

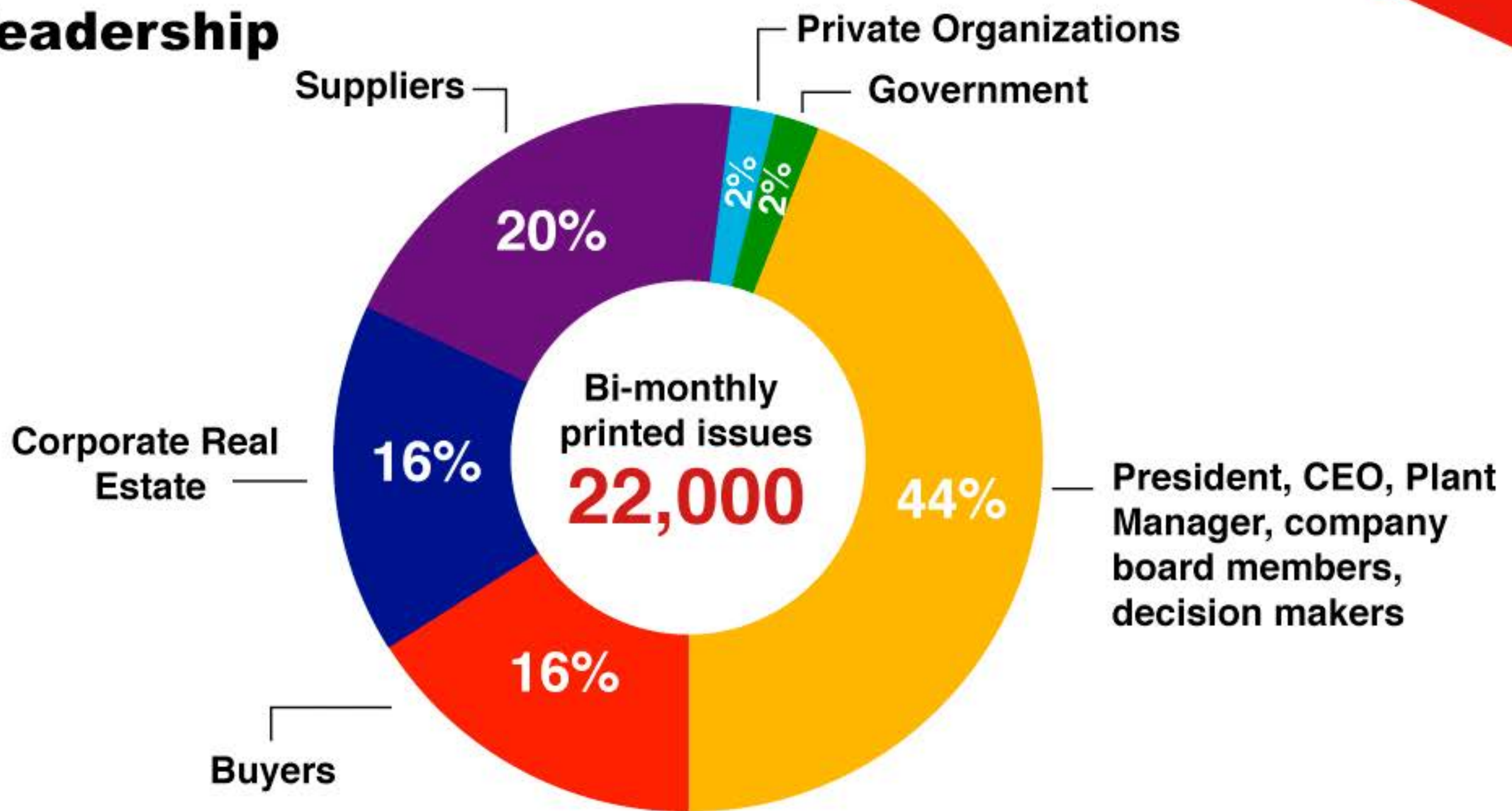


MEXICO NOW

WWW.MEXICO-NOW.COM

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



Distribution in main events:

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

Measurements and Specifications



Every Ad must be sent at 300 dpi (high quality), on CMYK color format; Backgrounds or fonts in all black should set the values at: C 30%, M 0%, Y 0%, K 100%

Final colors may vary

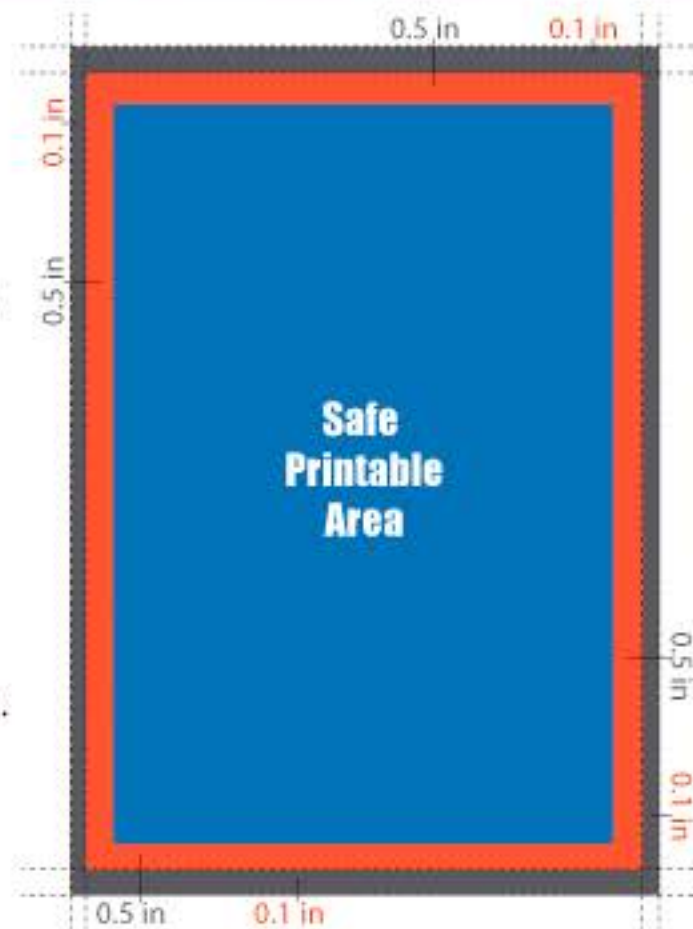
Any inquiry can be directed at the MEXICONOW Graphic Design Department:

Mexico Toll Free: 01 800 170-1010 U.S.A. Toll Free: 1-877-864-8528

 **Trim Area**
(Nothing within this area will get printed)

 **Bleed Area**
(This area is mostly not printable).

 **SAFE Printable Area**
(Everything within this area gets printed).



Full Page Ad: 8.7 inches wide -
11.3 inches tall
-Front inside cover
-Back inside cover
-Page 1
-Back cover
Trim and Bleed Area are **Mandatory**



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 USD \$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)

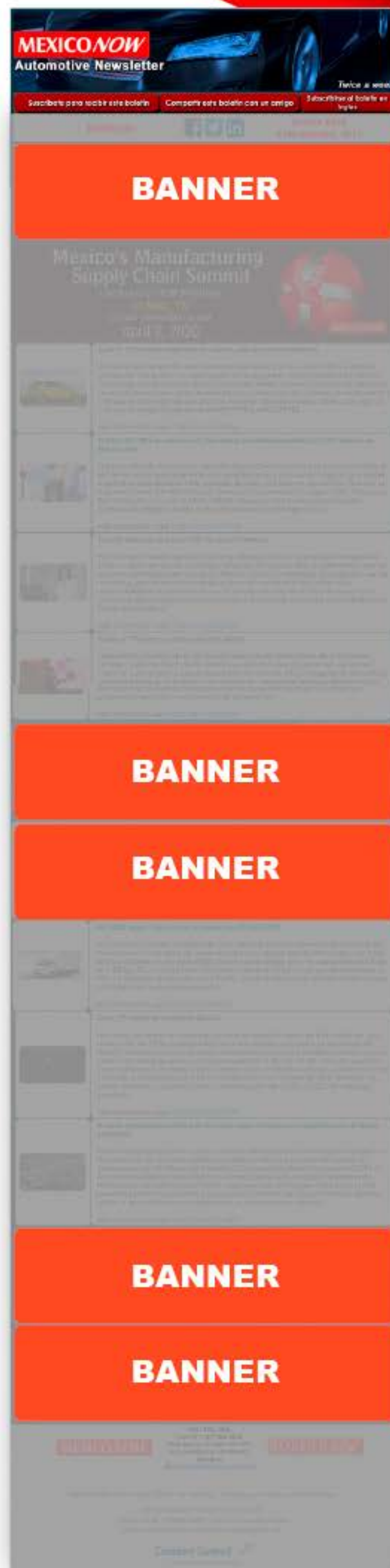
*Ads will show randomly in all available positions per section

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