

LEADER IN TECHNICAL-ENVIRONMENTAL COMMUNICATION

# INDUAMBIENTE

*Es la historia ambiental de Chile*



PROGRAMMING 2024

# Leader in Technical-Environmental Communication

InduAmbiente 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.



## Circulation

**Bimonthly**  
(6 issues a year)

**Quantity**  
13.500 copies

**Format**  
21 x 27 cms.

## INDUAMBIENTE MAGAZINE

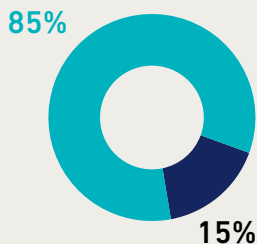
Printed and digital magazine that, since 1993, provides useful technical information so that the productive sectors can prevent and solve the problems of environmental pollution, as well as in the areas of energy, industrial safety and occupational health. In this context, it opens spaces for companies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

## 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%).



# Programming 2024

Edition Months	Main Topics	Digital Publishing	Print Circulation
<b>186</b> January/February	Special: <b>WASTES AND CIRCULAR ECONOMY</b> Technical Report: <b>CONSULTANCE AND TRAINING</b> Featured: <b>FISHING AND AQUACULTURE</b>	February 13th	February 26th
<b>187</b> March/April	Special: <b>CLIMATE CHANGE</b> Technical Report: <b>ODORS AND NOISE</b> Featured: <b>AGRIBUSINESS AND FOOD</b>	April 18th	April 29th
<b>188</b> May/June	Special: <b>MINING AND EXPONOR</b> Technical Report: <b>PUMPS AND VALVES</b> Featured: <b>FUELS AND GREEN HYDROGEN</b>	June 17th	June 27th
<b>189</b> July/August	Special: <b>SUSTAINABILITY AND COMMUNITY RELATIONS</b> Technical Report: <b>ENVIRONMENTAL REMEDIATION</b> Featured: <b>WATER EFFICIENCY</b>	August 20th	August 27th
<b>190</b> September/October	Special: <b>ENERGY, TRANSPORTATION AND ELECTROMOBILITY</b> Technical Report: <b>ATMOSPHERIC EMISSIONS CONTROL</b> Featured: <b>FORESTRY AND PULP</b>	October 21th	October 29th
<b>191</b> November/December	Special: <b>WATER MANAGEMENT AND TREATMENT</b> Technical Report: <b>LABORATORIES AND INSTRUMENTATION</b> Featured: <b>CHEMICAL INDUSTRY</b>	December 19th	December 27th

## Advertising Sizes

Location	Size (cms. width by height)	
Back Cover	21 x 27 (Cut)	
Drop-down Cover	42 x 27 (Cut)	
Covers 2 and 3	21 x 27 (Cut)	
Double Page	42 x 27 (Cut)	
Inner Page	21 x 27 (Cut)	
2/3 of the Page	13 x 27 (Cut - Vertical)	
1/2 of the Page	21 x 13 (Cut - Horizontal)	
	10 x 27 (Cut - Vertical)	
1/3 of the Page	7 x 27 (Cut - Vertical)	
1/4 of the Page	8,5 x 11,5 (Box)	

### Technical Recommendations

AAAdvertising 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 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.

### Observations

The design of advertisements is the responsibility of the client. In special cases, InduAmbiente can collaborate in the design of originals, which can only be published in Editorial Comunicaciones Tiempo Nuevo S.A. products.



## WEBSITE AND SOCIAL NETWORKING

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



### Website Sizes

#### Banner Gold (Lateral Upper):

360 pixels wide by 250 pixels tall

#### Banner Silver (Lateral Lower):

360 pixels wide by 250 pixels tall

#### Banner Bronze (Extended):

1.140 pixels wide by 130 pixels tall

#### Banner Inner Page (Top Extended):

1.140 pixels wide by 130 pixels tall

#### Banner Pop-up:

800 pixels wide by 600 pixels tall

#### Technical Articles:

Dissemination of products, equipment, technologies and environmental services (articles and videos).

#### Corporate Events:

This service includes photo record and journalistic coverage.

Mobile Version

## 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.



# INDUAMBIENTE

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.



## 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.



## Commercial Department

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