

internet & magazine

ArtesGráficas

A B2Bportales Publication

Total access to the
LATIN AMERICAN
Printing Industry



BPA
WORLDWIDE
BUSINESS

Editorial Partner:

GATF

The Graphic Arts
Technical Foundation

Cooperating Media of:

CONLATINGRAF

The Latin American Graphic
Industry Conference

B2BPORTALES
A CARVALJAL COMPANY

Media Planner 2009

www.artesgraficas.com/mediakit

4 Ways to Deliver Top Quality Content...



- 6 Issues per year
- 18,000+ BPA Worldwide Audited subscribers
- Pan regional Coverage in Latin America: Mexico, Central & South America and the Spanish Caribbean
- 42-years serving the Latin American graphic arts industry



- 6 Issues per year
 - 2,044 average unique visitors per issue
 - 47,483+ average page-views per issue
 - 660+ average click-throughs per issue
- * Stats from Jul '07- Sep '08



- 24 biweekly issues per year
 - 5,900+ average unique visitors per issue
 - 9,300+ average page-views per issue
 - 2,480+ average click-throughs per issue
 - Click-through rate (CTR): 27%
- * Stats from Jun '07-Jul '08



- 20,690+ subscribers
 - 16,400+ average unique visitors per month
 - 22,100+ average total visits per month
 - 71,500+ average page-views per month
- * Stats from Jan '08- Sep '08

...ONE TRUSTED SOURCE OF INFORMATION!

"Congratulations for the punctuality in the distribution of the magazine, and for the valuable information included in it. Artes Graficas has been very useful, since its content keeps me informed of new technologies and market trends."

Víctor García Flores
 Director
 Publigracia, Mexico

"Artes Gráficas is the most comprehensive graphics technology magazine that I receive. The articles are excellent."

María Cristina Arredondo de Blanc
 Academia Secretary/Teacher
 Instituto Superior Juan Gutenberg, Argentina

"Every time we need to buy machinery or equipment, we start by reviewing the offers that appear in the different media versions of Artes Gráficas, where we find a useful guide with pictures, locations and useful company information, and it's easier to make a decision."

Guido Aranibar Segovia
 Operations Manager
 Lohanna, Peru

"I know many graphic arts publications, but with Artes Graficas I feel that everything is important, from beginning to end. The magazine also serves as a reference when making decisions."

Fernando Rodriguez
 Director
 Fernando Manuel Rodriguez Umpierrez, Uruguay

Product Focus	Special Feature & Special Directories	Show Specials	Event Coverage and/or Bonus Distribution
Inks & Coatings	Brazilian Graphic Arts Industry Facts	Show Planner Graphics of the Americas 2009	Graphics of the Americas 2009 Miami Beach, Florida, USA Feb 26 - 28, 2009
Industry Developments for the Newspaper Industry ment for successful advertising. Trends in the newspaper industry. Directed to Newspapers and Newspaper Printers			
Speed B&W Color Copiers and Digital Duplicators	Mexican Graphic Arts Industry Facts Directory of Distributors: Listing of Agents, Distributors and Local Offices for direct contact between buyers & Local suppliers	Show Preview Expografica 2009	NAA Conference & Expo Las Vegas, USA March 9-11, 2009 On Demand '09 Philadelphia, USA March 30-April 2, 2009 Expografica 2009 Guadalajara, Jalisco. Mexico March 31-April 4, 2009 ISA Sign Expo '09 Las Vegas, USA April 16-18, 2009
Color Proofing Systems	Latin American Commercial Printers: Industry Performance & Business Outlook +++ Sponsorship Available	Show Preview Andigrafica 2009	ANDIGRAFICA '09 Bogota, Colombia June 23-27, 2009
CTP Plates	Latin American Book & Publication Printers: Industry Performance & Business Outlook +++ Sponsorship Available	Show Preview Print 2009	SERIGRAFIA SIGN 2009 Sao Paulo, Brazil July 22-25, 2009 FESPA '09 Mexico City, Mexico August 27-29, 2009
Opportunities in Wide Format Digital Color Printing opportunities and new technologies. Directed to Commercial Printers, Newspaper Printers, Press Bureaus, Media Agencies and Equipment Suppliers			
UV Curing Systems	Latin American Newspaper Printers: Industry Performance & Business Outlook +++ Sponsorship Available	Show Planner Print 2009	PRINT '09 Chicago, USA Sept. 11-16, 2009 IFRA '09 Vienna, Austria Oct. 12-15, 2009
Market and Technology Trends in the Newspaper Industry. Directed to Newspapers and Newspaper Printers.			
2010 Source Book/Buyer's Guide & 2010 Industry Forecast machinery, equipment and consumables for the Latin American graphic arts industry Special advertising packages designed to highlight your company in the various product-category sections for which your company qualifies			

SIZES	cm	Inches
Full page (1 column)	11.8 x 12.7 cm	4 5/8" x 5"
Half page (2 columns)	8.6 x 12.7 cm	3 3/8" x 5"
Quarter page (4 columns)	5.7 x 19.1 cm	2 1/4" x 7 1/2"
Third page (3 columns)	18.5 x 6.5 cm	7 1/16" x 2 3/8"
Small page (5 columns)	11.8 x 9 cm	4 5/8" x 3 9/16"
Small page (6 columns)	5.7 x 12.7 cm	2 1/4" x 5"
Small page (8 columns)	11.8 x 6.5 cm	4 5/8" x 2 3/8"

Safety Margins for Full Page bleed ads: Must be increased at least +1/4" (or +0,5 cm) from trim size on all sides. Texts must also be at least -1/4 (or -0,5 cm) from the trim size for a safety margins.

B. INTERNET AD SPECS

Portal Headline Banner: 468x60 pixels, max weight 20K
Newsletters Headline Banner: 468x60 pixels, max. weight 20K
Regular or Newsletter Banner: 150x60 pixels, max. weight 10K
 Please include "clicktag" and "getURL" code

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42-Years Serving
Latin America!

YOUR TOTAL COMMUNICATIONS PARTNER IN LATIN AMERICA!

Print Magazine

Top-quality technical and business content delivered 6X per year to over 18,000 projected graphic arts professionals across 20 countries in Latin America!

E-Magazine

Reach an increasing number of internet savvy subscribers who find in our digital magazine a more dynamic and interactive reading experience. Deploy powerful messages that include Flash animated ads with optional voice messages, add video messages to your ads and/or enhance your lead capture via live URL and email links in your print ads.

E-Mail Advertising

Reach all or a targeted segment of our subscriber list via “**personalized**” email messages. Capture qualified online sales leads via the inclusion of live links or reply options that generate call-to-action.

E-Showrooms

NEW VIDEO OPTIONS!

Create a fully customized mini-site to cater specifically to Latin America by featuring the product portfolio chosen for the region and by communicating to this market in the local language spoken: Spanish and/or Portuguese. The Showroom features up to 30 products including photos or **videos**, brief descriptions and downloadable spec-sheets per product; a trade show calendar page; a newsroom page to feature up to 5 press releases; a company profile page including a history of your company, a photo or optional **video** and contact information that includes your entire Latin American sales network; and an RFI/RFQ module that captures all the needed information for proper lead follow-up.

“Personalized” Magazine Covers

Reach all or a targeted segment of our subscriber list with a “**personalized**” message in the cover of the magazine. This product includes a “**personalized**” inside-front cover ad, both featured on a twin-cover overlaid on top of the magazine covers to reach your selected audience.

“Personalized” Info-Letters

Produce 4-color one-to-one marketing pieces using the power of “**personalization**”, and deliver them inserted in the magazine to a selected audience, based on the subscriber’s title, country and company activity and/or size.

Product Catalog Inserts in Spanish

A turn-key solution to create powerful and fully customized product catalogs to cater specifically to the Latin American markets. The service includes translation, production layout, printing and distribution of the product catalog. Distribute your catalog to the full circulation or to a targeted audience, based on your company needs.

Overruns are available for collateral marketing activities.

Market Research Services

Instant Research allows you to uncover unique market opportunities in the region by launching E-market surveys among our entire subscriber list, or to a targeted segment based on your needs. **Instant Research** will help you better understand your company’s position in Latin America by implementing Branding, Market Share and/or Buying Intention surveys, customized to the specific needs of your company.

For detailed information on our product portfolio contact your Sales Representative or visit:

www.artesgraficas.com/productcatalog

A. PRINT AD RATES (GROSS)

4-COLOR DISPLAY RATES	6X	3X	1X
Full page	\$5,590	\$5,830	\$6,220
1/2 Page Island	\$3,980	\$4,130	\$4,410
1/2 Page	\$3,710	\$3,860	\$4,110
1/3 Page	\$2,810	\$2,930	\$3,130
1/4 Page	\$2,300	\$2,380	\$2,540
1/6 Page	\$1,950	\$2,020	\$2,130
2 Page Spreads	\$10,580	\$11,050	\$11,850

OTHER COLOR COMBINATIONS	PMS	3C or less
Applicable markup/discount	+10%	-10%

SPECIAL POSITION RATES (Including 4-Color Charges)	6X	4X	1X
Inside Front Cover	\$6,720	\$7,290	\$8,090
Inside Back Cover	\$6,180	\$6,700	\$7,440
Back Cover	\$6,980	\$7,570	\$8,410
Center Spread (Earned rate plus)	\$640	\$690	\$760
Other positions (Earned rate plus)	\$180	\$190	\$200

CLASSIFIED RATES B&W	6X	3X	1X
1col x 1"	\$160	\$170	\$180
1col x 2"/ 2col x 1"	\$320	\$360	\$370
1col x 3"/ 3col x 1"	\$470	\$520	\$540
1col x 4"/ 2col x 2"	\$620	\$690	\$700

CLASSIFIED RATES - COLOR	1 COLOR	2 COLORS	3 COLORS	4 COLORS
Applicable markup	10%	15%	20%	25%

INFOFILES	each
Equivalent to a 1/6 of a page 4C ad	\$940

B. INTERNET AD RATES (GROSS)

DIGITAL MAGAZINE (Rates per Issue per Unit)	6X*	3X*	1X
Theme Tab	\$90	\$110	\$130
Flash animated ads	\$360	\$380	\$400
Digital Magazine sponsorship	\$500	\$530	\$560
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100	\$120

SHOWROOM* (Banner: max size 770x80 pixels / 50k animated gif file)*	12Mo.	6Mo.
Basic Showroom	\$590	\$690
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100
Set up Fee (one time charge)	\$300	

HEADLINE ANIMATED BANNERS* (468 x 60 Pixels / 12K)	12Mo.	6Mo.	3Mo.
Headline banner	\$270	\$355	\$450

SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS

ALPHABETICAL LISTINGS	1X		
Yellow Highlighting	\$150		
4-Color Logo	\$200		
PRODUCT CATEGORY LISTINGS	6+ Ads	3-5 Ads	2-1 Ads
Platinum Listing Package	\$1,920	\$2,130	\$2,370
Gold Listing Package	\$1,600	\$1,780	\$1,990
Silver Listing Package	\$290	\$320	\$350

SPECIAL REPORT SPONSORSHIP

Includes sponsorship mention, logo, first full-page 4C ad in the section, plus brochure and letter directed at each company featured in the sponsored report.	\$8,240
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DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL

	Price/Unit
"Personalized" Magazine Covers + Inside Front Cover ad	\$2.45
"Personalized" Info-Letter (2-sided): Standard / 4C / 90 gram / 100% digital print & postage	\$1.50
"Personalized" Info-Letter (1-sided): Standard / 4C / 90 gram / 100% digital print & postage	\$0.90
Inserts (turn-key): 4P / 4C / 90 gram / standard / translation / layout / printing / postage & handling	\$1.00
Inserts (mailing only): 4P / 4C / 90 gram / standard / postage & handling	\$0.33
1/2 Wrap-around over cover glued to advertisers' ad	\$0.65

CD/DVD INSERTS WITH OPTIONAL "PERSONALIZATION" OF PAPER JACKET

	Price/Unit
CD - Includes CD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$3.05
CD - Includes CD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$8.25
DVD - Includes DVD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$6.64
DVD - Includes DVD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$11.84

SIDE BANNERS*

(150 x 60 Pixels / Animated = 6K / Static = 3K)	12Mo.	6Mo.	3Mo.
Side banner	\$135	\$190	\$250

NEWSLETTER ADVERTISING*

(Banner Sponsorship)	24X	12X	6X	3X
Headline & Subject (468x60 pixels/12K Animated)	\$315	\$380	\$450	\$530
Message Body (150x60 pixels / 6K Animated or 3K Static)	\$245	\$270	\$325	\$380
Supplier News Modules (Include logo, title, text, photo and contact info)	\$245	\$270	\$325	\$380

E-MAIL ADVERTISING

E-mail Advertising	\$0.45	Per e-mail delivered
Setup Fee (one-time):	\$100	
Distributor e-mail blast	\$750	Includes setup

* FULL PAYMENT MUST BE RECEIVED BEFORE LAUNCH OF INTERNET ADVERTISING PROGRAM
A 20% SURCHARGE WILL BE APPLIED FOR NON-PRINT ADVERTISERS

BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

Geographical Breakdown*

North America	BPA	ACT%
United States of America	105	0.6%
Mexico	5,705	31.7%
Subtotal	5,810	32.3%
Caribbean		
Cuba	66	0.4%
Dominican Republic	239	1.3%
Puerto Rico	165	0.9%
Subtotal	470	2.6%
Central America		
Costa Rica	258	1.4%
El Salvador	199	1.1%
Guatemala	292	1.6%
Honduras	131	0.7%
Nicaragua	131	0.7%
Panama	131	0.7%
Subtotal	1,142	6.3%
South America		
Argentina	2,414	13.4%
Bolivia	268	1.5%
Brazil	615	3.4%
Chile	1,067	5.9%
Colombia	2,631	14.6%
Ecuador	666	3.7%
Paraguay	169	0.9%
Peru	1,247	6.9%
Uruguay	344	1.9%
Venezuela	1,168	6.5%
Subtotal	10,589	58.8%
Grand Total	18,011	100.0%



June 2008 Statement:
20,011 Qualified Subscribers

**Number of registered
e-mail addresses:
27,509+**

Business/Industry*

	Total Qualified	Percent of Total
Book and Publication Printing	2,013	11.2%
Business Forms and Securities Printing	806	4.5%
Newspaper Printing	980	5.4%
Commercial Printing	8,148	45.2%
Non-commercial In-plant Printing	499	2.8%
Quick Printing	925	5.1%
Desk-top Publishing	596	3.3%
Pre-press	642	3.6%
Publishers or Media Agency	933	5.2%
Educational Centers, Associations and Libraries	224	1.2%
Manufacturers of Graphic Arts Equipment	211	1.2%
Suppliers of Graphic Arts Equipment	630	3.5%
Manufacturers of Graphic Arts Raw Materials	570	3.2%
Suppliers of Graphic Arts Raw Materials	834	4.6%
Others Allied to the Field	0	0.0%
Total Qualified Circulation	18,011	100.0%

* "Publisher's projection for January, 2009 as of October, 2008."

ARTES GRAFICAS is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 13 magazines and web portals covering several sectors. B2Bportales' Latin American BPA-audited databases reach over 190,000 key people from Mexico down to Argentina. Its parent company, Carvajal S.A., is a 105 year-old Latin American multinational leader in publishing, printing and packaging, with over 20,000 employees in 17 countries. For more information, visit www.b2bportales.com.

For more information on Artes Graficas visit www.artesgraficas.com/mediakit/sales_reps

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