



PROGRAMMING
RATES

2020



INDUAMBIENTE

Is the environmental history of Chile

Leader in Technical-Environmental Communication

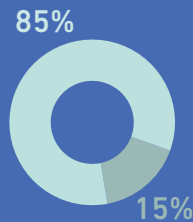
InduAmbiente magazine, since 1993, is the most important technical magazine specialized in environment, efficiency energy and sustainability in Chile. It is edited by Comunicaciones Tiempo Nuevo S.A., in two formats, printed and digital. With wide prestige and scope, it is complemented and enhanced by the website www.induambiente.com; a strong presence in social media, plus other various communication services.

Its objective is to provide useful technical information so that the productive sectors can prevent and solve environmental pollution problems, as well as in the areas of energy, safety and occupational health. InduAmbiente is an excellent advertising platform for companies and organizations that seek to promote and spread their solutions and achievements in the areas indicated, through the publication of ads and / or advertising reports (see value chart).



Circulation

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



Reader Profile

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

Distribution

Mainly free of charge to the following sectors:

- Industries and companies from diverse productive areas: mining, agribusiness, forestry, aquaculture, chemical, petrochemical, sanitary, irrigation, construction, energy, transportation, etc. (85%).
- Government, educational, municipal, trade and professional institutions; foreign trade and embassies, among others (15%).

Programming 2020

Edition	Special	Technical Report	Months	Closing	Publication
162	Wastes and Circular Economy	Consultance and Services	January/February	January 23rd	February 10th
163	Mining Industry and Expomin	Boilers and Burners	March/April	April 8th	April 20nd
164	Climate Change and Sustainability	Control of Emissions and Odors	May/June	June 2nd	June 15th
165	Energy, Transportation and Electromobility	Pumps and Valves	July/August	August 4th	August 17th
166	Agribusiness and Forestry	Labs and Instrumentation	September/October	October 6th	October 19th
167	Management and Treatment of Water	Chemical Products and Solutions	November/December	December 1st	December 14th

Advertising Rates per Edition

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

Advertising Articles

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.

WEBSITE AND SOCIAL NETWORKS

Through the site www.induambiente.com and the main social networks, InduAmbiente strengthens its communication leadership.



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 **\$ 300.000**

Banner Bronze (Extended):
1.140 pixels wide by 92 pixels tall
Monthly **\$ 280.000**

Banner Inner Page (Top Extended):
1.140 pixels wide by 130 pixels tall
Monthly **\$ 350.000**

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

Technical Articles:
Dissemination of products, equipment, technologies and environmental services (texts and videos). **\$ 350.000**

Corporate Events:
This service includes photo record and journalistic coverage.
Per event **\$ 300.000**

These values do not consider IVA (local tax). The banner design must be provided by the customer and weighing no more than 250 kb. If necessary, InduAmbiente may provide the design service.

Technical Recommendations

Advertising ads to the cut must add a surplus of 5 mm. by the outline, in which it is necessary to include the backgrounds that the graphic piece includes. In the 1-page ads, texts and images must be a minimum of 1,5 cm. from the line of cut, while in the ads of 1/3, 2/3 and 1/2 page should be to a minimum of 6 mm. from the cut.

ORGANIZATION OF SEMINARS AND EVENTS

InduAmbiente performs technical seminars, training courses and talks on various environmental, energy, 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 the development of 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 website banners.



DIRECTORIES

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

- Directory of Persons "Who is Who in Environment and Sustainability": 4th Edition in preparation, to be published in 2020.
- Commercial Directory of Suppliers of Products, Equipment, Technologies and Environmental and Energy Services (5th Digital Edition in programming).



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