



INDUAMBIENTE

Is the environmental history of Chile

2021
PROGRAMMING
RATES

Leader in Technical-Environmental Communication

InduAmbiente magazine is the most important magazine specialized in environment, energy efficiency and sustainability in Chile. It's edited by Comunicaciones Tiempo Nuevo S.A., which develops high level graphics and journalistic products and services. These are, at the same time, an excellent advertising platform for whom offer environmental and sustainable solutions, as described below.

INDUAMBIENTE MAGAZINE

Printed and digital magazine that, since 1993, provides useful technical information so that the productive sectors can prevent and solve the problems of environmental pollution, as well as in the areas of energy, industrial safety and occupational health. In this context, it opens spaces for companies and organizations to highlight their solutions and progress in these areas, by publishing advertising ads and / or advertorials (see table of Values).

Reader Profile

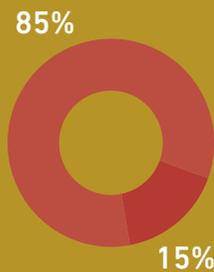
InduAmbiente is distributed to more than 10,000 professionals, specialists and technicians who carry out managerial, executive and operational tasks in industries and companies of various fields. Also, to authorities and representatives of public and private institutions.

Distribution

- Industries and companies in various productive areas: Mining, agro-industry, forestry, aquaculture, chemical, sanitary, construction, energy, transportation, etc. (85%).
- Government, educational, municipal, union and professional institutions, among others (15%).

Circulation

Bimonthly
(6 issues a year)
Quantity
13.500 copies
Format
21 x 27 cms.



Programming 2021

Edition	Special	Technical Report	Months	Digital Publication	Publication
168	Wastes and Circular Economy	Consultance and Training	January/February	February 2nd	February 11st
169	Mining Industry and Expomin	Industrial Safety and Occupational Health	March/April	April 9th	April 19th
170	Climate Change and Sustainability	Control of Emissions and Odors	May/June	June 16th	June 28th
171	Energy, Transportation and Electromobility	Pumps and Valves	July/August	August 18th	August 30th
172	Agribusiness and Food	Labs and Instrumentation	September/October	October 15th	October 26th
173	Water Management and Treatment	Chemical Products and Solutions	November/December	December 16th	December 28th

Advertising Rates per Edition

Location/Size	Price	Format (cms. width by height)
Back Cover	\$ 2.480.000	21 x 27 (Cut)
Drop-down Cover	\$ 3.800.000	42 x 27 (Cut)
Covers 2 and 3	\$ 1.980.000	21 x 27 (Cut)
Double Page	\$ 2.700.000	42 x 27 (Cut)
Inner Page	\$ 1.450.000	21 x 27 (Cut)
2/3 of the Page	\$ 1.200.000	13 x 27 (Cut - Vertical)
1/2 of the Page	\$ 890.000	21 x 13 (Cut - Horizontal) 10 x 27 (Cut - Vertical)
1/3 of the Page	\$ 690.000	7 x 27 (Cut - Vertical)
1/4 of the Page	\$ 495.000	8,5 x 11,5 (Box)
Insert Circulation	\$ 1.450.000	
Belt Advertising	\$ 1.800.000	50 x 7 (Cut)
Bookmark Advertising	\$ 1.900.000	9 x 30 (Cut)

Advertorials

1 page	\$ 1.480.000
Additional Page	\$ 920.000

Magazine Subscription

Annual (6 issues)	\$ 45.000
Rate includes dispatch	

* These values do not include IVA (local tax) nor Agency Commission.
* Payment at 30 days, from the date of invoice issuance.

Technical Recommendations

AAdvertising ads to the cut must add a surplus of 5 mm. by the outline, in which the backgrounds that the graphic piece has must be included. For 1-page ads, text and images must be at least 1.5 cm apart from the cutting line, whereas in 1/3, 2/3 and 1/2 page ads should be a minimum of 6 mm. of the cut.

WEBSITE AND SOCIAL NETWORKING

Through induambiente.com and the main social networks, InduAmbiente strengthens its communicational leadership and advertising platform.



Website Rates

Banner Gold (Lateral Upper):
360 pixels wide by 250 pixels tall
Monthly **\$ 400.000**

Banner Silver (Lateral Lower):
360 pixels wide by 250 pixels tall
Monthly **\$ 350.000**

Banner Bronze (Extended):
1.140 pixels wide by 130 pixels tall
Monthly **\$ 300.000**

Banner Inner Page (Top Extended):
1.140 pixels wide by 130 pixels tall
Monthly **\$ 400.000**

Banner Pop-up:
800 pixels wide by 600 pixels tall
Daily **\$ 70.000**

Technical Articles:
Dissemination of products, equipment, technologies and environmental services (articles and videos).
Permanent **\$ 450.000**

Corporate Events:
This service includes photo record and journalistic coverage.
Per event **\$ 450.000**

Mobile Version Rate:
Monthly **\$ 400.000**

These values do not consider IVA (local tax).

ORGANIZATION OF EVENTS

InduAmbiente performs technical seminars, training courses and talks on various environmental, energy, industrial safety and occupational health issues.

High level events have been held in different cities of the country (Santiago, Concepción, Antofagasta, Iquique, Puerto Montt, La Serena, Viña del Mar, Chillán, Talca and Temuco), in different modalities, according to market requirements and of the companies with which alliances are established for developing these meetings.



GRAPHIC AND JOURNALISTIC SERVICES

An experienced team of professionals provides content editing, graphic design and photography services for the preparation of publications and printed and digital artworks, such as books, environmental reports, brochures, logos, flag banners, advertisements, e-mailings and newsletters.



DIRECTORIES

Comunicaciones Tiempo Nuevo S.A. edits other specialized periodical publications:

- Directory of Persons "Who is Who in Environment and Sustainability".
- Commercial Directory of Suppliers of Products, Equipment, Technologies and Environmental and Energy Services.



INDUAMBIENTE Webinar

The organization of online seminars that address key technical issues for the sustainable development of Chile, opens spaces for companies to show, through videos and talks, their environmental and energy solutions.



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