

*The magazine for the decision maker in the construction industry.*



## → FREQUENCY

Monthly

## → CIRCULATION

Print run: 16,000

Subscribers: 13,000

Pass along: 3.5

Audience: 51,200

Distribution: Nationwide

Source: IVM / BPA

**Web site:** [www.cnnexpansion.com/obras](http://www.cnnexpansion.com/obras)

## → READER PROFILE

*Decision makers and opinion leaders with purchasing power in the Mexican construction industry.*

<b>Sex:</b> Men: 80% Women: 20%	<b>SES:</b> ABC+: 91% C+: 9%
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Source: BPA

## → MAIN EDITORIAL SECTIONS

**Panorama:** Brief informative notes and interviews.

**Bitácora:** Topics that impact the industry through investigative journalism.

**Franquicias:** Annual reports.

**Obra del Mes:** Celebrates an outstanding project each month because of its design quality or innovation.

**Arquitectura y Diseño:** Domestic and international architectural design related topics.

**Interiorismo:** Interior design trends.

**Soluciones:** Complimentary sections with service information for our readers.

## → 2010 EDITORIAL CALENDAR

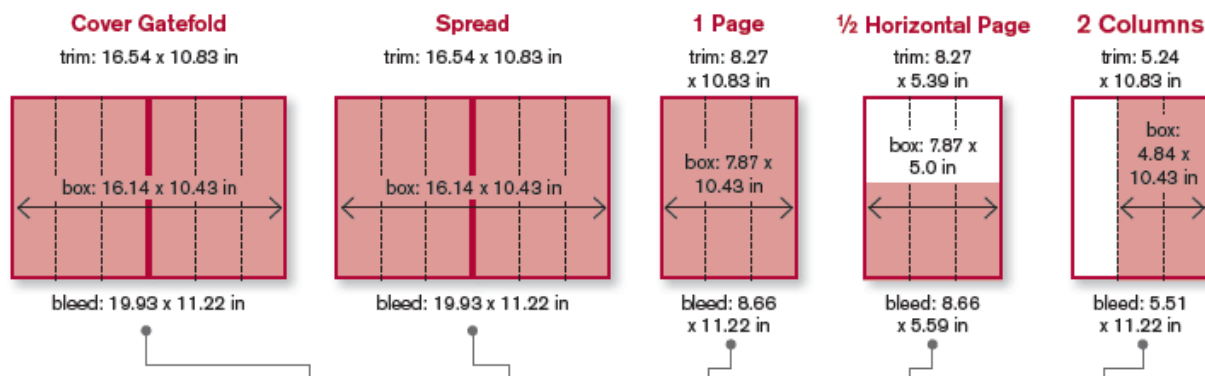
COVER	CLOSING DATE	TOPIC
January	Dec 07, 2009	<ul style="list-style-type: none"> <li>■ Trends 2010</li> <li>◆ Woods / ● Green SAS</li> </ul>
February	January 07, 2010	<ul style="list-style-type: none"> <li>■ Green Report</li> <li>▲ International Architecture</li> <li>◆ Specialized products and services for executive project design (aerial photos, blue prints, urban design, industrial design)</li> </ul>
March	February 08	<ul style="list-style-type: none"> <li>■ 10 Firms</li> <li>◆ Hydrosanitary and gas installations</li> </ul>
April	March 08	<ul style="list-style-type: none"> <li>■ Construction's technology and data processing</li> <li>◆ Roof Sealers and impermeable protection</li> <li>● Protection and Isolation SAS</li> </ul>
May	April 07	<ul style="list-style-type: none"> <li>■ Housing Report</li> <li>◆ Products for Sustainable Housing</li> </ul>
June	May 07	<ul style="list-style-type: none"> <li>■ Commercial Design</li> <li>▲ Corporate Construction</li> <li>◆ Preliminary construction and structures</li> <li>● Commercial and Corporate Furniture SAS</li> </ul>
July	June 07	<ul style="list-style-type: none"> <li>■ Medical and Health related Architecture</li> <li>◆ Special electrical installations</li> </ul>
August	July 07	<ul style="list-style-type: none"> <li>■ 100 Building Companies / ◆ Bath &amp; Kitchen</li> </ul>
September	August 06	<ul style="list-style-type: none"> <li>■ Public Works Report</li> <li>◆ Machinery and equipment</li> <li>● Innovative products SAS</li> </ul>
October	September 07	<ul style="list-style-type: none"> <li>■ The best construction work of the year</li> <li>◆ Finishing materials</li> </ul>
November	October 07	<ul style="list-style-type: none"> <li>■ Leading Suppliers</li> <li>◆ Construction and structures</li> </ul>
December	November 08	<ul style="list-style-type: none"> <li>■ Residential Housing Design</li> <li>▲ Tourism / Resorts</li> <li>◆ Doors and Windows</li> </ul>

■ Franchises / Reports    ▲ Secondary    ◆ Products    ● SAS

→ **RATES 2010 (USD)**

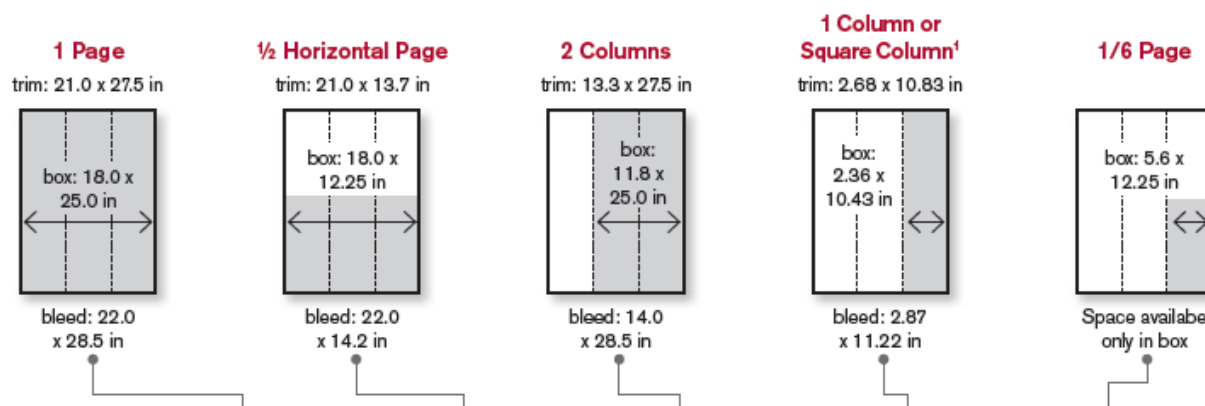
<b>4 COLORS</b>	<b>1-3 X</b>	<b>4-6 X</b>	<b>7-9 X</b>	<b>10-14 X</b>	<b>13+ X</b>
<b>1 page</b>	5,543	5,266	4,988	4,710	4,432
<b>2 columns</b>	4,721	4,488	4,255	4,010	3,777
<b>1/2 horizontal page</b>	3,610	3,433	3,255	3,066	2,888
<b>2nd and 3rd cover</b>	7,076	6,721	6,365	6,010	5,666
<b>4th cover</b>	7,887	7,499	7,099	6,710	6,310
<b>Spread</b>	10,426	9,905	9,383	8,862	8,340

## → MEASUREMENTS 4 COLORS



Size	Spread	1 Page 2nd and 3rd Cover 4th Cover	1/2 Horizontal Page	2 Columns
<b>Trim</b>	16.54 x 10.83 in	8.27 x 10.83 in	8.27 x 5.39 in	5.24 x 10.83 in
<b>Box</b>	16.14 x 10.43 in	7.87 x 10.43 in	7.87 x 5.0 in	4.84 x 10.43 in
<b>Bleed</b>	19.93 x 11.22 in	8.66 x 11.22 in	8.66 x 5.59 in	5.51 x 11.22 in

## → MEASUREMENTS BLACK AND WHITE



Size	1 Page	1/2 Horizontal Page	2 Columns	1 Column or Square Column <sup>1</sup>	1/6 Page
<b>Trim</b>	8.27 x 10.83 in	8.27 x 5.39 in	5.24 x 10.83 in	2.68 x 10.83 in	
<b>Box</b>	7.87 x 10.43 in	7.87 x 5.0 in	4.84 x 10.43 in	2.36 x 10.43 in 4.65 x 4.82 in <sup>1</sup>	11.8 x 25.0 in
<b>Bleed</b>	8.66 x 11.22 in	8.66 x 5.59 in	5.51 x 11.22 in	2.87 x 11.22 in	

To avoid cutting elements or texts in the ad during magazine trimming process use safety margin measurements (5 mm on each side). For ads of confronting pages with text stretching out to the magazine centerfold (gutter stick), maintain a central safety margin of 5 mm on each side (5mm = 0.19 in).

## → **Basic Statements**

- A. Payment conditions: For new and foreign advertisers, ad contracting must be followed by advanced payment. Normal payment conditions: 30-day term payment with approved credit by editorial house in Mexico City.
- B. Lack of payment on two or more invoices will cause momentary ad contracting suspension, until total settlement of debt.
- C. Cancellations are not accepted after closing dates.
- D. Any change on advertising rates will be informed 30 days before closing date of the issue in which they will go into effect.
- E. Frequency discounts: ads must be inserted during a one-year period in order to reap the benefits of frequency rates. Those advertisers canceling or modifying contracted ads and not covering minimum amount of agreed insertions, will get the corresponding adjustments at the time of change. Likewise, advertisers reaching a higher discount scale per volume than that hired initially will receive credit on balance.
- F. There will be no liability on mistakes due to ID or key numbers.
- G. The editorial house may accept all advertisers' ads as long as the advertiser and/or its advertising agency approve them. Therefore, the advertiser and/or its advertising agency will indemnify and exempt the editorial house on any claim, as well as complaints or violation charges, copyrights, plagiarism, ownership rights or any other charge based on content or concept of such ad.
- H. The editorial house has the right to refuse any ad. An ad simulating a magazine EDITORIAL FORMAT will be titled as "ADVERTISEMENT". The word "ADVERTISEMENT" will be centered on the upper side of the page in Helvetica font, size 12 or 14.

## → **COSTS AND PERCENTAGES**

Rates are unitary and do not include VAT.

Agency commission: 15% on the net amount

Special positions: additional 15% charge. Check availability.

Quoted on request: Inserts, strips, customized items, banners.

## → **SASs (SEPs)**

Editorial/commercial section in the magazine. It will be quoted on request.

Thematic SAS (SEP): It includes participation of several companies concerning a specific theme.

Individual SAS (SEP): It develops according to customer needs; it includes interview, photographer and design.

In SASs (SEPs) 15% agency discount is not applicable, only frequency discount.

## → **AD CLAIMS**

The claim of a wrong published ad must be carried out within 30 days after magazine publication date.

Ad replacements will be granted a month after the claim.

Replacements will not be granted during the months of October, November and December.

A replacement will be valid during the ad's publication fiscal year.

## → Requirements for digital materials

Materials should be submitted according to the corresponding magazine size.

Any color print sent by the client will be considered just as a reference more than a color proof.

Printed color may vary around 5% depending on the type of paper and print spot. Register may vary in more or less one line.

## → SPECIFICATIONS FOR DIGITAL FILES

1. Files identified with client's correct name.
2. PDF-X1 or PDF-X3 file with embedded texts.
3. 300 DPI high-resolution photographs: same size in which they will be printed, in CMYK.
4. Material should be submitted according to magazine size. They should also include trim lines.
5. Any color print sent by the client will be considered just as a reference more than a color proof.
6. To avoid cutting elements or texts in the ad during magazine trimming process, keep a safety margin of 5 mm on each side.
7. For ads on confronting pages with text stretching out to the magazine centerfold (gutter stick), maintain a central safety margin of 5 mm on each side.

## → SPECIFICATIONS FOR DELIVERY OF FILES THROUGH FTP SERVER

1. Same specifications as for digital files.
2. Enter the following address: <http://200.78.159.110>
3. You are now at FTP EXPANSIÓN. Enter user name and password according to magazine. Clic log in, then browse and select file to be uploaded to the FTP server.  
Presionar log in, presionar examinar y seleccionar el archivo que se va a subir al FTP.
4. Wait for notice warning that file was successfully uploaded.
5. For more information about the FTP server use, it is necessary to refer to each product's media kit or send an e-mail to [trafico@expansion.com.mx](mailto:trafico@expansion.com.mx)

### NOTE

Printed color may vary 5% depending on the type of paper and print spot.  
Register may vary in one line (more or less).

<ftp://ftp.gee.com.mx>

usuario: ftpobras

password: obras2000

### Miami

user: ftpmiami

password: miami126

*You are now at FTP EXPANSIÓN. Enter User Name and Password according to the magazine. Click "Log in". To upload the file click "Upload File(s)", then "Browse" and select file; finally click "Begin Upload". When the process is completed a new window will show up indicating the file has been uploaded successfully. (Note: Do not close window until notice of completed process appears).*