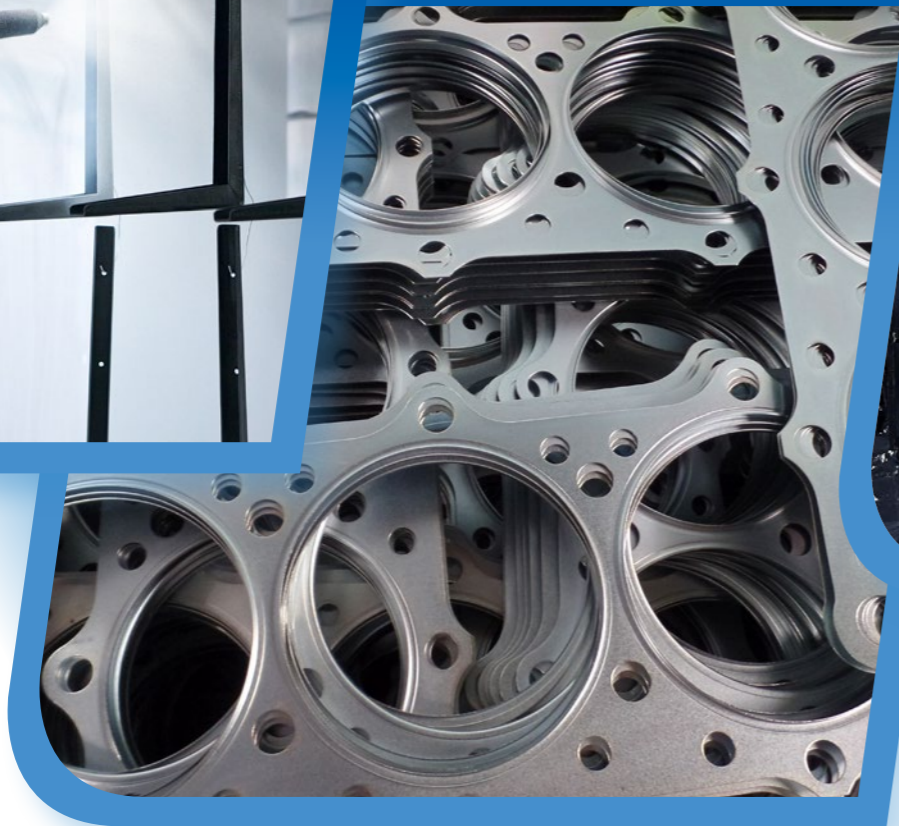


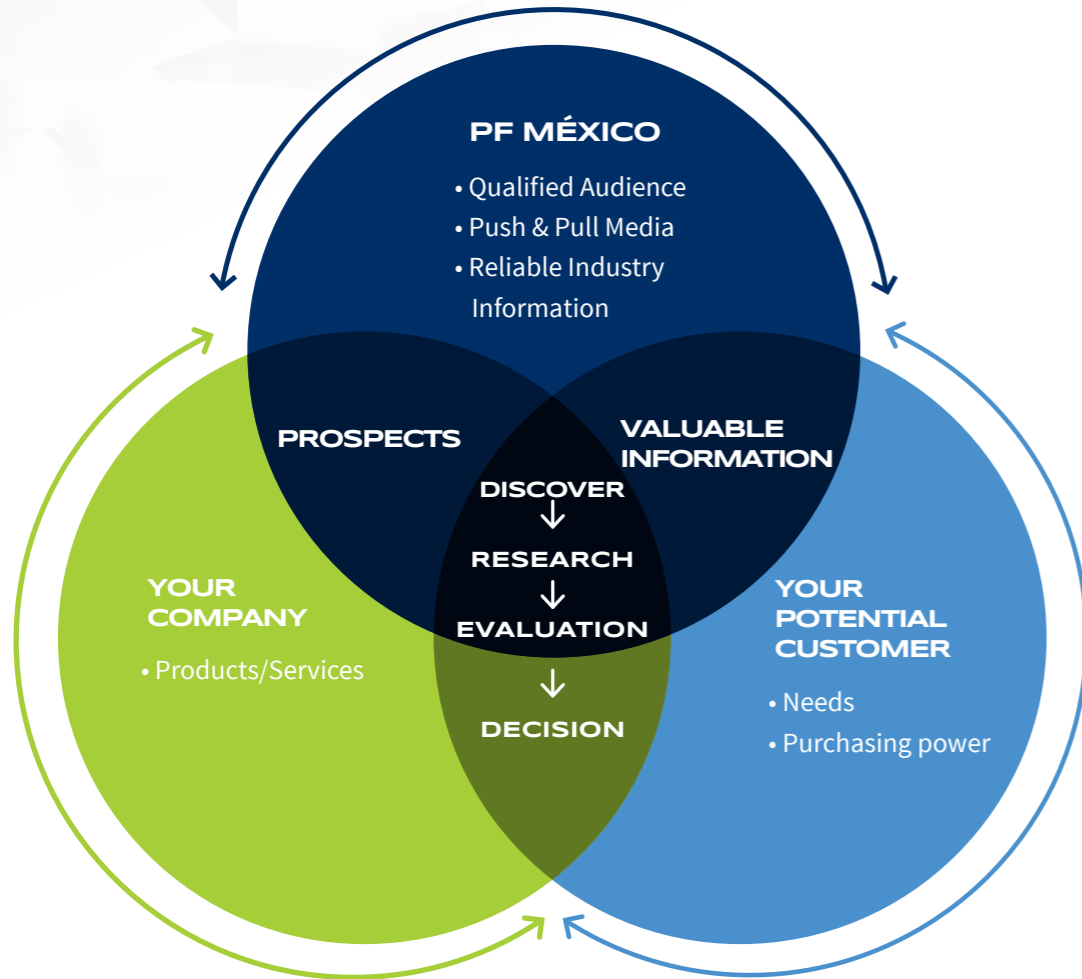
**PF PRODUCTS FINISHING**  
**MÉXICO**  
*The Voice of the Finishing Industry in Mexico*



**2021 MEDIA GUIDE**

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# BUYING INFLUENCE CYCLE



# MARKETING MIX

## PUSH MEDIA

Makes Pull Media Possible

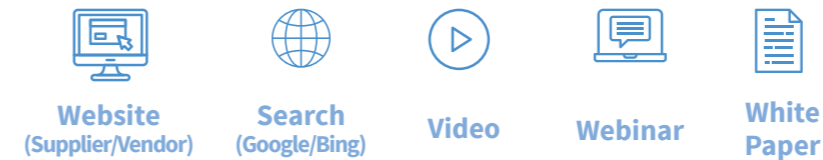
Delivers brand messaging and content marketing directly to buyers. Introduces, informs and conditions buyers.



## PULL MEDIA

Makes Push Media Powerful

Provides prospects with deeper information on brands or solutions they're evaluating.



PRODUCTS FINISHING MÉXICO OFFERS BOTH **PUSH** MEDIA AND **PULL** MEDIA TO HELP YOU DELIVER YOUR **MESSAGE** TO THE **RIGHT AUDIENCE**

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# THE **BEST RESOURCES** IN **MEXICO** FOR REACHING FINISHING INDUSTRY PROFESSIONALS WITH YOUR **BRAND MESSAGE**



## 2021 EVENTS



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### MAGAZINE

**7,500+**

subscribers

### WEBSITE

**41,000+**

users per year  
\*unique

### EMAIL

**7,000+**

subscribers

### SOCIAL MEDIA

**3,500+**

followers

## MISSION STATEMENT

In this information age, communication between buyers and sellers is essential. *Products Finishing México* provides your company critical access to an increasingly empowered manufacturing audience in Mexico. Our seasoned editorial and marketing teams develop and promote print and digital media,

social networking, webinars and live events to provide first-rate resources to the Mexican manufacturing buying audience - an integrated communication strategy designed to grow sales and market share for your products and services.

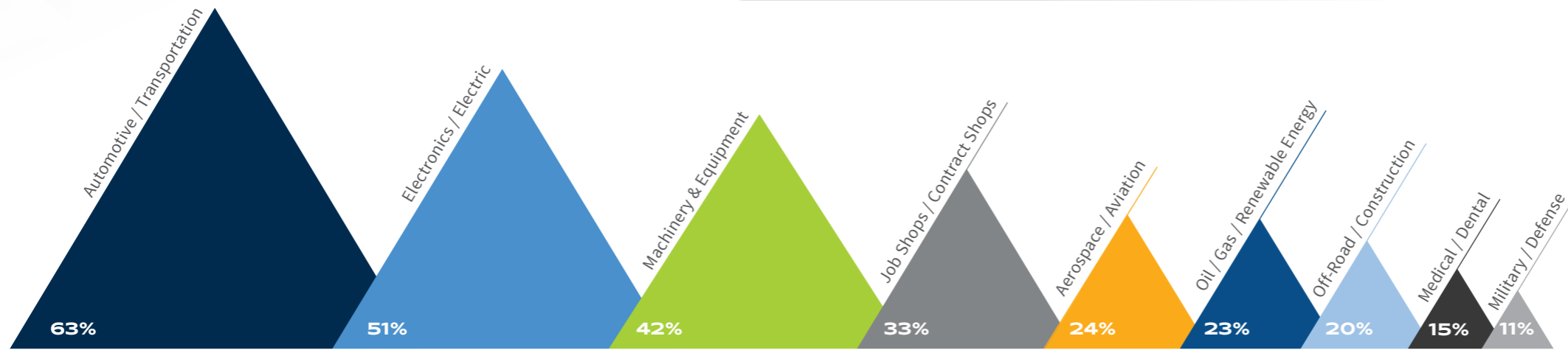
# PRINT AUDIENCE

**7,500+**

subscribers

## INDUSTRIES SERVED\*

Products Finishing México's audience has defined its manufacturing support to the following industries:



## PF MÉXICO REACHES EVEN MORE READERS!

69% of our subscribers share their copy of PF México with 2 or more people.



## AUDIENCE PROFILE\*

Total Subscriptions

**7,936**

Total Facilities

**5,860**

## JOB TITLES



Owner/Company Management	56%
Production Management & Dept	17%
Engineering Management & Dept	13%
Quality Control	10%
R&D	5%

## SIZE OF COMPANY



1-49 Employees	48%
50-149 Employees	14%
150-499 Employees	20%
500+ Employees	18%

## BUYING AUTHORITY



Joint / Final buying decision	42%
Identify need for new technology	34%
Gather information / Justify purchase	20%
No buying role	4%

## TOP 5 OPERATIONS PERFORMED

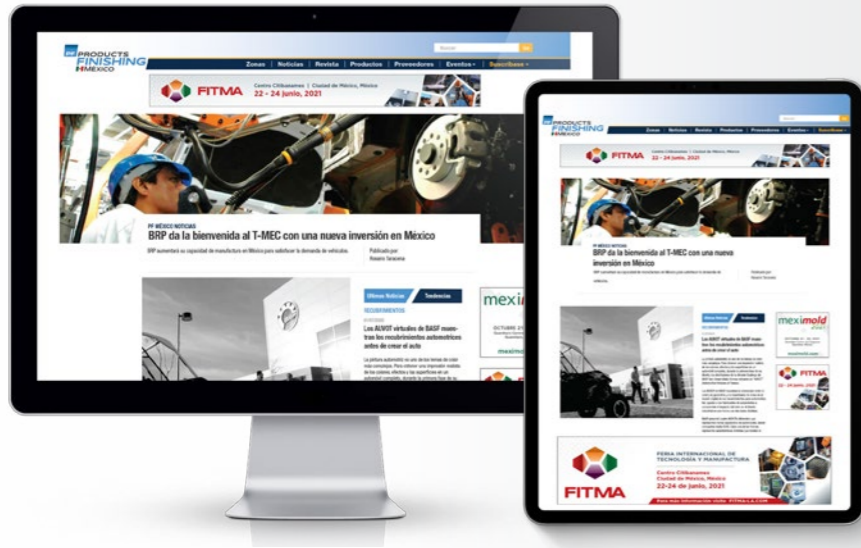


Electroplating	39%
Liquid Painting	37%
Powder Coating	26%
Anodizing	19%
E-coat	13%

\*Source: June 2020 Publisher's Count

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# ONLINE AUDIENCE



**41,000+**

users per year  
\*unique

**4,200+**

website average  
monthly visits

**6,750+**

average monthly  
page views

**AD IMPRESSIONS**

**5,167+**

in Home Page

## TOP 10 COUNTRIES

Country	Users	%
1.  Mexico	29,417	71.81%
2.  United States	4,313	10.53%
3.  Spain	1,479	3.61%
4.  Colombia	1,200	2.93%
5.  Argentina	593	1.45%
6.  Peru	531	1.30%
7.  Chile	303	0.74%
8.  China	302	0.74%
9.  Ecuador	287	0.70%
10.  Japan	207	0.51%

\*Source: Google Analytics

# EMAIL AUDIENCE

## ACTIVE DOMAINS

**7,000+**  
Subscribers



### AEROSPACE/ AVIATION

- bombardier.com
- figeac-aero.com
- incertec.com
- metalfinishingco.com
- pccaero.com



### AUTOMOTIVE/ TRANSPORTATION

- brp.com
- certusauto.com
- continental.com
- eaton.com
- federalmogul.com
- rassini.com
- siiosa.com



### ELECTRONICS/ ELECTRIC

- alfacronos.com
- bosch.com
- helvex.com
- ibm.com
- mabe.com.mx



### JOB SHOPS/ CONTRACT SHOPS

- cromindemexico.com
- estanadora.com.mx
- galnik.com
- gdo.com.mx
- microbolta.com
- proecoplating.com
- recubrimientosmetalicos.com
- reinfro.com



### MEDICAL/ DENTAL

- anodize.com.mx
- gadesa.com.mx
- industrialguther.com
- jabil.com
- sanmina.com
- siemens



### OIL / GAS / RENEWABLE ENERGY

- flowserve.com
- jci.com
- proquimica.com.mx
- te.com
- walworth.com.mx
- weg.net

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# INDUSTRY PROFESSIONALS SAY PRINT IS...



## INFLUENTIAL

Finishing buyers find advertising in industry sources 3 times more influential than advertising in non-industry outlets like Google & Facebook.



## MEMORABLE

Print advertising yields a higher level of advertising recall, longer engagement & increased brain activity.



## IMPACTFUL

More than 50% of industrial buyers use print magazines throughout their purchase process.



## INFORMATIVE

More than 60% of industrial buyers consider magazine advertising informative.

\*Source: Print Media & the Industrial Buyer Report 2020, Gardner Business Media, Inc.

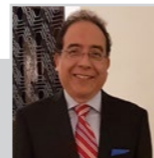


*PF México Advertiser*

### Pedro Castillo

Managing Director for Mexico & LATAM, TTX México

“We find the print magazine to be a useful resource for reaching professionals in the surface finishing industry. In each issue they present current information and trends, an excellent promotional channel.”



*PF México Audience*

### Ing. Antonio Bautista Juárez

Commercial Director, Galvanolyte

“This magazine is of great interest for the finishing area because it gives us the opportunity to get to know the trends of our market, new processes, new technologies and alternatives to improve.”

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# FROM THE EDITOR

## The voice of an industry that grows, learns and becomes stronger

In 2021 *Products Finishing México* will celebrate four years covering news and stories of finishing companies, as well as innovations that come to market, and sharing knowledge through the contributions of industry specialists.

We are experiencing extraordinary moments and it is very exciting to be able to report the growth of an essential sector for industries such as automotive, aerospace, household appliances, energy, medical devices, among others.

In these years, we have been able to grow alongside the industry, while expanding coverage on our website, weekly newsletter, and webinars through which we bring practical knowledge to our audience, sometimes with the help of sponsors, and sometimes hand-in-hand with experts willing to give some of their time.

It is a privilege to be able to take the pulse of a thriving and competitive industrial sector that is growing and becoming stronger. Throughout the interviews and visits we have made to finishing companies, we have been able to confirm that Mexicans have everything to compete with the best players at the international level, and we want to contribute to this continuing to happen.

By 2021, we plan to expand our editorial coverage, as well as the subscriber base on both the web and social media, to bring the voice of the finishing industry across the country.



**ROSARIO TARACENA**  
rtaracena@pf-mex.com

Editor-in-Chief

# 2021 EDITORIAL CALENDAR

	<b>FEBRUARY</b> Closing date: 1/7/2021	<b>APRIL</b> Closing date: 3/1/2021	<b>JUNE</b> Closing date: 5/3/2021
<b>FOCUS TOPIC</b>	Automotive	Aerospace	Medical
<b>BONUS COVERAGE</b>	SFM 2021	FABTECH/CoaTech 2021	SUR/FIN 2021
<b>FEATURES</b>	Plating and Liquid/Powder	Plating and Liquid/Powder	Plating and Liquid/Powder
<b>BONUS FEATURE</b>	Anodizing		Electrocoating
<b>EXPERT CLINIC</b>	Plating and Liquid/Powder	Plating and Liquid/Powder	Plating and Liquid/Powder
<b>BONUS CLINIC</b>		Masking	Ovens
<b>BONUS DISTRIBUTION</b>	SFM 2021	FABTECH/CoaTech 2021	SUR/FIN 2021 FITMA 2021

	<b>AUGUST</b> Closing date: 7/2/2021	<b>OCTOBER</b> Closing date: 9/3/2021	<b>DECEMBER</b> Closing date: 11/1/2021
<b>FOCUS TOPIC</b>	Home Appliances	Energy	2022 Buyer's Guide
<b>BONUS COVERAGE</b>		Meximold 2021	
<b>FEATURES</b>	Plating and Liquid/Powder	Plating and Liquid/Powder	
<b>BONUS FEATURE</b>		Mechanical Finishing	
<b>EXPERT CLINIC</b>	Plating and Liquid/Powder	Plating and Liquid/Powder	
<b>BONUS CLINIC</b>	Mechanical Finishing		
<b>BONUS DISTRIBUTION</b>		Meximold 2021	

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# PRINT AD RATES

Advertise in *Products Finishing México* and get your brand's message in the hands of the largest, qualified and most targeted audience in the industry.



## AD RATES (Gross in US Dollars)

SPACE	INVESTMENT
Full Page	\$3,600
Island	\$2,885
1/2 Page	\$1,850
1/3 Page	\$1,750
1/4 Page	\$1,200

## COVER RATES (Gross in US Dollars)

\*Additional to Full Page Frequency Rate

COVER PLACEMENT	INVESTMENT
Inside Front Cover	\$1,000
Inside Back Cover	\$1,000
Back Cover	\$1,500

\*Cover rates include black and any combination of process colors.

## GARDNER BUSINESS MEDIA PREMIER DISCOUNTS

Your advertisements in *PF México* and with any other Gardner Business Media publications count towards your Total Ad Spend and help you achieve greater discounts!

MIN	MAX	DISCOUNT %
\$5,000	\$9,999	5%
\$10,000	\$24,999	10%
\$25,000	\$39,999	15%

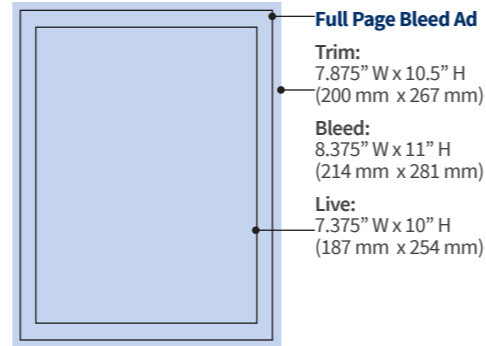
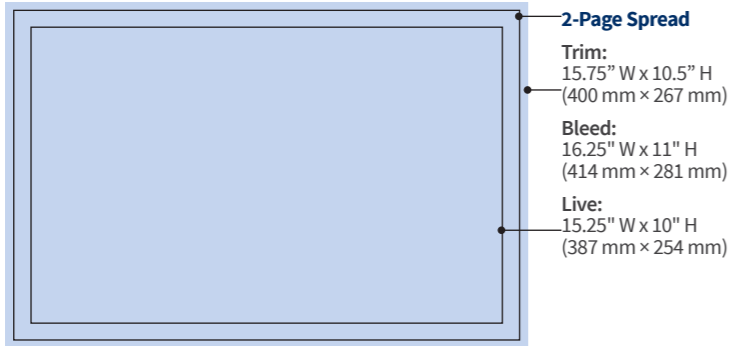
MIN	MAX	DISCOUNT %
\$40,000	\$64,999	20%
\$65,000	\$99,999	25%
\$100,000	\$149,999	30%

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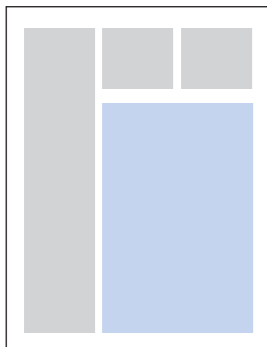


# PRINT AD SPECS

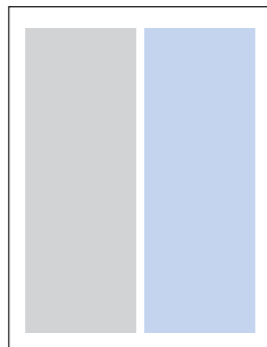
## FULL PAGE AND SPREADS



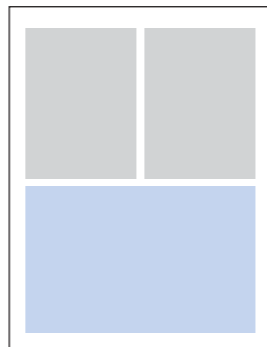
## LARGE FRACTIONALS



**Island**  
 4.375" W x 6.875" H  
 (111 mm x 175 mm)



**1/2 Page (Vert)**  
 3.25" W x 9.125" H  
 (83 mm x 232 mm)



**1/2 Page (Horz)**  
 6.875" W x 4.375" H  
 (175 mm x 111 mm)

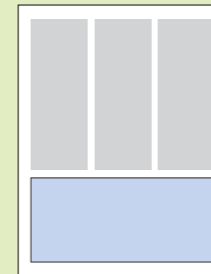
**Importante:** All ads smaller than full page do not bleed.

## SMALL FRACTIONALS

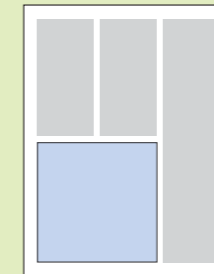
**Important Note:** All ads smaller than half page (third-page, quarter-page and eighth-page) must have a 1 point black border on all sides.



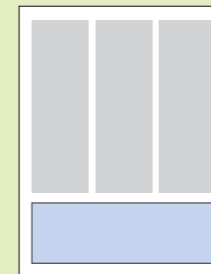
**1/3 Page (Vert)**  
 2.25" W x 9.125" H  
 (57 mm x 232 mm)



**1/3 Page (Horz)**  
 6.875" W x 3" H  
 (175 mm x 76 mm)



**1/3 Page (Square)**  
 4.375" W x 4.375" H  
 (111 mm x 111 mm)



**1/4 Page (Horz)**  
 6.875" W x 2.25" H  
 (175 mm x 57 mm)



**1/4 Page (Vert)**  
 3.25" W x 4.375" H  
 (83 mm x 111 mm)

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# PF-MEX.COM OPPORTUNITIES

Feature your message on the *PF México* homepage or in specific technology zones next to contextually related articles.

NEW PACKAGES WITH IMPROVED CONTENT INTEGRATION TO BETTER ENGAGE YOUR AUDIENCE.

HOME PREMIUM PACKAGE (LIMIT: 4)		
AD FORMATS	LOCATION	INVESTMENT (in US Dollars)
A 1 SUPER LEADERBOARD B 1 BILLBOARD C 1 MEDIUM RECTANGLE	*Home Page *Run of site	\$700 Gross/Month
ZONE PREMIUM PACKAGE (LIMIT: 4)		
AD FORMATS	LOCATION	INVESTMENT (in US Dollars)
A 1 SUPER LEADERBOARD B 1 BILLBOARD C 1 MEDIUM RECTANGLE	*One Zone (Your choice) *Run of site	\$600 Gross/Month
ZONE BASIC PACKAGE (LIMIT: 12)		
AD FORMATS	LOCATION	INVESTMENT (in US Dollars)
C 1 MEDIUM RECTANGLE	*One Zone (Your choice)	\$350 Gross/Month
ZONE EXCLUSIVE PACKAGE (LIMIT: 1)		
AD FORMATS	LOCATION	INVESTMENT (in US Dollars)
A 1 SUPER LEADERBOARD B 1 BILLBOARD D 1 BANNER 300X600	*One Zone (based on availability)	\$700 Gross/Month

## AVAILABLE ZONES:

- \* Home page
- \* Powder Coating
- \* Electroplating
- \* Liquid Coating



\*Home Page Example

\*Zone Page Example

**RENEWED BANNERS!**

**A Super Leaderboard**  
970 x 90 px

**B Billboard**  
970 x 250 px

**C Medium Rectangle**  
300 x 250 px

**D Banner 300x600**  
300 x 600 px



*PF México Advertiser*

**Ing. Miguel Guía**  
Sales Manager, TTX México

"I use the *Product Finishing México* website due to my interest in learning about new processes, companies and ideas in the finishing industry. This allows me to find new technologies and ideas available in the market which facilitates my work."



*PF México Audience*

**Daniela Regis**  
Production Manager, Recubrimientos JEMIDA

"*PF México's* website is an excellent resource to find suppliers, customers and learn about new technologies, as well as learning more about the manufacturing industry based on the experience and knowledge of the colleagues in the field."

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## E-NEWSLETTER

# "AL DÍA EN ACABADOS"

Keep your brand next to the freshest *Products Finishing México* content.

"Al Día en Acabados" is a weekly e-mail recap created by the *PF México* editorial team, making it the premier resource for finding the latest news, technologies and case studies in the industry.

Placing an ad in "Al Día en Acabados" gives your company the opportunity to market your brand to an active audience who read our content once a week (sent every Friday).

## PF MÉXICO WEEKLY E-NEWSLETTER AD RATES (US DOLLARS)

POSITION	INVESTMENT (in US Dollars)
<b>E LEADERBOARD</b>	
AVAILABILITY: One (1) per month calendar / 1x delivery PRE-LAUNCH IMAGE SIZE: 600 x 160 pixels FILE TYPE: JPG / PNG	<b>\$550</b> Gross/Month
<b>F TECHNOLOGY SOLUTIONS AD</b>	
ARTWORK SIZE: 300 x 250 pixels FILE TYPE: JPG/PNG TITLE: 50 characters max BODY COPY: 200 characters max	<b>\$350</b> Gross/Month
<b>G VIDEO AD</b>	
ARTWORK SIZE: 300 x 250 pixels (please do not include a play button with your artwork) FILE TYPE: JPG/PNG TITLE: 50 characters max BODY COPY: 200 characters max	<b>\$450</b> Gross/Month

Delivers weekly to **6,500+** subscribers



PF México Advertiser

**Konrad Mierendorff**  
Mexico Director, BCI Surface Technologies México

"We at BCI find e-newsletters to be an effective means to get closer to our clients through brief information about our company. We also see great value in this media, as it allows the reader to receive valuable information and to be up to date with industry developments".



PF México Audience

**Vicente Gómez Ayala**  
Sales Manager, Pavco México

"The e-newsletter Al Día en Acabados keeps me up to date of industry developments in a compact, fast-reading form. It is perfect for a glimpse on the cell phone".

## NEW

# PF MÉXICO DIGITAL EDITION BUNDLE

Carry your brand online with *PF México*.

Digital editions are promoted through email and social media and featured on *PF-mex.com*. Archived editions remain available on the site indefinitely.

DIGITAL EDITION BUNDLE INCLUDES:	INVESTMENT (in US Dollars)
<b>H Full page ad on the opening tab</b> Artwork size: 567 x 756 px   File type: JPG/PNG	<b>\$1,000</b> Gross/Month
<b>I Exclusive leaderboard in the digital edition email</b> Artwork size: 600 x 160 px   File type: JPG/PNG	
<b>J PF-mex.com leaderboard ad</b> Site location: Digital Edition Page Artwork size: 970 x 90px   File type: JPG/PNG	
<b>K PF-mex.com medium rectangle ad</b> Site location: Digital Edition Page Artwork size: 300 x 250px   File type: JPG/PNG	

Availability: **1** per issue



• Delivers twice a month to **6,800+** subscribers. That is **13,600+** impressions per month

• **Over 50,000** digital issue page views the last year!

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# WEBINARS

**PF México Webinars** showcase your company's knowledge and leadership on important industry topics and secure valuable leads!

**PF MÉXICO WEBINARS GENERATE OVER 125 QUALIFIED LEADS ON AVERAGE**

With your investment in a PF México webinar you'll receive:

**EMAIL**

Invitations sent to the PF México audience.

**E-NEWSLETTER**

Event promotion within PF México "Al día en Acabados" e-newsletter.

**PRINT**

Event promotion within *Products Finishing México* magazine.

**ONLINE**

Archived webinar sessions on pf-mex.com for six months.



**SOCIAL MEDIA**

Invitation to your webinar on our Facebook page and Twitter and LinkedIn accounts.

**LEAD GENERATION**

Customized lead reports including all registrants.

**TECH SUPPORT**

Webinar hosting and support.

**EXPERT MODERATOR**

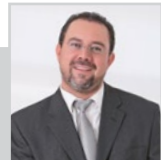
Live webinar moderated by a PF México editor.

**WE DON'T ONLY REACH MEXICO!**

**Over 15%** of our registrants comes from outside Mexico

**TOP 5 FOREIGN COUNTRIES**

- 1) Argentina
- 2) Peru
- 3) Chile
- 4) United States
- 5) Brazil



PF México Advertiser

**Leonardo Febo Romero**  
Regional Manager,  
Helmut Fischer México

"The planning, promotion and execution of our first webinar resulted in a fairly crowded and interested audience. It was a success and we are planning our second one."



PF México Audience

**Francisco Salas**  
Quality Manager, Ruskin  
de Johnson Controls

"Thank you for offering us the opportunity to strengthen our bases in electroplating through these media."

**INVESTMENT**  
(in US Dollars)

---

**\$3,000 Gross**

# NEW RETARGETING

Build brand and drive demand with increased web display views.

**WHAT IS RETARGETING?**

An opportunity to reinforce your brand and your message by engaging with our site visitors as they navigate away from our site and continue their browsing experience.

**BENEFITS OF RETARGETING**

**Brand development**

Continue your brand development to our qualified audience.

**Demand Generation**

Use creative and call-to-action messaging that encourages viewers to visit your site.

**Audience Extension**

Only way to connect with our web traffic offsite.

**USE CASES:**

- Drive traffic to your website.
- Announce a special offer – a free demo, consultation, discount.
- Introduce a new product or service.



**INVESTMENT** (in US Dollars)

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**\$2,200 Gross**

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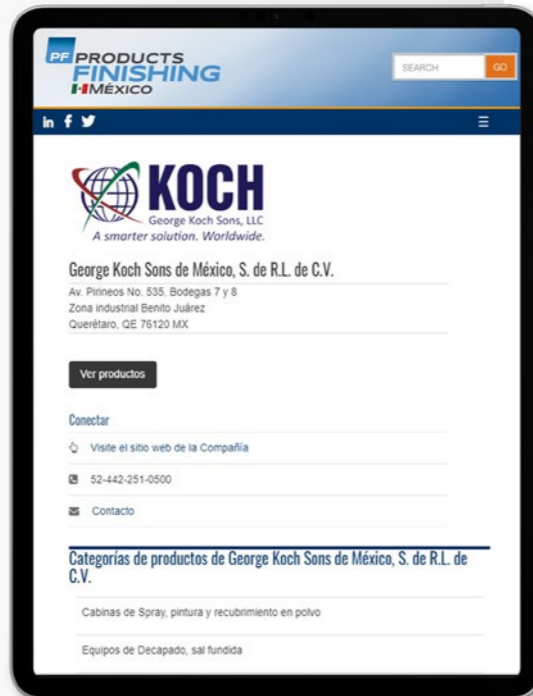
# SHOWROOMS

## Extend Your Brand, Expand Your Business with PF México Showrooms

PF-Mex.com is a responsive site, which enables readers to see your showroom on any mobile device!

### SHOWROOM BENEFITS

- Customizable microsite that unifies your corporate marketing message.
- Accessed by customers and prospects deep in the buying cycle when they are researching product and process solutions.
- Accessible via multiple paths (article pages, supplier listings, advertisements, etc.).
- Increased search return opportunities.



Your Products Finishing México Showroom is a comprehensive, integrated extension of your marketing, your technology and your content.

Expanded Showroom Products Finishing México Advertisers	Expanded Showroom Non-Advertisers
--	--------------------------------------

FREE

\$400 / Month

\*Rate Gross in US Dollars

\*For more information contact your sales rep.

# 2022 BUYER'S GUIDE

## DECEMBER 2021 ISSUE

Double your exposure! Invest in an ad (full or half page) and receive a FREE Company Profile!

The Products Finishing México 2022 BUYER'S GUIDE (December 2021 issue) is the resource for purchasing managers seeking the leading product and service suppliers and where they are located. This annual guide will provide leading equipment and service suppliers year-long brand building and year-long access to active, qualified buyers looking for new technologies in Mexico.



BENEFITS	FULL PAGE ADVERTISERS RECEIVE A FREE FULL PAGE COMPANY PROFILE	HALF PAGE ADVERTISERS RECEIVE A FREE HALF PAGE COMPANY PROFILE
Print issue delivered by mail to 7,000+ finishing equipment technology buyers	Logo and contact information for company and any domestic resellers	Logo and contact information for company and any domestic resellers
Digital issue emailed to 7,500+ finishing equipment technology buyers	Up to three product profiles	Complete product category listing
Print issue distributed at all major Mexican market tradeshows (SFM, Fabtech/Coatech, FITMA)	Complete product category listing	Complete product category listing
	Highlighted company listings throughout the Buyer's Guide	Highlighted company listings throughout the Buyer's Guide



RATES (in US Dollars)	
FULL PAGE	\$3,600 Gross
1/2 PAGE	\$1,850 Gross

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## FITMA is The International Expo of Technology and Manufacturing for the Latin American Market

**FITMA** is a unique scenario that brings together the world’s community of technology suppliers with the metalworking industry of the Latin American region, a constantly growing market that needs new ways to increase its production and efficiency.

- Latin America is the 5th largest consumer of machine tools worldwide.
- A rising middle class is growing local consumption. \$147 billion of Foreign Direct Investments from OEMs in the region just in 2018. Now the manufacturing chain needs to invest to keep up with demand.
- The USMCA agreement is in effect since July 1, 2020. Now automotive parts per vehicle must contain 75% parts produced in U.S., Mexico or Canada in order to maintain tax free. Investments need to be made to increase output and to satisfy new suppliers.

**FITMA** has the support of the most recognized international associations, as well as global technology suppliers and major distributors representing the most recognized brands in the market.

**FITMA** will be held in conjunction with **MSC Expo** (Manufacturing Supply Chain Expo), two complementary events that bring together suppliers of machinery and manufacturing technology along with the supply chain of the most important industries in Mexico and Latin America.



**Ing. Carlos G. Mortera**  
International Director of Latin America AMT  
The Association For Manufacturing Technology

“A transnational event for Latin America like FITMA completes a market niche that will support the strengthening of the value chains and the transformation industry, as well as promote knowledge and technology transfer through the exhibition of manufacturers for the main markets and end users of the Latin American region.”



# FITMA

The International Expo of  
Technology and Manufacturing  
for Latin America

[FITMA-LA.COM](http://FITMA-LA.COM)



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# TAKEAWAYS

## 1 IDENTIFY YOUR AUDIENCE

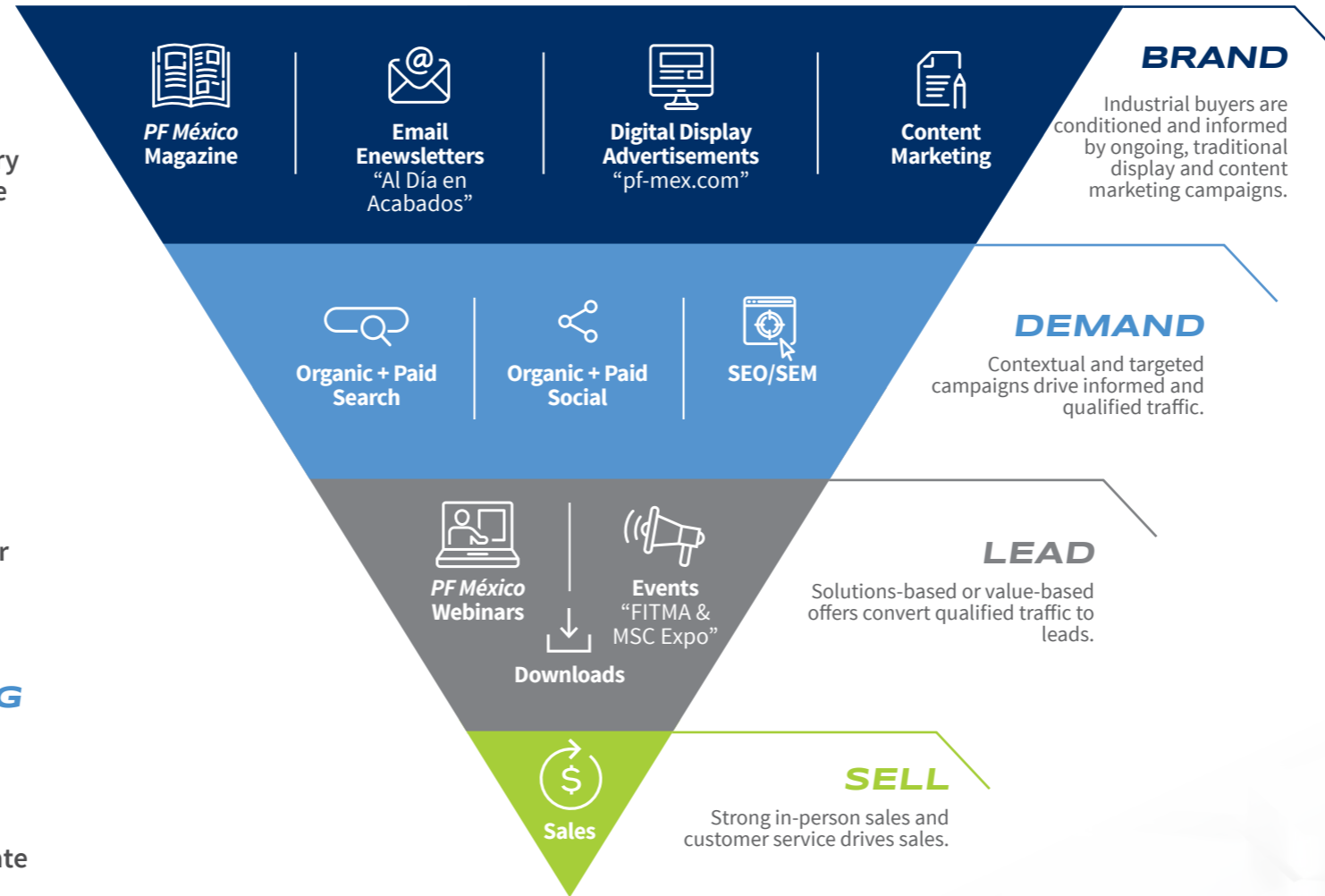
PF México reaches over 41,000+ finishing industry professionals across all of its channels. If you are part of this industry you will certainly reach the right audience for your company through our many products.

## 2 CREATE THE MESSAGE THAT CONNECTS TO THAT AUDIENCE

Be sure the brand message you create to inform the audience of your services, technology and/or solutions is present, positive and consistent.

## 3 DEVELOP YOUR MARKETING STRATEGY BY USING A MIX OF PUSH AND PULL MEDIA

Your marketing strategy should be shared continuously in different media channels to create a big impact in the market and become a Top of Mind company. PF México offers you different types of products to help you implement your marketing strategy and reach your sales goals.



**BRAND MESSAGE DRIVES DEMAND  
DEMAND DELIVERS LEADS**

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