



MEXICO NOW

WWW.MEXICO-NOW.COM

Calendar 2020

JAN- FEB

Topics: MEXICO'S AUTO INDUSTRY - USMCA - 2020 & BEYOND.

Specific Topics: Analysis of Mexico's Auto Industry.

Description: Normative Economics, USMCA, AMLO, Interviews with automotive sector leaders.

MAR-APR

Topics: INDUSTRIAL REAL ESTATE IN MEXICO.

Specific Topics: Real Estate Portfolio, Economy, Market Trends, Real Estate Management.

Description: Analysis of Mexico's Real Estate Industry.

MAY-JUN

Topics:MEXICO AND DEGLOBALIZATION

Specific Topics: Economics, USMCA, Trade Agreements, AMLO, Competitiveness

Description:Analysis of Mexico's Economy and Globalization Trends

JUL-AUG

Topics:MEXICO'S AEROSPACE INDUSTRY

Specific Topics: Supply Chain, Commercial Airlines, Aerospace Clusters, Interviews with aerospace sector leaders

Description: Analysis of Mexico's Aerospace Industry

SEP-OCT

Topics:THE LOGISTICS OF INNOVATION IN MEXICO

Specific Topics: Innovation, Industry 4.0, Infrastructure.

Description: Analysis of Innovation Efforts in Mexico's Industry.

NOV-DEC

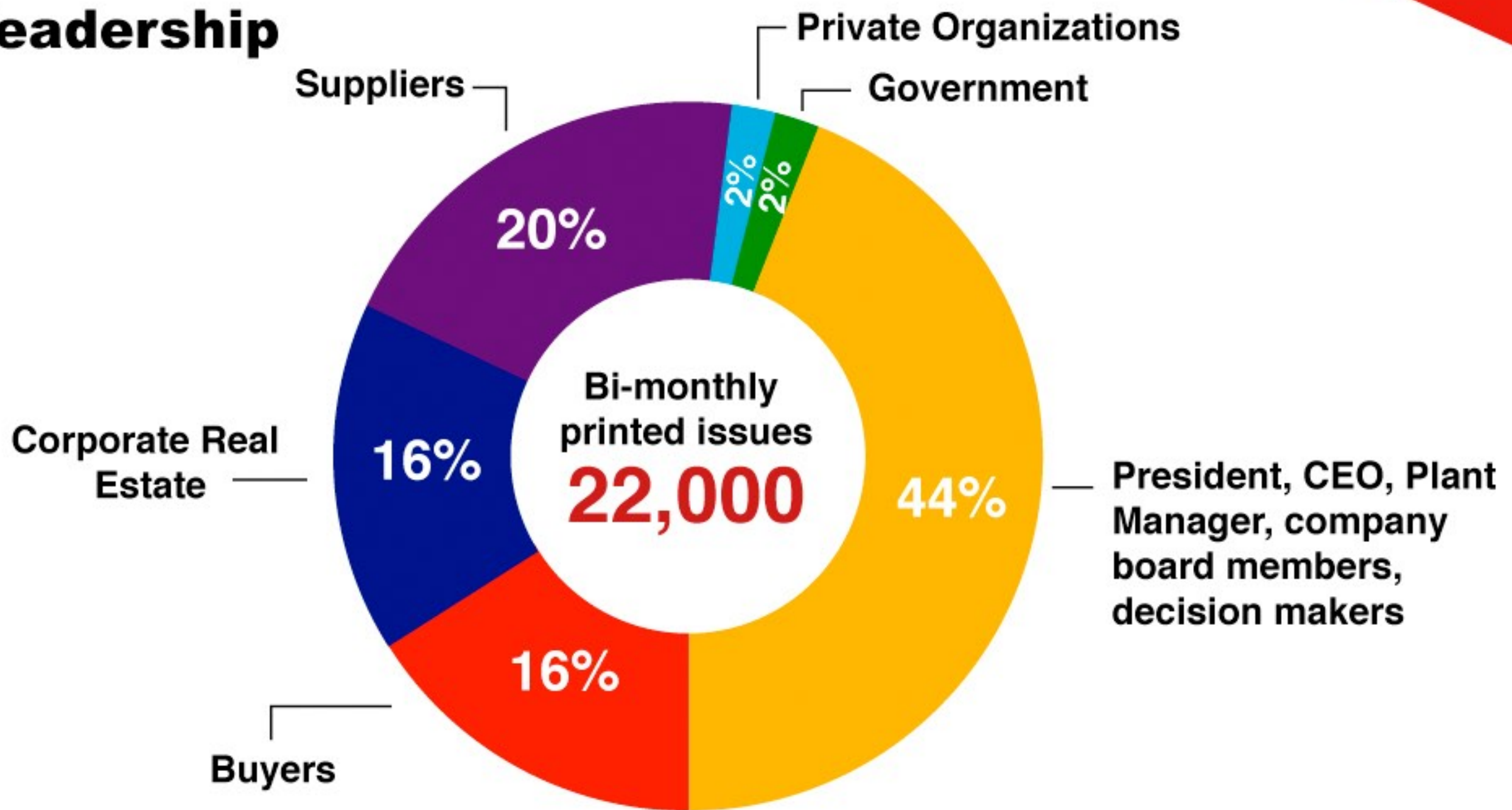
Topics: MEXICO AND THE U.S. ADMINISTRATION GOING FORWARD

Specific Topics: Anniversary Edition, Economic Outlook, USMCA, Globalization

Description:Analysis of Mexico-U.S. Trade Relations and Economic Outlook.

Printed Edition Distribution

Readership



Controlled: (Top management of Maquiladoras, OEM's, Pitex companies, headquarters abroad industrial promotion institutions).

Paid Subscriptions: General Public.

Distribution:



Pass along



4

Distribution in main events:

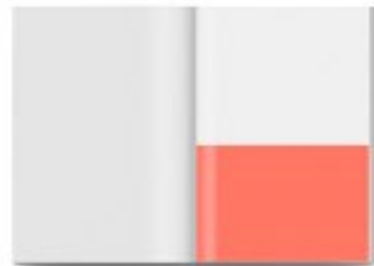
INDEX, AMPIP, CIIAM, INA PAACE, MEXPORT, MEXICO'S AUTO INDUSTRY SUMMIT, MEXICO'S AEROSPACE SUMMIT.

Measurements and Specifications



FULL PAGE

22.10CM X 28.40CM
8.70" X 11.18"



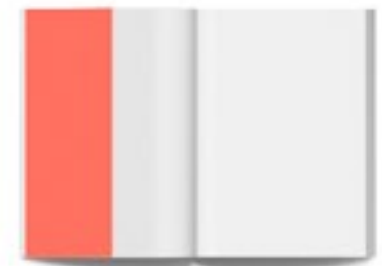
1/2 PAGE HORIZONTAL

18.50CM X 12.00CM
7.26" X 4.72"



1/2 PAGE VERTICAL

9.00CM X 24.50CM
3.54" X 9.65"



1/2 PAGE VERTICAL BLEED

10.50CM X 28.40CM
4.13" X 11.18"



1/2 PAGE SQUARE

9.00CM X 12.00CM
4.80" X 5.40"



1/3 PAGE VERTICAL

5.80CM X 24.50CM
2.28" X 9.65"



1/3 PAGE VERTICAL BLEED

7.50CM X 28.40CM
2.95" X 11.18"



1/4 PAGE SQUARE

9.00CM X 12.00CM
3.54" X 4.72"



FRONT INSIDE COVER

22.10CM X 28.40CM
8.70" X 11.18"



BACK INSIDE COVER

22.10CM X 28.40CM
8.70" X 11.18"



PAGE 1

22.10CM X 28.40CM
8.70" X 11.18"



BACK COVER

22.10CM X 28.40CM
8.70" X 11.18"

Advertising Rates

Printed Edition

PRICE PER ISSUE

ADVERTISEMENT SIZE	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
Full Page	USD \$4,500 MXN \$90,000	USD \$3,600 MXN \$72,000	USD \$3,100 MXN \$62,000	USD \$2,500 MXN \$50,000
1/2 Page Horizontal	USD \$2,800 MXN \$56,000	USD \$2,300 MXN \$46,000	USD \$1,900 MXN \$38,000	USD \$1,500 MXN \$30,000
1/2 Page Vertical	USD \$2,800 MXN \$56,000	USD \$2,300 MXN \$46,000	USD \$1,900 MXN \$38,000	USD \$1,500 MXN \$30,000
1/2 Page Vertical Bleed	USD \$2,800 MXN \$56,000	USD \$2,300 MXN \$46,000	USD \$1,900 MXN \$38,000	USD \$1,500 MXN \$30,000
1/2 Page Square	USD \$2,800 MXN \$56,000	USD \$2,300 MXN \$46,000	USD \$1,900 MXN \$38,000	USD \$1,500 MXN \$30,000
1/3 Page Vertical	USD \$2,200 MXN \$44,000	USD \$1,700 MXN \$34,00	USD \$1,500 MXN \$30,000	USD \$1,200 MXN \$24,000
1/3 Page Vertical Bleed	USD \$2,200 MXN \$44,000	USD \$1,700 MXN \$34,00	USD \$1,500 MXN \$30,000	USD \$1,200 MXN \$24,000
1/4 Page Square	USD \$1,500 MXN \$30,000	USD \$1,200 MXN \$24,000	USD \$1,000 MXN \$20,000	USD \$850 MXN \$17,000
Front Inside Cover	USD \$7,200 MXN \$144,000	USD \$5,700 MXN \$114,000	USD \$4,900 MXN \$98,000	USD \$3,900 MXN \$78,000
Back Inside Cover	USD \$7,200 MXN \$144,000	USD \$5,700 MXN \$114,000	USD \$4,900 MXN \$98,000	USD \$3,900 MXN \$78,000
Page 1	USD \$7,200 MXN \$144,000	USD \$5,700 MXN \$114,000	USD \$4,900 MXN \$98,000	USD \$3,900 MXN \$78,000
Back Cover	USD \$9,500 MXN \$190,000	USD \$7,600 MXN \$152,000	USD \$6,500 MXN \$130,000	USD \$5,200 MXN \$104,000

IVA sales tax not included (not applicable to U.S. companies).

Digital Community

WWW.MEXICO-NOW.COM

Social Media



Instagram



LinkedIn



Twitter



Website

**DIGITAL COMMUNITY REACH
AND ELECTRONIC BULLETINS**

34,000

Digital Advertising Rates

WEBSITE - HOME PAGE

Ads are sold only by section: Home, Specific section (aerospace, automotive or section to choose), news.

Home Page - Banners (Monthly Rate)

*Ads will show randomly in all available positions per section

ADVERTISEMENT SIZE	6x	12x
Home Advertisements	MXN \$18,000 USD \$900	MXN \$15,000 USD \$750

HEADER

885 px x 90 px

VERTICALS

200 px x 600 px

MURALS

1440 px x 200 px



Digital Advertising Rates

WEBSITE - SECTIONS (Second Pages)

Ads are sold only by section: Home, Specific section (aerospace, automotive or section to choose), news.

*Ads will show randomly in all available positions per section

ADVERTISEMENT SIZE	6x	12x
Sections Advertisements	MXN \$9,000 USD \$450	MXN \$6,000 USD \$300

HEADER

885 px x 90 px

VERTICALS

200 px x 600 px

MURAL

1440 px x 200 px



Digital Advertising Rates

WEBSITE - NEWS (THIRD PAGES)

Ads are sold only by section: Home, Specific section (aerospace, automotive or section to choose), news.

*Ads will show randomly in all available positions per section

ADVERTISEMENT SIZE	6x	12x
News Advertisements	MXN \$4,000 USD \$200	MXN \$2,600 USD \$130

HEADER

885 px x 90 px

VERTICAL

200 px x 600 px

MURAL

1440 px x 200 px



Digital Advertising Rates

MEXICONOW ELECTRONIC BULLETIN 1 TIME PER WEEK (MONDAY)

Electronic Bulletin (Monthly Rate)

*Ads will show randomly in all available positions per section

ADVERTISEMENT	6x	12x
Bulletin Banners	MXN \$12,000 USD \$600	MXN \$10,000 \$500

BANNERS

All banners in the Electronic Bulletin count with the same size:

800 px x 200 px



Digital Advertising Rates

AEROSPACE ELECTRONIC BULLETIN 1 TIME PER WEEK (FRIDAY)

Electronic Bulletin (Monthly Rate)

*Ads will show randomly in all available positions per section

ADVERTISEMENT	6x	12x
Bulletin Banners	MXN \$12,000 USD \$600	MXN \$10,000 \$500

BANNER

800 px x 200 px

BANNER

200 px x 400 px



Digital Advertising Rates

AUTOMOTIVE ELECTRONIC BULLETIN 2 TIMES PER WEEK (TUESDAY AND FRIDAY)

Electronic Bulletin (Monthly Rate)

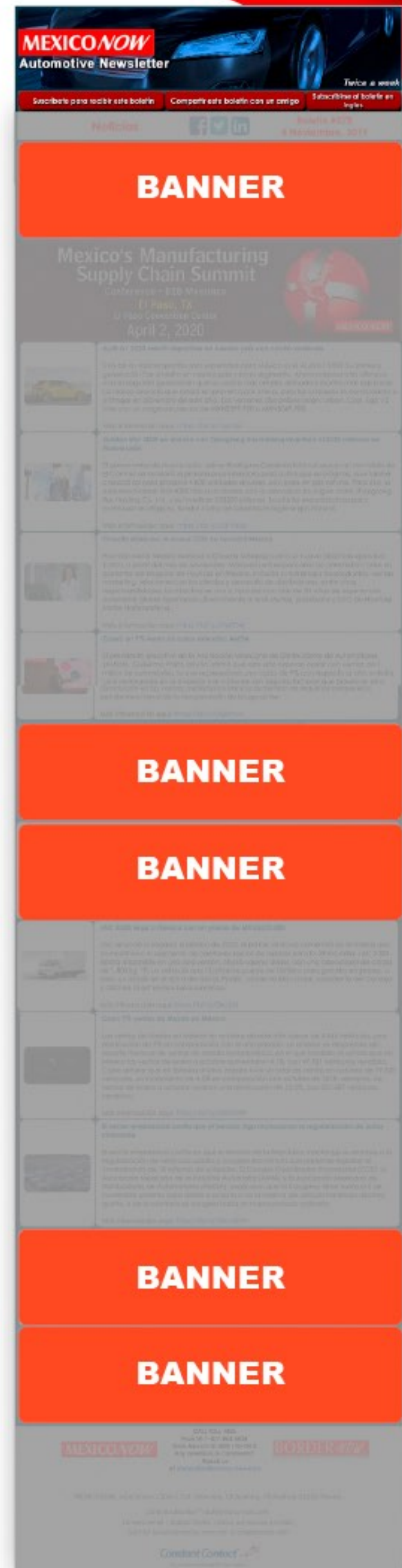
*Ads will show randomly in all available positions per section

ADVERTISEMENT	6x	12x
Bulletin Banners	MXN \$12,000 USD \$600	MXN \$10,000 USD \$500

BANNERS

All banners in the Electronic Bulletin count with the same size:

800 px x 200 px



Digital Advertising Rates

FULL PAGE

ADVERTISEMENT	6x	12x
External Full Page	MXN \$18,000 USD \$900	MXN \$15,000 USD \$750



1375 px x 1800 px

Contact

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