



ESPECIFICAR
Solutions for Water, Energy & Sustainability!
PROS

2024 Media Kit

— English —



Who we are

ESPECIFICAR
Solutions for **Water**, **Energy** & **Sustainability**

ESPECIFICAR is an
UNPARALLELED communication
PLATFORM. That is why our
AUDIENCE IS UNIQUE

We bring together as a unified
community the professional
Plumbing, **HVACR**, **Hydronics**, **Fire
Protection**, **Water & Wastewater**,
Kitchen & Bath and **Green
Building** experts from Mexico and
Latin America.

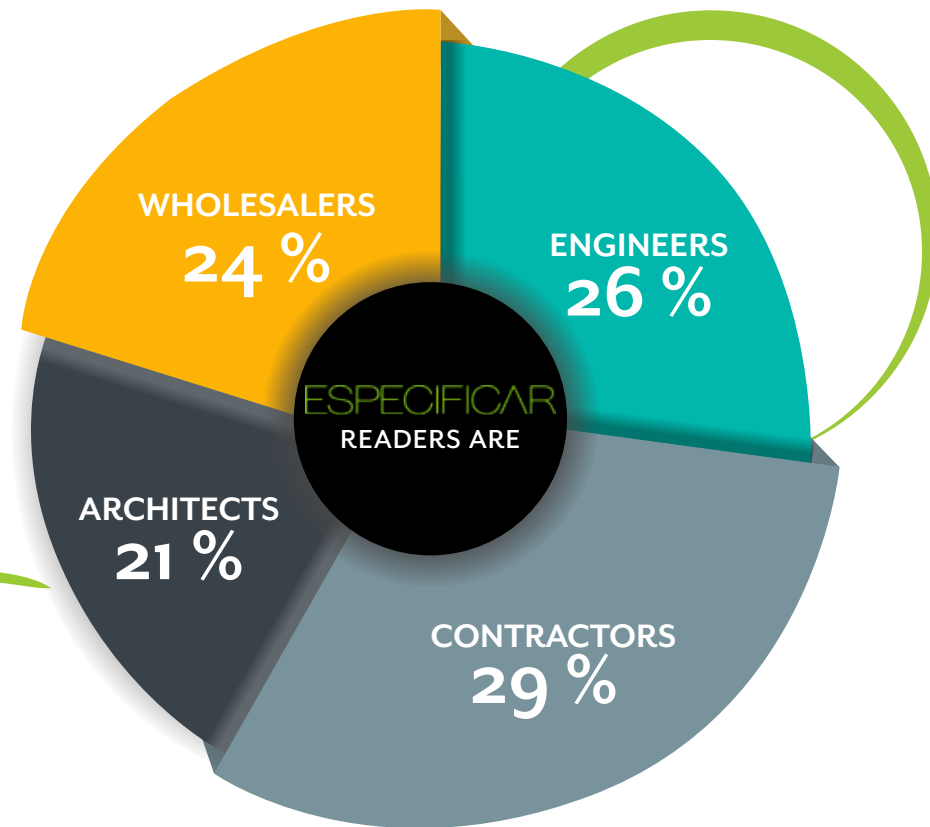
OUR PLATFORMS

- Special Print Edition
- Digital Magazine
- Website
- Social Media
- E-Newsletter
- Custom eBlast
- Digital Campaigns
- Webinars
- Podcast



Audience Profile

ESPECIFICAR readership comprises **OURSTANDING PROFESSIONALS FROM THE PHCP INDUSTRY**, distributed throughout the country. They work at **MANAGERIAL LEVELS, DESIGN, PRODUCT SPECIFICATION, ENGINEERING, PROJECT DEVELOPMENT, SERVICE AND REPAIR**, as well as product **WHOLESALE** and **SERVICES SUPPLY** for construction projects.



Professions of our audience

- HVACR
- Green Buildings
- Water Heating
- Hydronics
- Fluid Conduction
- Construction
- Kitchen & Bath
- Drainage & Sewage
- Fire Protection

Our readers are also active **DECISSION MAKERS** or recommend product specification, as well as integral solutions for **RESIDENTIAL, COMMERCIAL, INSTITUTIONAL** and **INDUSTRIAL** applications, either for new or existing projects.

1 Special Print Edition

ESPECIFICAR
Solutions for Water, Energy & Sustainability

ESPECIFICAR SPECIAL PRINT EDITIONS are released twice a year to be **DISTRIBUTED AT THE MOST IMPORTANT EVENTS OF THE INDUSTRY**, which take place from July through October.

With an optimized number of copies, we reach directly the professionals who seek state-of-the-art solutions for their projects.

Editions & Distribution

July-August

- AQUATECH MÉXICO
- THE GREEN EXPO
- INTERSOLAR
- WIND POWER MÉXICO
- EXPO NACIONAL FERRETERA

September-October

- EXPO FIRE PROTECTION MEXICO
- EXPO CIHAC
- EXPO OBRA BLANCA



2.8
Pick-up



3,000
Copies



3.1
Pass-along



9,000
Average Impacts
per Edition

2 Digital Magazine

ESPECIFICAR
Solutions for Water, Energy & Sustainability

ESPECIFICAR digital edition is released on a Monthly basis, offering relevant information for the different professionals we serve.

Our **OPINION EXPERTS** discuss current topics on their columns, whereas our **EDITORIAL TEAM** tells the most relevant stories of the Mexican and Latin American industries, through **ARTICLES, SUCCESS STORIES, REPORTS AND INTERVIEWS.**

On every issue, you can also take a look at the **LATEST TECHNOLOGIES**, along with the today's most important news.



 **15,000**
Subscribers

 **Bimonthly**

 **95 %**
Mexican

 **2,500**
Average readings
per edition

Subscribers Age Range

18-24	— 24.4 %
25-34	— 35.4 %
35-44	— 22.3 %
45-54	— 11.7 %
55-64	— 6.2 %

3 Website

ESPECIFICAR
Solutions for Water, Energy & Sustainability

A growing audience of professionals and **DECISION-MAKERS** from **MEXICO AND LATIN AMERICA MAIN ECONOMIC REGIONS** visit Especificar on a monthly basis.

AUDIENCE BY COUNTRY

1. Mexico	53.26
2. USA	8.7
3. Colombia	4.8
4. Peru	3.6
5. Ecuador	2.4
6. Argentina	2.1
7. Chile	1.9
8. Venezuela	1.4
9. Bolivia	1.3
10. Panama	1.2
11. Costa Rica	1.2
12. Dominican Republic	1.1
13. Honduras	1.0



www.especificarmag.com.mx



60,000
Average Monthly
Visitors



186,000
Average Monthly
Pageviews



50%
Of visitors are
Mexican



1:02 min
Average Time on site



0.61 %
Bounce Rate



3.1
Average Pageviews per Visitor

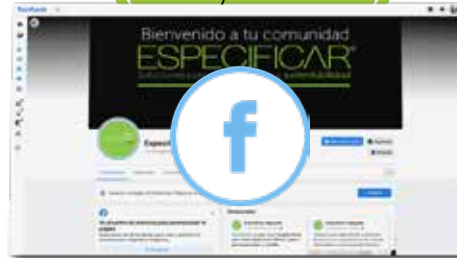
4 Social Media

ESPECIFICAR
Solutions for Water, Energy & Sustainability!

Let us help your **BRAND STAND OUT** as well **ON SOCIAL MEDIA** with our integrated digital promotion tools. Your **NEW PRODUCTS, SPECIAL**

EVENTS, SUCCES STORIES and latest news on the hands and screens of thousands of people throughout **MEXICO** and **LATIN AMERICA**.

Connect with the right audience using our **CONTENT MARKETING TOOLS**



5 e-Newsletter

Every Monday, more than **16,500 SUBSCRIBERS FROM MEXICO AND LATIN AMERICA** get on their emails our weekly Newsletter, with **NEWS**, **PRODUCTS** and **USEFUL TIPS** for their new projects, or for renovation and repair purposes.

SUBSCRIBERS BY INDUSTRY

- Building Developers
- Hotel Owners & Managers
- Architects
- Contractors
- Wholesalers
- Plumbing Engineers
- Designers
- Specifiers
- Technicians



16,500
Subscribers



99 %
Delivery
Rate



11.5 %
Opening
Rate

ESPECIFICAR
Solutions for Water, Energy & Sustainability



6 Custom eBlast

At Especificar we know how important is that **YOUR BRAND STANDS OUT**, and we want our readership to know your solutions firsthand.

That is why we offer our **CUSTOM EBLAST** service, through which you can put your message directly in the hands of all of our subscribers (or the portion of them you prefer the most).



16,500
Whole Mailing List



1,000-16,500
Segmented Blast

- By Region
- Industry
- Profession

ESPECIFICAR
Solutions for Water, Energy & Sustainability



You choose the looks!

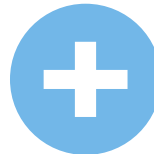
We do the rest.

1 Digital Campaigns

Combine each of our digital platforms reaching to get in touch with **MORE THAN 100 THOUSAND PEOPLE FROM MEXICO AND LATIN AMERICA.**

Digital campaigns have become one of our customers preferred tools, as they are ideal for **PRODUCT LAUNCHING, ANNIVERSARIES OR NEW DISTRIBUTION CENTERS OPENINGS.** Get the highest exposure in a short period of time.

ESPECIFICAR
Solutions for Water, Energy & Sustainability



8 Product Promotion

ESPECIFICAR
Solutions for Water, Energy & Sustainability

Dozens of new technologies reach the market on a daily basis, but we know **YOURS IS SPECIAL**.

MORE THAN 60K PEOPLE from our audience await **TO KNOW YOUR SOLUTIONS** and use them for their upcoming projects.



With our **PRODUCT PROMOTION CAMPAIGNS**, we can make **YOUR PRODUCTS'** benefits and special features **STAND OUT** and reach **THE RIGHT AUDIENCE**, combining the reaching of our **WEBSITE**, **ENEWS** and **SOCIAL MEDIA**.



9 Short Videos

Social Media is currently people's preferred channel to spend their spare time and to keep informed.

That is why every company, big or small, aims part of their marketing strategies at these channels.

But engaging users only through posts is no longer that simple. Today, the easiest way to connect with users is short videos.

Did you know that **85% OF WEB TRAFFIC** belongs to **VIDEO CONTENT**?

Take advantage of our **SHORT VIDEO** options on **MULTIPLE CHANNELS** to bring your message **TO THE EYES OF YOUR CLIENTS!**



50,000
Average impacts
per Video



10,000
Average
Thru Plays

10 Webinars

The pandemic lockdown turned webinars into one of the preferred options for training and education among trade pros, and the best way for brands to keep in touch with clients and users.

Make sure **YOUR CLIENTS GET THE BEST KNOWLEDGE ABOUT YOUR PRODUCTS** and **SOLUTIONS** through our **WEBINAR** broadcast services!

Streamed through a private host to access as many users as needed. Registration form is completely customizable.

All of our webinars come along a pre-event **PROMOTIONAL CAMPAIGN** during the **MONTH PRIOR** to the broadcast, in order to bring the largest possible audience.

Webinars are broadcasted simultaneously through our Social Media channels.



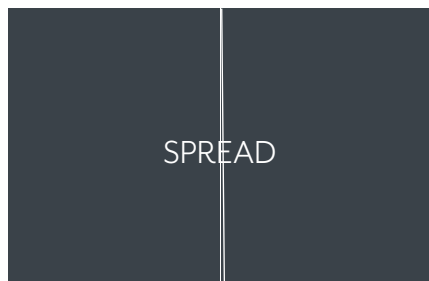
RATES

Special Print Edition

Rates in USD per edition



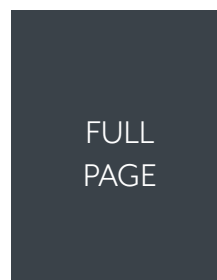
21 x 22.5 cm + 5 mm bleed



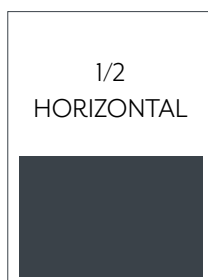
42 x 27.5 cm + 5 mm bleed



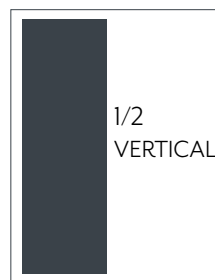
21 x 27.5 cm + 5 mm bleed



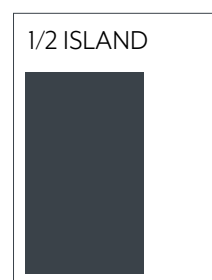
21 x 27.5 cm + 5 mm bleed



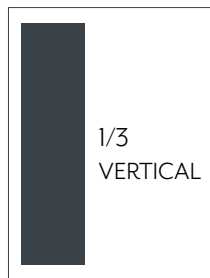
20 x 12.75 cm



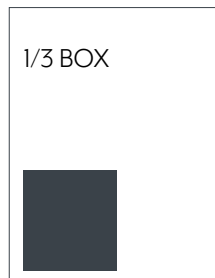
10.5 x 27.5 cm



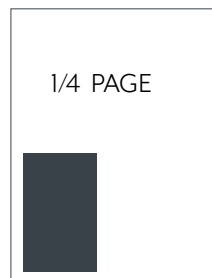
12.4 x 21 cm



7 x 27.5 cm



11.4 x 12 cm



8.5 x 12.4 cm

FORMATS	RATES
Commercial Cover	\$3,000
Spread	\$2,200
Back Cover	\$1,700
Inside & Inside Back Covers	\$1,500
Full-Page	\$1,200
1/2 Island	\$700
1/2 Vertical	\$700
1/2 Horizontal	\$700
1/3 Vertical	\$500
1/3 Box	\$500
1/4 Page	\$400
Product Highlight	\$100

PDF Guidelines

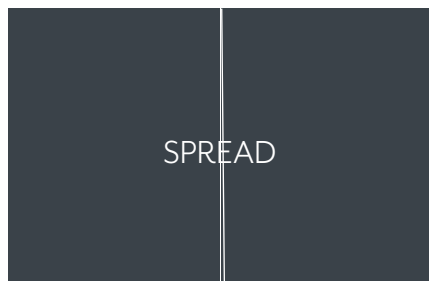
Especificar requires the submission of PDF 1.3 files; this is compliant with PDF/X-1a:2001. We cannot accept PDF 1.5 files. Transparencies must be flattened before conversion to PDF. Currently, preflight software does not detect transparency. Additionally, you must ensure that application trap is defined or request that we use Agfa Trap. All PDF files must be in CMYK color mode, all photos must be 300 dpi (line art or flattened ads must be 1200 dpi), use Acrobat Distiller 5.05 or 6, and please be sure to preflight your PDF files with either Acrobat 6 or Enfocus Pitstop before submission.

RATES

Digital Edition



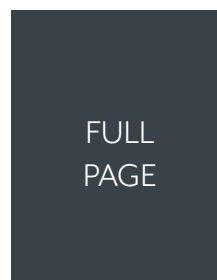
21 x 22.5 cm



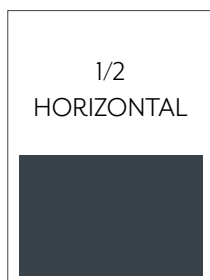
42 x 27.5 cm



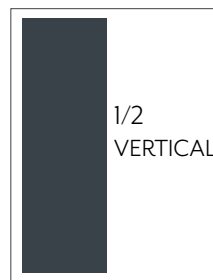
21 x 27.5 cm



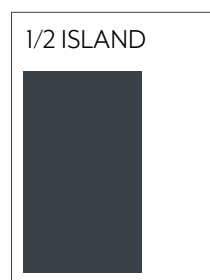
21 x 27.5 cm



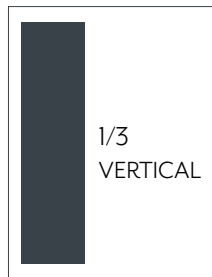
20 x 12.75 cm



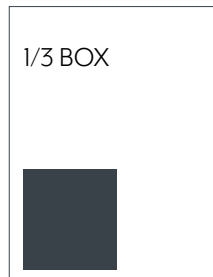
10.5 x 27.5 cm



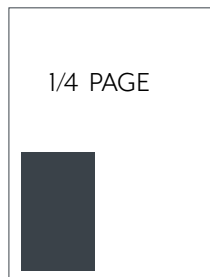
12.4 x 21 cm



7 x 27.5 cm



11.4 x 12 cm



8.5 x 12.4 cm

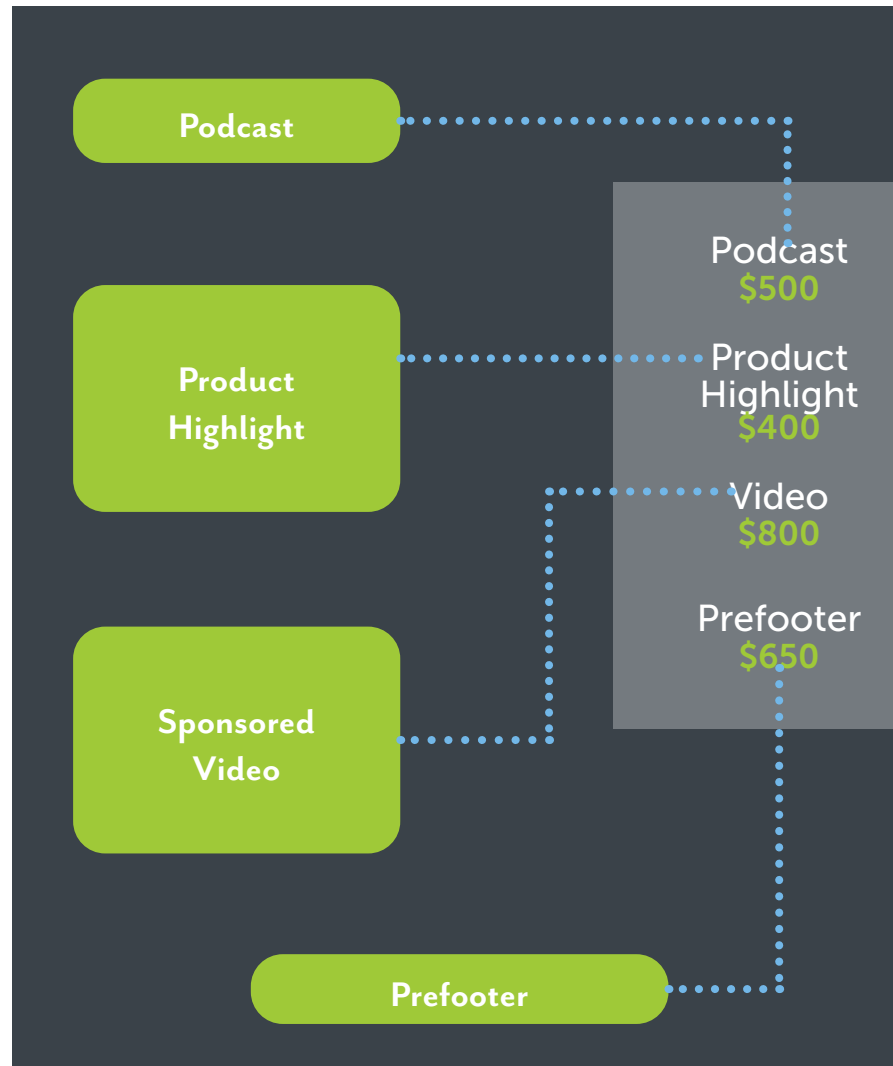
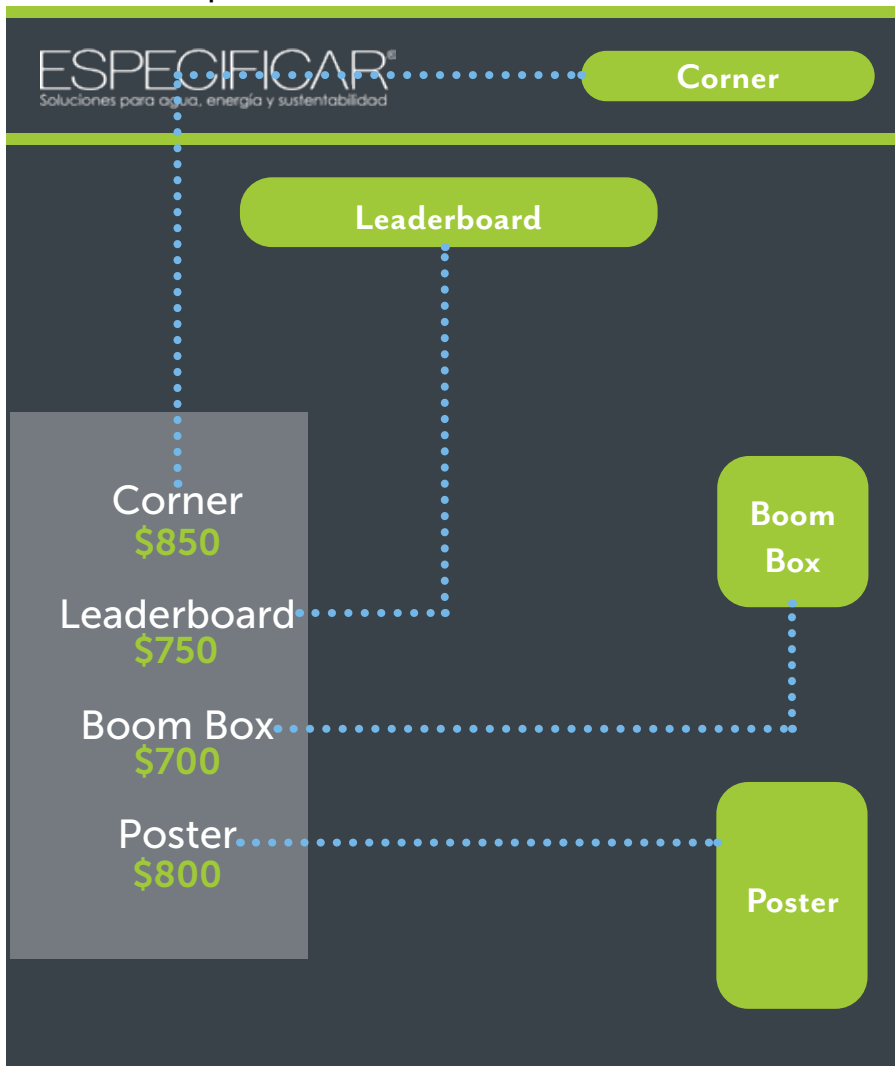
Rates in USD per edition

FORMATS	RATES
Commercial Cover	\$2,000
Spread	\$1,600
Back Cover	\$1,200
Inside & Inside Back Covers	\$1,000
Full-Page	\$700
1/2 Island	\$450
1/2 Vertical	\$450
1/2 Horizontal	\$450
1/3 Vertical	\$300
1/3 Box	\$300
1/4 Page	\$200
Product Highlight	\$75

- * Artworks must be delivered in JPG or PDF formats, in high resolution at 300 dpi.
- * If sending editable files, make sure to include all the graphics and fonts used for the ad.

RATES Website

Rates in USD per month

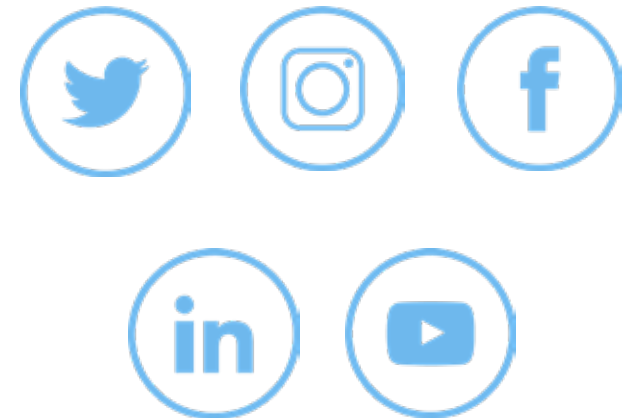


RATES

Social Media

ESPECIFICAR [®] Soluciones para agua, energía y sustentabilidad	
Anchored Post	Anchored Post \$7,000
Sponsored Post	Sponsored Post \$4,000
Sponsored Video	Sponsored Video \$6,000

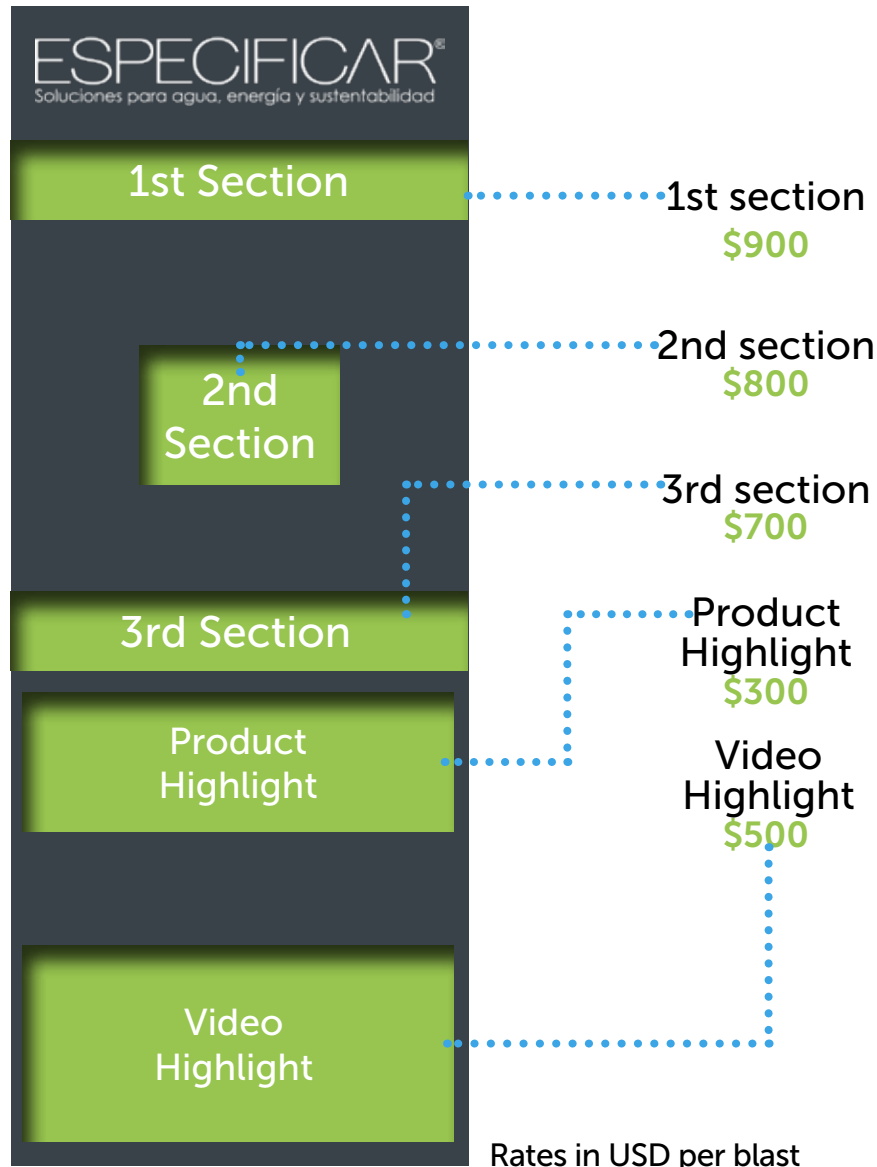
Rates in USD per post



CAMPAIGNS on **MULTIPLE**
social media **CHANNELS**
start at **\$10,000**

RATES

e-Newsletter



AD RESERVE PROGRAM

Your banners in
10 E-NEWSLETTERS
during 2024 for **\$5,000!**

Make sure you keep in touch with your clients the whole year.

**COMMITMENT AND PAYMENT
DUE BY JANUARY 31ST**

RATES

Custom e-Blast

**YOUR
BRAND
GOES
HERE**

Rate per
Custom eBlast
to our whole list

\$1,650

Custom eBlasts can be sent
to specific portions of our
audience, according to your
brand's needs.

**Segmented
blast**

\$110 PER **1,000 mails**

Rates in USD per blast

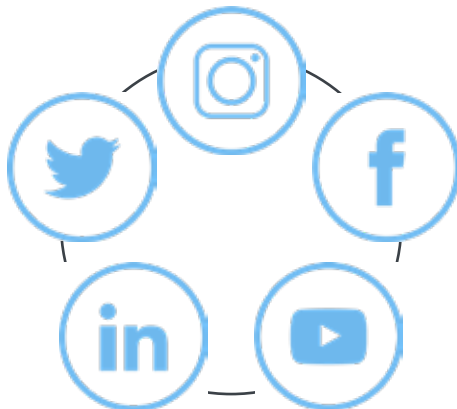
RATES

Digital Capaigns

WEBSITE



SOCIAL MEDIA



EBLAST



Our digital
campaigns on
two or more
platforms start at
\$1,200

RATES

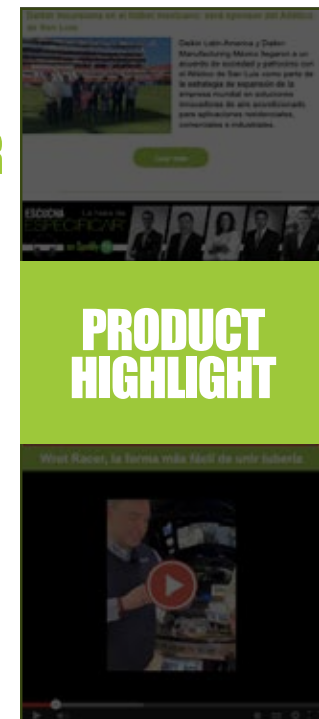
Product Promotion

Product
promotion
campaigns start at
\$1,200

Precio + IVA

NEWSLETTER

ESPECIFICAR
Solutions for Water, Energy & Sustainability



SOCIAL MEDIA



WEBSITE

RATES

Short Videos

ESPECIFICAR
Solutions for Water, Energy & Sustainability

Rates in USD per video

CHANNELS	POSTING	CREATION+POSTING
1 SM CHANNEL	\$400	\$700
2 SM CHANNELS	\$750	\$1,050
3 SM CHANNELS	\$900	\$1,250
4+ SM CHANNELS	\$1,150	\$1,450



COMBINED REACHING

 **50,000**
Average
Impacts

10,000 
Average
Thru Plays

RATES

Webinars

Rates in USD per event

OPTIONS	RATE
WEBINAR + CAMPAIGN	\$3,000
CAMPAIGN ONLY	start at \$1,000
WEBINAR ONLY	\$2,200

All of our webinars include a pre-transmission campaigning, which takes place during the month prior to the event. This campaign is run through eBlast, eNewsletters and Social Media.

Also, with an extra cost, we offer promotional products with the company logo, which are sent to the webinar attendees.



For advertising inquiries and proposals,
reach us at:

Silvyana Carballo

M. ventas@especificarmag.com.mx

T. (+52) 55.7399.0486

For editorial inquiries and proposals,
reach us at:

Christopher García

M. christopher@especificarmag.com.mx

T. (+52) 55.2961.5482

Ángel Martínez

M. angel@especificarmag.com.mx

T. (+52) 55.2884.2371

TMB Publications México

Av. Tecamachalco 35,
Lomas de Chapultepec
11000, Miguel Hidalgo,
Ciudad de México

especificarmag.com.mx

