


internet & magazine

METALMECANICA

A B2Bportales Publication

Total access to the
LATIN AMERICAN
Metalworking Industry

 MFG.COM Make Something™

 BPA
WORLDWIDE
BUSINESS

 B2BPORTALES
A GARVAJAL COMPANY

Media Planner 2009

www.metalmecanica.com/mediakit

4 Ways to Deliver Top Quality Content...



1 PRINT MAGAZINE

- 6 Issues per year
- 12,500+ BPA Worldwide Audited subscribers
- Pan regional Coverage in Latin America: Mexico, Central & South America and the Spanish Caribbean
- 13-years serving the Latin American metalworking industry



2 DIGITAL MAGAZINE

- 6 Issues per year
 - 1,590+ average unique visitors per issue
 - 35,340+ average page-views per issue
 - 350+ average click-throughs per issue
- * Stats from Feb-Sep '08



3 NEWSLETTER

- 24 biweekly issues per year
 - 3,460+ average unique visitors per issue
 - 5,440+ average page-views per issue
 - 1,290+ average click-throughs per issue
 - Click-through rate (CTR): 24%
- * Stats from Jul 07-Jun '08



4 WEB PORTAL

- 16,220 subscribers
 - 12,300+ average unique visitors per month
 - 15,000+ average total visits per month
 - 38,800+ average page-views per month
- * Stats from Jan '08- Sep '08

...ONE TRUSTED SOURCE OF INFORMATION!

"Technical articles that reflect comprehensive research like the ones published in Metalmeccánica are always very interesting for readers who work with machine tools and machining. These articles make the professionals think and reconsider the way they work, and also make them have internal discussions in their companies, which are very good for the profitability and quality of the processes."

Newton de Mello
President, Mello S.A.
Máquinas e Equipamentos, Brazil

"Metalmeccánica has helped us greatly for the purchasing of machinery and other equipment. It has also given us ideas to improve our manufacturing procedures."

Ing. Guillermo Marquet R
General Manager
Marquet, Mexico

"I would like to thank you for sending me Metalmeccánica. It really is a very good magazine, which helps us to understand better and be abreast of technological advances in manufacturing and machinery for the industry. I would like to suggest an article about metrology, it would be excellent and a good complement for the magazine."

Alejandro Cárdenas
Quality Control Manager
Tecniquipos, Ecuador

"I would like to congratulate your magazine, which is very useful for the manufacturing system updating in our company. Thank you very much!"

César Ríos Mora
Trimpot Electronics Ltda. A division of Bourns Inc.
Heredia, Costa Rica

Month/Issue	Closing Date	Emphasis Topics	Special Reports & Directories	Product Focus	Show Specials	Latin American Profiles	Show Coverage and/or Bonus Distribution
Feb/Mar Vol. 14 Issue 1	Jan 09/09	*EDM processes for mold and die making *Grinding processes	Argentinean Automotive Industry	Machining Centers	Show Preview: TECMA 2009	Mexico	Expomanufactura '09 Monterrey, Mexico February 17-19, 2009 TECMA '09 Mexico City March 10-13, 2009 Westec '09 Los Angeles, CA, USA March 30 - April 2, 2009
Apr/May Vol. 14 Issue 2	Feb 20/09	*Machining Centers *Milling	Brazilian Automotive Industry Directory of Distributors: Listing of Agents, Distributors and Local Offices for direct contact between buyers & local suppliers	EDM Measurement & Quality	Show Preview: Feimafe 2009	Brazil	EMAQH '09 Buenos Aires, Argentina April 3-8, 2009 Feimafe '09 Sao Paulo, Brazil May 18-23, 2009 FABTECH MEXICO '09 Monterrey, Mexico June 2-4, 2009
Apr/May Supplement Vol. 14 Issue 2		FORMING & FABRICATING SUPPLEMENT: Forming: Press brakes - Fabricating: Laser cutting - Stamping: Tool & Die Tube & Pipe: Tube bending - Welding: Plate welding - Forming: Automation of the metalforming processes					
Jun/Jul Vol. 14 Issue 3	Apr 27/09	*Mold Machining *CAD/CAM for molds	Latin American Moldmakers Industry performance, technology and market trends +++ Sponsorship Available	Cutting Tools Workholding	Show Preview: EMO Part I	Argentina	Wire Expo '09 Pittsburgh, Pennsylvania, USA June 7-8, 2009 Intertooling '09 Sao Paulo, Brazil July 14-17, 2009
Jun/Jul Supplement Vol. 14 Issue 3		FORMING & FABRICATING SUPPLEMENT: Forming: Plate bending - Fabricating: Plasma cutting - Stamping: Presses Tube & Pipe: End Forming - Welding: Plasma arc welding - Forming: Automation of the metalforming processes					
Aug/Sep Vol. 14 Issue 4	Jun 22/09	*Turning applications *Hole Making	Mexican Automotive Industry	CAD/CAM Software	Show Preview: EMO Part II	Mexico	FEBRAMEC '09 Caxias do Sul, Brazil August 10-14, 2009
Aug/Sep Supplement Vol. 14 Issue 4		FORMING & FABRICATING SUPPLEMENT: Forming: Roll forming - Fabricating: Plate cutting & fabricating - Stamping: Coil processing Tube & Pipe: Cutting - Welding: Laser welding - Forming: Automation of the metalforming processes					
Oct/Nov Vol. 14 Issue 5	Aug 24/09	*Cutting Tools *Workholding Systems	Latin American Autopart Manufacturers Industry performance, technology and market trends +++ Sponsorship Available	Turning Centers		Chile	EMO '09 Milan, Italy October 5-10, 2009 Corte y Conformação '09 Sao Paulo, Brazil October 2009
Oct/Nov Supplement Vol. 14 Issue 5		FORMING & FABRICATING SUPPLEMENT: Forming: Punching tooling - Fabricating: Waterjet cutting - Stamping: Press Feeding Tube & Pipe: Orbital welding - Welding: Resistance welding - Forming: Automation of the metalforming processes					
Dec/Jan Buyers' Guide Vol. 14 Issue 6	Oct 23/09	2010 Source Book/Buyer's Guide & 2010 Industry Forecast Directory of machinery, equipment and consumables for the Latin American metalworking industry Contact your sales representative for information regarding special advertising packages designed to highlight your company in the various product-category sections for which your company qualifies					

A. PRINT AD SPECS

Resolution: 300 ppi (pixels per inch)
Color: CMYK
Fonts: Subset Embedded 100%. Natives Files should be sent with the fonts used or the fonts converted into curves.
OPI: Do not use OPI (Open Prepress Interface)
Acceptable software and file media: Photoshop, InDesign, QuarkXpress, Page Maker, Illustrator, Acrobat Professional. You can upload your files into our FTP site, please compress the fonts, or send them in CD/DVD.
For FTP instructions please contact:
production@b2bportales.com

AD SIZES	cm	Inches
Double page spread (Trim size)	41 x 27.5 cm	16 5/16" x 10 27/32"
1 Page (Trim size)	20.5 x 27.5 cm	8 1/16" x 10 27/32"
1/2 Vertical	8.6 x 25.5 cm	3 3/8" x 10 1/32"
1/2 Horizontal	18.5 x 12.7 cm	7 1/16" x 5"
1/2 Island	11.8 x 19.1 cm	4 5/8" x 7 1/2"
1/3 Vertical (1 column)	5.7 x 25.5 cm	2 1/4" x 10 1/32"
1/3 Horizontal (3 column)	18.5 x 8.6 cm	7 1/16" x 3 3/8"

AD SIZES	cm	Inches
1/3 Square (2 column)	11.8 x 12.7 cm	4 5/8" x 5"
1/4 Vertical (1.5 column)	8.6 x 12.7 cm	3 3/8" x 5"
1/4 Vertical (1 column)	5.7 x 19.1 cm	2 1/4" x 7 1/2"
1/4 Horizontal (3 column)	18.5 x 6.5 cm	7 1/16" x 2 3/8"
1/4 Square (2 column)	11.8 x 9 cm	4 5/8" x 3 9/16"
1/6 Vertical (1 column)	5.7 x 12.7 cm	2 1/4" x 5"
1/6 Horizontal (2 column)	11.8 x 6.5 cm	4 5/8" x 2 3/8"

Safety Margins for Full Page bleed ads: Must be increased at least +1/4" (or +0.5 cm) from trim size on all sides. Texts must also be at least -1/4 (or -0.5 cm) from the trim size for a safety margins.

B. INTERNET AD SPECS

Portal Headline Banner: 468x60 pixels, max weight 20K
Newsletters Headline Banner: 468x60 pixels, max. weight 20K
Regular or Newsletter Banner: 150x60 pixels, max. weight 10K
Please include "clicktag" and "getURL" code
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13-Years Serving
Latin America!

YOUR TOTAL COMMUNICATIONS PARTNER IN LATIN AMERICA!

Print Magazine

Top-quality technical and business content delivered 6X per year to 12,522 BPA audited metalworking professionals across 20 countries in Latin America!.

E-Magazine

Reach an increasing number of internet savvy subscribers who find in our digital magazine a more dynamic and interactive reading experience. Deploy powerful messages that include Flash animated ads with optional voice messages, add video messages to your ads and/or enhance your lead capture via live URL and email links in your print ads.

E-Mail Advertising

Reach all or a targeted segment of our subscriber list via “**personalized**” email messages. Capture qualified online sales leads via the inclusion of live links or reply options that generate call-to-action.

E-Showrooms

NEW VIDEO OPTIONS!

Create a fully customized mini-site to cater specifically to Latin America by featuring the product portfolio chosen for the region and by communicating to this market in the local language spoken: Spanish and/or Portuguese. The Showroom features up to 30 products including photos or **videos**, brief descriptions and downloadable spec-sheets per product; a trade show calendar page; a newsroom page to feature up to 5 press releases; a company profile page including a history of your company, a photo or optional **video** and contact information that includes your entire Latin American sales network; and an RFI/RFQ module that captures all the needed information for proper lead follow-up.

“Personalized” Magazine Covers

Reach all or a targeted segment of our subscriber list with a “**personalized**” message in the cover of the magazine. This product includes a “**personalized**” inside-front cover ad, both featured on a twin-cover overlaid on top of the magazine covers to reach your selected audience.

“Personalized” Info-Letters

Produce 4-color one-to-one marketing pieces using the power of “**personalization**”, and deliver them inserted in the magazine to a selected audience, based on the subscriber’s title, country and company activity and/or size.

Product Catalog Inserts in Spanish

A turn-key solution to create powerful and fully customized product catalogs to cater specifically to the Latin American markets. The service includes translation, production layout, printing and distribution of the product catalog. Distribute your catalog to the full circulation or to a targeted audience, based on your company needs.

Overruns are available for collateral marketing activities.

Market Research Services

Instant Research allows you to uncover unique market opportunities in the region by launching E-market surveys among our entire subscriber list, or to a targeted segment based on your needs. **Instant Research** will help you better understand your company’s position in Latin America by implementing Branding, Market Share and/or Buying Intention surveys, customized to the specific needs of your company.

For detailed information on our product portfolio contact your Sales Representative or visit:

www.metalmecanica.com/productcatalog

A. PRINT AD RATES (GROSS)

4-COLOR DISPLAY RATES	6X	3X	1X
Full page	\$4,120	\$4,450	\$4,790
1/2 Page Island	\$2,760	\$2,990	\$3,200
1/2 Page	\$2,600	\$2,810	\$3,020
1/3 Page	\$1,920	\$2,090	\$2,250
1/4 Page	\$1,660	\$1,800	\$1,900
1/6 Page	\$1,400	\$1,480	\$1,580
2 Page Spreads	\$7,570	\$8,240	\$8,920

OTHER COLOR COMBINATIONS	PMS	3C or less
Applicable markup/discount	+10%	-10%

SPECIAL POSITION RATES (Including 4-Color Charges)	6X	3X	1X
Inside Front Cover	\$4,600	\$5,190	\$5,750
Inside Back Cover	\$4,240	\$4,770	\$5,300
Back Cover	\$4,790	\$5,380	\$5,980
Center Spread (Earned rate plus)	\$550	\$610	\$670
Other positions (Earned rate plus)	\$180	\$200	\$210

SPECIAL METALFORMING SUPPLEMENT (Including 4-Color Charges)	4X	3X	1X
Full - Page	\$3,090	\$3,340	\$3,590
1/2 - Page	\$1,950	\$2,100	\$2,270

CLASSIFIED RATES B&W	6X	3X	1X
1col x 1"	\$170	\$190	\$200
1col x 2"/ 2col x 1"	\$320	\$370	\$410
1col x 3"/ 3col x 1"	\$470	\$560	\$590
1col x 4"/ 2col x 2"	\$620	\$660	\$780

CLASSIFIED RATES - COLOR	1 COLOR	2 COLORS	3 COLORS	4 COLORS
Applicable markup	10%	15%	20%	25%

INFOFILES	each
Equivalent to a 1/6 of a page 4C ad	\$820

B. INTERNET AD RATES (GROSS)

DIGITAL MAGAZINE (Rates per Issue per Unit)	6X*	3X*	1X
Theme Tab	\$90	\$110	\$130
Flash animated ads	\$360	\$380	\$400
Digital Magazine sponsorship	\$500	\$530	\$560
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100	\$120

SHOWROOM*	12Mo.	6Mo.
(Banner: max size 770x80 pixels / 50k animated gif file)*		
Basic Showroom	\$590	\$690
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100
Set up Fee (one time charge)	\$300	

HEADLINE ANIMATED BANNERS*	12Mo.	6Mo.	3Mo.
(468 x 60 Pixels / 12K)			
Headline banner	\$270	\$355	\$450

SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS	1X		
ALPHABETICAL LISTINGS			
Yellow Highlighting	\$140		
4-Color Logo	\$210		
PRODUCT CATEGORY LISTINGS			
	6+ Ads	3-5 Ads	2-1 Ads
Platinum Listing Package	\$1,390	\$1,540	\$1,710
Gold Listing Package	\$1,150	\$1,280	\$1,420
Silver Listing Package	\$290	\$310	\$330

SPECIAL REPORT SPONSORSHIP	
Includes sponsorship mention, logo, first full-page 4C ad in the section, plus brochure and letter directed at each company featured in the sponsored report.	\$5,640

DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL	Price/Unit
"Personalized" Magazine Covers + Inside Front Cover ad	\$2.45
"Personalized" Info-Letter (2-sided): Standard / 4C / 90 gram / 100% variable digital print & postage	\$1.50
"Personalized" Info-Letter (1-sided): Standard / 4C / 90 gram / 100% variable digital print & postage	\$0.90
Inserts (turn-key): 4-Page / 4C / 90-gram / standard / translation / layout / printing / postage & handling	\$1.00
Inserts (mailing only): 4-Page / 4C / 90 gram / standard / postage & handling	\$0.33
1/2 Wrap-around over cover glued to advertisers' ad	\$0.65

CD/DVD INSERTS WITH OPTIONAL "PERSONALIZATION" OF PAPER JACKET	Price/Unit
CD - Includes CD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$3.05
CD - Includes CD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$8.25
DVD - Includes DVD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$6.64
DVD - Includes DVD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$11.84

SIDE BANNERS*	12Mo.	6Mo.	3Mo.
(150 x 60 Pixels / Animated = 6K / Static = 3K)			
Side banner	\$135	\$190	\$250

NEWSLETTER ADVERTISING*	24X	12X	6X	3X
(Banner Sponsorship)				
Headline & Subject (468x60 pixels/12K Animated)	\$315	\$380	\$450	\$530
Message Body (150x60 pixels / 6K Animated or 3K Static)	\$245	\$270	\$325	\$380
Supplier News Modules (Include logo, title, text, photo and contact info)	\$245	\$270	\$325	\$380

E-MAIL ADVERTISING	
E-mail Advertising	\$0.45 Per e-mail delivered
Setup Fee (one-time):	\$100
Distributor e-mail blast	\$750 Includes setup

* FULL PAYMENT MUST BE RECEIVED BEFORE LAUNCH OF INTERNET ADVERTISING PROGRAM
A 20% SURCHARGE WILL BE APPLIED FOR NON-PRINT ADVERTISERS

BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

Geographical Breakdown

North America	BPA	ACT%
United States Of America	30	0.2%
Mexico	6,064	48.4%
Subtotal	6,094	48.7%
Caribbean		
Cuba	25	0.2%
Dominican Republic	37	0.3%
Puerto Rico	45	0.4%
Subtotal	107	0.9%
Central America		
Costa Rica	90	0.7%
El Salvador	45	0.4%
Guatemala	64	0.5%
Honduras	20	0.2%
Nicaragua	12	0.1%
Panama	16	0.1%
Subtotal	247	2.0%
South America		
Argentina	1,948	15.6%
Bolivia	84	0.7%
Brazil	361	2.9%
Chile	532	4.2%
Colombia	1,516	12.1%
Ecuador	216	1.7%
Paraguay	27	0.2%
Peru	822	6.6%
Uruguay	129	1.0%
Venezuela	439	3.5%
Subtotal	6,074	48.5%
Grand Total	12,522	100.0%



Source:
BPA Worldwide
June 2008 Statement

**Number of registered
e-mail addresses:
15,018+**

Business/Industry

	Total Qualified	Percent of Total
Furniture	170	1.4%
Primary Metal Industry	610	4.9%
Fabricated Metal Products	1,449	11.6%
Machinery, Except Electrical	4,465	35.7%
Electric and Electronic Equipment	1,065	8.5%
Transportation Equipment	1,661	13.3%
Instruments and Related Equipment	249	2.0%
Miscellaneous Manufacturing Industries	570	4.6%
Machinery Supplier	2,041	16.3%
Education Center, Association and Libraries	242	1.9%
Others Allied to the Field	0	0.0%
Total Qualified Circulation	12,522	100.0%

METALMECANICA is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 13 magazines and web portals covering several sectors. B2Bportales' Latin American BPA-audited databases reach over 190,000 key professionals from Mexico down to Argentina. Its parent company, Carvajal S.A., is a 105 year-old Latin American multinational leader in publishing, printing and packaging, with over 20,000 employees in 17 countries. For more information, visit www.b2bportales.com.

For more information on metalmecanica visit www.metalmecanica.com/mediakit/sales_reps

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