

VAPEO EN MÉXICO
VAPEMEX
Magazine

YOUR VAPE MAGAZINE
IN MÉXICO

MEDIA KIT
2020



www.vapemexmagazine.com



V A P E O E N M É X I C O

VAPEMEX

Magazine

VAPEMEX MAGAZINE is a vape magazine distributed in spanish to every vape shop in México. Our goal is to help your brand reach all vapers and shop owners in México, and, in doing so, to create demand for your products.

Also we have presence with physical magazines in Colombia.

A digital version is also available for spanish-speaking vapers around the world to enjoy. Vapemex Magazine Online is the official vape trade publication that reaches a potential 500 million spanish-speaking readers across 21 countries, spanning South, Central and North America, as well as Europe.

MISSION **STATEMENT**

V A P E O E N M É X I C O

VAPEMEX

Magazine

Circulation

Print-run	7,500
Stores	50%
Expos	30%
Special events	10%
Homes	5%
Influencers	5%

Habits, tastes and interests

Our target audience is young people, including many different socioeconomic backgrounds, but focusing on high and middle-high income, willing to change their lifestyle no matter the cost, and also interested in trending technology and consumer goods.

The broad variety of products and prices in the vaping industry helps bring about readers from every gender and socioeconomic background.



READER'S PROFILE

AD PRICING

*Prices in U.S. dollars (USD)

	PER ISSUE	2X PRICING -10%	3X PRICING -20%	4X PRICING -30%
DOUBLE SPREAD	\$1,250	\$1,125	\$1,000	\$875
FULL PAGE	\$800	\$720	\$640	\$560
2/3 PAGE	\$550	\$495	\$440	\$385
1/2 PAGE	\$450	\$405	\$360	\$315
1/3 PAGE	\$300	\$270	\$240	\$210
1/4 PAGE	\$250	\$225	\$200	\$175
1/6 BANNER	\$50			

FRONT COVER

\$2,200

No discount applicable
Includes 4 pages**.

INSIDE FRONT COVER

\$1,400

No discount applicable. Includes the first page
from the right so you can create a spread.

BACK COVER

\$1,400

No discount applicable.

INSIDE BACK COVER

\$900

No discount applicable.

SPONSORED REVIEW

\$100

5 samples needed.
Includes 1 page.
(only 1 per magazine)

PAYMENT OPTIONS

WIRE USA
TRANSFER MX
PAYPAL + FEE

All represented vaping/trade associations will receive a 40% discount on any purchased ad space alongside their content contributions. From all of us at Vapemex Magazine, thank you for all that you do for the industry. **Conditions apply. All invoices can be billed in Mexican pesos (MXN) or U.S. dollars (USD). Taxes may apply. International contracts are billed full rate, with 0% tax included.



V A P E O E N M É X I C O **VAPEMEX** *Magazine*

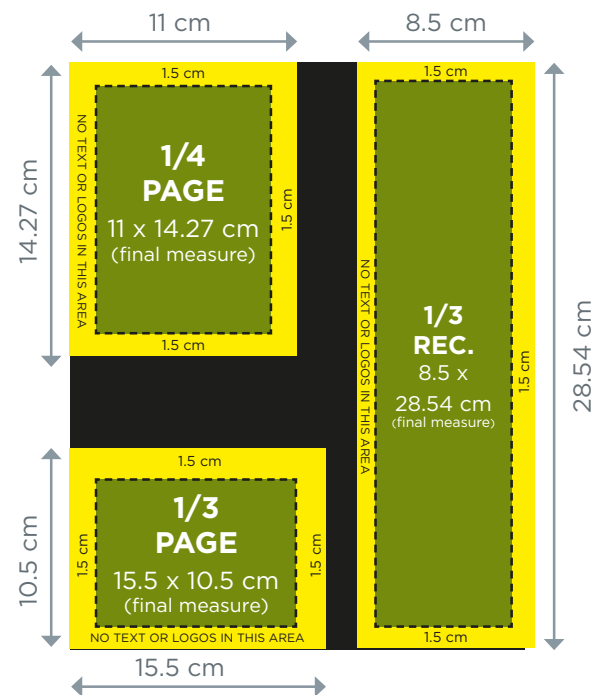
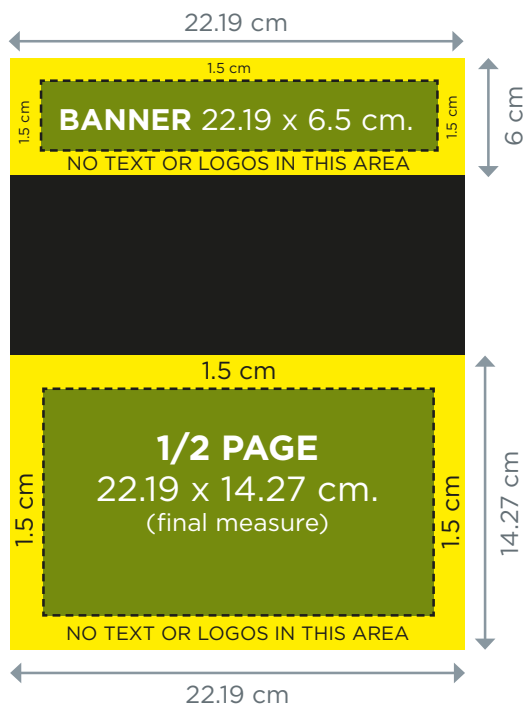
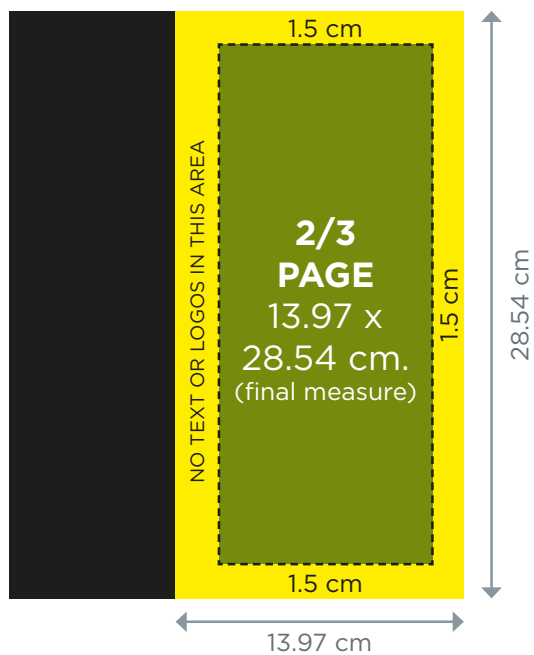
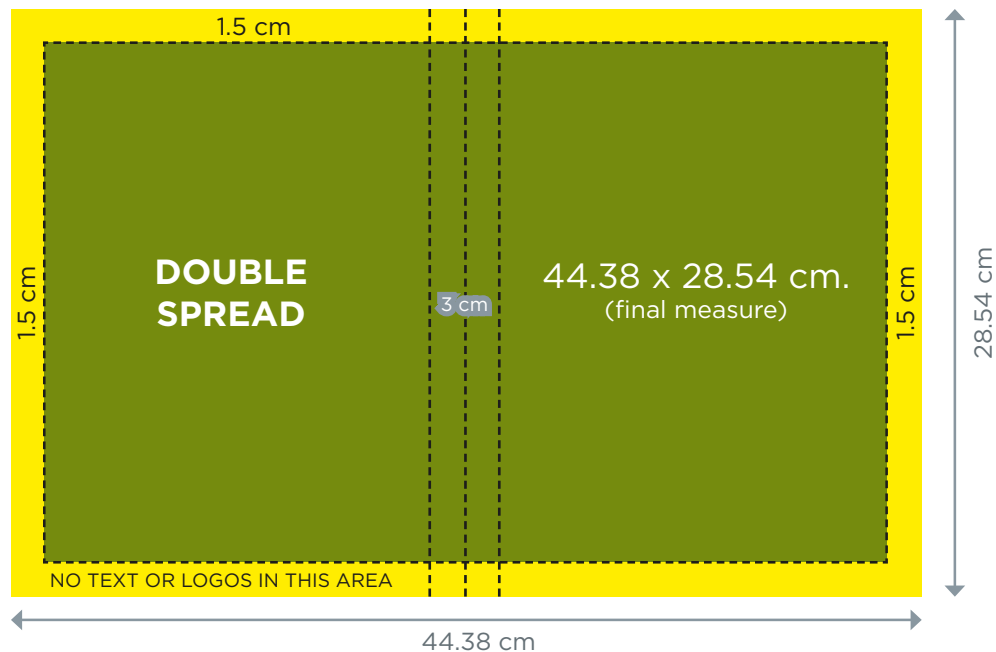
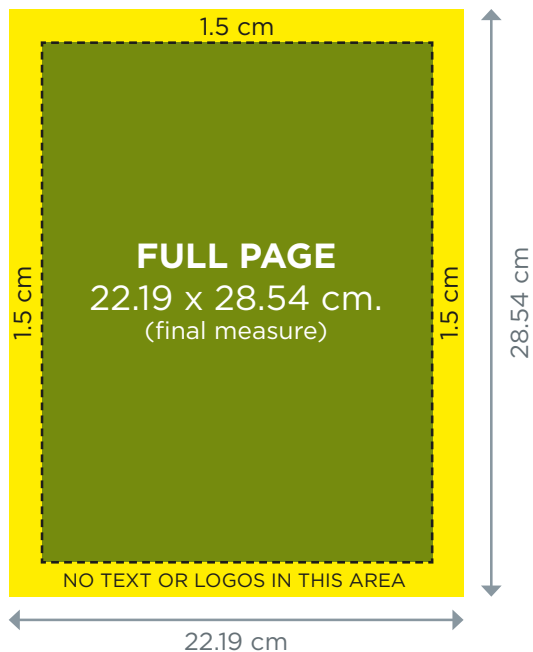
AD REQUIREMENTS & MEDIA TYPES:

- We strongly suggest the use of Adobe Illustrator with all text converted to curves
- Support files should be in TIFF, EPS or hi-res JPG formats
- Output resolution should be 300 ppi / CMYK
- All provided advertisements should have a bleed of 1.5 centimeters all the way around the ad's dimensions

Each quarterly issue picks one tradeshow and designates additional marketing efforts to it, in order to reach locals interested in switching from smoking to vaping. This involves sending direct mailings to businesses with lounges, so they can have magazines for casual reading. This kind of issues includes an insert with specials and two tickets!

WEBSITE BANNER ADVERTISING FREE IN 2020
TO ALL FULL OR DOUBLE PAGE ADVERTISERS!

AD REQUIREMENTS



IMPORTANT: Before submitting your ad please review the following specifications.
NOTE: The 1.5 cm frame is just a reference, it should not be included in the ad sent.

EXAMPLE AD



FULL PAGE 22.19 x 28.54 cm.
(final measure)



IMPORTANT Do not put relevant information in the area of overflow or bleeding.

AD DIMENSIONS

Social media marketing

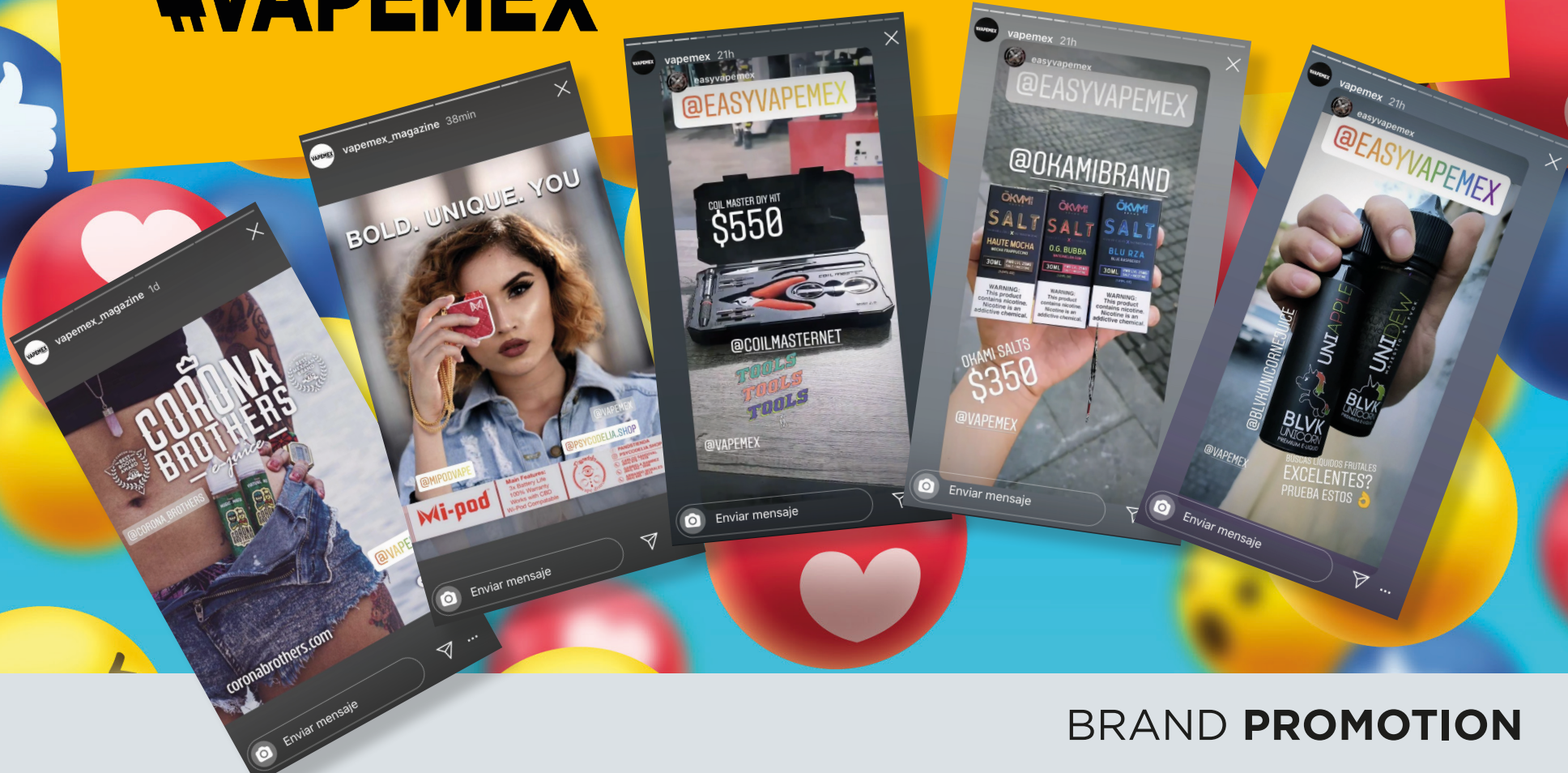
included with all ADs in 2020!

#VAPEMEX

Send us a post's worth of lifestyle content formatted for Instagram or Facebook during the design process for your ad in Vapemex Magazine, and we will post it to our social media accounts, for #VAPEMEX's growing audience to interact with it!

Our main target is México. More than 70% of our Instagram know-how is aimed at the biggest cities in the country.

Our goal is to help the vaping culture grow in México, and convert, for starters, at least one million of smokers into vapers, from the 14.9 million smokers that there were in México in 2017, according to data from Tobacco Reporter.



BRAND PROMOTION

Collaborate
with
V A P E O E N M É X I C O
VAPEMEX!
Magazine

**Are you a creative writer,
an amazing photographer
or a charismatic YouTuber?**

Contact us and join the team!
chris@vapemexmagazine.com
We want to grow together by
sharing experiences and stories.


Vape articles: 2 pages long


Lifestyle photos: Minimum size 4 Mb


YouTube videos: Examples, How-to's,
informative, reviews or shout-outs to
#Vapemex. Length: 2-12 minutes.





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 @vapemex_magazine

 @vapemex

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CONTACT