

ESPECIFICAR

Solutions for Water, Energy & Sustainability!

PHCP PROS



2021 DIGITAL MEDIA KIT

1 WEBSITE

WWW.ESPECIFICARMAG.COM.MX

Especificar website has become the trusted source of information for the PHCP community in Mexico. Monthly, it's visited by a growing audience of decision-making professionals.



45,000
Average Visitors
per month



40,000
Unique Visitors



1.03 min
Average Time
on Site



1.23 %
Bounce Rate



130,500
Average Monthly
Pageviews



2.9
Average Pageview
per Visitor



65 %
Visitors
from Mexico







Source: Google Analytics

WEBSITE

Especificar website reach expands far beyond Mexico boundaries. A growing number of visitors from Central and South America reach out to Especificar to get updates on the latest technological innovations and improvements for the Plumbing, Mechanical, HVAC, Hydronic, Fire Protection and Construction industries.

MONTHLY AUDIENCE BY COUNTRY

1. Mexico	27,972 - 67.33 %
2. Colombia	1,991 - 4.79 %
3. United States	1,962 - 4.72 %
4. Peru	1,693 - 4.08 %
5. Argentina	1,338 - 3.22 %
6. Ecuador	924 - 2.22 %
7. Spain	803 - 1.93 %
8. Chile	704 - 1.69 %
9. Venezuela	518 - 1.25 %
10. Panama	422 - 1.02 %

País	Usuarios	% Usuarios
1.  Mexico	27.972	67,33 %
2.  Colombia	1.991	4,79 %
3.  United States	1.962	4,72 %
4.  Peru	1.693	4,08 %
5.  Argentina	1.338	3,22 %
6.  Ecuador	924	2,22 %
7.  Spain	803	1,93 %
8.  Chile	704	1,69 %
9.  Venezuela	518	1,25 %
10.  Panama	422	1,02 %

[ver todo el informe](#)

AD SPACES AND RATES

The screenshot shows the ESPECIFICAR website layout with several ad spaces highlighted in green boxes:

- Leaderboard**: Located at the top left, below the navigation bar.
- Boom Box**: Located on the right side, below the Leaderboard.
- Midsection**: Located on the left side, below the Boom Box.
- Boom Box 2**: Located at the bottom right, below the Midsection.

Other visible content includes a 'Revista ESPECIFICAR' header, a 'SIGUENOS EN FACEBOOK' button, and various article thumbnails under 'ACTUALIDAD' and 'DE PASO'.

Leaderboard
\$800

Boom Box
\$750

Midsection
\$600

Boom Box 2
\$650

The screenshot shows the ESPECIFICAR website layout with several ad spaces highlighted in green boxes:

- Sponsored video**: Located at the top right, below the 'OPINION' section.
- Sponsored Video**: Located in the middle left, below the 'VIDEOS' section.
- Innovation Spotlight**: Located in the middle right, below the 'VIDEOS' section.
- Sponsored Podcast**: Located in the bottom left, below the 'PODCAST' section.
- Homepage Innovation Spotlight**: Located at the bottom right, below the 'CONSULTA' section.

Other visible content includes a 'PHCP PROS' logo, a 'SIGUENOS' section with social media icons, and a 'WHOLESALE' section.

Sponsored video
\$500

Sponsored Podcast
\$350

Homepage Innovation Spotlight
\$250

2 E-NEWSLETTER

Every Monday, more than **11,500** **SUBSCRIBERS FROM MEXICO AND LATIN AMERICA** receive in their emails our weekly Newsletter, with news, products and more useful information for their new projects, renovations and repairs.

**SPECIFIERS,
ARCHITECTS,
BUILDERS,
CONTRACTORS,
WHOLESALEERS,
TECHNICIANS,
ENGINEERS,
FACILITY MANAGERS,
REPAIR & SERVICE
MANAGERS,
GENERAL MANAGERS
AND HOTEL
PRESIDENTS AND
OWNERS**

are part of our audience.



11,500
Subscribers



99 %
Delivery Rate



7.9 %
Opening Rate



Revista Especificar

Newsletter 28 de Septiembre, 2020

Cobre y PEX, alternativas
para la construcción nacional

LaHordaEspecificar:
Entrevista con ACOR



En instalaciones hidrosanitarias prevalece la tubería de cobre, de uso milenario; no obstante el PEX ha comenzado a ganar terreno como una solución que conjuga dos imprescindibles de la modernidad: costo y practicidad



Los editores de Especificar charlarán con el equipo de ACOR, importadores de marcas Premium en soluciones para baño, sobre lo que implica llevar un negocio de este giro en la parte administrativa, y los retos que supuso la pandemia para ellos

Estudia UNAM desinfección
de edificios tras confinamiento



Falta de mantenimiento en tuberías y ductos de aire acondicionado, entre los principales daños: con temperatura, radiación y ventilación pueden desinfectarse oficinas y escuelas vacías por meses, sugiere experto



¿Pertener o no?,
ésa es la pregunta

Sloan México cuida con
pasión las vidas humanas



Geulze Messino, Director Ejecutivo de Sloan México, se pregunta qué podemos hacer con el tiempo que ahora tiene el personal en su casa. Sin duda, la mejor opción es entrenarlos más y mejor en lo que hacen para que sean más eficientes



Seguimos pensando que aportar nuestro granito de arena ayuda a México a superar esta crisis. No sólo en lo económico, sino en lo más importante, que es nuestra vida". René Larrañaga, Director Nacional de Ventas para Sloan México

SÍGUENOS



PHCP PROS

WHOLESALE PLUMBING ENGINEER PHC ESPECIFICAR

E-NEWSLETTER AD SPACES AND RATES



1st Section
\$700

2nd Section
\$625

Innovation Spotlight
\$250

Ad Reserve Program

Provide us with a BANNER AD and a BOOM BOX AD and we will guarantee placement in **10 E-NEWSLETTERS** throughout 2021!

Commitment and payment must be made by January 31st 2021. Advertiser cannot choose dates.

\$3,500

Customized deployments can be sent to specific audiences or to our whole mailing list to meet your marketing needs.

CUSTOM EBLAST
\$1,650



Let us help your **BRAND STAND OUT** on **SOCIAL MEDIA** with our integral promotion tools. Get your news about products, white papers, case studies, special events and more on the hands and screens of thousands of people across Mexico and Latin America.

Reach the right audience with our **CONTENT MARKETING AND SOCIAL MEDIA CAMPAIGNS**, combining the particular audiences of our different networks.

Everything **YOUR BRAND** needs to be on Mexican professional's **TOP OF MIND**.



20,000
Average Monthly
Reach



2,000
Average Monthly
Direct Interactions

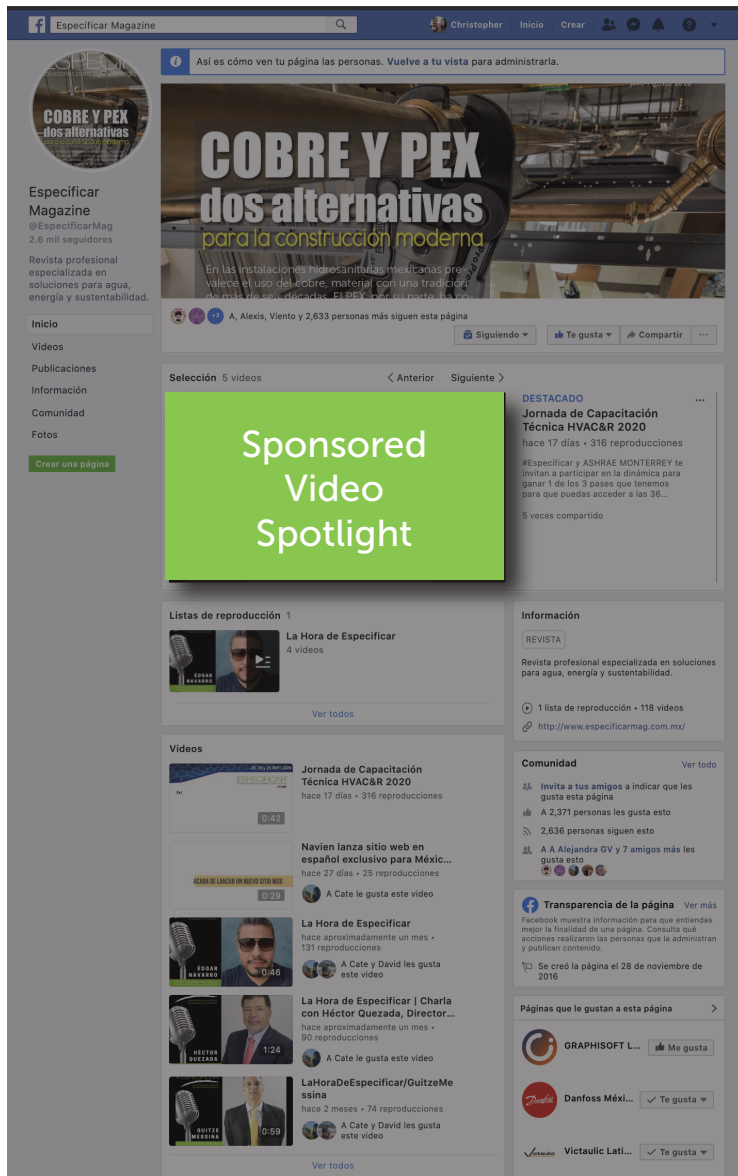


1,500
Average Monthly
Videos Played

3

SOCIAL MEDIA





Sponsored
video
\$400

Sponsored
post
\$250

Sponsored Video
Facebook Spotlight
\$700
monthly

It remains as the first post
on our Facebook profile
for one entire month.

Would you like your brand to
Stand Out on multiple Social Media
platforms?

We too! Let us help you out.

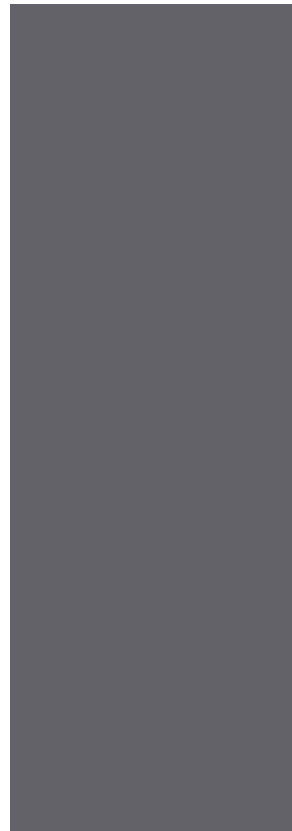
Campaigns on multiple Networks
amplify your brand reach.

Campaigns on multiple
networks start at \$1,000.

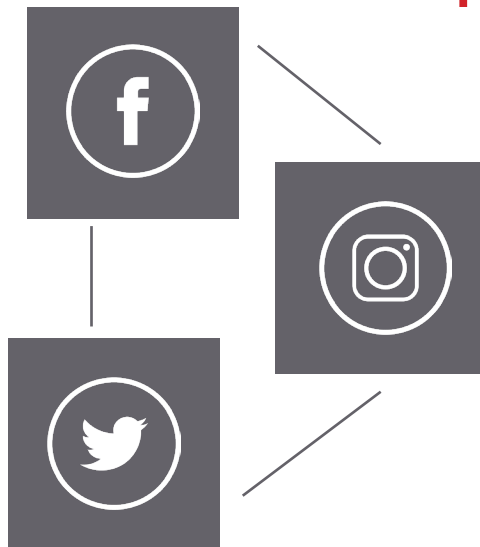
Website



Eblast



Social Media



DIGITAL CAMPAIGNS

\$2,500 gross

Our campaigns combine three different platforms to attain the largest possible exposure in a short period of time:

- Website
- Eblast
- Social Media



Keep in touch with your audience, even in confinement times.

Make sure your customers get the best knowledge about your products and solutions through our Live Webinar Services!



\$3,500 net

Transmitted through a private host, which can be accessed by as many users as necessary. It can also be re-transmitted with some seconds delay through Facebook Live, Instagram TV and Youtube, increasing the event's reach.

6

SPONSORSHIPS

MONTHLY

Platinum
\$4,500

Gold
\$3,000

Silver
\$2,000

Bronze
\$1,000

WEBSITE	EBLAST	SOCIAL MEDIA	CAMPAIGNS	WEBINARS
<ul style="list-style-type: none"> • LEADERBOARD • VIDEO • INNOVATION 	<ul style="list-style-type: none"> • 1 CUSTOM PER MONTH 	<ul style="list-style-type: none"> • 1 FACEBOOK VIDEO SPOTLIGHT • 2 POSTS PER MONTH 	<ul style="list-style-type: none"> • 6 PER YEAR 	<ul style="list-style-type: none"> • 6 PER YEAR
<ul style="list-style-type: none"> • LEADERBOARD • VIDEO 	<ul style="list-style-type: none"> • BANNERS ON 2 NEWSLETTERS PER MONTH 	<ul style="list-style-type: none"> • 2 POSTS PER MONTH 	<ul style="list-style-type: none"> • 4 PER YEAR 	<ul style="list-style-type: none"> • 4 PER YEAR
<ul style="list-style-type: none"> • BOOM BOX • INNOVATION 	<ul style="list-style-type: none"> • BANNERS ON 1 NEWSLETTER PER MONTH 	<ul style="list-style-type: none"> • 1 POST PER MONTH 		<ul style="list-style-type: none"> • 2 PER YEAR
<ul style="list-style-type: none"> • BOOM BOX 		<ul style="list-style-type: none"> • 1 POST PER MONTH 	<ul style="list-style-type: none"> • 1 PER YEAR 	



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ESPECIFICAR

Solutions for **Water**, **Energy** & **Sustainability!**

PHCP PROS

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