

MEXICO INDUSTRY[®]

THE MEDIA SOURCE OF THE MANUFACTURING INDUSTRY



MEDIA KIT 2021

DIGITAL PRODUCTS

» Web Site » Supplements » Industrial Requirements
» Social Media » Webinars » Showrooms » Lead generation

> [Mexicoindustry.com](https://mexicoindustry.com)

The media source of the manufacturing industry

Since 1997, Mexico Industry has been the informative media source of the manufacturing industry in Mexico.

We are a printed and digital publication that brings to our readers a wide variety of information on topics related to the main industrial sectors in Mexico such as **automotive, aerospace, medical, electrical-electronic, metal-mechanical, packaging and plastic.**

Our website offers the most relevant information of the industry thanks to the high-value content published in our printed magazines, but also, we gather the news generated by the industry on a daily basis, managing to attract our readers with up to date news.

Our goal is to be the link between the industrial sector, suppliers, and the community to promote Mexico to the world.



23 years

AVERAGE AUDIENCE OF THE WEBSITE

WEB SITE
+55,000
MONTHLY USERS

male
65%



ages
25-55



female
35%

OUR READERS:

- CEO's, CFO's & COO's
- Managers
- Engineering
- Head of Department
- Purchasing
- Maintenance
- Quality
- Human Resources
- Logistics
- Marketing
- Businessmen
- Owners of Small and Medium Business
- Industrial Supplier
- Among others

WEB SITE
AUDIENCE



Twitter
Followers **+2,185**
Reach **+94,350**



Facebook
Followers **+51.199**
Reach **+620,563**



Weekly Newsletter
Suscribers **+21,195**
Open rate **15-20%**



LinkedIn
Followers **+17.042**
Reach **+4,250**



Instagram
Followers **+3,009**
Reach **+80,437**



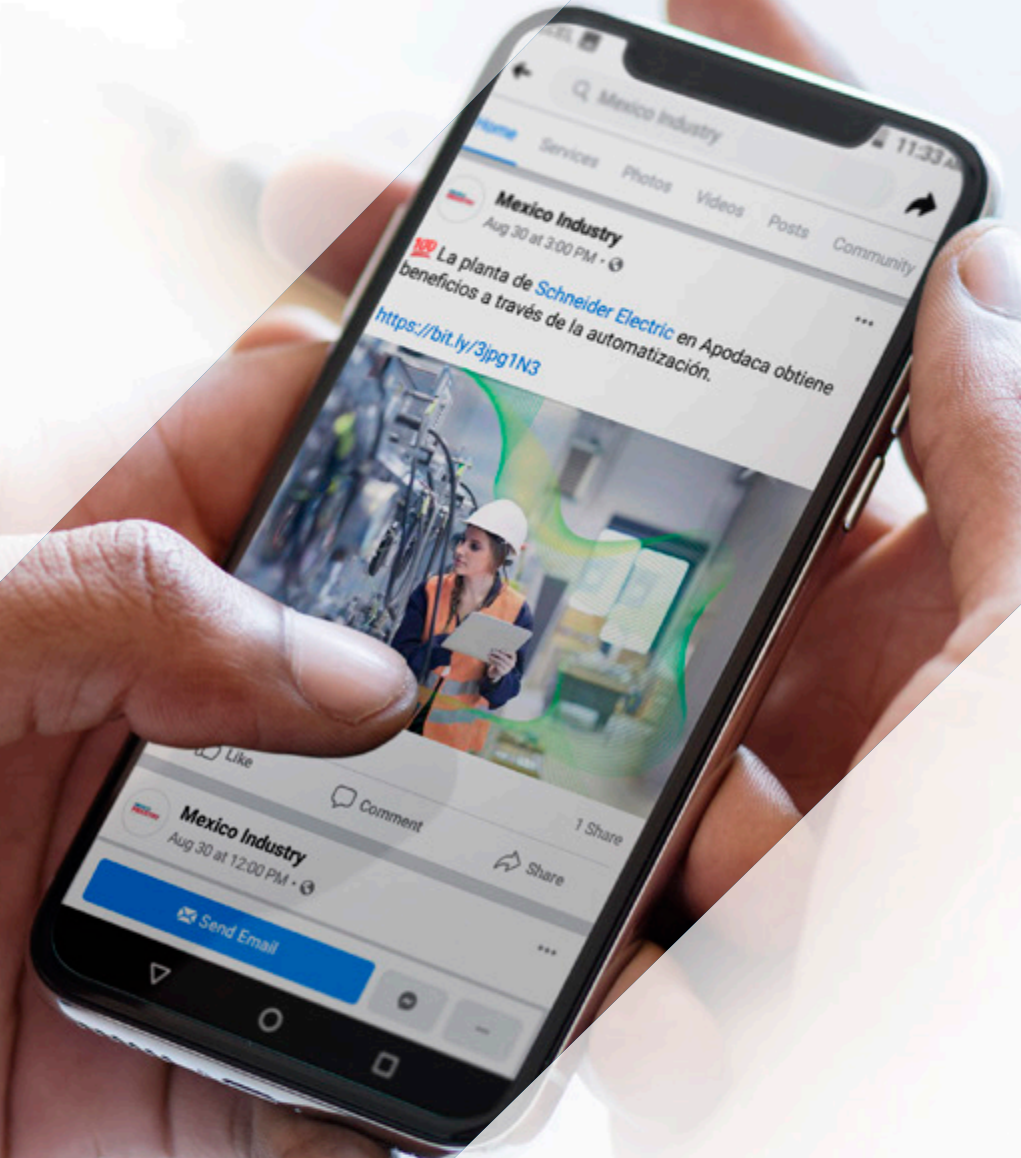
Supplements
Total Audience:
+25,000



MONTHLY REACH THROUGH
OUR SOCIAL MEDIA

+799,600

Last update: November 2020



SOCIAL
MEDIA

WEBSITE – BANNERS

HOMEPAGE



Superior
Banner 1
1145 X 200

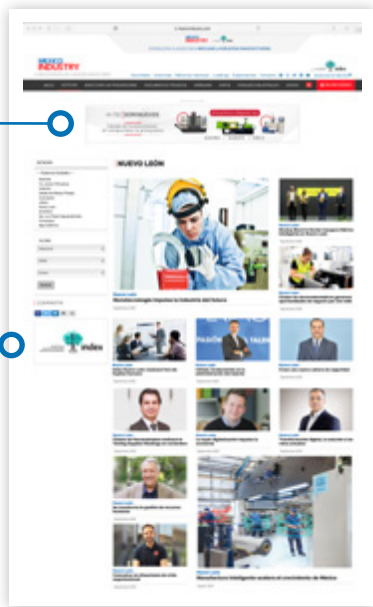
Superior
Banner 2
624x200

Side banner
324 x 200

First Dropdown
Banner
754 x 200 and
754 x 400

Second Dropdown
Banner
754 x 200 and
754 x 400

INSIDE PAGE BY STATE



Banner in Note
754 x 200

NOTES



Superior
Banner
1145 X 200

Vertical
banner
324 x 600

Side
banner
324 x 200

HOMEPAGE

Pop Up Banner
600 x 305 px



NOTES



Pop Up Banner per region
600 x 305 px

WEBSITE – SPACES

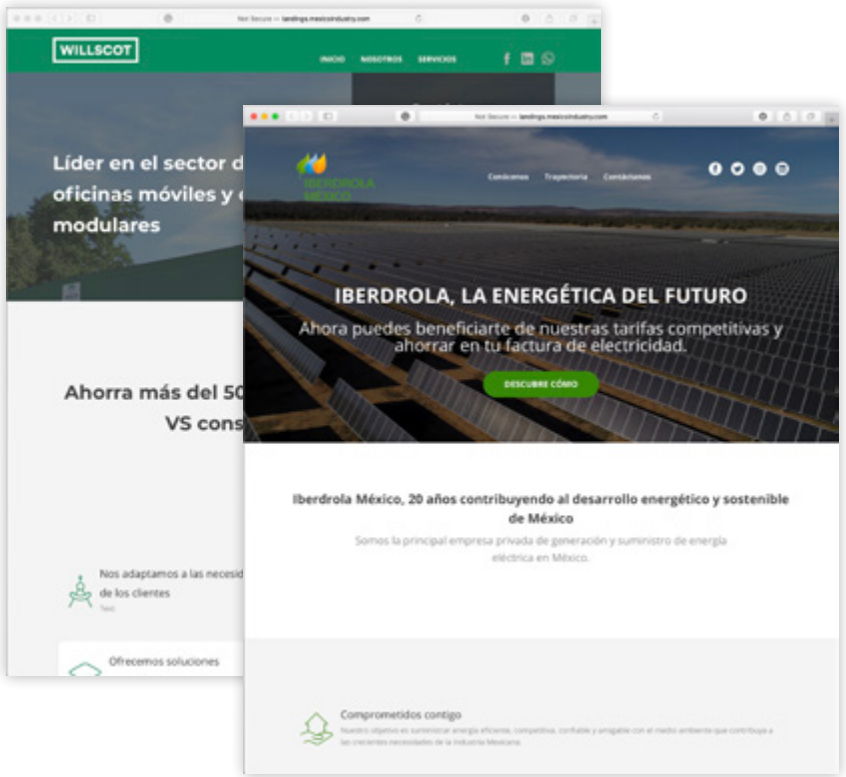
SUPPLIER DIRECTORY



Middle banner
1145 X 200

Banner on
featured
company
365 x 200

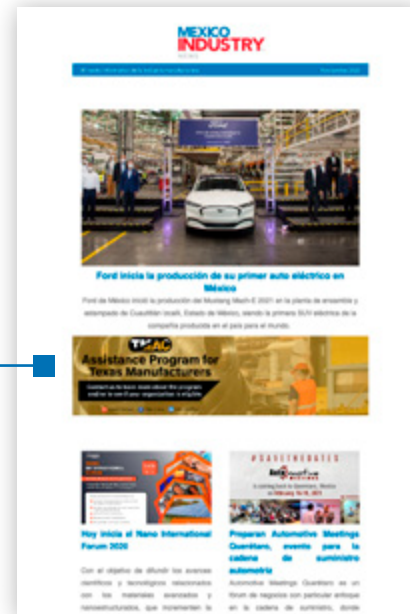
EXPOS



Landing
Page

WEEKLY NEWSLETTER

Superior Banner
600px x 160px



Middle Banner
600px x 160px



Footer banner
600px x 160px



We send our Newsletter on a regular basis providing informative content to our subscribers. We feature content that's relevant to the reader: useful information, articles, tutorials, recent developments in the industry, special offers, and events.




Frequency: **Weekly, every Wednesday.**
Subscribers: **+ de 20,000.**
Open rate: **15-20%**

DIGITAL SUPPLEMENTS

The **Digital Supplements** are online publications that, through their content, seek to **provide valuable and specialized information for the industry on a specific topic**. Interviews and several collaborations are part of a widespread research made by our editors which are reflected in the Digital Supplements.

AUDIENCE
+20,000
TOTAL VIEWS

2021
SUPPLEMENTS

MANUFACTURE	PLASTIC	METALMECANIC	COMMING SOON	LOGISTIC AUTOMOTIVE INDUSTRY 4.0
				
MARCH 2021	MAY 2021	JULY 2021		

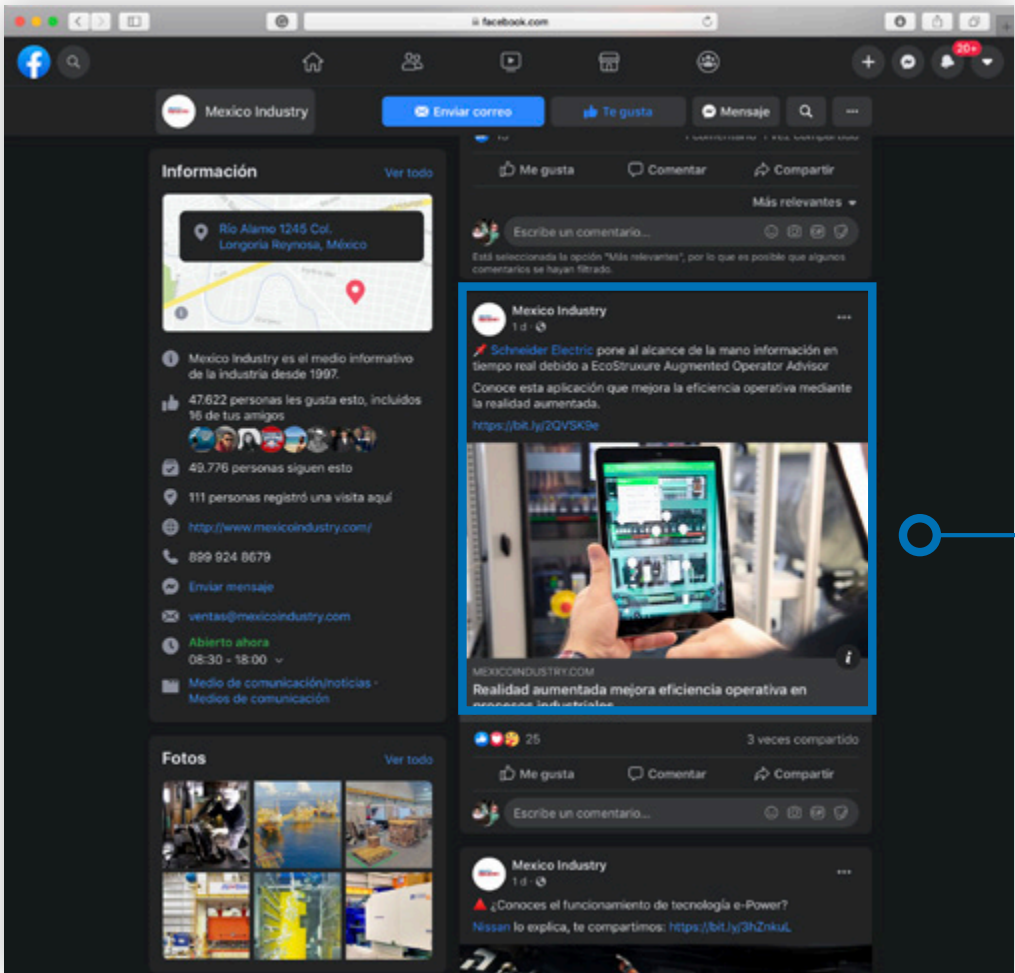


DESIGN REQUIREMENTS
.jpg, .pdf
The advertisement may contain video in .mp4 format, link to youtube and / or to the client website

SOCIAL MEDIA POSTS

TAKE ADVANTAGE OF MEXICO INDUSTRY'S SOCIAL MEDIA SCOPE.

Post information about your company or event in our 4 social networks (**Facebook, LinkedIn, Twitter and Instagram**). Include images, video or a web link.



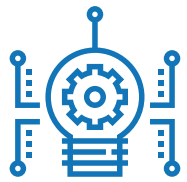
Mention on Social Media



WEBINARS

Take advantage of Mexico Industry's highly specialized audience. Develop or sponsor these online seminars created to capture the attention of our readers through valuable content. Mexico Industry makes sure that your brand is visible during the promotional campaign and allows you to become an opinion leader by providing you with a platform where you can address people interested in your brand and your products.

BENEFITS



We create a **website dedicated** to the webinar and **developed promotional pieces** to invite the audience to participate in the event.



We invite our readers to register through at least two emailings and no less than three posts on our social networks.



If you are an organizer, **you will receive the unrestricted database of registered people** and attendees. Sponsors will receive the database of those attending the presentation.

SHOWROOM

It is a specialized microsite **within MexicoIndustry.com** where your company can display a **catalog of products, services, and processes**. Each product listing can include its respective specifications, and special characteristics, white papers, as well as photographs, videos, downloadable spec-sheets, and/or 3D images.

Mexico Industry's Showrooms are designed so that your company can promote its entire product line, up to 25 at a time, allowing your potential buyers access to the information that they need for their purchasing decisions.

Your Showroom may also enable your buyers to contact you directly from your microsite via the included social media buttons, such as WhatsApp, Twitter, and LinkedIn.

SPECIFICATIONS

- Company logo in high resolution, including optional slogan or tagline of your logo if available.
- A list of the products to be featured with a detailed description of each, not greater than 50 words, including the keywords to facilitate your SEO.
- Photos for each of the products to be featured, no smaller than 1200 px nor greater than 5000 px, with a minimum 72 ppi resolution, in JPG or PNG formats.
- Optional videos must be in mp4 format (100 Mb max). Video production for your products is available upon request at an additional charge.
- The email and phone number that will manage all inquiries. If you chose to activate the WhatsApp button, send us the respective phone number.
- You can make up to 3 changes per month to your microsite, to add or remove products.

MICROSITE
SPECIALIZED

LEAD GENERATION

Promote your success stories, market studies, technical reports, case studies, or any other white paper that you consider relevant to the industry, through our system for Lead Generation. Mexico Industry creates a space and a promotional strategy to invite its specialized audience to download the content and leave their contact information.

BENEFITS



We create a website dedicated to the product where we can upload up to 3 different documents, video included. We develop promotional pieces to invite the audience to participate in the event.



We invite our readers through at least two emailings and three posts on our social networks.



The website dedicated to promoting your document remains active for six months, indexed on our web portal, generating additional leads.



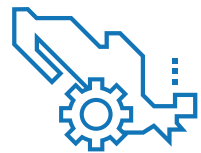
Receive the database, without restrictions, of the people who downloaded the content3

LEAD GENERATION

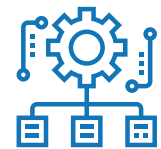
INDUSTRIAL REQUIREMENTS AND SUPPLIERS DIRECTORY

The only directory in Mexico with a built-in virtual B2B platform. Register your company in the fastest growing directory FOR FREE!

This new tool promotes the linking of purchasing companies with supplier companies while serving as a **showcase to the industry** for all **companies registered in this directory**.



New linking platform for companies in the industrial sector that are seeking to advertise their products - services – processes



Publish your requirements - products - services - processes today through this secure and reliable B2B online connectivity platform, unique in Mexico.



Create your account, manage the information and you decide if you want your contact information to be available to the public.

LINKING THE
INDUSTRY
IN THE WORLD



CONTACT US

Sales

sales@mexicoindustry.com

USA: (956) 630-9571

Follow us in social media

[@mexicoindustry](#)

