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RED MIDIA

Printed and Digital Magazines:
 Tecnología Avipecuaria en Latinoamérica
 Cerdos-Swine Tecnología Internacional



WEBSITES:
www.midia.com.mx
www.midiathecavipec.com
www.mascotasdigital.com
www.ejecutivosdehoy.com

PRINTED MAGAZINES ○ ————— ○ **DIGITAL MAGAZINES**

Tecnología Avipecuaria en Latinoamérica
and Cerdos-Swine, Tecnología Internacional

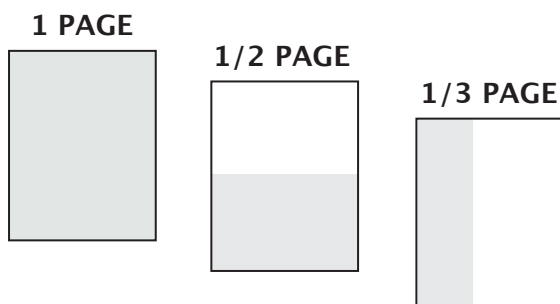
Specialized Publications in Spanish for producers, entrepreneurs and suppliers of the SWINE, POULTRY, FEED, VETERINARY and other industries related to the animal industry in Latin America.

During the year, **4 Special Issues** are printed and every month the digital Version or an exact reproduction of the ORIGINAL PRINTED version, including pages typeface and layout (articles and advertisements) is sent by E-MAIL fifteen days before the printed version is received by qualified subscribers. You can send us a list of e-mails of individuals or companies you would like us to send this digital version.

The magazine will be viewed in your screen with easily readable text, high quality images and in the same sequence as in the PRINTED VERSION or as you decide to select them.

Sizes ○ ————— ○

Trim size 8.268" x 10.63" (210 mm. x 270 mm)



Standard unit sizes:	Inches Width x Depth	Millimeters Width x Depth
1 PAGE	8.268" x 10.63"	210 x 270
1/2 Page, 3 cols. wide	8.268" x 5.118"	210 x 130
1/3 Page, 1 col. wide	2.953" x 10.63"	75 x 270

PRINTED MAGAZINES

Issue: April – May

XXXIII ANNUAL MEX. POULTRY SPECIALIST

April 29th thru May 3rd 2009
Acapulco, Guerrero

Issue: Pending

XLIV ANNUAL MEX. SWINE SPECIALIST

Issue: September

XXI LATINAMERICAN POULTRY CONGRESS 2009. (Cuba 2009).

Issue: December

IPE INTERNATIONAL POULTRY EXPO 2010
27 – 29 de January 2010, Atlanta, USA

DIGITAL MAGAZINES

FILE FORMAT. PDF files are the preferred format and should be PDF/X1A compliant for best results. To generate print quality PDFs it is important that the native file (QuarkXPress, Pagemaker, Adobe InDesign) is prepared correctly:

- 2 page spreads as single page files
- Set page size to final size of advertisement.
- Set bleeds 1/8” beyond trim.
- Keep live copy which should not be trimmed 3/8” from bleed edges.
- All images should be in CMYK color, 300 dpi resolution and placed at 100% size. Spot colors will be converted to CMYK (Publisher assumes no liability for conversion of non-CMYK color).
- Use Postscript type 1 fonts only. No True Type.
- Rules should be .5 pt or thicker.

Rates

USD

FREQUENCY	1X	2X
SIZE		
1 Page	1,200	1,400
1/2 Page	750	700
1/3 Page	480	460

FREQUENCY	3X	4X
SIZE		
1 Page	1,100	1,000
1/2 Page	660	640
1/3 Page	440	420

COVER / SPECIAL POSITION PREMIUMS

Logo on Cover	700 usd
2nd. Cover	1,400
3rd. Cover	1,350
4th. Cover	1,400

USD

FREQUENCY	1X	3X
SIZE		
1 Page	720	684
1/2 Page	480	464
1/3 Page	302	288

FREQUENCY	6X	12X
SIZE		
1 Page	648	612
1/2 Page	450	414
1/3 Page	276	258

COVER / SPECIAL POSITION PREMIUMS

Cover	1,200
2nd. Cover	1,008
3rd. Cover	864
4th. Cover	1,154

2-Page spread 1.5 x single page rate. Price per month.
NOTE: Ads can be published in only one magazine or both.

2009 ADVERTISING & PLANNING CALENDAR

Month	Emphasis	Advertising Deadline
January	Atlanta Report/Additives	November 5, 2008
February	Genetics/Reproduction	January 5, 2009
March	Nutrition/Feeding	February 5, 2009
April	Animal Mgt/Mexico Poultry Specialists	March 5, 2009
May	Processing/Equipment	April 5, 2009
June	Prevention & Health	May 5, 2009
July	Biotechnology/Mexico Swine Specialists	June 5, 2009
August	Further Processing	July 3, 2009
September	Latin American Poultry Congress (Cuba 2009)	August 7, 2009
October	Animal Production/Incubation	September 4, 2009
November	Latin American Supplier Directory	October 3, 2009
December	IPE-AFIA Atlanta 2010	November 1, 2009

WEBSITES

www.redmidia.com

All these **Websites** and **DIGITAL Magazines** can be accessed from our **Institutional page: www.redmidia.com**. Data and cross references are found in a logical sequence. You will find that it takes LESS time and effort to click to go from page to page in a **DIGITAL MAGAZINE** than to turn from page to page in a printed magazine and ALL IN THE COMFORT OF YOUR COMPUTER'S SCREEN.

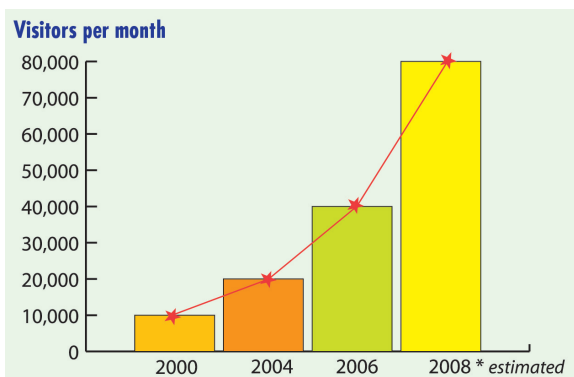
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www.midiathecavipec.com
Poultry, Feed & Swine since 2002

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Pets website since 2006

www.ejecutivosdehoy.com
Headhunting since 2004

LOCATION AND NUMBER OF VISITORS (2008)

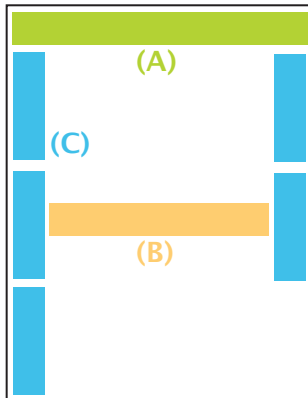


www.midia.com.mx
Multidisciplinary website since 1999

www.midiathecavipec.com
Poultry, Feed & Swine since 2002

Website Banners

Banner location Map



* Prices are net.

Website and banner stats will be available upon request every 30 days

A) Leader Board (728 x 92 px)

1 month	\$ 190
3 months	\$ 518
6 months	\$ 880
1 year	\$1,760

B) Full Banner (468 x 60 px)

1 month	\$ 165
3 months	\$ 495
6 months	\$ 825
1 year	\$1,430

C) Vertical Banner (120 x 240 px)

1 month	\$ 137
3 months	\$ 330
6 months	\$ 605
1 year	\$1,100

Banners must be send in jpg, flash, gif or animated gif, without sounds, at 72 dpi resolution, 24-bit RGB color.

Biweekly Communiqué sent to 20,000 subscribers via e-mail

1 month	100
3 months	250
6 months	450
1 year	900

For more information on:

Biweekly Communiqué Sponsorships and Exclusive Sections

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