

# MEXICO INDUSTRY<sup>®</sup>

THE MEDIA SOURCE OF THE MANUFACTURING INDUSTRY



## MEDIA KIT 2021

# PRINTED MAGAZINE

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» Strategic sectors » Distribution



> 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.**

On a monthly basis, we publish 8 different issues with each one having its own regional circulation, covering **76 cities in 10 States: Chihuahua, Coahuila, Estado de Mexico, Puebla, Guanajuato, Nuevo Leon, Queretaro, San Luis Potosi, Aguascalientes and Tamaulipas.**

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



**23** years

Our readers are professional who work in the main **Industrial and manufacturing companies in Mexico**, responsible for **80% of the manufacturing GDP of the Mexican industrial sector**.

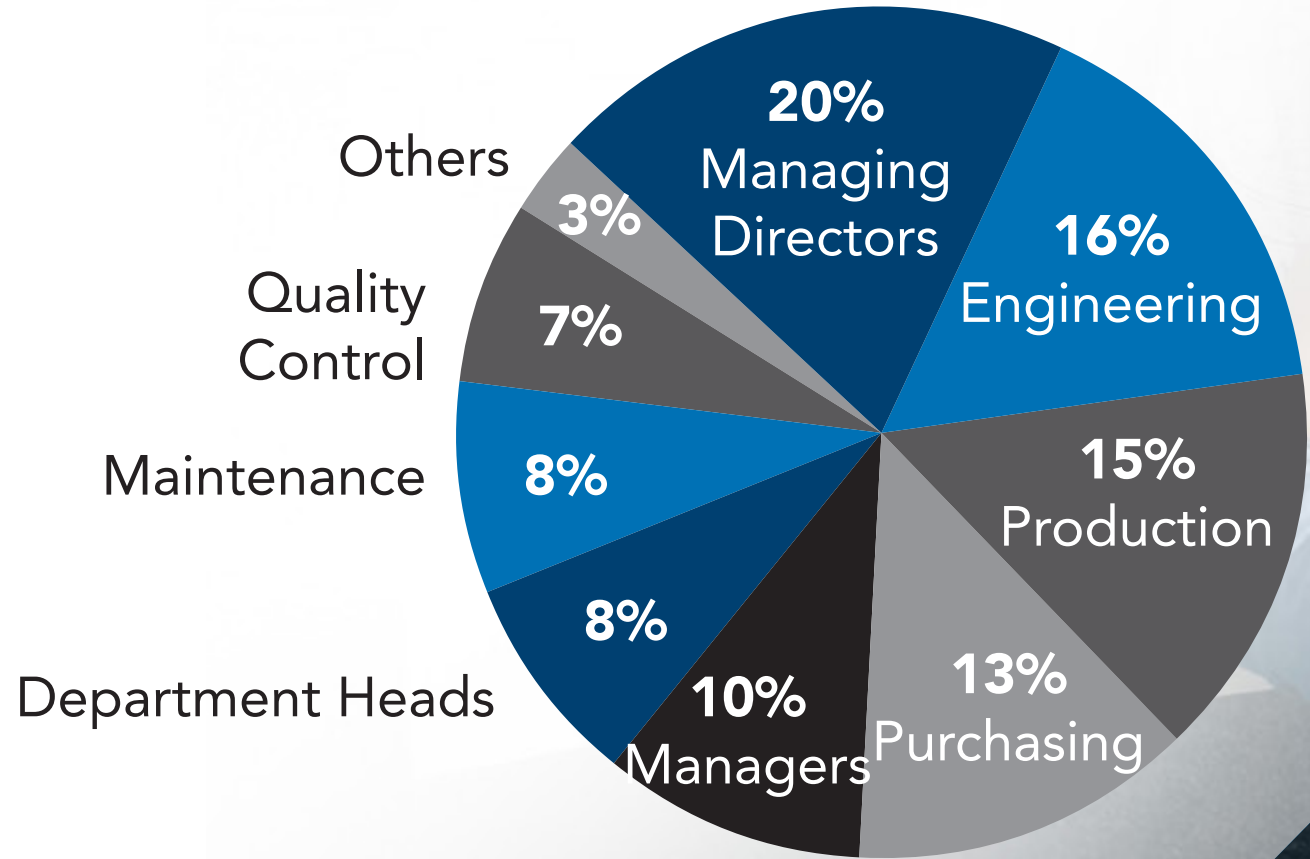
POPULATION

- 65% Male
- 35% Female
- 25-55 Age
- A, B, C Social Economic Level

SOURCE: AMAI.ORG

AUDIENCE

- 10 States
- 76 Cities
- 350 Industrial Parks
- 5,000 Companies



5.0 Pass along  
100,000  
Audience per region

READER'S PROFILE



# SECTIONS

## AGENDA

Learn about the most highlighted events, courses, training and certifications that contribute to your professional development.

## SUCCESS STORIES

Learn about the achievements and success stories of the talented men and women working at the different companies established in each region



## MAIN THEME

Specialized information on the most noticeable monthly news of the Mexican Industry.

## MADE IN MEXICO

Step into the diversity of the different production processes of the country and the high quality of Mexican made products.

# STRATEGIC SECTORS



# DISTRIBUTION



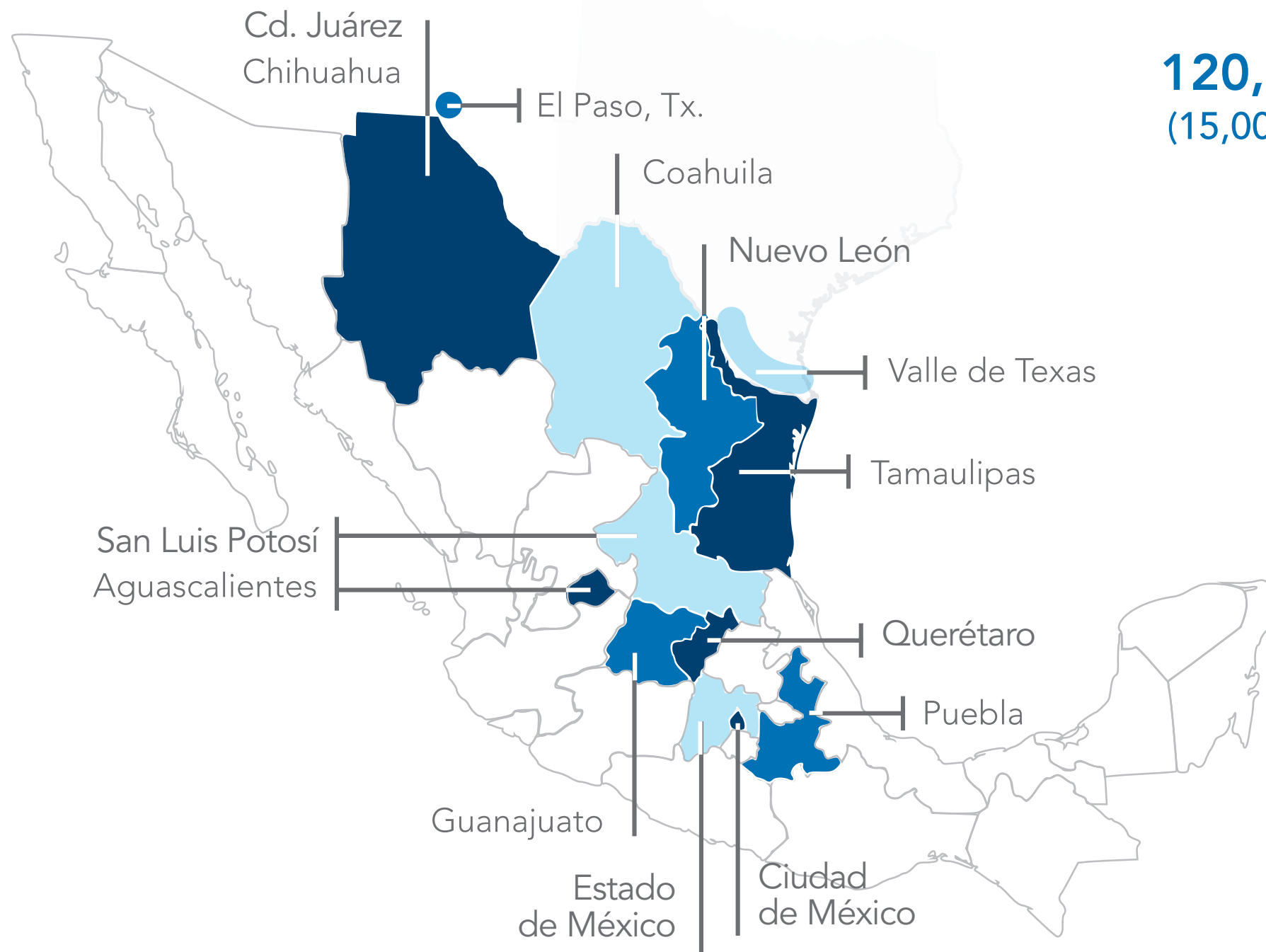
**120,000** Printed  
(15,000 per region)



**Frequency**  
Monthly issues



**Web**  
English, Spanish, German,  
Chinese and Japanese



Editions are Regional and distributed for **FREE** in:

- Lobbies and interior of Industries in the main industrial parks of the country.

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

- Real Estate Broker's offices
- Exclusive restaurants and hotels
- Government Offices
- International and National Expositions
- Associations and Chambers
- We grow our Distribution adding the new installed companies.

## **SPECIAL DISTRIBUTION**

Our distribution strategy includes personal delivery to:

- Managing Directors • General Managers
- Operations, Production, and Purchasing Managers

Our readers in different sectors have a media source to **learn about the region's news**, products, and services suppliers offer every month.





# TRADE SHOWS



Mexico Industry has continuous National and International presence through its participation in more than **50 Industrial Trade Shows in Mexico, and abroad**

We actively promote our Print and Digital media, strengthening both our brand, as well as that of our advertisers.

## CONTACT US

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