

# ESPACIOS DE LA CONSTRUCCION

The Leading Trade Publication in  
MEXICO for the Construction Industry

64,000 Issues and 176,000 Digital

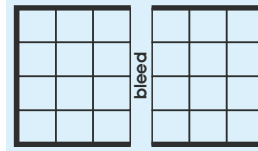
# ESPACIOS DE LA ARQUITECTURA

Buying Guide for Architects,  
Builders and Developers

## DISPLAY ADVERTISING

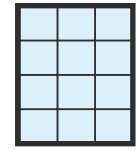
Full color display ads (CMYK) printed over white glossy paper. All rates are indicated in U.S. Dollars

Ad Sizes		Bimonthly Rate
1/12 Page 6x6 cms.		\$230.-
1/6 Page 12x6 or 6x12 cms.		\$350.-
1/4 Page 19x6 or 6x18.5 cms.		\$510.-
1/3 Page 12x12 or 6x25 cms.		\$660.-
1/2 Page 19x12 cms.		Only Horizontal \$960.-
2/3 Page 12x25 cms.		\$1,240.-
3/4 Page 19x18.5 cms.		\$1,350.-
Includes Banner Index and Internet	1 Page 19x25 cms.	\$1,680.-
	1 Bleed Page First Section 21.7x27 cms.	\$2,970.-
	2 Pages 41.5x25 cms.	\$3,240.-
Subject to availability Reserve with 20%	Inside Front	\$3,300.-
	Front Cover	\$3,800.-



### 2 Pages

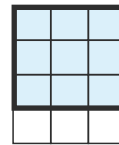
16 1/3" x 10"  
(41.5 x 25 cms.)  
Bleed:  
17 1/2" x 11"  
(44.5 x 28 cms.)



### 1 Page

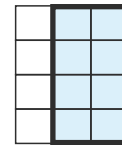
7 1/2" x 10" (19 x 25 cms.)  
Trim: 8 1/2" x 10 1/2"  
(21.7 x 27 cms.)  
Bleed: 10" x 11"  
(25 x 28 cms.)

For full page bleed ads, do not place any text or logos on the borders.



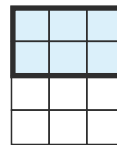
### 3/4 Page

7 1/2" x 7 1/4"  
(19 x 18.5 cms.)



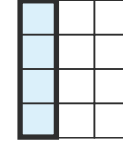
### 2/3 Page

4 3/4" x 10"  
(12 x 25 cms.)



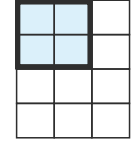
### 1/2 Page

7 1/2" x 4 3/4"  
(19 x 12 cms.)

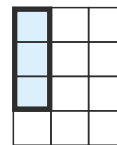


### 1/3 Page

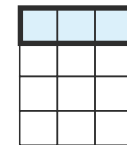
2 3/8" x 10" (6 x 25 cms.)  
4 3/4" x 4 3/4" (12 x 12 cms.)



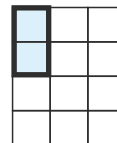
### 1/4 Page



2 3/8" x 7 1/4"  
(6 x 18.5 cms.)

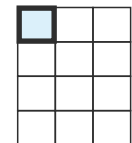
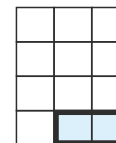


7 1/2" x 2 3/8"  
(19 x 6 cms.)



### 1/6 Page

2 3/8" x 4 3/4" (6 x 12 cms.)  
4 3/4" x 2 3/8" (12 x 6 cms.)



### 1/12 Page

2 3/8" x 2 3/8"  
(6 x 6 cms.)

[www.espacios.com](http://www.espacios.com)

Advertising generates sales ...  
"Espacios de la Construcción" Your Best Salesman!

To obtain excellent results, advertise constantly

We guarantee THE LARGEST CIRCULATION  
AND LOWEST PRICE in Mexico  
Divide the ad price by the number of issues and you will obtain the most  
economical price for every distributed issue

**ISSUE DATE:**

Published every two months on February, April, June, August and October.

On January we publish the annual directory.

**CLOSING DATE:**

The 15th day of the month prior to its publication.

**DISCOUNTS:**

10% For submitting the ad ready-to-print (PDF) in Spanish  
5% Discount for 3 consecutive ads  
10% Discount for 6 consecutive ads

Maximum Total Discount: 20% plus  
Discount for Advanced Payment:  
5% Discount for paying 3 issues in advance  
10% Discount for paying 6 issues in advance

**SPECIAL POSITION:**

Add 30% to choose a special position

**PAYMENT PROCEDURE:**

Payment for first ad is in advance  
Following ads: 30 days from date of publication

**PRINTED CIRCULATION:**

64,000 Issues Distributed in Mexico every two months by Direct Mail Nationwide to Construction Companies, Architects, Builders, Contractors, Civil Engineers, Hardware and Building Products Distributors.

Circulation Registered by the Mexican Postal Service with the No. PP09-0798 and Certified by the No. 164 Public Notary.

**DIGITAL CIRCULATION:**

176,000 Monthly E-Mails sent with link to [www.espacios-digital.com](http://www.espacios-digital.com)

- Banner First Section: Two months \$480 / Six months \$850  
One year \$1,500
- Banner Inside Section: Two months \$380 / Six months \$650  
One year \$1,200

**INTERNET:**

All ads also appear in [www.espacios.com](http://www.espacios.com) with link to Email and Web Page and listed in the searchable Product and Company Indexes.

Free Company Web Pages at [www.constru-mexico.com](http://www.constru-mexico.com)

For 2 Full Color Page Ads: Free Rotating Banner in search indexes. Fixed Banner: US\$480/year.

Consult prices for fixed Banners:  
[www.espacios.com/internet2.php](http://www.espacios.com/internet2.php)

**CLASSIFIED ADVERTISING "Opportunities":**

1 to 6 free classifieds per issue, 25-word maximum each one, depending on the ad size.

**BROCHURE DISTRIBUTION SERVICE:**

Inserts distribution to any Mexican region for only:

- 10 cents up to 10 grs.
- 12 cents up to 30 grs.

**TRADE SHOWS:**

Thousands of additional issues distributed in related Mexican trade shows.

**MECHANICAL REQUIREMENTS:**

We accept files in the following programs: Photoshop, Corel. (Please do not send any attached photos in Power point or Word files.)

Please include all graphics in: .PDF, .EPS, .TIFF, .JPG, or .BMP, and photos at 300 dpi en CMYK.  
All type must be convert to paths or outlines.

Please do not place any text or logos on the borders of full page bleed ads because they can get cut. And leave an additional 5 mm. (1/4") on each side.

If you provide photos, logos and text, we will design your ad at no extra charge, and you may modify it every edition before closing date.

Ready-To-Print PDF Files:

Must be saved at high resolution and CMYK with all fonts embedded. Please convert all spot colors to CMYK in original program.

Note: Write (001+area code) before your phone and fax number in USA and Canada and (00+area code) in other countries.

**TERMS AND CONDITIONS:**

Payment with initial order. Credit extended to advertisers with prompt payment record.

Advertisers are responsible for submitting changes to their ads, if any, before the closing date. When change is not received by closing date, most recent ad will be inserted.

Page number or position on page is not guaranteed.  
All ads in alphabetic order by product.  
All advertising is subject to publisher's approval.

**READER PROFILE**

- Our readers are mainly Directors, Managers and Professionals
- Most of them influence, decide or advice on purchase decisions
- Their Socio-Economical level is AB-60%, B-25%, C-15%

**Main Office:**

**Editorial Espacios Dinamicos, SA de CV**  
**Av. Thiers No. 135, Col. Anzures**  
**Mexico, DF 11590, MEXICO**

**Advertising Sales:**

**Mexico:** Tel. (55) 5250-9008 ext. 101, 102, 103  
E-Mail: [ventas@espacios.com](mailto:ventas@espacios.com)

**U.S.A.:** Tel. 1 (954) 295-4222  
E-Mail: [sales@espacios.com](mailto:sales@espacios.com)

**Other Countries:** Tel.: +(52-55) 5250-9008 ext. 170, 142  
E-Mail: [intl@espacios.com](mailto:intl@espacios.com)

**19 years of nationwide circulation and more than 1,000 satisfied advertisers.**