

Media Kit



**BOLETIN DE LA
COMPUTACION**
Mexico





Audience and Pass along readers

22,000 IT companies including coverage of 32 states in Mexico.

Periodicity: Monthly

Total printed copies

22,000 copies printed in 75 grs. bond paper (consult total circulation)

Editorial Content

Commercial ads with technical specifications, features and promotions for resellers of products and services related to computers, I.T. and communications.

National Coverage

In 731 cities inside Mexico.

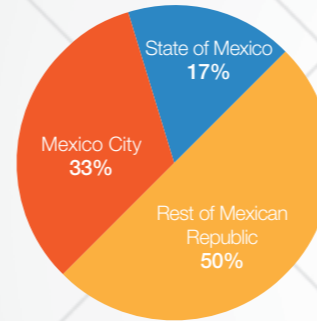
International Coverage

500 copies distributed mainly in the states of California and Florida, in addition to overruns sent to international computer shows like COMPUTEX Taipei, International CES in Las Vegas, among others.

Impact per copy: 8 readers

Printed Edition contract deadline: 10th of the month

Beginning of circulation: First day of every month.



Printed Coverage

STATE	RESELLERS	%
Aguascalientes	201	0.93%
Baja California	284	1.32%
Baja California Sur	119	0.55%
Campeche	142	0.66%
Chiapas	367	1.70%
Chihuahua	341	1.58%
Coahuila	379	1.76%
Colima	145	0.67%
Distrito Federal	7128	33.09%
Durango	144	0.67%
Guanajuato	737	3.42%
Guerrero	305	1.42%
Hidalgo	317	1.47%
Jalisco	1004	4.66%
México	3582	16.63%
Michoacán	465	2.16%
Morelos	378	1.75%
Nayarit	67	0.31%
Nuevo León	750	3.48%
Oaxaca	412	1.91%
Puebla	717	3.33%
Querétaro	379	1.76%
Quintana Roo	241	1.12%
San Luis Potosí	363	1.69%
Sinaloa	353	1.64%
Sonora	305	1.42%
Tabasco	316	1.47%
Tamaulipas	305	1.42%
Tlaxcala	133	0.62%
Veracruz	800	3.71%
Yucatán	286	1.33%
Zacatecas	75	0.35%
TOTAL	21540	100%

E-mail Coverage

STATE	RESELLERS	EXTRAS	TOTAL	%
Aguascalientes	201	71	272	0.91%
Baja California	283	87	370	1.24%
Baja California Sur	119	22	141	0.47%
Campeche	142	41	183	0.61%
Chiapas	366	76	442	1.48%
Chihuahua	337	139	476	1.60%
Coahuila	379	139	518	1.74%
Colima	144	44	188	0.63%
Distrito Federal	7057	3162	10219	34.25%
Durango	144	21	165	0.55%
Guanajuato	730	241	971	3.25%
Guerrero	304	79	383	1.28%
Hidalgo	316	77	393	1.32%
Jalisco	983	567	1550	5.20%
México	3549	1266	4815	16.14%
Michoacán	461	132	593	1.99%
Morelos	378	116	494	1.66%
Nayarit	67	22	89	0.30%
Nuevo León	733	424	1157	3.88%
Oaxaca	412	130	542	1.82%
Puebla	713	247	960	3.22%
Querétaro	375	144	519	1.74%
Quintana Roo	241	122	363	1.22%
San Luis Potosí	363	158	521	1.75%
Sinaloa	352	100	452	1.51%
Sonora	302	107	409	1.37%
Tabasco	316	137	453	1.52%
Tamaulipas	300	143	443	1.48%
Tlaxcala	133	33	166	0.56%
Veracruz	796	274	1070	3.59%
Yucatán	280	139	419	1.40%
Zacatecas	75	25	100	0.34%
TOTAL	21351	8485	29836	100%

22,000
ICT Companies

The widest coverage of the IT industry

31,000
Executives

The most complete IT data base

800
Populations

The most audience exposure for your Brand

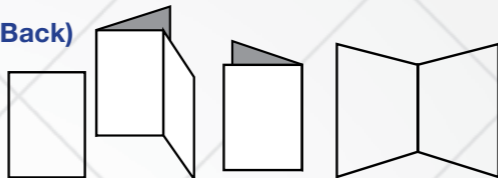
250,000
Visits per month

www.boletin.com.mx



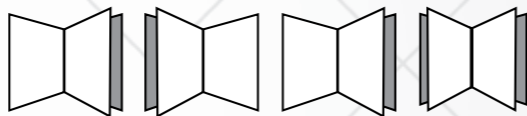


Covers (Front - Back)



	Cover	Extended cover	Back Page	2nd	3rd
Measures in cms	20 x 16	41.5 x 27	21 x 27		
USD Prices	\$6,900.00	\$11,000.00	\$6,700.00	\$6,300.00	\$6,100.00

Fixed pages/Advertorial



	1 a 5	6 a 9	10 a 15	Centers
Measures in cms	20 x 27			40 x 27
USD Prices	\$3,050.00	\$3,000.00	\$2,950.00	\$5,000.00

Section Pages/ Advertorial



	Single Page	Double Page	Half Page
Measures in cms	21 x 27	42 x 27	18 x 12
USD Prices	\$2,300.00	\$3,600.00	\$1,350.00

Measures in centimeters.

Brochures



	Flyer 2 pages	Brochure (Twofold) 4 pages	Brochure (Threefold) 6 pages
Cover / Back page	21 x 27		
Centers	N/A	43 x 28	N/A
USD Prices	\$3,900.00	\$7,800.00	\$9,900.00

All brochures are printed both sides Back and Front, no varnish. Measure in cms.

Posters



	Poster 2 letters size	Poster 4 letters size
Cover	27x42	42x55
USD Prices	\$5,050.00	\$9,300.00

All posters are printed in 130 grs. couche, UV varnish included. Printed 1 side, only front. All costs are in USD net price.

Inserts

No. of pieces	Cost per piece according to weight							
	0-50 Grs.	51-100 Grs.	101-150 Grs.	151-200 Grs.	201-250 Grs.	251-300 Grs.	301-350 Grs.	351-400 Grs.
5,000	\$0.28*	\$0.33*	\$0.38*	\$0.43*	\$0.48*	\$0.54*	\$0.59*	\$0.64*
5,001 a 10,000	\$0.25*	\$0.28*	\$0.33*	\$0.37*	\$0.41*	\$0.45*	\$0.49*	\$0.54*
10,001 a 15,000	\$0.21*	\$0.24*	\$0.28*	\$0.31*	\$0.35*	\$0.39*	\$0.42*	\$0.46*
15,001 and more	\$0.18*	\$0.21*	\$0.24*	\$0.27*	\$0.30*	\$0.34*	\$0.37*	\$0.40*

Cost is determined based on fares established by "Servicio Postal Mexicano (Sepomex)" per grams and the number of pieces to be inserted in the magazine.

USD Prices. Measures in centimeters.





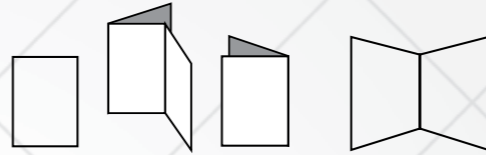
***Packages**

In the purchase of next spaces

Cover	Back Page	Centers	Extended Cover
Get			
Product placement ad Interview (2 pages) 1 Page ad (Commercial)	Advertorial (2 pages)	Editorial content (2 pages)	Editorial content (2 pages)

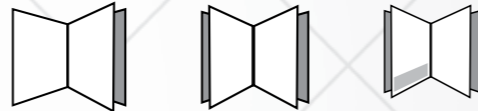


Cover and Last Page



	Cover package*	Extended cover*	Back Page package*	2nd	3rd
Measures in cms	21x28	41.5x27.4	21x27	21x27	21x27
USD Prices	\$6,000.00	\$5,500.00	\$5,000.00	\$4,000.00	\$3,500.00

Fixed pages/Advertorial



	Position 1, 3, 5	Centers package*	Banner in articles (3 included)
Measures in cms	21 x 27	42x27	26 x 6
USD Prices	\$3,050.00	\$5,000.00	\$3,300.00

Section Pages/ Advertorial



	Single Page	Double Page	Half Page
Measures in cms	21x27	42x27	19x11
USD Prices	\$2,300.00	\$3,600.00	\$1,350.00

USD Prices. Measures in centimeters.



Catalogs and magazines • Brochures • Posters • Flyers

The offer of printing and production services will be done subsequently to a quotation, according to the specifications of the client and the following variables:

• **Copies:** The rate of every job, will be considered according to the volume of copies where the minimum amount is 5.000 pieces.

• **Paper:** In every job the kind of paper that will be used for the final print, will be considered. The price will depend on the kind and weight of the paper. The brilliant Couché Grafiche both sides of 135gr. is the standard paper of our publication.

• **Final size:** Important information to be considered in quotations will be final size of the printing service. Sizes available will be half letter, 1 letter, 2 letters and 4 letters.

Finishes

According to the wishes of the client, the printing can take a special finishing:

- **Varnish and UV varnish**
- **Finished with staple**
- **Finished with special shape**



Boletín and Seguridad TI websites / Banners Ads							
1	Takeover	1 week	\$2,500.00	4	Footer (Stay-on-bottom)	Monthly	\$4,500.00
		Monthly	\$4,500.00				
2	Expandable	Monthly	\$4,500.00	5	Online cover in home and sections*	1 week	\$1,800.00
						Monthly	\$3,500.00
3	Corner Peel	1 week	\$2,500.00	6	Skyscrapers	Monthly	\$2,500.00
		Monthly	\$4,500.00			7	Hotdeal banners

*Home carousel alternating with the most important news on each section. The package includes:
 1. On-Line Cover
 2. Exposure in News section
 3. Exposure in Homepage

USD Prices

E-newsletter



8 E-newsletter banners	
USD Prices	\$2,500.00

E-mail blast



E-mailings			
	Less than 2,500	2,501 to 10,000	Nationwide
USD Prices	\$700.00	\$1,000.00	\$2,000.00





We will be visiting 2 venues per route. Each one has been previously selected by considering business opportunities at key regions. Roadshow objectives as follows:

- To recruit new sales channels.
- Training and learning for the distribution channel.
- Increase Sponsor's brand presence & positioning.
- Penetración en el interior de la República.
- Strengthens coverage in & outside Mexico City.



2017 venues:

- Guadalajara
- Leon
- Puebla
- Veracruz
- Monterrey
- CDMX
- Villa Hermosa
- Oaxaca

Prices

	Price (Sponsorship)	Conference	Table	Data base
Platinum	\$9,000.00	30 min	Yes	Yes
Gold	\$6,500.00	20 min	Yes	Yes
Pilver	\$4,500.00	N/A	Yes	Yes

Agenda

Schedule	Activity
08:30 a 09:00	Registration
09:00 a 09:20	Welcome speech by Boletín de la Computación
09:20 a 10:00	Brand conference 1
10:00 a 10:40	Brand conference 2
10:40 a 11:20	Brand conference 3
11:20 a 11:40	Coffee Break
11:40 a 12:00	Brand conference 4
12:00 a 12:20	Brand conference 5
12:20 a 12:40	Brand conference 6
12:40 a 13:00	Brand conference 7
13:00 a 15:00	Exhibition & Tabletops
15:00 a 15:30	Raffle, Award Presentation and Closure Speech

Conferences



Table tops and Raffles



Telemarketing Services



Call Center	Event invitations	Under quotation
	Resellers recruitment	
	Leads and demand generation	
	Call Station (1 executive)	\$2,500.00



Events



Invitations



Recruitment



Leads for demand





BOLETIN DE LA COMPUTACION

Contact for sales

Alejandro Cruz Santiago
(55) 3004-1000 ext. 112
alejandrocruz@grupoboletin.com.mx

Amed Martínez
(55) 5029-8800 Ext. 101
amed.martinez@grupoboletin.com.mx

Maribel Salgado
(55) 5029-8800 Ext. 114
maribel.salgado@grupoboletin.com.mx