NEW IN 2020
• WEEKLY E-NEWSLETTER
• WEBINARS PAGE 10
• PF MÉXICO LIVE PAGE 11
From our first issue in February 2018 to now, Products Finishing México has provided the Mexican manufacturing community information on surface treatment technology that will ultimately assist their business in succeeding within a growing but competitive market. By providing the industry content focused on best practices and introducing to new technology and suppliers, our goal is to be a conduit between qualified buyers and sellers of finishing technology within Mexico. Based on the response we have received from both, I am happy to report that we are well on our way to becoming the recognized brand for advertisers looking to promote their companies to qualified prospects and the users who are craving great editorial content focused on the Mexican market.

As we prepare for our third year within the finishing market, our brand continues to expand both in the products we are providing suppliers and the content we develop for readers. In September of 2018 we hired a new editor for Products Finishing México, Rosario Taracena. Rosario comes to our company with very qualified credentials in technical writing and is based out of Mexico City. Our goal from the beginning was to have an editor focused exclusively on surface treatment technology and highly engaged within the industry. Rosario has done an outstanding job of creating compelling content for the pages of our magazine and has aggressively begun a social media campaign that parallels her efforts within the publication.

In 2019 we launched the “Al día en Acabados” monthly e-newsletter and plan on expanding that to once a week in 2020. Our goal is to provide the latest news on the finishing market more often, so increasing the e-newsletter to once a week will assist us in achieving that objective. Next year we will be launching a new event for our brand, PF México Live. The focus of this event will be on the very active and growing aerospace industry in Mexico and will be co-presented with our sister publication, MMS México. We will also be partnering with FEMIA as well, which is the authoritative voice for the aerospace industry in Mexico. Our goal is to provide you the knowledge to compete and succeed within this rapidly growing market.

Products Finishing México will continue to invest in our brand by expanding our editorial, offering new marketing opportunities for suppliers and investing in our audience development for both the magazine and digital products. I’m very excited about the continued growth of our brand in Mexico and look forward to hearing from both users and suppliers on how we can improve on our position as the authority in surface treatment technology.

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**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.”
The best tools + biggest audience for the finishing industry in Mexico

MAGAZINE
8,000+
Subscribers

WEBSITE
1,300+
Average Monthly Visits

EMAIL
11,500+
Subscribers

2020 EVENTS

MARCH
SFM
MARCH 25 - 26, 2020

MAY
FABTECH/COATECH
MAY 12 - 14, 2020

JUNE
PF MÉXICO LIVE
JUNE 04 - 05, 2020
SUR/FIN
JUNE 15 - 17, 2020

OCTOBER
MEXIMOLD
OCTOBER 07 - 08, 2020
In 2020 we will continue to strengthen our presence in Mexico.

During 2020, Products Finishing México will be arriving for the third year to readers who are part of the finishing industry throughout the country. Our first years have been about learning what attracts readers, reaffirming that what they seek the most is the technical information that we bring to them so that they can better perform their work, but also the feature articles about the plants and workshops that achieve excellent results.

In addition of being the only publication focused specifically on surface finishing, Products Finishing México is also the only magazine that reflects the daily work of professionals in this industry through visits —and their respective articles— to the plants where all kinds of metal parts are treated with various finishing techniques. These pieces usually complete products of high added value ranging from electrical and household appliances, to automobiles, trucks, trains, airplanes, transformers, medical devices, and even clothing, among other products.

Therefore, in 2020 our publication will seek to maintain its presence in the most relevant events for the industry, such as Surface Finishing Mexico (organized by AMAS), FABTECH (in Mexico and the United States), SUR/FIN, and all those events whose purpose is to add value to the Mexican finishing industry.

Likewise, we intend to double our efforts and continue reflecting the work carried out by the different plants in the country, covering industry events and showing success stories in which the suppliers work hand in hand with the finishing professionals to obtain the best results.

It is a very exciting time for this industry in Mexico, because as a result of the growth of manufacturing industries in the country, the finishing sector has continued to grow, and we are happy to document this evolution and take it to our readers.

ROSARIO TARACENA
rtaracena@pf-mex.com
Editor-in-Chief
8,000+ Subscribers

**Industries Served***

*Products Finishing México* audience has defined its support to the following industries:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive / Transportation</td>
<td>63%</td>
</tr>
<tr>
<td>Electronics / Electric</td>
<td>51%</td>
</tr>
<tr>
<td>Machinery &amp; Equipment</td>
<td>42%</td>
</tr>
<tr>
<td>Job Shops / Contract Shops</td>
<td>33%</td>
</tr>
<tr>
<td>Aerospace / Aviation</td>
<td>24%</td>
</tr>
<tr>
<td>Oil / Gas / Renewable Energy</td>
<td>23%</td>
</tr>
<tr>
<td>Off-Road / Construction</td>
<td>20%</td>
</tr>
<tr>
<td>Medical / Dental</td>
<td>15%</td>
</tr>
<tr>
<td>Military / Defense</td>
<td>11%</td>
</tr>
</tbody>
</table>

*August 2019 Publisher’s Count

**Audience Profile**

Totals Subscriptions*

**8,121**

Totals Facilities*

**6,039**

69% of *PF México* subscribers indicated that they pass along their copy of the magazine to between 2 and 5 colleagues.

**Job Titles**

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

**Buying Authority**

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

**Size of Company**

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

**Operations Performed**

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

*August 2019 Publisher’s Count

**The biggest impact for building your brand!**
## AD RATES (US DOLLARS)

<table>
<thead>
<tr>
<th>SPACE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,120</td>
<td>$3,910</td>
<td>$3,760</td>
<td>$3,600</td>
<td>$3,450</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,885</td>
<td>$2,680</td>
<td>$2,525</td>
<td>$2,370</td>
<td>$2,270</td>
</tr>
<tr>
<td>Island</td>
<td>$2,885</td>
<td>$2,680</td>
<td>$2,525</td>
<td>$2,370</td>
<td>$2,270</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,160</td>
<td>$1,900</td>
<td>$1,750</td>
<td>$1,650</td>
<td>$1,545</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,900</td>
<td>$1,800</td>
<td>$1,700</td>
<td>$1,600</td>
<td>$1,390</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,440</td>
<td>$1,340</td>
<td>$1,240</td>
<td>$1,130</td>
<td>$1,030</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$825</td>
<td>$770</td>
<td>$720</td>
<td>$670</td>
<td>$570</td>
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## MARKETPLACE AD RATES (US DOLLARS)

<table>
<thead>
<tr>
<th>SPACE</th>
<th>1x - 6x</th>
<th>7x - 12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page</td>
<td>$800</td>
<td>$625</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$500</td>
<td>$385</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$350</td>
<td>$300</td>
</tr>
</tbody>
</table>

## COVER RATES (US DOLLARS)

*Additional to Full Page Frequency Rate

<table>
<thead>
<tr>
<th>COVER PLACEMENT</th>
<th>INSIDE FRONT COVER</th>
<th>INSIDE BACK COVER</th>
<th>BACK COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td></td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>BACK COVER</td>
<td></td>
<td></td>
<td>$1,500</td>
</tr>
</tbody>
</table>

## BONUS DISCOUNTS (US DOLLARS)

<table>
<thead>
<tr>
<th>TOTAL INVESTMENT</th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10,000+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$15,000+</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## HOW TO SUBMIT FILES

**PLEASE PROVIDE THE FOLLOWING:**

For ads already designed in Spanish:
- Press Quality PDF File (Add .125 inch bleed for full page ads)
- Adobe InDesign file(s)
- PDF for position only
- IDML file
- All fonts used
- All linked Images
- Word document with text for translation

For ads requiring Spanish translation:
- Adobe InDesign file(s)
- PDF for position only
- IDML file
- All fonts used
- All linked Images
- Word document with text for translation

**INSTRUCTIONS:**

1. Upload to:
   - files.gardnerweb.com
   - Select: Products Finishing Mexico (Jessica Juárez)

2. Email file to:
   - jjuarez@gardnerweb.com (5MB max)

3. Ship CD/proofs to:
   - WeWork
   - Calle Washington 1400 Ote., Centro, 64000 Monterrey, N.L., México
FULL PAGE AND SPREADS

2-Page Spread
Trim: 15.75” W x 10.5” H (400 mm x 267 mm)
Bleed: 16.25” W x 11” H (414 mm x 281 mm)
Live: 15.25” W x 10” H (387 mm x 254 mm)

Full Page Bleed Ad
Trim: 7.875” W x 10.5” H (200 mm x 267 mm)
Bleed: 8.375” W x 11” H (214 mm x 281 mm)
Live: 7.375” W x 10” H (187 mm x 254 mm)

LARGE FRACTIONALS

Important Note: All ads smaller than full page do not bleed.

2/3 Page (Vert)
4.375” W x 9.125” H (111 mm x 232 mm)

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

Island
4.375” W x 6.875” H (111 mm x 175 mm)

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

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)
3.25” W x 4.375” H (83 mm x 111 mm)

1/4 Page (Vert)
3.25” W x 2.125” H (83 mm x 57 mm)

1/8 Page
3.25” W x 2.125” H (83 mm x 57 mm)
THE ONLINE VOICE OF THE FINISHING INDUSTRY

With prominent placements for both graphic and rich media advertisements, there’s no better option online for reaching some of the most qualified prospects in the finishing industry.

PF-MEX.COM AD RATES (US DOLLARS)

<table>
<thead>
<tr>
<th>POSITION</th>
<th>GROSS (PER MONTH)</th>
<th>1X-6X</th>
<th>7X-12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>A RICH MEDIA ADS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRE-LAUNCH IMAGE SIZE: 300 x 250 pixels</td>
<td>FILE TYPE: JPG/PNG</td>
<td>$500</td>
<td>$400</td>
</tr>
<tr>
<td>B HYBRID BANNER ADS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARTWORK SIZE: 300 x 100 pixels</td>
<td>FILE TYPE: JPG/PNG</td>
<td>$350</td>
<td>$250</td>
</tr>
</tbody>
</table>

“AL DÍA EN ACABADOS” WEEKLY E-NEWSLETTER BY PF MÉXICO

We reach 11,500+ subscribers with the latest information in the finishing industry.

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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>GROSS (PER MONTH)</th>
<th>1X-6X</th>
<th>7X-12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>C LEADERBOARD BANNER AD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVAILABILITY: One (1) per month calendar / 1x delivery</td>
<td>PRE-LAUNCH IMAGE SIZE: 600 x 160 pixels</td>
<td>FILE TYPE: JPG/PNG</td>
<td>$500</td>
</tr>
<tr>
<td>D TECHNOLOGY SOLUTIONS AD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARTWORK SIZE: 300 x 250 pixels</td>
<td>FILE TYPE: JPG/PNG</td>
<td>TITLE: 50 characters max</td>
<td>BODY COPY: 200 characters max</td>
</tr>
<tr>
<td>E VIDEO AD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARTWORK SIZE: 300 x 250 pixels (please do not include a play button with your artwork)</td>
<td>FILE TYPE: JPG/PNG</td>
<td>TITLE: 50 characters max</td>
<td>BODY COPY: 200 characters max</td>
</tr>
</tbody>
</table>
PF-Mex.com is a responsive site, which enables readers to see your showroom on any mobile device!

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

Your Products Finishing México Showroom is a comprehensive, integrated extension of your marketing, your technology and your content, and this added value is complimentary with your print advertising, or $400/month for non-advertisers.

<table>
<thead>
<tr>
<th>SHOWROOM BENEFITS</th>
<th>DESIGN BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customizable microsite that unifies your corporate marketing message</td>
<td>Easy to enter and maintain content</td>
</tr>
<tr>
<td>Accessed by customers and prospects deep in the buying cycle when they are researching product and process solutions</td>
<td>In line with current content, marketing, and native advertising techniques</td>
</tr>
<tr>
<td>Accessible via multiple paths (article pages, supplier listings, advertisements, etc.)</td>
<td>Better presentation on articles written about your company</td>
</tr>
<tr>
<td>Increased search return opportunities</td>
<td>Responsive design works well on mobile devices</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Basic Showroom</th>
<th>Expanded Showroom</th>
<th>Expanded Showroom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products Finishing México Advertisers</td>
<td>FREE</td>
<td>FREE</td>
</tr>
<tr>
<td>Non-Advertisers</td>
<td>$400 / MONTH</td>
<td></td>
</tr>
</tbody>
</table>

*RATES IN US DOLLARS*
**PF México Webinars**

showcase your company’s knowledge and leadership on important industry topics and secure valuable leads!

*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 reports including all registrants.

**TECH SUPPORT:** Webinar hosting and support.

**EXPERT MODERATOR:** Live webinar moderated by PF México editor.

**RATE (US DOLLARS)**

$3,000

Let PF México webinars provide YOUR target audience with a dynamic and interactive webcast forum for discussing today’s timely and compelling issues.
PF México Live – Aerospace Top Conference will deliver 2 days of topics ranging from Market analysis to Manufacturing Trends in the Aerospace community. This “Top” level conference is for Aerospace Manufacturing Leaders involved in this annually growing market (9-14% annual growth for the last 10 years).

PF México Live – Aerospace Top Conference also offers an Exhibition Area and Networking activities in one place – the luxurious Four Seasons hotel in Mexico City. The curriculum for 2 days allows participants to gain knowledge and competitive advantages over their local and global competitors, but also allows for new connections and lasting friendships to bond as technology suppliers and “Top” level Aerospace Manufacturers learn, eat, drink, and network together.

Features and Benefits

**Table Top Setup**
With no “big booths” to shadow your brand or presence, the event offers exhibitors a level playing field.

**Savings**
You can save on travel costs by meeting prospects/customers in one place.

**Sponsorship**
Expose your brand as a leading brand in the Aerospace community. Sponsorships play a large role in helping Decision Makers acknowledge the leading suppliers in the Aerospace community… options are limited so act fast!

**Networking**
Events with this structure are on neutral ground, allowing you to connect with your prospects/customers at a deeper, more intimate level.

**Leads**
Meet face to face with your prospects. Learn their concerns and exchange ideas and business cards. Sponsorships offer a complete contact list of the approved audience.

**Sponsorship Opportunities “Limited to only 30 suppliers”**

<table>
<thead>
<tr>
<th>Includes:</th>
<th>Silver Limit 10</th>
<th>Gold Limit 8</th>
<th>Platinum Limit 5</th>
<th>Diamond Exclusive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Table (table cloth and 2 chairs)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on on-site directional material</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo in Pre-Show promotion (where applicable)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on electronic marketing (where applicable)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>2 Free Conference Passes (additional passes are discounted 25% from full conference pass)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Full attendee contact information (when approved)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>1/2 page profile in conference notebook</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page profile in conference notebook</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsorship of one of the following: lanyard, pens, conference notebook, conference bag, or one coffee break (4 available)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breakfast (2), lunch (2) or cocktail sponsor</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 second commercial</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Sponsorship of the Networking Event</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 minute podium welcome at the Networking Event</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Pricing (US Dollars)**

<table>
<thead>
<tr>
<th></th>
<th>Silver Limit 10</th>
<th>Gold Limit 8</th>
<th>Platinum Limit 5</th>
<th>Diamond Exclusive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Price</td>
<td>$4,200</td>
<td>$6,000</td>
<td>$7,500</td>
<td>$10,000</td>
</tr>
<tr>
<td>Full Price</td>
<td>$4,900</td>
<td>$6,700</td>
<td>$8,200</td>
<td>$10,700</td>
</tr>
</tbody>
</table>

*Space selection will be based on sponsorship level and date signed contract is received.

LIMITED SPONSORSHIP OPPORTUNITIES - ONLY 30 AVAILABLE!

Partners: FEMIA, Modern Machine Shop MÉXICO
Double your exposure! Invest in an ad (full or half page) and receive a FREE Company Profile!

The Products Finishing México 2021 BUYER’S GUIDE (December 2020 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**
- Print issue delivered by mail to 8,000+ finishing equipment technology buyers
- Digital issue emailed to 11,500+ finishing equipment technology buyers
- Print issue distributed at all major Mexican market tradeshows (SFM, Fabtech/Coatech, PF México Live)

**FULL PAGE ADVERTISERS RECEIVE A FREE FULL PAGE COMPANY PROFILE**
- Logo and contact information for company and any domestic resellers
- Up to three product profiles
- Complete product category listing
- Highlighted company listings throughout the Buyer’s Guide

**HALF PAGE ADVERTISERS RECEIVE A FREE HALF PAGE COMPANY PROFILE**
- Logo and contact information for company and any domestic resellers
- Complete product category listing
- Highlighted company listings throughout the Buyer’s Guide

**RATES (US DOLLARS)**

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$4,120</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$2,160</td>
</tr>
</tbody>
</table>

*Or your PF México earned frequency rate

---

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