

the fabricator[®] *en Español*

La publicación oficial de Fabricators & Manufacturers Association, Intl.[®] 

www.thefabricator.com/espanol

An official publication
of FABTECH Mexico



In Print Online In Person

YOUR DEPENDABLE MARKETING CHANNEL

If you try to keep up with recent trade news involving the U.S. and its neighbors, you might be hard-pressed to figure out what is going to occur next. The only thing you can predict is unpredictability in trade relations.

In this current state of uncertainty, however, *The FABRICATOR en Español* remains your conduit to Mexican metal manufacturers. It has grown for more than 12 years to become the No. 1 trade publication serving the Mexican metal fabricating market. The publication's commitment to delivering the technology coverage and process improvement tips that help fabricating operations run more efficiently is unrivaled in the marketplace.

Despite potential changes in the U.S.-Mexico manufacturing relationship, manufacturing momentum is nowhere close to slowing down in Mexico. The country has 10 free trade agreements with 45 countries in place. Even if the North American Free Trade Agreement is altered, Mexico is solidifying its place as a manufacturing hub for the world.

That's why *The FABRICATOR en Español* is important to the Mexican metal fabrication market. It's the resource that connects Mexican manufacturing companies with the thought leaders and technology experts that have ideas that can transform an organization. Mexican companies have a thirst for this information, and *The FABRICATOR en Español* aims to quench it.



Dan Davis
Editor-in-Chief



Dan Davis is editor-in-chief of *The FABRICATOR*, the industry's most widely circulated metal fabricating and forming magazine, and its sister publications, *STAMPING Journal*, *The Tube & Pipe Journal*, and *The WELDER*. He has been with the publication since April 2002.

He has written about U.S. manufacturing trends and issues since 1993. During that time he has covered appliance manufacturing, the finishing industry, and manufacturing and business software development. During those years he has traveled extensively throughout the U.S. and Europe, visiting manufacturing facilities and attending the world's most important manufacturing events.

He is a 1990 Louisiana State University journalism graduate. He lives with his wife and two children in Crystal Lake, Ill.

- **SPRING**
Ad Close: 2-25-19
Ad Material: 3-4-19
- ▶ **FORMING**
Press Brakes
- ▶ **FABRICATING**
Laser Cutting
- ▶ **WELDING**
Welding Safety
- ▶ **SPECIAL FOCUS**
FABTECH Mexico Preview
- ▶ **BUYERS' GUIDE**
Punching
- ▶ **ADVERTISER BONUS**
FABTECH Mexico Package

- **SUMMER**
Ad Close: 5-27-19
Ad Material: 6-3-19
- ▶ **FORMING**
Lean Bending Strategies
- ▶ **FABRICATING**
Waterjet Cutting
- ▶ **WELDING**
Gas Tungsten Arc Welding
- ▶ **SPECIAL FOCUS**
FABTECH Recap
- ▶ **ADVERTISER BONUS**
Fabricating Technology Directory

- **FALL**
Ad Close: 8-26-19
Ad Material: 9-3-19
- ▶ **FORMING**
Quality Assurance in Bending
- ▶ **FABRICATING**
Laser Cutting
- ▶ **WELDING**
Robotic Welding
- ▶ **SPECIAL FOCUS**
Lean Manufacturing
- ▶ **BUYERS' GUIDE**
2-D Laser Cutting
- ▶ **ADVERTISER BONUS**
FABTECH Bonus Distribution

- **WINTER**
Ad Close: 11-4-19
Ad Material: 11-11-19
- ▶ **FORMING**
Bending Tooling
- ▶ **FABRICATING**
Plasma Cutting
- ▶ **WELDING**
Gas Metal Arc Welding
- ▶ **SPECIAL FOCUS**
Structural Steel Fabricating
- ▶ **BUYERS' GUIDE**
Press Brake
- ▶ **ADVERTISER BONUS**
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*Dates subject to change.
Published quarterly. If proofs are required or copy is to be set, material must be received five days earlier than material due date. Cancellations accepted up to closing date only.
• Note: Buyers' Guide deadlines are four weeks before issue advertising deadlines. The publisher of The FABRICATOR en Español reserves the right to amend this schedule if necessary.*

■ APPEARING EACH ISSUE:

- ▶ **EDITOR'S CORNER**
Editor-in-Chief Dan Davis shares his opinions on issues affecting Mexican metal fabricators.
- ▶ **PRODUCT NEWS**
The latest metal fabricating and forming technologies are highlighted.

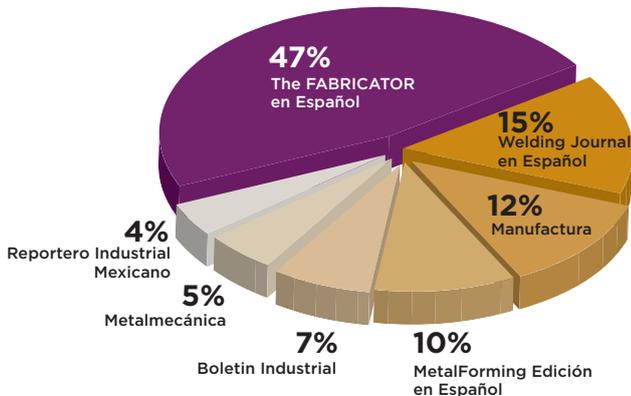
■ TRADESHOWS TO REMEMBER:

- ▶ **FABTECH MEXICO**, Monterrey, Mexico, May 7-9
- ▶ **FABTECH**, Chicago, Nov. 11-14

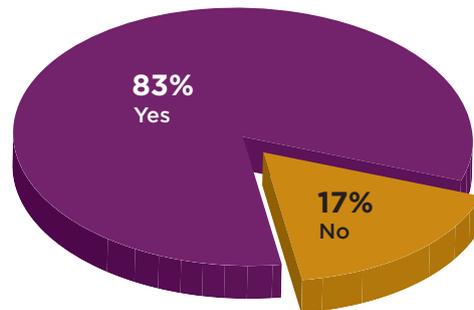
The FABRICATOR en Español reaches more than 20,000 qualified subscribers

The FABRICATOR en Español: The preferred magazine in the industry by a margin of more than 2-1!

"If you could receive only one publication, which would you choose?"



"When you are going to purchase fabricating equipment, does The FABRICATOR en Español help you make your decision?"



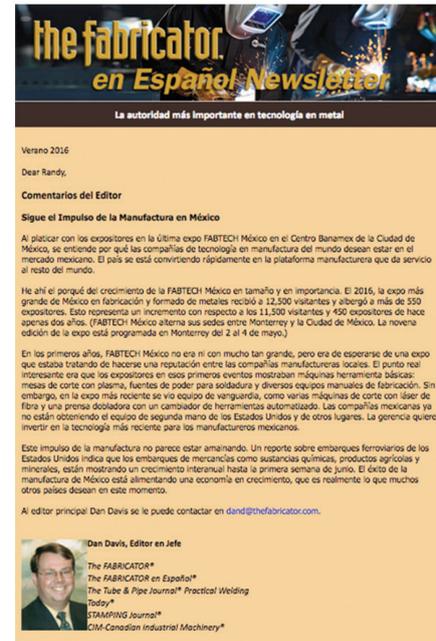
Source: March 2017 Readership Survey

The FABRICATOR en Español e-newsletter

The FABRICATOR en Español e-newsletter is a quarterly e-newsletter dedicated to Mexico's fabricating technology news. The e-newsletter features the same topnotch editorial coverage seen in the print version and will reach more than 4,000 of your target prospects and customers!

| Advertising Opportunities | | |
|---------------------------|-----------------------------|-----------|
| 1 Leaderboard Banner Ad | 650 x 90 pixels | \$495 net |
| 2 Square Banner Ad | 300 x 300 pixels | \$325 net |
| 3 Rectangle Banner Ad | 300 x 150 pixels | \$395 net |
| 4 Text/Contextual Ad | 25-50 words, high-res photo | \$495 net |

| The FABRICATOR en Español e-newsletter schedule | | |
|---|-----------|------------|
| | Ad Close | Mail |
| Winter | 1/2/2019 | 1/9/2019 |
| Spring | 4/2/2019 | 4/9/2019 |
| Summer | 6/28/2019 | 7/5/2019 |
| Fall | 10/3/2019 | 10/10/2019 |



THE FABRICATOR EN ESPAÑOL TESTIMONIALS

"Excellent information for those who are interested in applying new technologies and improving their company."

"It is a source of indispensable information and well written."

"Very useful and provides information that helps in making decisions both in the purchase of equipment and in solutions to perform a job."

"It is very helpful as it presents situations and new technologies applied in the industry."

"It has helped me to see what else can be done with my teams and where I could direct my efforts."

"Excellent publication."

"Good magazine with good articles."

"It's an excellent magazine because it helps me make the right decisions."