



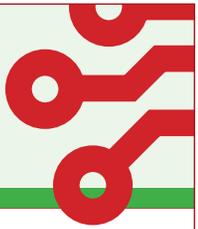
THE LATEST NEWS OF PEOPLE, PRODUCTS AND PRODUCTION PROCESSES



2017 MEDIA KIT



# INTRODUCTION

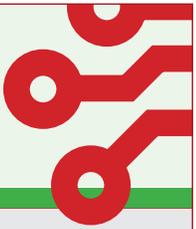


**MEXICO EMS** is the Spanish language weekly e-newsletter serving Mexico's dynamic and growing electronics manufacturing industry.

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 on Wednesday and reports the news of people, products and processes impacting Mexico's electronics manufacturing market.





# 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 2.5 percent in 2015. This growth rate is expected for 2017.

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 is quickly becoming a consumer as well as a manufacturing country, providing new markets within its own borders as the size and buying power of the 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

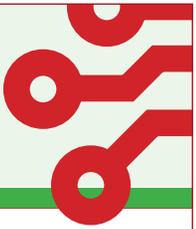
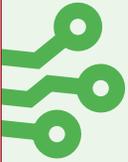
## THE INDUSTRIES:

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**

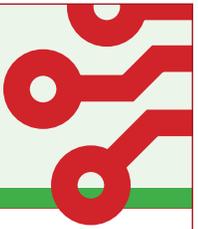
Labor costs in many cases are 10% lower than labor cost in China. Mexico's proximity to the US means lower shipping costs, as well, for finished products to the biggest consumer market in the world.

## **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 weekly, which gives you four opportunities each 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

**15,000**

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

ALCATEL-LUCENT

BENCHMARK

BOMBARDIER AEROSPACE MEXICO

CONTINENTAL AUTOMOTIVE

DELPHI

FLEXTRONICS

FOXCONN

GENERAL MOTORS

HONEYWELL AEROSPACE

JABIL

KIMBALL ELECTRONICS

LEAR

MOTOROLA

ONCORE DE MEXICO

PLEXUX

RAINBIRD

ROCKWELL AUTOMATION

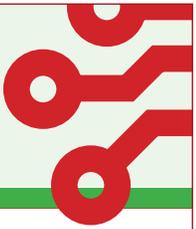
SANMINA SCI

TELL LABS

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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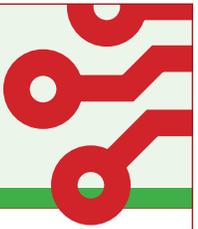
## SUBMISSIONS

Submit your press and product releases to: [Editor@mexicoems.com](mailto: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  
**15,000**

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:

- **Benchmark**

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- **Bombardier Aerospace Mexico**

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- **Delphi**

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- **Flextronics**

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- **Foxconn**

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- **Honeywell Aerospace**

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- **Jabil**

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- **Kimball Electronics**

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- **Motorola**

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- **OnCore de Mexico**

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- **Plexus**

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- **Plantronics**

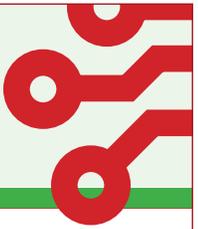
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- **Rockwell Automation**

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- **Sanmina**

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- **Sensata**

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- **Sigmatron**

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# AD RATES

MEXICO EMS, the Spanish language e-newsletter, is published on Wednesdays and offers three different sizes of ads - top banners, side bar banners 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

AD STYLE	1X	6X	12X	18X	24X	36X	48X
<b>SIDE BAR</b>	\$900	\$800	\$700	\$650	\$600	\$500	\$400
<b>TOP SIDE BAR*</b>	\$1,000	\$950	\$900	\$780	\$750	\$700	\$600
<b>TEXT AD</b>	\$900	\$800	\$700	\$650	\$600	\$500	\$400
<b>TOP BANNER</b>	\$1,500	\$1,400	\$1,200	Consult Publisher	Consult Publisher	Consult Publisher	Consult Publisher

All ad materials are due the Friday before publication.

### ADVERTISING:

For questions about advertising contact Ron Friedman at [Ron@mexicoems.com](mailto: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.