

# ESPACIOS DE FERRETERIA

The Leading Publication in MEXICO for Hardware Products

64,000 Issues and 176,000 Digital

## INTERNATIONAL RATES

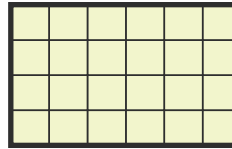
Full color display ads (CMYK) printed over white glossy paper.  
All Rates are indicated in U.S. Dollars

Ad Sizes		Bimonthly Rate
1/12 Page 6x6 cms.		\$230.-
1/6 Page 12x6 or 6x12 cms.		\$350.-
1/4 Page 19x6 or 6x19 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 19x19 cms.		\$1,350.-
Includes Banner on Index and on Internet	1 Page 19x25 cms.	\$1,680.-
	2 Pages 39x25 cms.	\$3,240.-
- Subject to availability - Reserve with 20%	Front Cover	\$3,800.-
	Inside Front	\$3,300.-
	Inside Back	\$2,900.-
	Back Cover	\$4,700.-

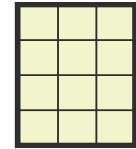
We guarantee THE LARGEST CIRCULATION AND LOWEST PRICE in Mexico

Divide the ad price by the number of issues and you will obtain the most economical price for every distributed issue

## DISPLAY ADVERTISING

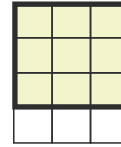


**2 Pages**  
15 1/2" x 10"  
(39 x 25 cms.)  
Bleed:  
16 1/4" x 10 3/4"  
(43 x 28 cms.)

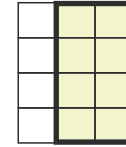


**1 Page**  
7 1/2" x 10"  
(19 x 25 cms.)  
Bleed:  
8 1/4" x 10 3/4"  
(22 x 28 cms.)

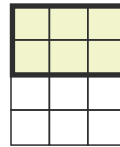
For full page bleed ads, do not place any text or logos on the borders.



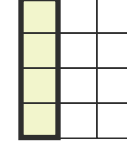
**3/4 Page**  
7 1/2" x 7 1/2"  
(19 x 19 cms.)



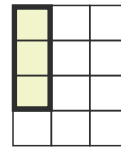
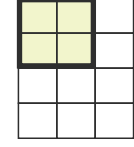
**2/3 Page**  
4 3/4" x 10"  
(12 x 25 cms.)



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

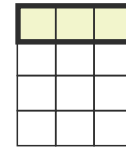


**1/3 Page**  
2 3/8" x 10" 4 3/4" x 4 3/4"  
(6 x 25 cms.) (12 x 12 cms.)

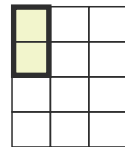


2 3/8" x 7 1/2"  
(6 x 19 cms.)

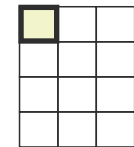
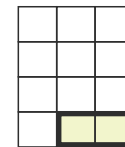
**1/4 Page**



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



**1/6 Page**  
2 3/8" x 4 3/4" 4 3/4" x 2 3/8"  
(6 x 12 cms.) (12 x 6 cms.)



**1/12 Page**  
2 3/8" x 2 3/8"  
(6 x 6 cms.)

### 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.

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

Advertising generates sales ...  
"Guía de Ferreteria" Your Best Salesman!

To obtain excellent results, advertise constantly

# ESPACIOS DE FERRETERIA

## Suppliers Catalog for Hardware, Electric, Building and Plumbing Products

### 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 ads in advance  
10% Discount for paying 6 ads 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, Builders,  
Contractors, Hardware and Building Products Distributors.

**Circulation Registered by the Mexican Postal  
Service with the No. PP09-1128 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: \$ 430 per 3 months  
Banner inside section: \$ 360 per 3 months

### 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.

Free Unlimited Online Classifieds in Spanish:  
[www.espacios.com/ofertas](http://www.espacios.com/ofertas)

### 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)