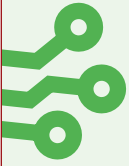




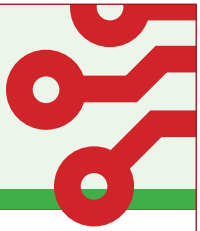
THE LATEST NEWS OF PEOPLE, PRODUCTS AND PRODUCTION PROCESSES



2016 MEDIA KIT



INTRODUCTION



MEXICO EMS is the Spanish language e-newsletter serving Mexico's dynamic and growing electronics manufacturing industry.

Mexico has the sixth largest electronics manufacturing industry in the world and is the second largest exporter of electronics products to the United States. Mexico is a global leader in the manufacture of computers, mobile phone, circuit boards, semiconductors, electronics appliances, communications equipment and LCD modules.

Mexico EMS is published bi-weekly and reports the news of people, products and processes impacting Mexico's electronics manufacturing market.

Si tiene problemas leyendo este correo electrónico, ingrese aquí

México EMS #52 - 20 noviembre 2015



LAS ÚLTIMAS NOTICIAS DE PERSONAS, PRODUCTOS Y PROCESOS DE PRODUCCIÓN

Artículos

AUDITORÍA DE LIMPIEZA GRATIS
HAGA CLIC AQUÍ



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Rosemont, IL

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Moviéndose a la Fábrica de SMT Smart #1 en Productronica



ASM Assembly Systems Presentó nuevas innovaciones en el movimiento a la Fábrica de SMT Smart #1 con nuevos módulos de colocación, alimentadores sin cinta, nuevas impresoras de pasta y el primer sistema experto que optimiza los procesos de SMT automáticamente. En sus 650 metros cuadrados del local presentaron una línea "Calidad de Velocidad" y una línea "Calidad Flexible". En la línea "Calidad de Velocidad" los nuevos módulos de colocación SIPLACE TX presentaron la colocación en masa de componentes super-pequeños 0201 (métrico). Los nuevos módulos de colocación SIPLACE TX de la línea "Calidad de Velocidad" pueden colocar hasta 78,000 componentes por hora mientras que ocupa solo 2.3 metros cuadrados de espacio. Este salto en rendimiento se hizo posible debido a nuevas mejoras de la cabeza CP20P SpeedStar de SIPLACE. Los compactos módulos con uno o dos gantries permiten a los usuarios configurar sus líneas de una manera aún más orientadas a demanda mientras que se fijan nuevos records en rendimiento de velocidad y espacio.

La Evolución de Métodos de Limpieza en el Proceso de Retrabajo de PCBs



Los fabricantes de hoy de tabillas de circuito impreso (PCBs, por sus siglas en inglés) están fuertemente impulsados por la calidad pero, aún entre esas operaciones que son capaces de llevar los rendimientos a cerca de o aún mas del 99%, los enormes volúmenes asociados con aplicaciones tales como teléfonos inteligentes y tablets podrían todavía

MIRTEC
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MV-6 OMNI
ALTA-VELOCIDAD, ALTO-RENDIMIENTO
AUTOMATIZACIÓN AOI 3D

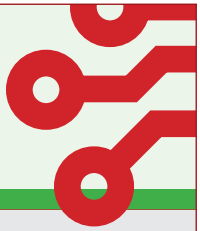
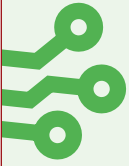


kurtz ersa

Equipo para Producción Electrónica

SOLUCIONES PARA USTED

Manncorp
The SMT Source



WHY TARGET MEXICO?

THE GROWTH:

Mexico's economy, unlike others in the Americas, remains stable. Despite the global setbacks in oil prices which has affected most economies, Mexico's economy has maintained a steady growth rate of two and a half percent in 2015. This growth rate is expected for 2016.

Mexico has NAFTA, IMMEX, and Trade Agreements with almost 50 other countries, putting over 90% of trade under free trade agreements, making it easy and cost-effective to move goods in & out of the country

Over 730 electronics manufacturing OEMs, suppliers, and EMS service providers operate in Mexico. Guadalajara, known as the Silicon Valley of Mexico is home to more

than 380 specialized suppliers for the electronics industry, including competitively priced raw materials. 8 out of 10 of the world's largest electronics companies operate there, including the EMS giants

Mexico continues its trend to becoming a consumer market as well as manufacturing country, providing new markets within its own borders as the size and buying power of its Middle Class increases

Revitalized country-wide transportation includes trains, trucks, planes, and Fed-EX Freight

FDI (Foreign Direct Investment) by the billions over last five years means factories will be busy for years

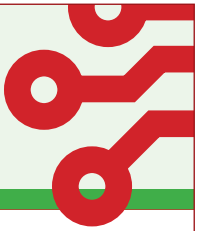
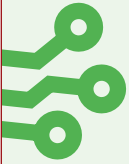
THE INDUSTRIES:

Automotive – Nisan, Mazda, Hyundai, Ford, GM Daimler, BMW, Honda, Toyota, Volkswagen, Adelphi

Aerospace – Rockwell Collins, GE, Kaman

Electronics – GE, LG, Jabil, Sanmina, SCI, Foxconn, Celestica, Plexus, Sony, Toshiba, Phillips, Panasonic, Dell, Compaq, Siemens, Visio

Medical – Medronic, GE, Boston Scientific, Tyco, Becton Dickinson



WHY TARGET MEXICO?

A DIVERSE ELECTRONICS MANUFACTURING MARKET

Mexico's electronics industries produce a wide range of products - flat screen plasma, LCD, and LED televisions is the largest segment of the Mexican electronics industry, representing 25% of its electronics export revenue. Production also is heavily focused on cellular phones, computers, data processing machines, control units or adaptors, telephone components, semi-conductors, transmission and receptor equipment, automatic machines for data processing, microwave receivers, modular circuits, and video game consoles. Progress is even being made in the manufacture of products used for brain scanning and 3D animation. Mexican-manufactured electronic products are in high demand around the world.

Some of the largest TV and consumer electronics producers on the globe have set up operations in Mexico. These include Sony, Toshiba, Samsung, Zenith, LG, RCA, Phillips, Panasonic, Dell, Compaq, Siemens, and Vizio. But electronics manufacturing in Mexico is not limited to wholly-owned subsidiaries. Many OEM and ODM manufacturers operate within Mexico on behalf of other electronics companies – examples include global EMS companies such as Foxconn, Celestica, Falco, Benchmark Electronics, Plexus, Lanix, and Flextronics.

HIGHLY TRAINED AND EDUCATED WORKER BASE

Over 100,000 engineers graduate annually from Mexico's colleges and technical schools.

LOWER COSTS

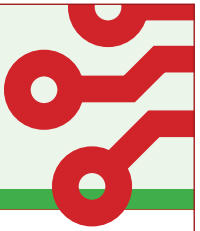
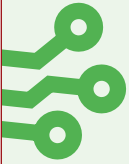
Labor costs in many cases are 10% lower than labor cost in China. Mexico's proximity to the US means lower shipping costs, as well, for finished products to the biggest consumer market in the world.

MULTINATIONAL INVESTMENT

Multinational companies have invested billions of dollars in new state of the art plants and facilities in recent years.

INTELLECTUAL PROPERTY

Intellectual property is protected under Mexican law. Trade marked products are unlikely to be reproduced under unauthorized labels in Mexico, a common problem in China.



WHY USE MEXICO EMS

TO REACH THE ELECTRONICS INDUSTRY IN MEXICO?

- ❑ Mexico EMS is the only electronics industry newsletter that reaches Mexico in the Spanish language (translation is free for all our advertisers.)
- ❑ An electronic newsletter is a perfect vehicle for reaching the Mexico audience, which is ranked #3 in the world for being connected online socially, so you know it's routine for them to seek and use online information.
- ❑ Mexico EMS is published bi-weekly, which gives you two opportunities per month to have your ad in front of buyers & specifiers for OEMs and EMS providers in all the manufacturing clusters located around the country.
- ❑ Mexico graduates over 100,000 highly qualified engineers per year who now make buying decisions in this dynamic market. Mexico EMS reaches large numbers of design, test and process engineers.
- ❑ Mexico's electronics industry is centered around Guadalajara, Jalisco, and also in clusters in the states of Aguascalientes, Baja California, Chihuahua, Coahuila, Mexico City, Nuevo Leon, Sonora, Queretara and Tamaulipas – Mexico EMS provides readers in all these manufacturing locations.
- ❑ For high-cost capital expenditures, management approval is usually needed. Mexico EMS includes them in its circulation.

CIRCULATION BY JOB FUNCTION

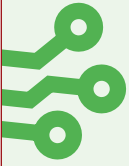
- 22%** Management
- 25%** Engineering
- 35%** Test & QC
- 8%** Purchasing
- 5%** Consultants
- 5%** Distributors and Representatives

TOTAL CIRCULATION

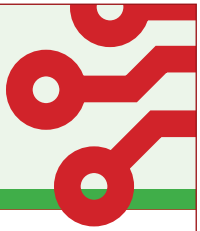
11,500

MEXICO EMS REACHES THE IMPORTANT COMPANIES IN MEXICO'S ELECTRONICS MARKET. JUST A SAMPLE:

- | | |
|-----------------------------|---------------------|
| ALCATEL-LUCENT | KIMBALL ELECTRONICS |
| BENCHMARK | LEAR |
| BOMBARDIER AEROSPACE MEXICO | MOTOROLA |
| CONTINENTAL AUTOMOTIVE | ONCORE DE MEXICO |
| DELPHI | PLEXUX |
| FLEXTRONICS | RAINBIRD |
| FOXCONN | ROCKWELL AUTOMATION |
| GENERAL MOTORS | SANMINA SCI |
| HONEYWELL AEROSPACE | TELL LABS |
| JABIL | TRW AUTOMOTIVE |



EDITORIAL



Mexico EMS is the only Spanish electronics industry newsletter that reaches Mexico’s electronics assembly industry. Mexico EMS reports the news of people, products and processes involved in electronic products manufacturing. Among these are:

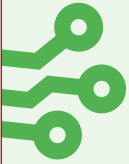
- Solder and Soldering Technology
- Pick & Place
- Printing & Dispensing
- Repair & Rework
- Cleaning
- Materials & Components
- Test and Inspection
- Software and Programming, etc.

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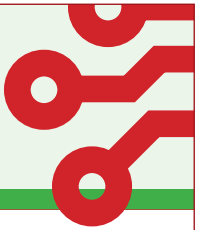
SUBMISSIONS

Submit your press and product releases to: Editor@mexicoems.com

Releases should be in Spanish and/or English. Translation from English to Spanish is free for advertisers. Non-advertisers can have four releases translated at no cost, but will be charged \$100 per release after that.



DEMOGRAPHICS



CIRCULATION
11,500

MEXICO EMS targets the key decision makers in Mexico’s electronics Manufacturing industry – corporate managers, production management, Production engineers, scientists, etc – who buy and specify the equipment needed for efficient product manufacturing

The Mexico EMS audience includes buyers and decision makers at such companies as:

Alcatel-Lucent

Benchmark

Bombardier Aerospace Mexico

Bose

Celestica

Continental Automotive

Delphi

Flextronics

Foxconn

Honeywell

Jabil

Kimball Electronics

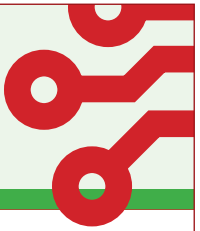
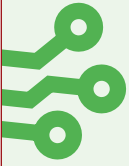
Motorola

OnCore de Mexico

Plantronics

Rockwell Collins

Sylvania



AD RATES

MEXICO EMS, the Spanish language e-newsletter of Mexico's electronics manufacturing industry, is published bi-weekly. Three different sizes of ads are available - top banners, side bar banner ads, and text ads.

AD SPECIFICATIONS:

- Side Bar 160px X 300px
- Top Side Bar* 160px X 300px
- Text Ad Up to 150 words
- Top Banner 700px X 100px
- Max file size 60K

ADVERTISING:

For questions about advertising contact Ron Friedman at Ron@mexicoems.com or 860-523-1105.

*Top side bar ad will appear at the top of the left or right column. Only two top side bar ads available per issue.

AD STYLE	1X	6X	12X	18X	All Issues
SIDE BAR	\$900	\$800	\$700	\$650	\$500
TOP SIDE BAR*	\$1,000	\$950	\$900	\$780	\$600
TEXT AD	\$900	\$800	\$700	\$650	\$500
TOP BANNER	\$1,500	\$1,400	\$1,200	Consult Publisher	Consult Publisher

2016 PUBLISHING SCHEDULE:

Mexico EMS will be published the weeks of:

- January 11, 25
- February 8, 22
- March 7, 21
- April 4, 18
- May 2, 16 30
- June 13, 27
- July 11,25
- August 8, 22
- September 5,19
- October 3, 17, 31
- November 14, 28
- Dec 12