



THE LATEST NEWS OF PEOPLE, PRODUCTS
AND PRODUCTION PROCESSES

MEDIA KIT

INTRODUCTION - DYNAMIC MEXICO!

Mexico EMS is the Spanish weekly e-newsletter serving Mexico's vibrant electronics manufacturing industry. Mexico is:

- **12th largest economy** in the world.
- **2nd largest economy** in Latin America
- **#1 trade partner** with the United States
- **2nd largest exporter** of electronic products to the United States

Over 1,100 electronics manufacturing OEMs, suppliers and EMS service providers operate in Mexico, manufacturing and exporting \$150 Billion in electronics products. These include TVs, computers, household appliances, mobile phones, circuit boards and electronic devices, medical devices and automobiles and automotive parts, etc.



WHY MEXICO?

Mexico is one of the largest electronics manufacturing economies in the world and is the second largest exporter of electronics products to the USA. Besides the USMCA trade agreement with the US and Canada, Mexico has trade agreements with 48 other countries, putting over 90% of its trade under FTA's making it easy and cost-effective to move goods in and out of the country.

Mexico's electronics exports include TVs, computers, household appliances, mobile phones, circuit boards and electronic devices, medical devices and automobiles and automotive parts, etc.

THE INDUSTRIES

Automotive

BMW, Honda, General Motors, Ford, Toyota, Volkswagen, Kia, Nissan, Mazda, Hyundai

Electronics

Jabil, Sanmina, Foxconn, Flextronics, Bench, Celestica, Plexus, Sony, Toshiba, Panasonic, Dell, LG, Samsung, Emerson

Medical

Medtronic GE, Boston Scientific, Tyco, Becton Dickinson

WHY MEXICO?

DIVERSE ELECTRONICS MANUFACTURING MARKET

Mexico's electronics industries produce a wide range of products – flat screen TVs, 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, computer, 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. However, electronics manufacturing in Mexico is not limited to wholly owned subsidiaries.

In addition, many top tier and other EMS companies manufacture in Mexico including Foxconn, Flex, Jabil, Celestica, Sanmina, Benchmark, and Plexus.

HIGHLY TRAINED AND EDUCATED WORKER BASE

Mexico offers a highly educated and skilled work force graduating over 100,000 engineers annually from Mexico's colleges and technical schools.

LOWER COSTS

Labor costs in many cases are 10 - 30% lower than labor cost in China.

Mexico's proximity to the US means lower shipping costs for finished products to the biggest consumer market in the world.

When combined with faster delivery times, manufacturing in Mexico is generally more cost efficient than China.

INTELLECTUAL PROPERTY

Intellectual property is protected under Mexican law. Trademarked products are unlikely to be reproduced under unauthorized labels in Mexico, a common problem in China. The USMCA agreement enforces these protections.

OUR REACH

WE ARE THE IDEAL PLATFORM TO REACH MEXICO'S ELECTRONICS INDUSTRY

- ✓ Mexico EMS is the only Spanish language publication focused on Mexico's electronics assembly industry.
- ✓ An e-newsletter is a perfect vehicle for reaching the Mexican audience, which is ranked #3 in the world for being connected online socially. This is a market which routinely seeks and uses online information for managerial and technical decisions.
- ✓ Mexico EMS is published weekly, which gives advertisers four opportunities each month to have their ads in front of buyers and specifiers at OEM and EMS providers in all the manufacturing clusters across the country.
- ✓ Mexico's electronics industry is nationwide, but centered around manufacturing clusters in Tijuana, Baja California, Guadalajara, Queretaro, Mexico City, Chihuahua, Nuevo Leon. Mexico EMS has readers in all these manufacturing locations.
- ✓ High-cost expenditures usually require management approval at the corporate level, especially in Tier 1 EMS companies. But because Mexico encourages education and graduates over 100,000 engineers annually, buying and specifying decisions are increasingly being made at the operations level in this dynamic market. Mexico EMS reaches the design, test and process engineers who directly influence the purchase of materials and equipment.

CIRCULATION BY JOB FUNCTION

- 22%** Management
- 26%** Engineering
- 36%** Test & QC
- 8%** Purchasing
- 7%** Distributors and Representatives

TOTAL CIRCULATION

20,000

MEXICO EMS REACHES THE LEADING ELECTRONICS ASSEMBLY COMPANIES OPERATING IN MEXICO. THESE ARE SOME OF THEM:

BENCHMARK	FOXCONN
JABIL	CONTINENTAL
ROCKWELL	CELESTICA
DELPHI	SAMSUNG
KIMBALL ELECTRONICS	SENSATA
SANMINA	EMERSON
FLEX	YAZAKI
WHIRLPOOL	BOSE

EDITORIAL

Mexico EMS is the leading Spanish publication serving Mexico's electronics assembly industry. Mexico EMS reports the news of people, products and processes involved in electronic products manufacturing. Among these topics are:

Solder and Soldering	A.I.
Technology	Materials & Components
Pick & Place	Software and
Printing & Dispensing	Programming
Test & Inspection	Repair & Rework
Cleaning	Industry 4.0

Published Weekly, Mexico EMS gives you four opportunities each month to have your message in front of buyers and specifiers at OEMS and EMS providers.

SUBMISSIONS

Submit your press and news releases to Ron@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.



E-BLASTS

E-blasts are special issues of the newsletter that are solely devoted to a single company. E-blasts are the electronic version of direct mail. Perfect for new product introductions, in-depth profiles of your company or product line, or successful product application case studies.

E-blasts offer industry suppliers the opportunity to get their exclusive and detailed message to our full circulation.

The cost per blast is \$2,000 for non-advertisers.

There may be additional fees for translation of eblast materials. Consult publisher. Consult publisher for special rates and packages.



11:11 100%

MEXICO EMS

LAS ÚLTIMAS NOTICIAS DE PERSONAS, PRODUCTOS Y PROCESOS DE PRODUCCIÓN

Tomando a México: La Alianza de KYZEN y SMarTsol Technologies Fortalece a la Manufactura Electrónica Mexicana

Por Ron Friedman

KYZEN es un líder mundial en el suministro de productos químicos de limpieza de precisión que cumplen con RoHS y son responsables con el medio ambiente para industrias que van desde la electrónica y el empaquetado avanzado hasta el acabado de metales y aplicaciones aeroespaciales. Las innovadoras tecnologías de limpieza, la experiencia científica y la asistencia al cliente de la empresa han sido reconocidas repetidamente con los premios más prestigiosos de la industria.

A medida que crecía la industria mexicana de manufactura de productos electrónicos, KYZEN sabía que tenía la tecnología y los productos para ayudar a esas empresas con sus necesidades de limpieza, lo que proporcionaría una limpieza a un nivel que pocos habían visto antes. Entonces, la compañía estableció un equipo de cinco personas de tiempo completo en todo México para brindar productos de limpieza de precisión y apoyo. Con los pies en la tierra, el equipo proporciona las soluciones más efectivas para satisfacer – y exceder – las necesidades de los clientes.



El equipo de KYZEN de México, de izquierda a derecha, Luis Fernando Gazcón, Fernando Rueda, César Gazcón, Olga Martínez y Octavio Paredes

El equipo de KYZEN en México está dirigido por Fernando Rueda, como Gerente de Ventas, Américas - Electrónica e Industrial, Fernando ha estado con la compañía durante 15 años. El resto del equipo está compuesto por Olga Martínez, quien cubre Chihuahua y tiene siete años con la compañía; César Gazcón, responsable de México Central, con seis años en KYZEN; Luis Fernando Gazcón,

DEMOGRAPHICS

CIRCULATION
20,000

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

Bombardier Aerospace Mexico

Bose

Delphi

Flex

Foxconn

Honeywell Aerospace

Continental Corp.

Jabil

Kimball Electronics

Motorola

OnCore de Mexico

Plexus

Plantronics

Rockwell Automation

Sanmina

Sensata

Sigmatron

AD RATES

Mexico EMS is published in Spanish on Wednesdays. Advertisers have their choice of 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

All ad materials are due the Friday before publication.

ADVERTISING:

For questions about advertising contact Ron Friedman, Publisher at Ron@mexicoems.com or 860-805-5988

AD STYLE	1X	6X	12X
SIDE BAR	\$800	\$600	\$500
TOP SIDE BAR*	\$900	\$850	\$750
TEXT AD	\$800	\$750	\$700
TOP BANNER	\$1,400	\$1,300	\$1,200

E-BLASTS

Dedicated E-Blasts are special issues of the newsletter that are solely devoted to a single company. Perfect for new product introductions, in-depth profiles of a product or product line, or successful product application, etc.

\$2,500

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