

# ESPECIFICAR®

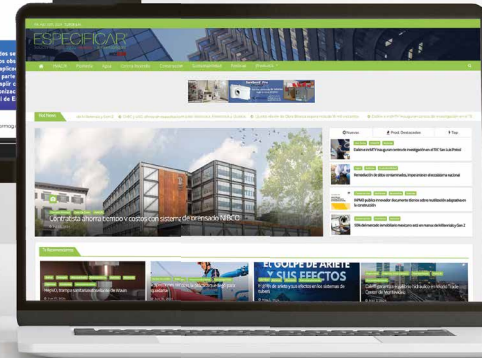
Soluciones para agua, energía y sustentabilidad

MEDIA KIT  
2025



English





# Who we are

**ESPECIFICAR** e 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

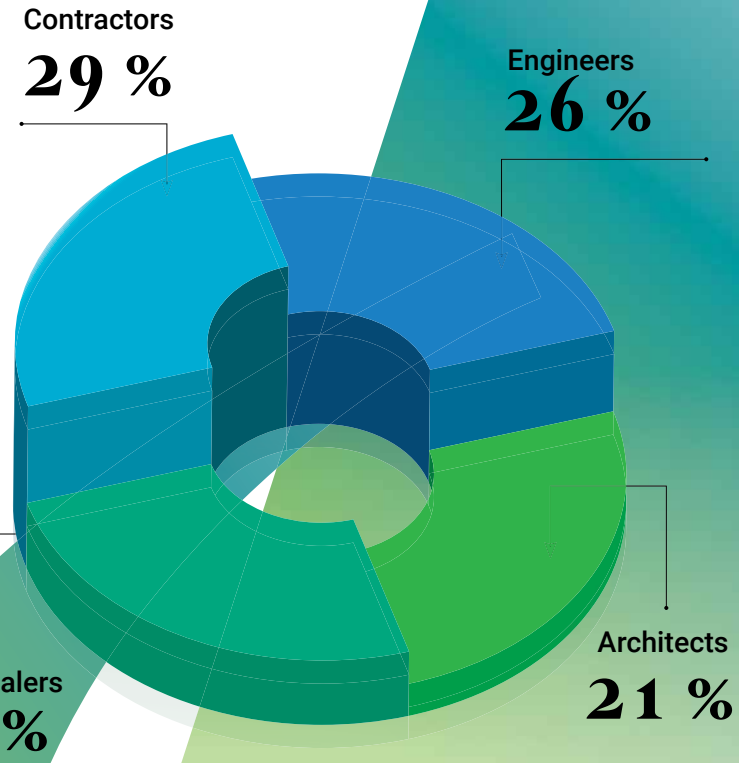
- ✓ Special Print Edition
- ✓ Digital Magazine
- ✓ Website
- ✓ Social Media
- ✓ E-Newsletter
- ✓ Custom eBlast
- ✓ Digital Campaigns
- ✓ Webinars
- ✓ Podcast

# Audience Profile

**ESPECIFICAR** readership comprises ourstanding professionals from the PHCP industry, distributed throughout the country and beyond. They work at managerial levels, design, product specification, engineering, project development, service and repair, as well as product wholesaling 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 decision makers or recommend product specification, as well as integral solutions for Residential, Commercial, Institutional and Industrial applications, either for new or existing projects.

# Special Print Edition



**2.8**  
Pick-up



**3,000**  
Copies



**3.1**  
Pass-along



**9,000** Average  
Impacts per Edition

## 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
- ✓ Expo Fire protection Mexico

### SEPTEMBER-OCTOBER

- ✓ Expo CIHAC
- ✓ Expo Obra Blanca
- ✓ Convención Anual HARDI Latinoamérica™



# Digital Magazine

ESPECIFICAR digital edition is released on a Bimonthly 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, we also include a selection of at the latest technologies, along with today's most relevant news.



15,000  
Subscribers



Bimonthly



95 %  
Mexican



3,200  
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 %



# Website

A growing audience of professionals and decision-makers from Mexico and Latin America main economic regions visit Especificar on a monthly basis.



**68,000**  
Average Monthly  
VISITORS

## AUDIENCE BY COUNTRY

México	53.26
EUA	8.7
Colombia	4.8
Perú	3.6
Ecuador	2.4
Argentina	2.1
Chile	1.9
Venezuela	1.4
Bolivia	1.3
Panamá	1.2
Costa Rica	1.2
Guatemala	1.1
República Dominicana	1.0



**190,000**  
Average Monthly  
Pageviews



**50%**  
Visitors are  
Mexican



**1:02 min**  
Average Time on site



**0.61 %**  
Bounce Rate



**2.8**  
Average Pageviews  
per Visitor



# 4

## Social Media



85,000

Average Monthly Reching



3,000

Average Monthly Thru Plays



7,500

Direct Average Monthly Interactions

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



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.



# 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**  
Soluciones para agua, energía y sustentabilidad  
PHOTO2023

**WASHBAR**  
MOLDEANDO EL FUTURO  
Limpia, Espuma, Secca  
Limpia, Espuma, Secca

**Caso de Éxito: La calidad familiar de friártico**

**Friártico**  
transforma tu ambiente

El empuje que puso al señor Pablo Figueroa para ser controlador de instalaciones de aire acondicionado y otros servicios de la construcción en Cuicatlan se convirtió con el paso del tiempo en Friártico, una empresa familiar que hoy comanda sus hijos, Luis y Moisés Figueroa, quienes han sabido mantener e impulsar un legado que se avienta a los 50 años.

**México difícilmente logrará reducir en 22% sus gases contaminantes**

México se comprometió a reducir en 22% sus emisiones de GEI, de acuerdo con los objetivos de desarrollo sustentable 2030, sin embargo, la meta difícilmente se alcanzará, porque los índices "no han bajado", señaló la doctora Margarita Menéndez, investigadora del Departamento de Energía de la UAM.

**Danfoss participa en el desarrollo de ambicioso concepto de Tienda Inteligente**

Danfoss anunció la apertura de un nuevo supermercado inteligente en Dinamarca, que se espera sea 50% más eficiente que un supermercado típico. También, se espera que sea del 10 al 15% más eficiente que una tienda local equivalente, ya equipada con múltiples soluciones de eficiencia energética.

**WASHBAR**  
MOLDEANDO EL FUTURO  
Limpia, Espuma, Secca  
Limpia, Espuma, Secca

**Tubería plástica, una solución para construir un futuro sostenible**

Los tubos CPVC son una opción más amigable con el medio ambiente, especialmente en comparación con los de plomo, que pueden ser tóxicos y dañinos para la salud. "El futuro es ahora, y cada vez hay más conciencia respecto a las soluciones amigables con el ambiente", aseguró Mónica Pineda, integrante de Amanco Wavin.

**ambiente, especialmente en comparación con los de plomo, que pueden ser tóxicos y dañinos para la salud. "El futuro es ahora, y cada vez hay más conciencia respecto a las soluciones amigables con el ambiente", aseguró Mónica Pineda, integrante de Amanco Wavin.**

**Danfoss Incursora en el fútbol mexicano: será sponsor del Atlético de San Luis**

Danfoss Latin America y Danfoss Manufacturing México llegaron a un acuerdo de sociedad y patrocinio con el Atlético de San Luis como parte de la estrategia corporativa de la empresa mundial en soluciones innovadoras de aire acondicionado para aplicaciones residenciales, comerciales e industriales.

**ESPECIFICAR**  
La línea de ESPECIFICAR en Spotify

**WIBCO anuncia expansión de su línea de productos BlenchPress®**

WIBCO ha anunciado la expansión de su línea de conexiones de acero al carbono BlenchPress®, que ahora ofrece diámetros de 2 pulgadas a su oferta de productos existentes. Además, la tecnología de prensaado a las aplicaciones de combustible y gas con labora de acero al carbono.

**Wrot Racar, la forma más fácil de unir tuberías**

**Detrás del Net Zero o el esfuerzo por no dejar huella**

**ESPECIFICAR**  
REVISTA DIGITAL  
NET-ZERO





# Custom eBlast

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

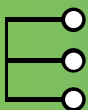
That is why we offer our **CUSTOM EBLAST** service, through which you can put your message directly in the hands of all of our subscribers (or the portion of them you prefer the most).



**16,500**  
Whole Mailing List



**1,000-16,500**  
Segmented Blast



By Region  
Industry  
Profession



You choose the looks!  
**We do the rest**



# 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.



**CUSTOM E-BLAST**



**SOCIAL MEDIA**



# Product Promotion

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**.





## 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





## 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.



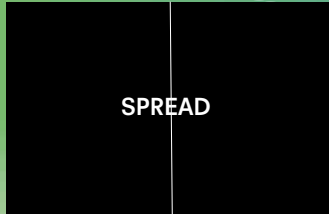
**SIMUL  
BROADCAST**

# RATES

## Special Print Edition



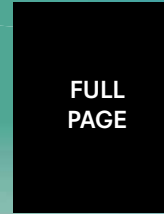
21 x 22.5 cm + 5 mm bleed



42 x 27.5 cm + 5 mm bleed



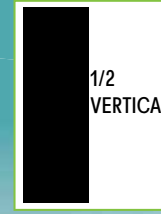
21 x 27.5 cm + 5 mm bleed



21 x 27.5 cm + 5 mm bleed



20 x 12.75 cm



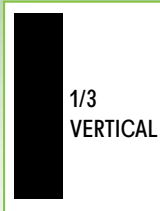
10.5 x 27.5 cm



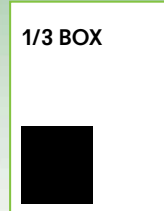
12.4 x 21 cm



PRODUCT SPOTLIGHT



7 x 27.5 cm



1/3 BOX

11.4 x 12 cm



1/4 PAGE

8.5 x 12.4 cm

Rates in USD per edition

FORMATS	RATES
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 Spotlight	\$100

### PDF GUIDELINES

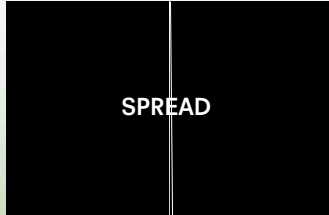
Especificar requires the submission of PDF 1.3 files; this is compliant with PDF/X-1a:2001. We cannot accept PDF 1.5 files. Transparencies must be flattened before conversion to PDF. Currently, preflight software does not detect transparency. Additionally, you must ensure that application trap is defined 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

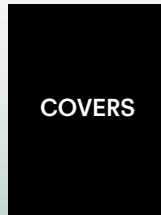
## Digital Edition



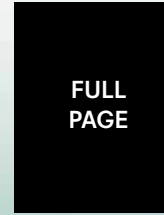
21 x 22.5 cm



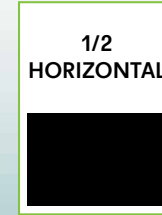
42 x 27.5 cm



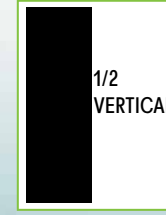
21 x 27.5 cm



21 x 27.5 cm



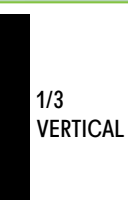
20 x 12.75 cm



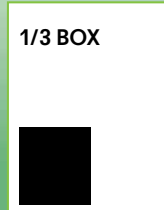
10.5 x 27.5 cm



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

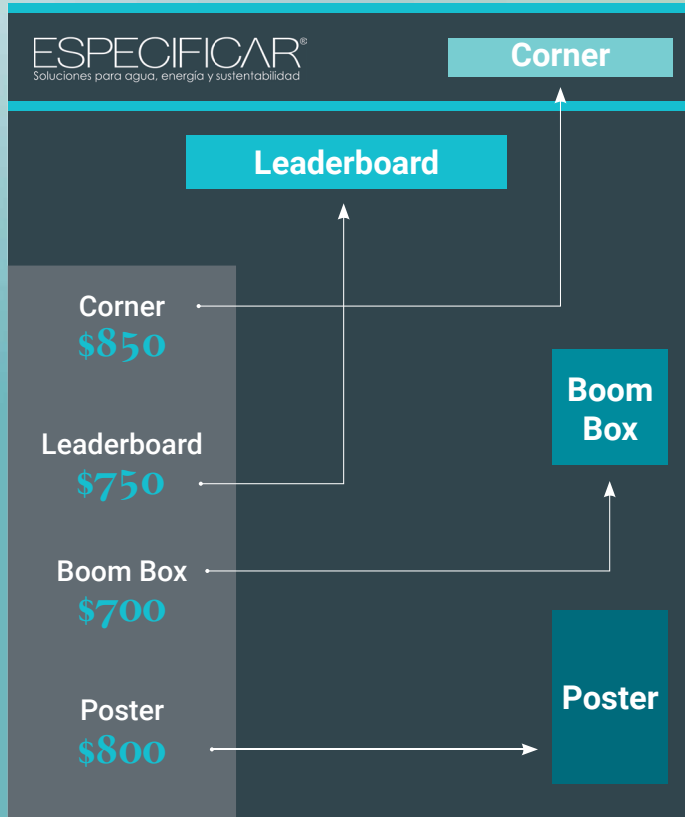
FORMATS	RATES
Cover	\$2,000
Spread	\$1,600
Back Cover	\$1,200
Inside & Inside Back Covers	\$1,000
Full-Page	\$700
1/2 Island	\$450
1/2 Vertical	\$450
1/2 Horizontal	\$450
1/3 Vertical	\$300
1/3 Box	\$300
1/4 Page	\$200
Product Spotlight	\$75

### PDF GUIDELINES

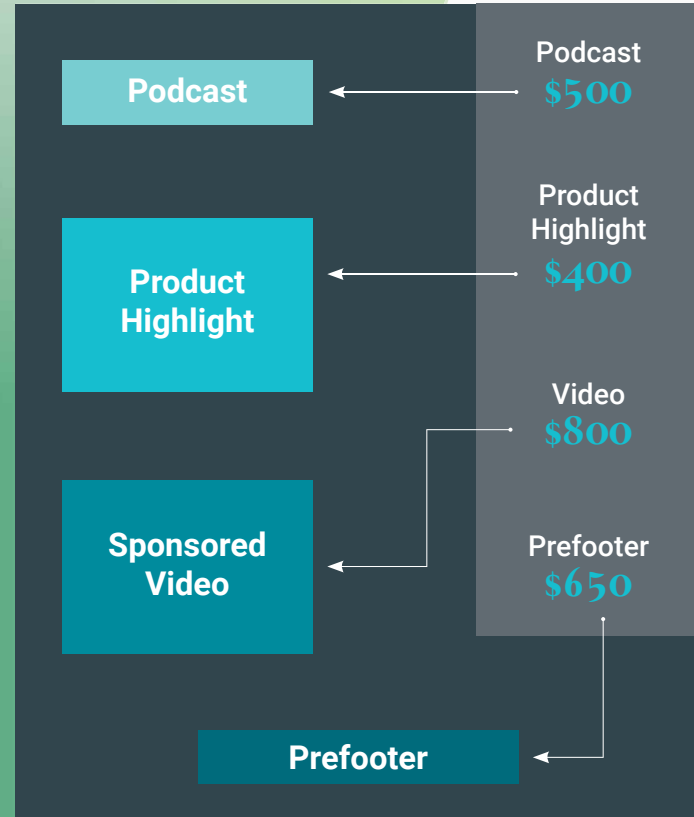
- \* Artworks must be delivered in JPG or PDF formats, in high resolution at 300 dpi.
- \* If sending editable files, make sure to include all the graphics and fonts used for the ad.

# RATES

## Website



Rates in USD per month





# RATES

## Sociales Media

ESPECIFICAR®  
Soluciones para agua, energía y sustentabilidad

Anchored  
Post

Post fijo  
\$450

Sponsored  
Post

Post patrocinado  
\$350

Sponsored  
Video

Video  
patrocinado  
\$550



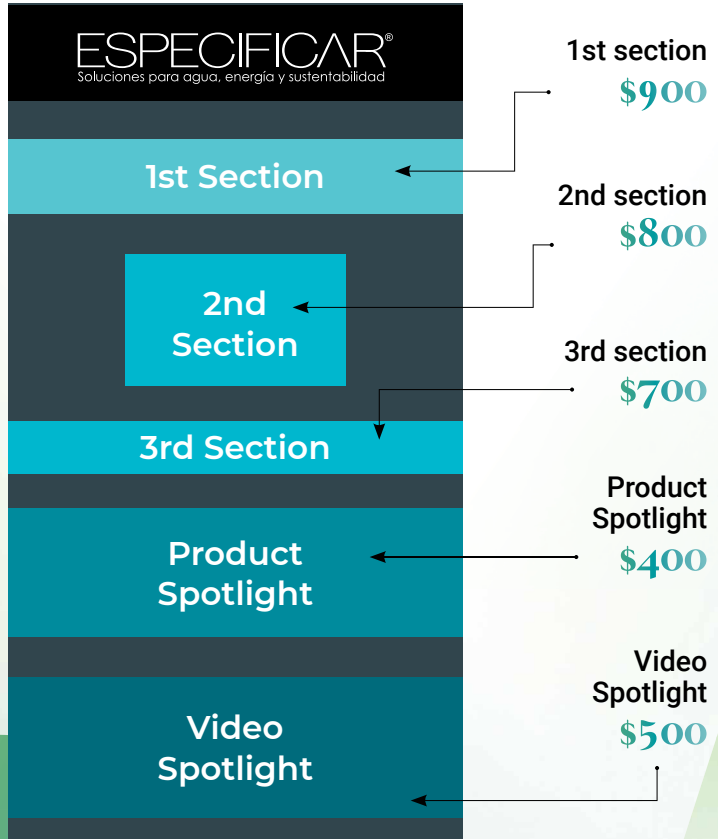
Campaigns on multiple social media  
channels start at

\$800.00



# RATES

## e-Newsletter



Rates in USD per blast

### AD RESERVE PROGRAM

Your banners in  
**10 e-newsletters**  
during 2025 for

**\$5,000.00**

Make sure you keep in  
touch with your

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 X PER 1,000 MAILS**

Rates in USD per blast



# RATES

## Digital Campaigns

### WEBSITE



### EBLAST



### SOCIAL MEDIA



Our digital  
campaigns on two or  
more platforms start at

**\$1,200**

Rates in USD



# RATES

## Product Promotion

Product  
promotion  
campaigns start at  
**\$1,200**

### NEWSLETTER



### WEBSITE



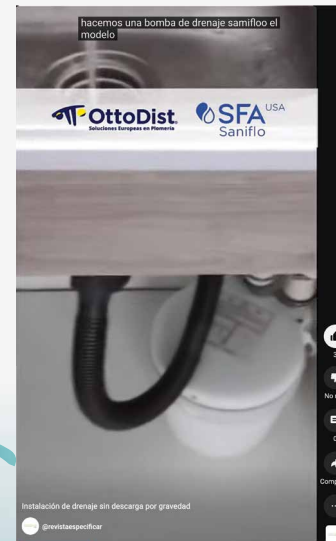
### SOCIAL MEDIA

# RATES

## Short Videos

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



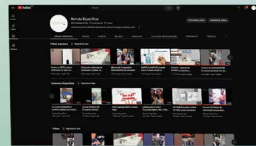
### COMBINED REACHING



**50,000**  
Average Impacts



**10,000**  
Average  
Thru Plays



# RATES

## Webinars

All of our webinars include a pre-transmission campaign, 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 customized promotional products with your company logo, which are sent to the webinar attendees.



Rates in USD per event

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



SIMUL BROADCAST

# ESPECIFICAR<sup>®</sup>

Soluciones para agua, energía y sustentabilidad

[especificarmag.com.mx](http://especificarmag.com.mx)



For advertising and editorial inquiries, reach us at:

**CHRISTOPHER GARCÍA**

C. [christopher@especificarmag.com.mx](mailto:christopher@especificarmag.com.mx)

T. (+52) 55.2961.5482

**ÁNGEL MARTÍNEZ**

C. [angel@especificarmag.com.mx](mailto:angel@especificarmag.com.mx)

T. (+52) 55.2884.2371

**TMB Publications México**

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