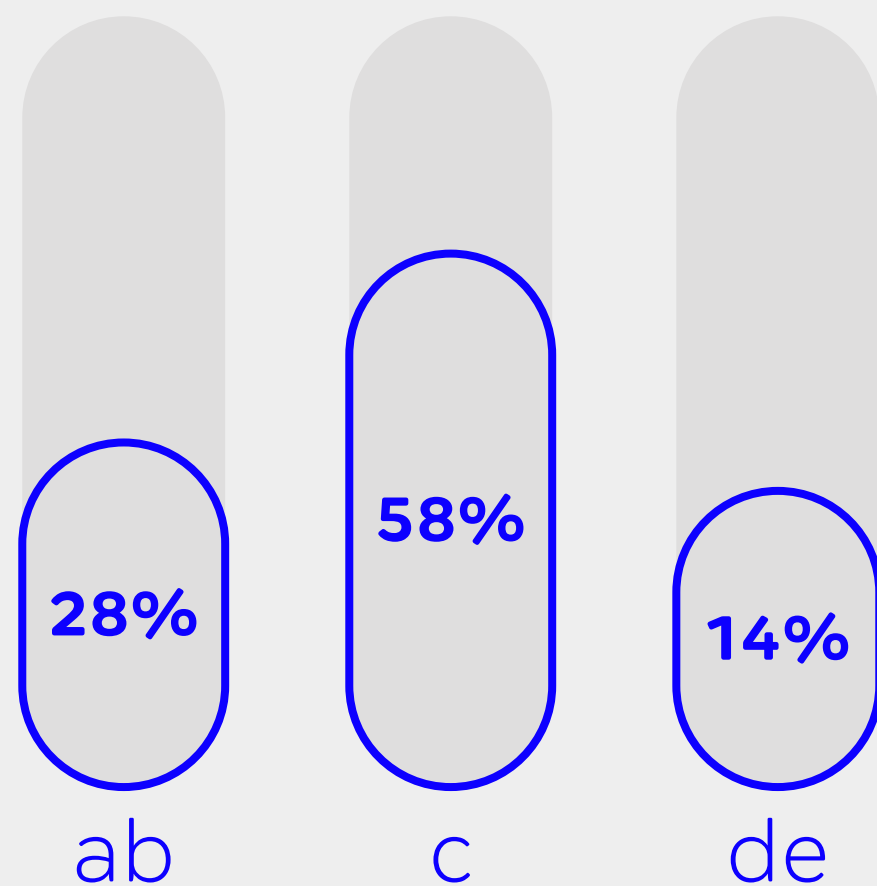
Onde sua marca estiver,  
**a RECORD Goiás também está.**



**236**  
municípios

**5.7MM**  
de telespectadores potenciais

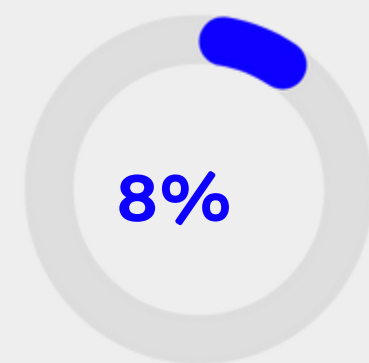
Sua marca fala  
diretamente com quem  
decide e consome.



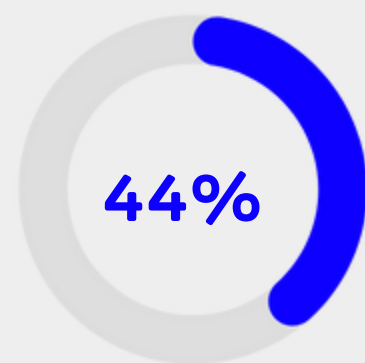
A RECORD Goiás  
é **LÍDER** na concentração  
do público ABC

**86%**

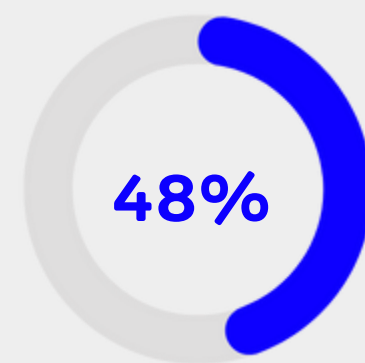
Conectamos sua marca a mulheres e homens, dos jovens aos mais experientes, **que estão no comando das decisões de consumo.**



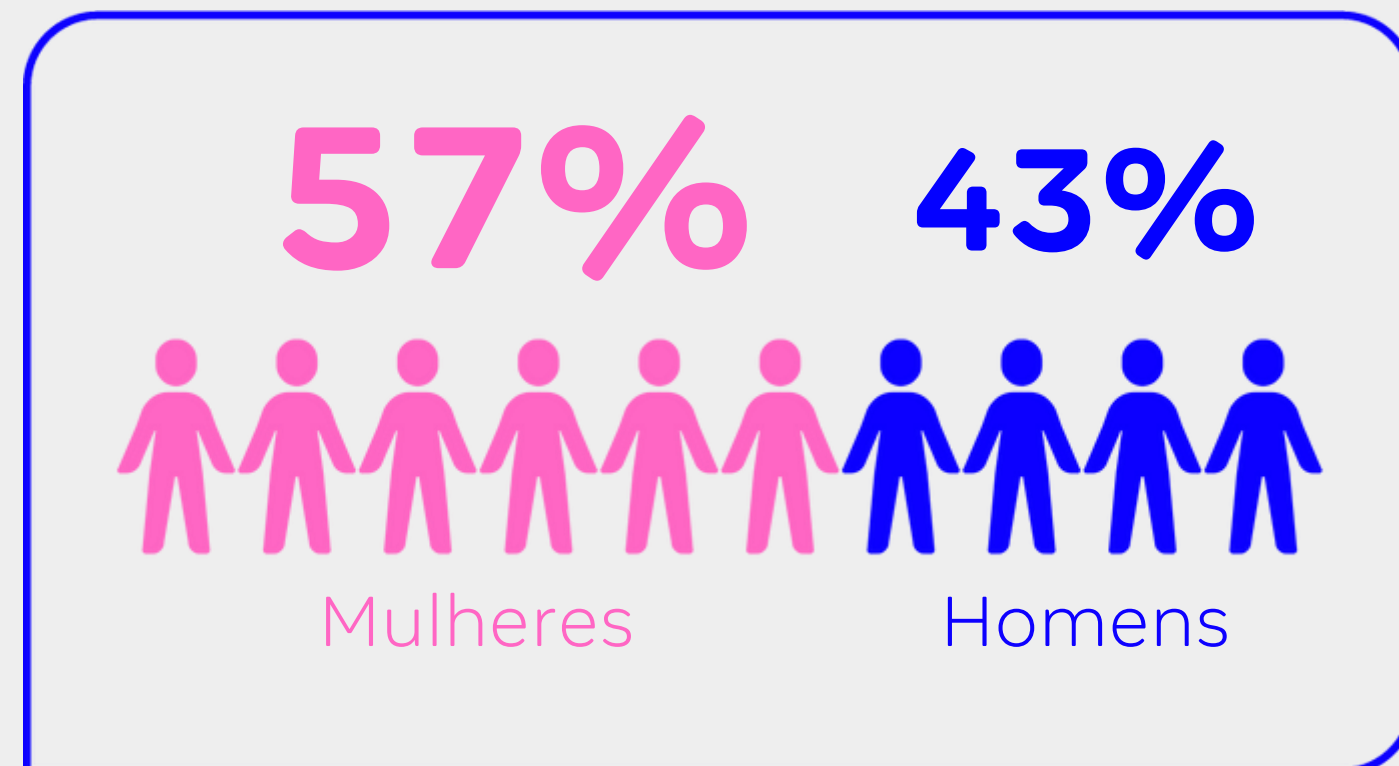
04 a 17 anos



18 a 49 anos



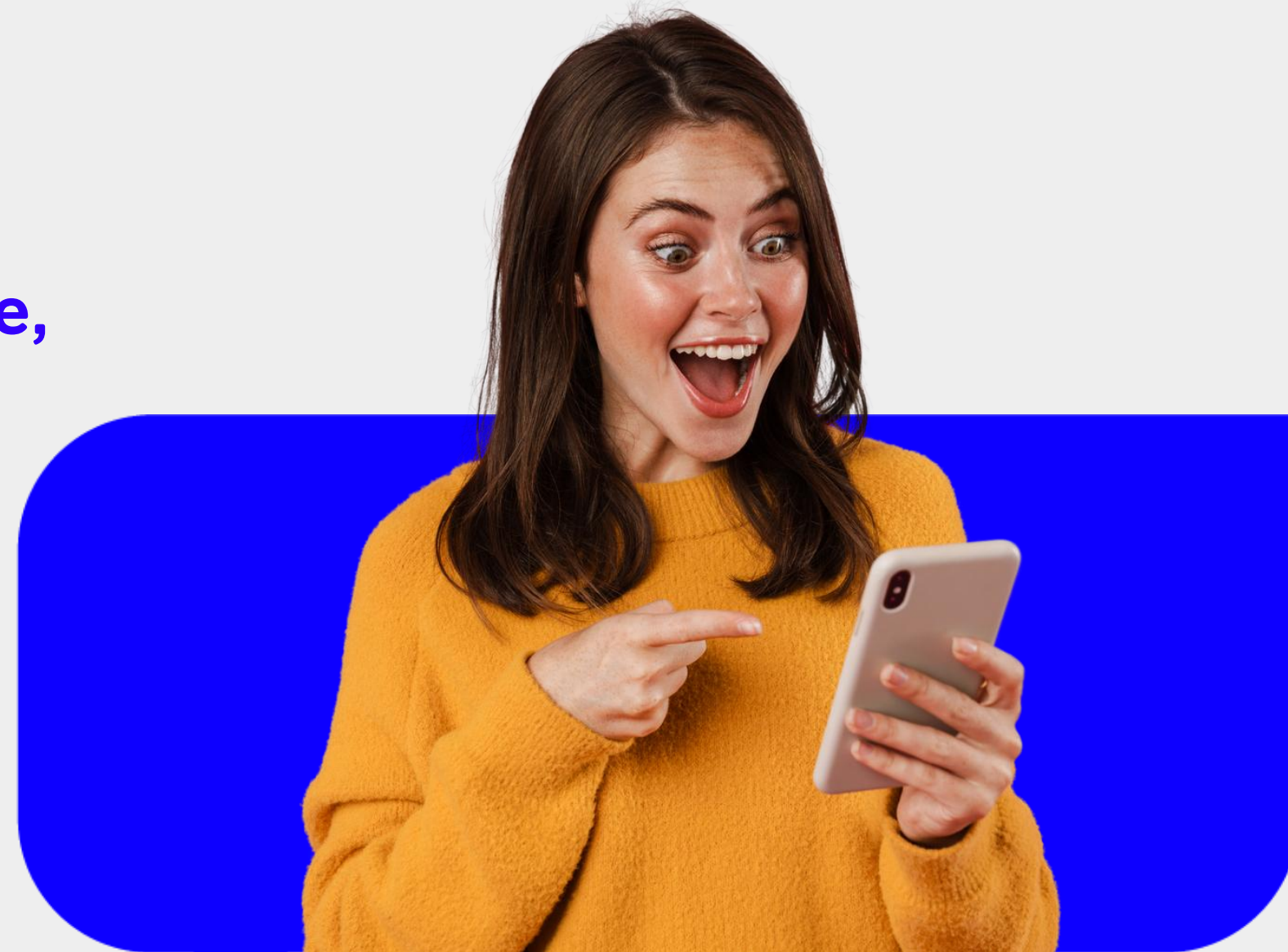
50+ anos



FONTE: KANTAR IBOPE INSTAR ANALYTICS – FEVEREIRO DE 2026 – ADH% - FAIXA HORÁRIA 07 ÀS 24H - GDE GOIÂNIA.

**Estamos em todas as telas: TV, R7, YouTube, Instagram, Facebook, TikTok e Kwai.**

Impactamos milhões de contas todos os meses, unindo a credibilidade da televisão ao engajamento digital.



**2.2M** de contas impactadas



# LÍDER

entre os canais de TV aberta locais no YouTube, **com o maior número de inscritos.**

+de

# 419MM

de visualizações



FONTE: GOOGLE - 2012 A 202.



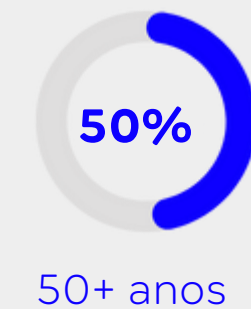
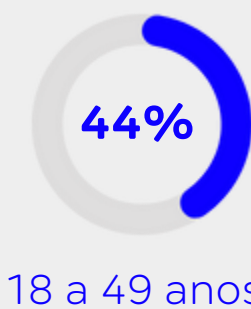
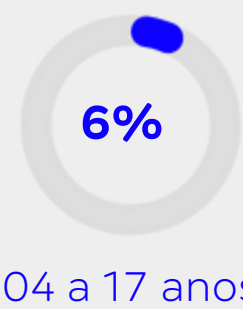
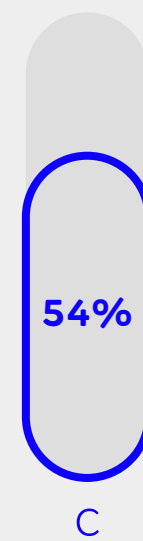
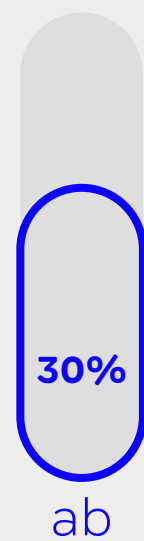
Segunda a sexta às 6h30



+de  
**909 MIL**  
telespectadores alcançados

**3**  
Audiência Domiciliar

**21%**  
Share Domiciliar



**53%**  
Mulheres



**47%**  
Homens

 **ESPORTE**

Segunda a sexta às 06h30



+de  
**628 MIL**  
telespectadores alcançados

**4**  
Audiência Domiciliar

**24%**  
Share Domiciliar

**34%**  
ab

**50%**  
c

**16%**  
de

**06%**  
04 a 17 anos

**39%**  
18 a 49 anos

**55%**  
50+ anos

**52%**  
Mulheres



**48%**  
Homens

# BALANÇO GERAL GO

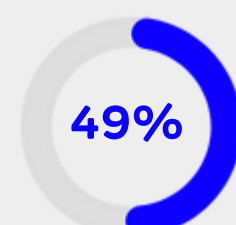
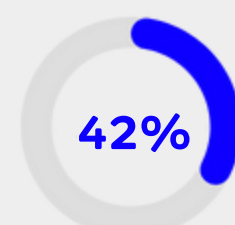
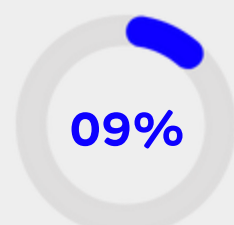
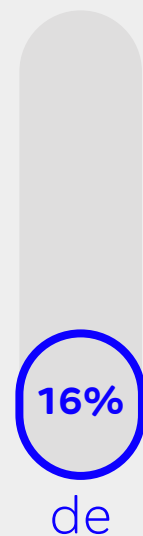
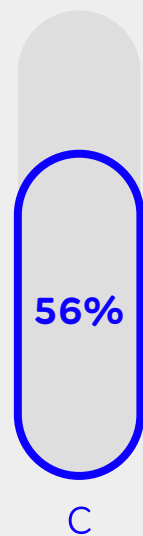
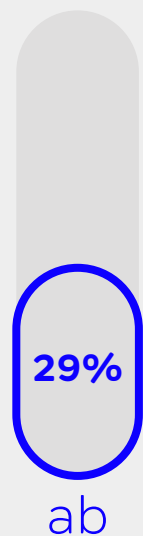
Segunda a Sábado às 11h30



+de  
**2.2**  
**MM**  
telespectadores  
alcançados

**7**  
Audiência  
Domiciliar

**20%**  
Share  
Domiciliar



**60%**  
Mulheres



**40%**  
Homens



# ESPORTE

Segunda a sexta às 11h30

+de  
**1.4**  
**MM**  
telespectadores  
alcançados

**8**  
Audiência  
Domiciliar

**23%**  
Share  
Domiciliar

**31%**  
ab

**55%**  
c

**14%**  
de

**10%**

04 a 17 anos

**38%**

18 a 49 anos

**52%**

50+ anos

**58%**  
Mulheres

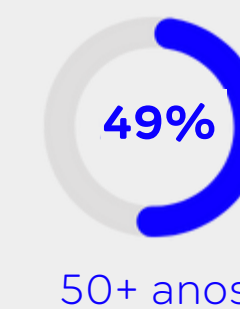
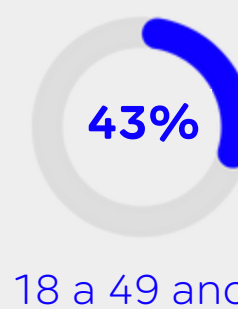
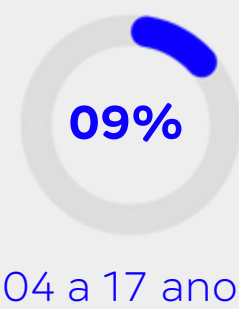
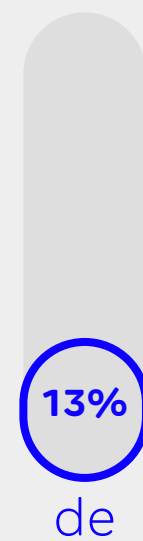
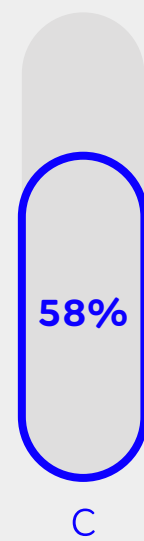
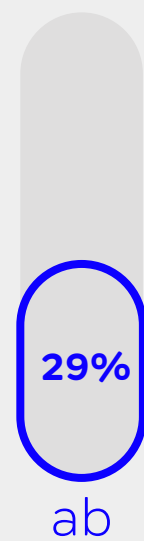


**42%**  
Homens



# A HORA DA VENENOSA

Segunda a Sexta às 11h30



**58%**  
Mulheres



**42%**  
Homens



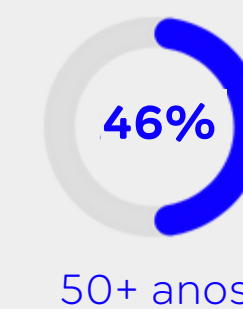
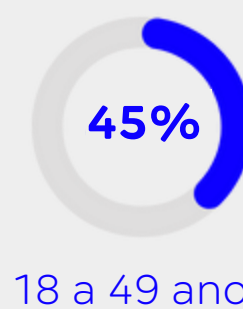
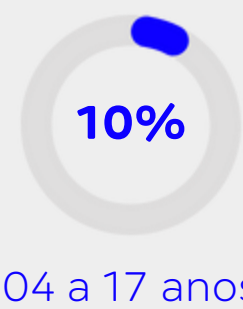
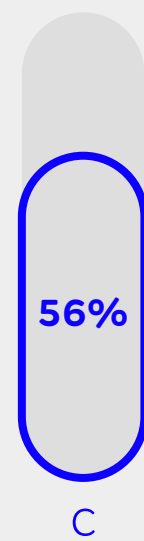


Segunda a sexta às 18h

+de  
**1.6**  
**MM**  
telespectadores  
alcançados

**9**  
Audiência  
Domiciliar

**21%**  
Share  
Domiciliar



**54%**  
Mulheres



**46%**  
Homens



# GO RECORD

Segunda a sexta às 19h10

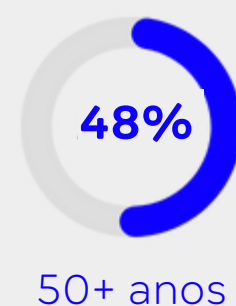
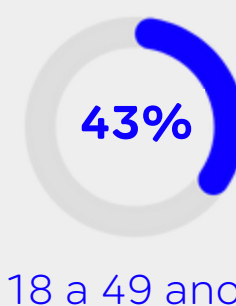
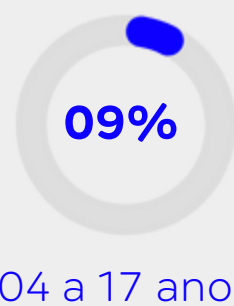
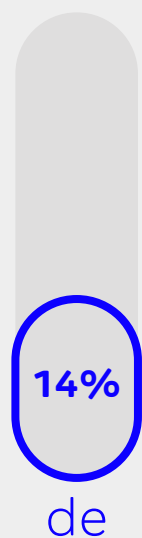
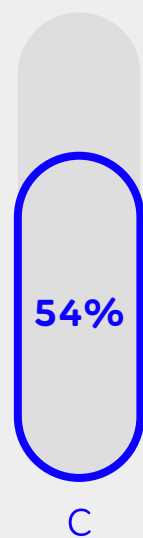
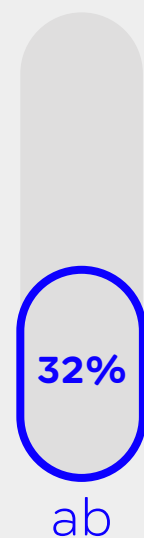


+de  
**1.6**  
**MM**

telespectadores  
alcançados

**12**  
Audiência  
Domiciliar

**23%**  
Share  
Domiciliar



**53%**  
Mulheres



**47%**  
Homens

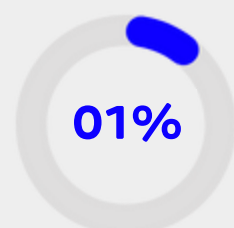
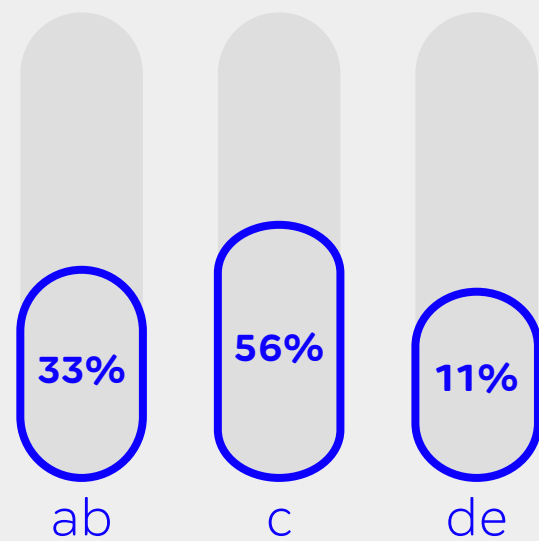


Domingo às 10h

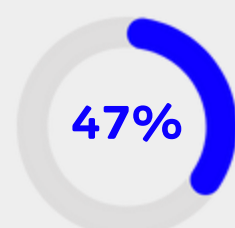
+de  
**281 MIL**  
telespectadores alcançados

**3**  
Audiência Domiciliar

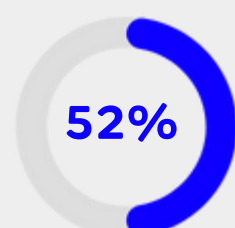
**10%**  
Share Domiciliar



04 a 17 anos



18 a 49 anos



50+ anos

**49%**  
Mulheres



**51%**  
Homens



