

MEXICO INDUSTRY

THE MEDIA SOURCE OF THE MANUFACTURING INDUSTRY



MEDIA KIT 2021

PRINTED MAGAZINE

- » Reader's Profile
- » Sections
- » Spaces and Prices
- » Strategic sectors
- » Distribution

> Mexicoindustry.com

The media source of the manufacturing industry

Since 1997, Mexico Industry has been the informative media source of the manufacturing industry in Mexico.

We are a printed and digital publication that brings to our readers a wide variety of information on topics related to the main industrial sectors in Mexico such as **automotive, aerospace, medical, electrical-electronic, metal-mechanical, packaging and plastic.**

On a monthly basis, we publish 8 different issues with each one having its own regional circulation, covering **76 cities in 10 States: Chihuahua, Coahuila, Estado de Mexico, Puebla, Guanajuato, Nuevo Leon, Queretaro, San Luis Potosi, Aguascalientes and Tamaulipas.**

Our goal is to be the link between the industrial sector, suppliers, and the community to promote Mexico to the world.



23 years

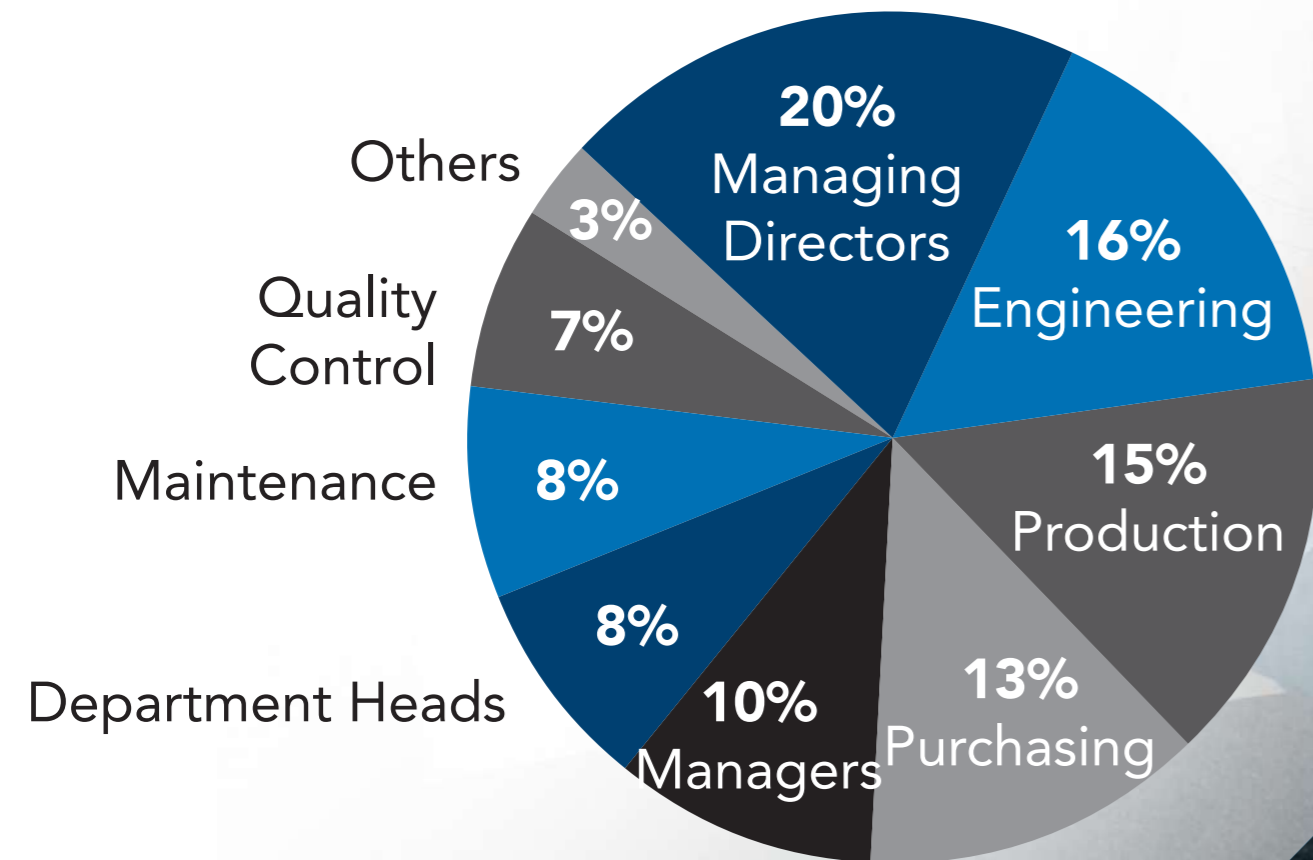
Our readers are professional who work in the main **Industrial and manufacturing companies in Mexico**, responsible for **80% of the manufacturing GDP of the Mexican industrial sector**.

POPULATION

- 65%** Male
 - 35%** Female
 - 25-55** Age
 - A, B, C** Social Economic Level
- SOURCE: AMAI.ORG

AUDIENCE

- 10** States
- 76** Cities
- 350** Industrial Parks
- 5,000** Companies



5.0 Pass along
100,000
 Audience per region

READER'S
 PROFILE



SECTIONS

AGENDA

Learn about the most highlighted events, courses, training and certifications that contribute to your professional development.

SUCCESS STORIES

Learn about the achievements and success stories of the talented men and women working at the different companies established in each region



MAIN THEME

Specialized information on the most noticeable monthly news of the Mexican Industry.

MADE IN MEXICO

Step into the diversity of the different production processes of the country and the high quality of Mexican made products.

STRATEGIC SECTORS



DISTRIBUTION



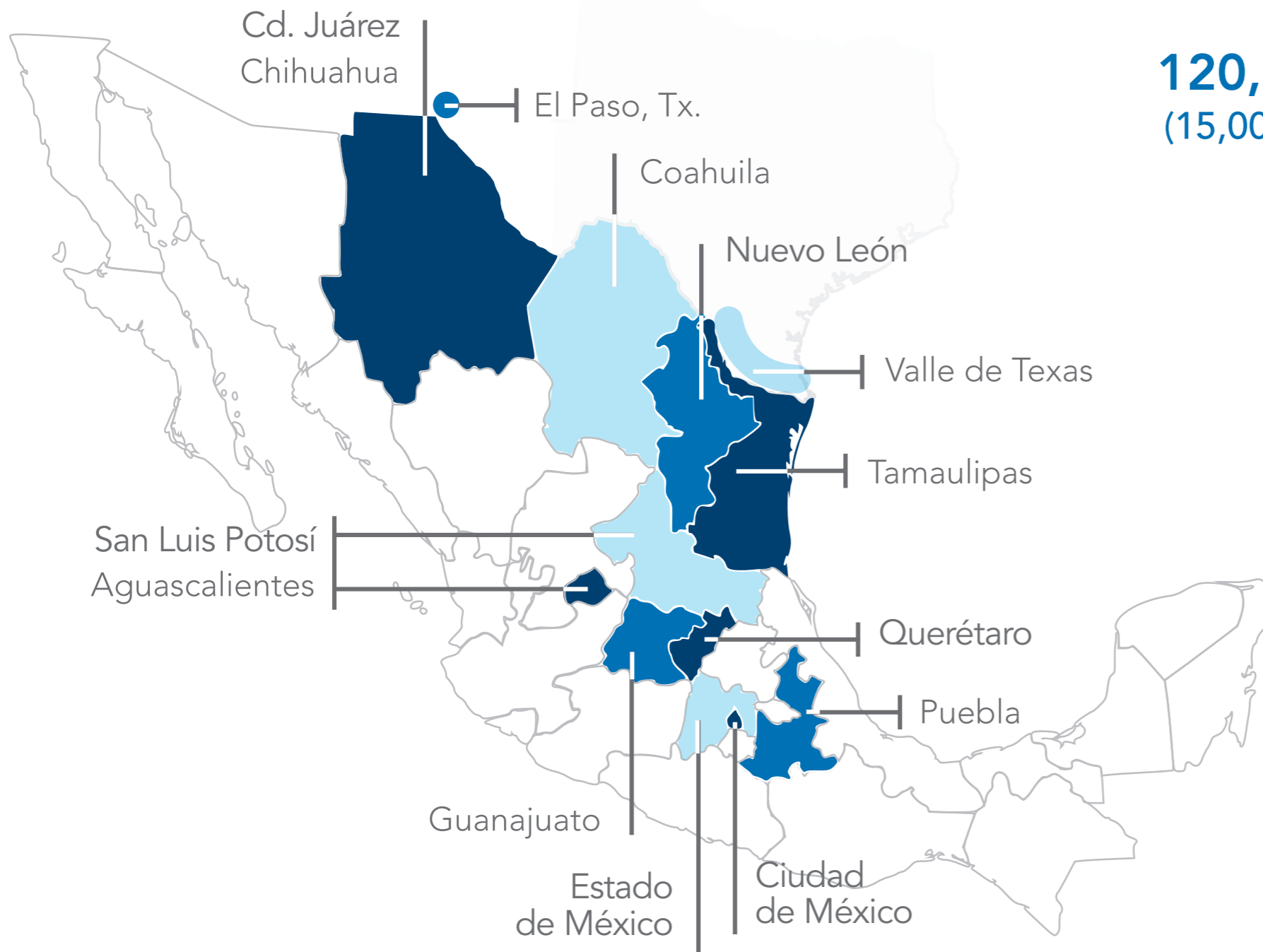
120,000 Printed
(15,000 per region)



Frequency
Monthly issues



Web
English, Spanish, German,
Chinese and Japanese



Editions are Regional and distributed for **FREE** in:

- Lobbies and interior of Industries in the main industrial parks of the country.
- www.mexicoindustrialmaps.com
- Real Estate Broker's offices
- Exclusive restaurants and hotels
- Government Offices
- International and National Expositions
- Associations and Chambers
- We grow our Distribution adding the new installed companies.

SPECIAL DISTRIBUTION

Our distribution strategy includes personal delivery to:

- Managing Directors • General Managers
- Operations, Production, and Purchasing Managers

Our readers in different sectors have a media source to **learn about the region's news, products, and services** suppliers offer every month.

PRINT RATES

SPACES AND PRICES	1 EDITION	4 EDITIONS 5% DISCOUNT IN THE MONTHLY PRICE	8 EDITIONS 10% DISCOUNT IN THE MONTHLY PRICE	12 EDITIONS 15% DISCOUNT IN THE MONTHLY PRICE
Back cover	-	-	-	\$1,460
1 Page	\$1,510	\$1,430	\$1,360	\$1,280
1/2 Page	\$805	\$765	\$725	\$685
1/4 Page	\$410	\$390	\$365	\$350
Cover Banner	-	-	\$735	\$690
Central Cover Ad	\$545	\$515	\$490	\$460
Cover Ad	\$400	\$380	\$360	\$340

- * Our prices are per monthly publication in each region
- * Prices in US Dollar
- * Special position: 20 % additional
- * Advance Payment is required for publication
- * The rates will remain fixed during the period indicated in the contract

Extensions:

- .jpg/.tiff (300 dpi of resolution)
- .ai/.pdf/.eps (texto in curves)



1 Page
10" x 12.17"
25.5 cm x 31 cm

1/2 Vertical Page
4.91" x 12.17"
12.5 cm x 31 cm



1/2 Horizontal Page
10.0" x 6.0"
25.5 cm x 15.2 cm

1/4 Page
4.91" x 6.0"
12.5 cm x 15.3 cm



Cover Banner
9.29" x 0.9"
23.6 cm x 2.3 cm

Cover Ad
2.3" x 1.5"
5.8 cm x 3.8 cm

Central Cover Ad
4.62" x 1.5"
11.6 cm x 3.8 cm

TRADE SHOWS



Mexico Industry has continuous National and International presence through its participation in more than **50 Industrial Trade Shows in Mexico, and abroad**

We actively promote our Print and Digital media, strengthening both our brand, as well as that of our advertisers.

CONTACT US

Sales

sales@mexicoindustry.com

USA: (956) 630-9571

Follow us in social media

@mexicoindustry    

MEXICO INDUSTRY

THE MEDIA SOURCE OF THE MANUFACTURING INDUSTRY



MEDIA KIT 2021

DIGITAL PRODUCTS

- » Web Site » Supplements » Industrial Requirements
- » Social Media » Webinars » Showrooms » Lead generation

The media source of the manufacturing industry

Since 1997, Mexico Industry has been the informative media source of the manufacturing industry in Mexico.

We are a printed and digital publication that brings to our readers a wide variety of information on topics related to the main industrial sectors in Mexico such as **automotive, aerospace, medical, electrical-electronic, metal-mechanical, packaging and plastic.**

Our website offers the most relevant information of the industry thanks to the high-value content published in our printed magazines, but also, we gather the news generated by the industry on a daily basis, managing to attract our readers with up to date news.

Our goal is to be the link between the industrial sector, suppliers, and the community to promote Mexico to the world.



23 years

AVERAGE AUDIENCE OF THE WEBSITE

WEB SITE

+55,000

MONTHLY USERS

male
65%



ages
25-55



female
35%

OUR READERS:

- CEO's, CFO's & COO's
- Managers
- Engineering
- Head of Department
- Purchasing
- Maintenance
- Quality
- Human Resources
- Logistics
- Marketing
- Businessmen
- Owners of Small and Medium Business
- Industrial Supplier
- Among others

WEB SITE
AUDIENCE



Twitter
Followers +2,221
Reach +94,350



Facebook
Seguidores +51,676
Reach +620,563



Weekly Newsletter
Suscribers +21,195
Open rate 15-20%



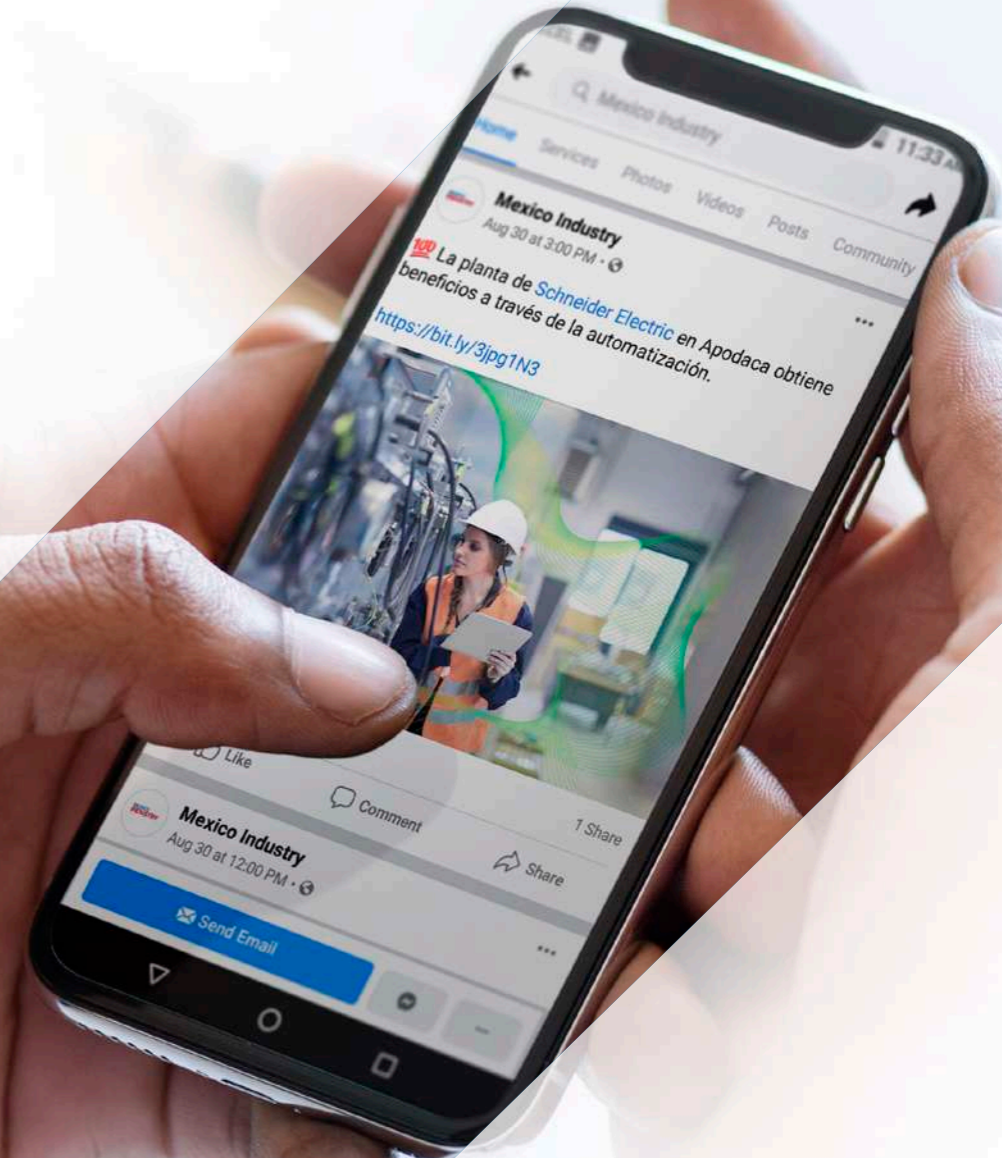
LinkedIn
Followers +19,582
Reach +4,250



Instagram
Followers +3,062
Reach +80,437



Supplements
Total Audience:
+20,000



MONTHLY REACH THROUGH
OUR SOCIAL MEDIA

+799,600

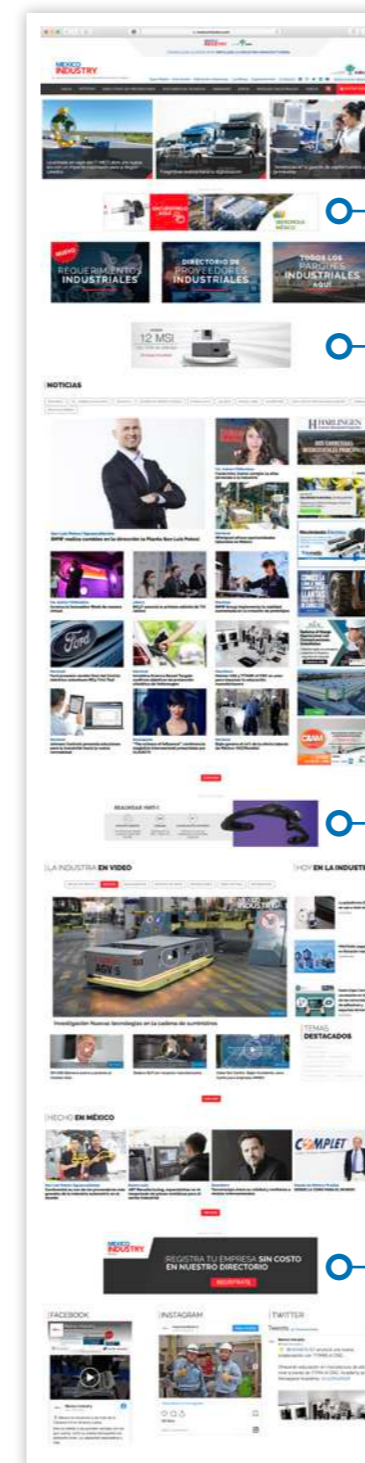
Last update: December 2020

SOCIAL
MEDIA

WEBSITE – BANNERS AND PRICES

FORMAT	DIMENSIONS (PX)	PRICE
HOMEPAGE		
Home page Pop Up Banner	600 x 305 px	\$2,000
Superior Banner 1	1145 X 200	\$1,000
Superior Banner 2	624x200	\$1,000
First Dropdown Banner	754 x 200 y 754 x 400	\$1,000
Second Dropdown Banner	754 x 200 y 754 x 400	\$500
Central banner	754 x 200	\$400
Side banner	324 x 200	\$300
PAGE BY STATE		
Superior Banner	1145 x 200	\$500
Dropdown Banner	754 x 200 y 754 x 400	\$250
Side banner	324 x 200	\$200
NOTE PAGE		
Pop Up Banner per region	600 x 305 px	\$1,000
Superior Banner	1145 x 200	\$900
Vertical banner	324 x 600	\$900
Banner in Note	754 x 200	\$750
Side banner	324 x 200	\$200
EDITORIAL PAGES (MADE IN MEXICO, SUCCESS STORIES, GUESTS)		
Superior Banner	1145 x 200	\$400

HOMEPAGE



INSIDE PAGE BY STATE



HOMEPAGE

Pop Up Banner
600 x 305 px



NOTES



Pop Up Banner per region
600 x 305 px

NOTES



Superior
Banner 1
1145 X 200

Superior
Banner 2
624x200

Side banner
324 x 200

First Dropdown
Banner
754 x 200 and
754 x 400

Banner in Note
754 x 200

Second Dropdown
Banner
754 x 200 and
754 x 400

Superior
Banner
1145 X 200

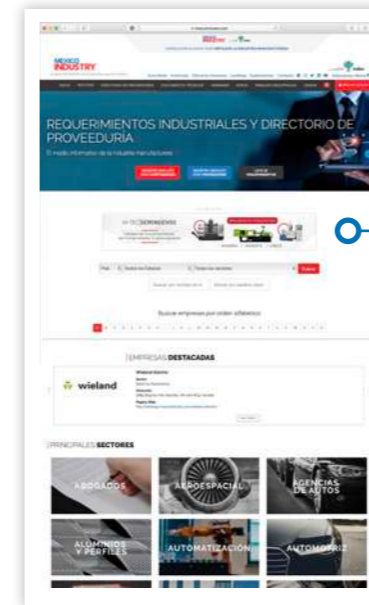
Vertical
banner
324 x 600

Side
banner
324 x 200

WEBSITE – SPACES AND PRICES

FORMAT	DIMENSIONS (PX)	PRICE
LANDING PAGE		
Design and Hosting	Consult with your advisor	
ARTICLES/ INFOMERCIALS		
Advertorial	-	\$200
SUPPLIER DIRECTORY		
Banner on featured company	365 x 200	\$400
Middle banner	1145 X 200	\$400
EXPOS		
Featured Expos	235 x 235	\$750
Middle banner	1145 x 200	\$1,000
VIDEOS SECTION		
Superior Banner	1145 x 200	\$400
Side banner	320 x 170	\$200
Video publication (provided by the client)	-	\$50

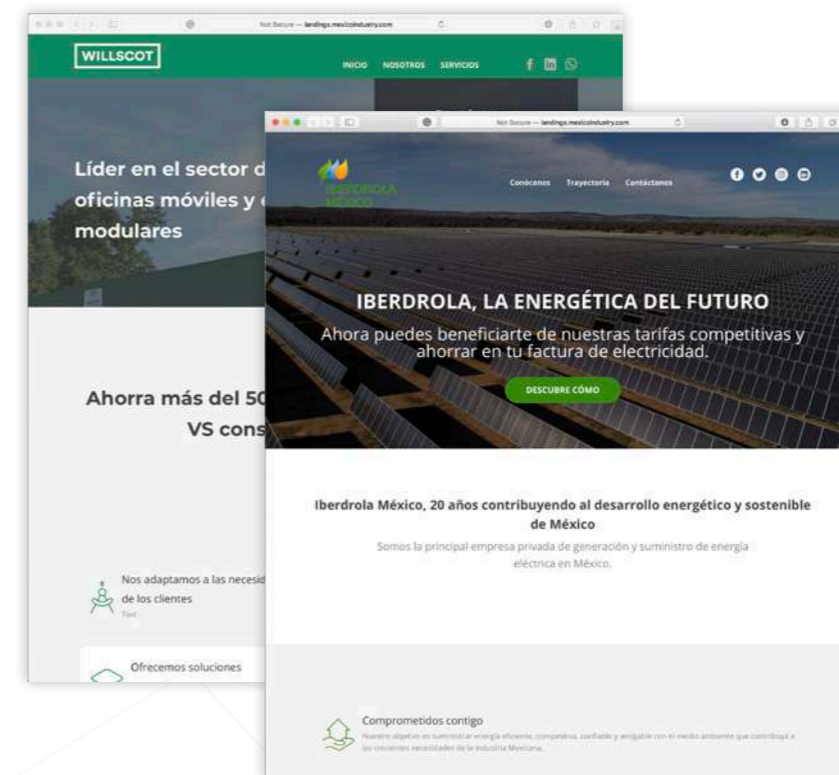
SUPPLIER DIRECTORY



Middle banner
1145 X 200

Banner on featured company
365 x 200

EXPOS



Landing Page

WEEKLY NEWSLETTER



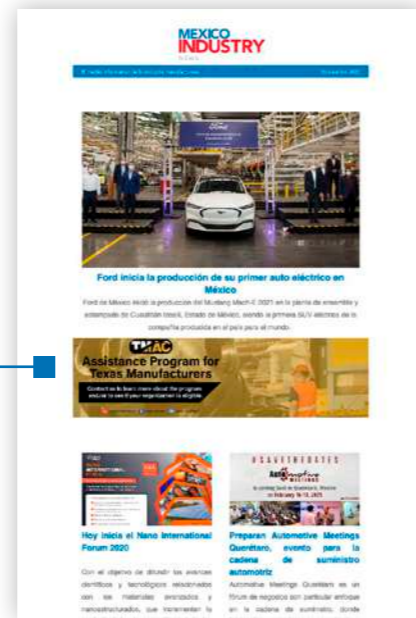
FORMAT	DIMENSIONS (PX)	PRICE
Main note	-	\$500 (per note)
Intermediate note	-	\$200 (per note)
Superior Banner	600 x 160	\$750 (monthly)
Middle banner 1	600 x 160	\$500 (monthly)
Middle banner 2	600 x 160	\$500 (monthly)
Footer banner	600 x 160	\$400 (monthly)

*Advance payment is required.

We send our Newsletter on a regular basis providing informative content to our subscribers. We feature content that's relevant to the reader: useful information, articles, tutorials, recent developments in the industry, special offers, and events.

Frequency: **Weekly, every Wednesday.**
 Subscribers: **+ de 20,000.**
 Open rate: **15-20%**

Superior Banner
600px x 160px



Middle Banner
600px x 160px



Footer banner
600px x 160px






DIGITAL SUPPLEMENTS

The **Digital Supplements** are online publications that, through their content, seek to **provide valuable and specialized information for the industry on a specific topic**. Interviews and several collaborations are part of a widespread research made by our editors which are reflected in the Digital Supplements.

AUDIENCE
+20,000
 TOTAL VIEWS

2021 SUPPLEMENTS

MANUFACTURE	PLASTIC	METALMECANIC	COMING SOON
			
MARCH 2021	MAY 2021	JULY 2021	

LOGISTIC
AUTOMOTIVE
INDUSTRY 4.0

FORMAT	DIMENSIONS (PX)	PRICE
Inside cover and Page 3	21.6 X 27.9 cm	\$400
1 Full Page	21.6 X 27.9 cm	\$300
Central Cover Ad	11.6 X 3.8 cm	\$350

*Advance payment is required.



DESIGN REQUIREMENTS

.jpg, .pdf

The advertisement may contain video in .mp4 format, link to youtube and / or to the client website

SOCIAL MEDIA POSTS

SOCIAL MEDIA POSTS

FORMAT

PRICE

1 Mention

\$250

2 Mentions

\$400

3 Mentions

\$600

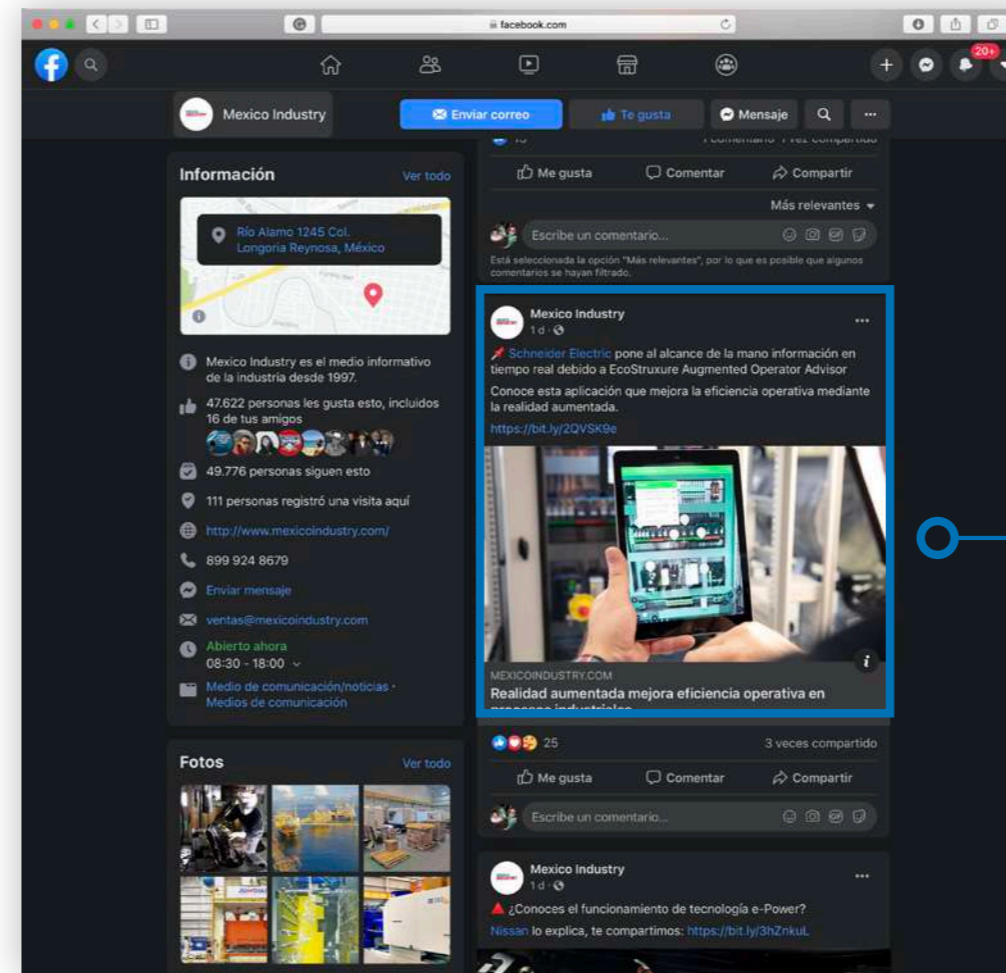
1 Mention (with no other guideline)

\$400
per mention

*Advance payment is required.

TAKE ADVANTAGE OF MEXICO INDUSTRY'S SOCIAL MEDIA SCOPE.

Post information about your company or event in our 4 social networks (**Facebook, LinkedIn, Twitter and Instagram**). Include images, video or a web link.

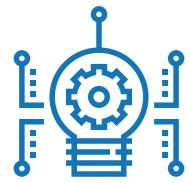


Mention on
Social Media

WEBINARS

Take advantage of Mexico Industry's highly specialized audience. Develop or sponsor these online seminars created to capture the attention of our readers through valuable content. Mexico Industry makes sure that your brand is visible during the promotional campaign and allows you to become an opinion leader by providing you with a platform where you can address people interested in your brand and your products.

BENEFITS



We create a **website dedicated** to the webinar and **developed promotional pieces** to invite the audience to participate in the event.



We invite our readers to register through at least two emailings and no less than three posts on our social networks.



If you are an organizer, **you will receive the unrestricted database of registered people** and attendees. Sponsors will receive the database of those attending the presentation.



WEBINARS RATE

EXCLUSIVE WEBINAR FOR CLIENTS

SPECIAL PRICE: 4,000 USD + VAT

(Includes database of attendees and registrants)

SPONSORED WEBINAR BY CLIENT

SPECIAL PRICE: 2,000 + VAT

(Includes database of attendees and registrants)

ADDITIONAL BENEFITS

- Hosting of the **online seminar/webinar for up to six months** at mexicoindustry.com
- Inclusion in the **Industrial Directory of Mexico Industry News**
Exclusive landing page for each online seminar
- **Increased visibility** during the promotional campaign: Two emailings sent to our **+23,000 database**. 3 posts in Mexico Industry social media



SHOWROOM

It is a specialized microsite **within MexicoIndustry.com** where your company can display a **catalog of products, services, and processes**. Each product listing can include its respective specifications, and special characteristics, white papers, as well as photographs, videos, downloadable spec-sheets, and/or 3D images.

Mexico Industry's Showrooms are designed so that your company can promote its entire product line, up to 25 at a time, allowing your potential buyers access to the information that they need for their purchasing decisions.

Your Showroom may also enable your buyers to contact you directly from your microsite via the included social media buttons, such as WhatsApp, Twitter, and LinkedIn.

SPECIFICATIONS

- Company logo in high resolution, including optional slogan or tagline of your logo if available.
- A list of the products to be featured with a detailed description of each, not greater than 50 words, including the keywords to facilitate your SEO.
- Photos for each of the products to be featured, no smaller than 1200 px nor greater than 5000 px, with a minimum 72 ppi resolution, in JPG or PNG formats.
- Optional videos must be in mp4 format (100 Mb max). Video production for your products is available upon request at an additional charge.
- The email and phone number that will manage all inquiries. If you chose to activate the WhatsApp button, send us the respective phone number.
- You can make up to 3 changes per month to your microsite, to add or remove products.

MICROSITE
SPECIALIZED

SHOWROOM RATE

SHOWROOM DESIGN
\$5,000 USD

ONE-TIME
INVESTMENT

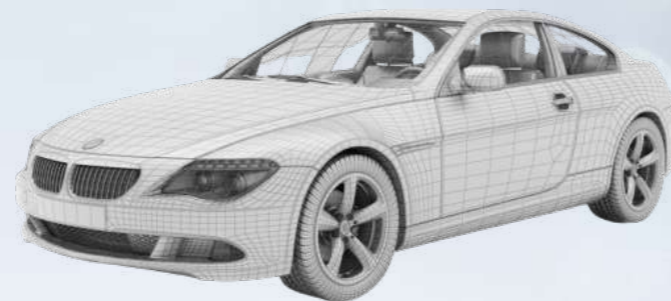
Creation of a microsite with logo, including up to 25 products and specifications, logo, slogan and contact form.

Launching price:

Includes the design and maintenance for 12 months.

Single payment of \$2,500

All of the above, for 12 months. At the end of the agreed period, you can contract the half-yearly maintenance with a value of \$1,000 or yearly for \$1,200 .



LEAD GENERATION

\$2,000 USD

Promote your success stories, market studies, technical reports, case studies, or any other white paper that you consider relevant to the industry, through our system for Lead Generation. Mexico Industry creates a space and a promotional strategy to invite its specialized audience to download the content and leave their contact information.

BENEFITS



We create a website dedicated to the product where we can upload up to 3 different documents, video included. We develop promotional pieces to invite the audience to participate in the event.



We invite our readers through at least two emailings and three posts on our social networks.



The website dedicated to promoting your document remains active for six months, indexed on our web portal, generating additional leads.



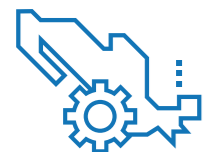
Receive the database, without restrictions, of the people who downloaded the content

LEAD GENERATION

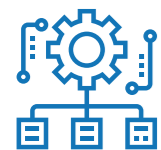
INDUSTRIAL REQUIREMENTS AND SUPPLIERS DIRECTORY

The only directory in Mexico with a built-in virtual B2B platform. Register your company in the fastest growing directory FOR FREE!

This new tool promotes the linking of purchasing companies with supplier companies while serving as a **showcase to the industry** for all **companies registered in this directory**.



New linking platform for companies in the industrial sector that are seeking to advertise their products - services - processes



Publish your requirements - products - services - processes today through this secure and reliable B2B online connectivity platform, unique in Mexico.



Create your account, manage the information and you decide if you want your contact information to be available to the public.

Mexico Industry clients can apply to the requirements with no cost.

MEMBERSHIP TO APPLY TO REQUIREMENTS.

6 MONTHS: 250 USD + VAT

12 MONTHS: 400 USD + VAT

LINKING THE
INDUSTRY
IN THE WORLD

CONTACT US

Sales

sales@mexicoindustry.com

USA: (956) 630-9571

Follow us in social media

@mexicoindustry    