

SIGNS OF THE TIMES & SCREEN PRINTING

S&S

en español

impresión digital • rotulación • serigrafía

2012

Marketing Planner

CON
CEPTO
Comunicación



Our brand mission.

Signs of the Times & Screen Printing en español is the brand that provides the necessary connections between the graphic-arts professionals from all of Latin America to manufacturers and suppliers around the world. Our printed and digital magazines, combined with graficosdehoy.com and our weekly e-newsletter, are the tools tens of thousands of engaged professionals seek to get the latest news, industry trends, technical information and sound business advice. S&S is the most respected brand serving this market with the best of what its readers need.

Extensive brand reach.

S&S en español offers the most innovative and effective ways to connect with a highly-qualified audience of signage and graphics professionals. With more than **1.1 million annual touch points**, our brand extensions allow you to reach your target customers when, where and how they want to be reached.

PRINT

39,900 total bimonthly reach

10,500 print subscribers

29,400 pass-along¹

79% of S&S subscribers pass their magazine to 3.54 additional people, giving you a total reach of 39,900 prospects.

DIGITAL EDITION

An interactive replica of the print magazine, with searchability, hot links to advertiser sites, and bonus content such as audio, video, and animation. The S&S digital edition is distributed to **20,655** industry professionals³ through e-mail and is also posted on graficosdehoy.com, which leads to an extended shelf-life for each issue.

ONLINE

GRAFICOSDEHOY.COM is the leading B2B website among signmakers, screen printers and digital-printing companies in the Spanish-speaking community. With over **4,500** monthly visits, this highly trafficked site provides an average of **40,000** monthly ad impressions.²

THE S&S E-NEWSLETTER

THE S&S NOTICIAS showcases timely news, trends and information. Your ad reaches more than **13,000** motivated graphics professionals seeking new products and inspirational ideas every week.³

TRADE SHOWS

Your print ad reaches more than 2,000 buyers at the most attended industry shows worldwide including: Graphics of the Americas / FESPA Digital / Gráfica del Caribe / ISA / Expopublicitas / Expografika / Mexigrafika / FESPA Mexico / SGIA / Grafınca & Publicity Show

S&S COMMUNITIES

S&S en español has a growing presence on Facebook, LinkedIn and Twitter, connecting graphics professionals and vendors throughout Latin America and Spain. As social networking among our audience increases, users will review S&S communities for timely news, products and, ultimately, lifetime networking.

¹ Spring 2011 S&S en español Reader Survey

² Google Analytics: Based on 12-month average

³ Publisher's own data; Based on 6-month average

An **engaged** audience.

S&S *en español* is the **only** Spanish language brand serving signage and graphics professionals throughout Latin America.

THE S&S AUDIENCE IS...

DIVERSIFIED¹

Digital Printing	68%
Sign Manufacturing	61%
Textile Screen Printing	40%
Graphic Screen Printing	38%
Other Imaging Processes	31%

99%

OF THE S&S AUDIENCE IS ACTIVELY INVOLVED IN ONE OR MORE OF THESE CORE MARKETS

AUTHORITATIVE¹

Management Level Titles	85%
Production Director or Higher	77%
Makes, Approves, or Authorizes Purchases	67%
Owner/President.....	60%
Recommends Brands/Collects Data	31%

69%

PLAN TO PURCHASE NEW EQUIPMENT IN THE NEXT 12 MONTHS¹

95%

OF THE S&S AUDIENCE IS INVOLVED IN THE PURCHASING PROCESS

LOYAL¹

- 87% use S&S to find new products and services
- 85% are extremely satisfied or very satisfied with S&S
- 79% forward issues to colleagues*
- 74% are extremely satisfied or very satisfied with graficosdehoy.com
- 67% are extremely satisfied or very satisfied with our weekly e-newsletter
- 42% receive no other publication for the graphic-arts industry

72%

PREFER THE S&S BRAND IF THEY COULD CHOOSE JUST ONE MEDIA SOURCE

** to an average of 3.54 additional people*



SIGNS OF THE TIMES & SCREEN PRINTING



en español

S&S REACHES²

Mexico **74%**

Argentina, Bolivia, Brazil,
Chile, Colombia, Ecuador,
Paraguay, Peru, Spain,
Uruguay, Venezuela **22%**

Costa Rica, Dominican
Republic, El Salvador,
Guatemala, Honduras,
Nicaragua, Panama, Puerto
Rico, United States **4%**

THE S&S AUDIENCE TAKES ACTION¹

84% visit advertiser websites

53% contact advertisers for more information

43% purchase advertised products

38% discuss advertised products with others



93%

**TOOK ONE OR MORE BUYING ACTIONS
IN RESPONSE TO ADS THEY SAW IN S&S**

¹ Source: Spring 2011 S&S en español Reader Survey

² Source: Publisher's own data: Circulation database

A trusted source.



Nancy Bottoms
Associate Publisher / Editor



Your business success in the Latin American markets is important to *Signs of the Times & Screen Printing en español (S&S en español)*. That is why we have invested years of research and established close relationships with industry players who require equipment and supplies to grow their printing businesses. And like them, your company will grow when your message reaches this vast audience. Our comprehensive package of print and online media helps manufacturers and distributors, like you, put their products on the radar of the Latin American buyer.

Great business partnerships start with great products, and develop with the proper nurturing. *S&S en español* is the liaison to make those relationships lasting and more successful. Our audience trusts us to provide information and analysis on the latest products, technology, and industry news—and acts upon it.

With our bimonthly print (and digital) publication, weekly e-newsletter, and website, graficosdehoy.com, we ensure that you reach readers across your target markets in the Spanish-speaking world.

We value your business and partnership to succeed in this important market.

Nancy Bottoms

A handwritten signature in black ink that reads "Nancy Bottoms". The signature is fluid and cursive, with a long horizontal line extending to the right.

Associate Publisher / Editor
nancy.bottoms@stmediagroup.com

**...we have
invested years
of research and
established close
relationships with
industry players
who require
equipment and
supplies to grow
their printing
businesses.**

A panel with expertise.

Signs of the Times & Screen Printing en español is proud to draw on the expertise of its editorial advisory board.

This select group of outstanding graphics professionals – from seven different countries – brings a wealth of expertise and business savvy to other business owners and print providers. Their valuable insights and experiences are highlighted in each edition, keeping readers in touch with new trends and technology taking place in the graphics-printing community.

Editorial Advisory Board

ADRIANA AMÉZQUITA LAGUNA

General Manager
Concepto Comunicación
Mexico

RUFO ARROYO

President
SANCA
Spain

PAOLO I.G. BERGOMI

President
Bergomi Design Studio
Argentina

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Publicidad Aerostática
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President
MAGIA
Argentina

RUBÉN CASTAÑO FRANCO

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Managing Director
Pronto Rótulo
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PAM.SAC/Europlast
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President
Repro 3:16
Mexico

ENRIQUE A. UMBERT

CEO
Orbe Comunicación Visual
Argentina

GONZALO VÁZQUEZ

Business Director/Corporate Accounts
Base 3
Argentina and Spain

SEBASTIÁN VÁZQUEZ

Business Manager
Base 3
Argentina

OSCAR ZALAYA

President & CEO
Serigrafía Siete Mares
Spain

Content that motivates.

Editorial Calendar 2012

FEBRUARY- MARCH	APRIL- MAY	JUNE- JULY	AUGUST- SEPTEMBER	OCTOBER- NOVEMBER	DECEMBER- JANUARY 2013
RESERVATIONS DUE: 01.03.12	RESERVATIONS DUE: 03.05.12	RESERVATIONS DUE: 05.01.12	RESERVATIONS DUE: 07.02.12	RESERVATIONS DUE: 09.04.12	RESERVATIONS DUE: 10.31.12
MATERIALS DUE: 01.17.12	MATERIALS DUE: 03.19.12	MATERIALS DUE: 05.15.12	MATERIALS DUE: 07.17.12	MATERIALS DUE: 09.18.12	MATERIALS DUE: 11.14.12
SIGNMAKING Outdoor signs/Murals Electric/Electronic signs Inks Workflow	SIGNMAKING Design applications Sign installation Equipment/Supplies	SIGNMAKING Vehicle graphics Finishing/ Lamination New technology	SIGNMAKING Handcrafted signs Commercial signs Floor graphics	SIGNMAKING Vehicle graphics Banners/Awnings Point of purchase	SIGNMAKING Display systems Software/RIP/ Hardware Architectural signage
SCREEN PRINTING Screen/Mesh manufacturing Garments/Textile printing	SCREEN PRINTING Transfers Banners CAD/CAM equipment	SCREEN PRINTING Industrial printing Automation Production	SCREEN PRINTING New technology Workflow Prepress UV inks	SCREEN PRINTING Eco-friendly printing products Mesh selection	SCREEN PRINTING Specialty inks Substrates/Media
DIGITAL PRINTING New technology/ Applications Indoor displays Technical training	DIGITAL PRINTING Color management Stock imagery Flat printing	DIGITAL PRINTING Inks Proofing solutions Superwide format	DIGITAL PRINTING Finishing Software/Hardware Fabric printing	DIGITAL PRINTING Wide format applications Photography	DIGITAL PRINTING Image capture/ Image editing Scanners Equipment/Supplies
ADDITIONAL FOCUS Packaging Regional coverage: Spain, South America (Northern Region)	ADDITIONAL FOCUS Specialty printing Regional coverage: Mexico, South America (Southern Region)	ADDITIONAL FOCUS Product review Regional coverage: Central America, the Caribbean, South America (Northern Region)	ADDITIONAL FOCUS Embroidery Regional coverage: Mexico, South America (Southern Region)	ADDITIONAL FOCUS Design Regional coverage: Spain, Central America, the Caribbean	ADDITIONAL FOCUS The fine art market Best works of Latin America 2012 Regional coverage: Mexico, South America
BONUS DISTRIBUTION Graphics of the Americas, Miami, FL FESPA Digital, Barcelona, Spain Gráfica del Caribe, San Juan, Puerto Rico	BONUS DISTRIBUTION ISA International Sign Expo, Orlando, FL, USA	BONUS DISTRIBUTION Expopublicitas, Mexico City, Mexico Mexigrafika, Monterrey, Mexico Expografika, Buenos Aires, Argentina	BONUS DISTRIBUTION FESPA Mexico, Mexico City, Mexico	BONUS DISTRIBUTION SGIA Grafınca & Publicity Show, Lima, Peru	BONUS DISTRIBUTION

Note: Editorial calendar is subject to change at the Publisher's discretion. Please contact your account manager for the latest updates.

In every issue of *S&S en español*

For more than fifteen years, *S&S en español* has led the way by providing complete coverage to graphic-arts professionals in Latin America.

FEATURE ARTICLES by respected international authors educate print professionals by providing them highly technical, how-to, and business-management content applied to the needs of the specific regional markets *S&S en español* reaches.

NEW PRODUCTS The latest information on availability of new equipment, supplies, consumables, software, and all other products related to the production of graphics.

REGIONAL NEWS presents industry developments in the diverse regions that the magazine covers.

DESIGN GALLERY is the showcase for any print provider who wishes to display his/her projects and share important business and technical insights with their colleagues.

POTPOURRI COLUMN shares reader's business and applications success stories and encourages the print-provider community to use the latest in technology and think creatively to maintain that competitive edge needed to serve customers with the best products they can offer.

LATIN AMERICAN PANORAMA provides an economic and business overview giving readers the latest news in the visual communications industry. This news contributes to the continuous development of the industry by understanding and anticipating market trends.

Exposure Opps

GET PUBLISHED If you have products, projects or industry news you'd like to be considered for editorial coverage, please email espanol@stmediagroup.com.

Indicate if you wish your news to be included in a specific issue, and send materials 3 months in advance of the publication date. Also, please note that advertising in *S&S en español* does not guarantee editorial inclusion.

Make your products visible with end users' case studies. Encourage your clients to participate in *S&S en español* annual international sign competition. Please email espanol@stmediagroup.com for details.



Go where your audience goes.

Advertise on **graficosdehoy.com** and reach active signage and graphics professionals on the hunt for industry information. Combined with your print advertising, an online presence will position your company in front of an engaged audience when they're searching for new products, services, and industry news and trends.

Run-of Site Advertising

Your ad rotates through all available pages on graficosdehoy.com including the homepage, classified advertising, search and other prominent, high-traffic areas.



WIDE SKYSCRAPER
160 x 600 pixels
\$500 / month

LEADERBOARD BANNER
728 x 90 pixels
\$600 / month

STANDARD BANNER
468 x 60 pixels
\$250 / month

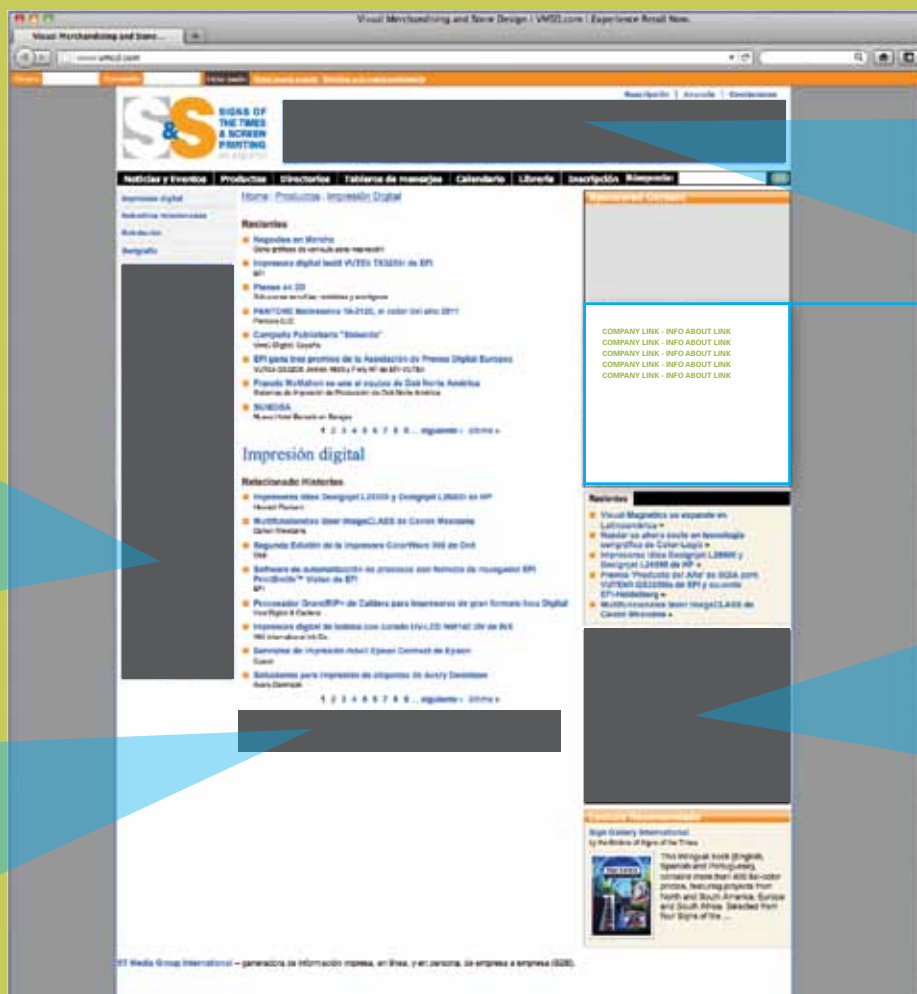
MEDIUM RECTANGLE
300 x 250 pixels
\$700 / month

SPONSORED LINKS
\$720 / 6 months
Your website link and one line of descriptive text at the bottom of pages throughout graficosdehoy.com.

File sizes and related specs
See the specifications sheet included with this kit or visit www.stmediagroup.com/specs.
Visit www.stmediagroup.com to view our media kit updates.

Exclusive Channel Sponsorship

Target your specific audience by providing comprehensive contextual exposure for your company on graficosdehoy.com. Sponsorship features exclusive advertising on every page in the sponsored channel, plus a run-of-site banner for site-wide exposure.



LEADERBOARD BANNER

728 x 90 pixels

CHANNEL SPONSOR LINKS

Five links direct users to content on your website. Plus: twice a year, promote a sponsored content item for FREE in the S&S Noticias.

MEDIUM RECTANGLE

300 x 250 pixels

WIDE SKYSCRAPER

160 x 600 pixels

STANDARD BANNER

468 x 60 pixels

\$8,400 / year
\$700 / month

Price includes all channel page positions (Leaderboard Banner, Wide Skyscraper, Medium Rectangle, Standard Banner and an additional run-of-site Standard Banner.)

In the inbox.

E-mail remains one of the most effective tools for marketers, in every sector. Our suite of e-mail solutions makes it easy to reach the graphic-arts professionals you're targeting—with digital ads, product callouts, or custom HTML announcements.

Noticias E-Newsletter

Showcase your product or service in the biweekly Noticias e-newsletter, and we'll deliver your message to more than 13,000 graphics professionals seeking news, events and new products and technology.

	AD TYPE	1X	6X	12X
A	Skyscraper	\$800	\$600	\$550
B	Primary Banner	\$600	\$550	\$500
C	Product Ad IMAGE + 250 CHARACTERS	\$550	\$500	\$450
D	Standard Banner	\$300	\$275	\$250

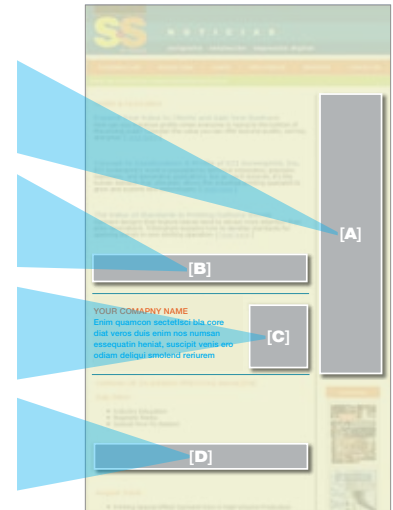
Other frequency rates available. Talk to your account manager for details.

SKYSCRAPER
120 x 600 pixels

PRIMARY BANNER
468 x 60 pixels

PRODUCT AD
150 x 150 pixels

STANDARD BANNER
468 x 60 pixels



Product Showcase Advertising

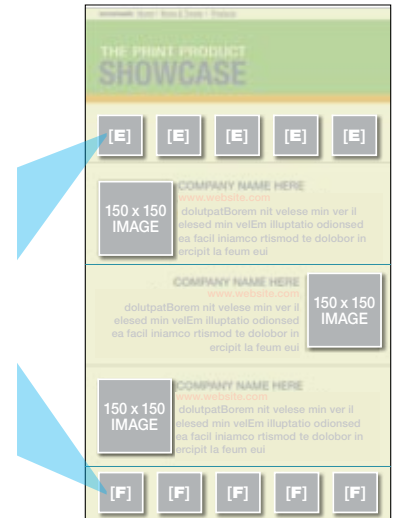
Reach thousands of industry professionals with this unique e-mail format devoted exclusively to product announcements. Great for pre-show marketing, product launches, and renewed brand awareness. First-come, first-served on position and choice of edition. Includes logo, product photo, and a 250-character description.

	AD TYPE	1X	6X	12X
E	Primary	\$595	\$560	\$525
F	Secondary	\$395	\$370	\$345

Other frequency rates available. Talk to your account manager for details.

PRIMARY SPONSOR LOGOS

SECONDARY SPONSOR LOGOS



E-Mail Announcements

Deliver your full-color, custom HTML e-mail message to thousands of opt-in users who have asked to receive product, trade show, and other information related to signage and graphics. HTML allows use of formatted text, images and multiple links. These e-mail announcements feature your company and message only—no other on-screen distractions.

E-mail Announcements
\$750 per use



Additional online opportunities.

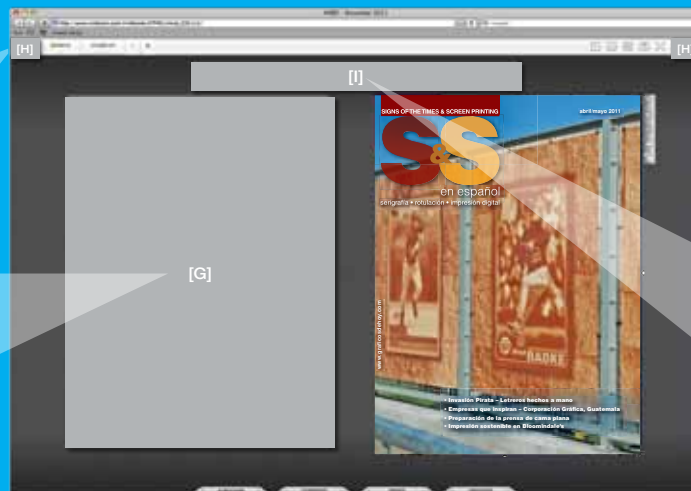
Digital Editions

BREATHE LIFE INTO YOUR ADS WITH INTERACTIVITY! Audio, video, digital insert cards, animated bellybands—your ads spring to life in the digital edition of *S&S en español*. Accessible directly from graficosdehoy.com, each digital edition is sent to more than 20,000¹ readers who interact with the magazine via keyword searches, e-mailing of articles, magnification, and live links to your website.

Advertisers in the print edition automatically have an advertisement in the exact-replica digital edition. However, it is possible to advertise in the digital edition only, per the rates below.

TOOLBAR BUTTONS
88 x 31 pixels

AD LEFT OF FRONT COVER
461 x 626 pixels



TOOLBAR BUTTONS
88 x 31 pixels

LEADERBOARD
728 x 54 pixels

	Ad Type	PER ISSUE RATE
G	Ad Left of Front Cover with Leaderboard	\$1,200
H	Toolbar Buttons	\$150

¹ Publisher's Own Data; Based on 6-month average

ADDITIONAL OPPORTUNITIES	PER AD RATE
Digital Insert Card	\$250
Digital Belly Band	\$250
Video or Audio Integration	\$300
Ad Animation	\$500

For more information, contact your account manager.

Podcasts

GENERATE BUZZ WITH AN A/V ADVERTORIAL.

Have one of your top executives speak directly to our highly-qualified audience via podcast. Our team will produce an engaging multimedia advertorial from a simple 30-minute interview with your executive, edit the conversation to your satisfaction and add photographs, PowerPoint slides, and/or videos for an additional fee. We will produce the advertorial, promote it through our e-newsletter, and host it on our website where users can view or download it as a podcast.

You'll own the final file and can post it on your website or use it as you wish.

AUDIO ONLY	WITH IMAGES
\$2,995	\$4,995

Custom Webinars

EDUCATE AND INSPIRE YOUR CUSTOMERS WITH AN ONLINE EVENT.

Partner with us to develop qualified leads with a custom webinar tailored to your needs. Our team can produce the webinar, assist in content creation, manage the marketing campaign and/or host the webinar—or simply help you draw the widest possible audience for your self-produced webinars. Some of the possibilities:


- Single sponsor with control of the content
- Live white papers or other educational sessions sponsored exclusively by your company
- Co-sponsorship of a program involving multiple vendors

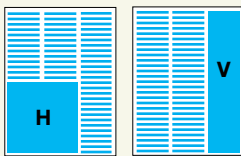
Your branding will appear on all promotions, registration pages, and the webinar itself. You'll receive the final database of all registrants and have the option of conducting a poll during the webinar to gain market intelligence.

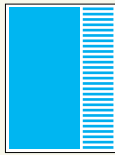
Contact your account manager for details and a custom proposal and quote.

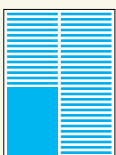
A smart media buy.

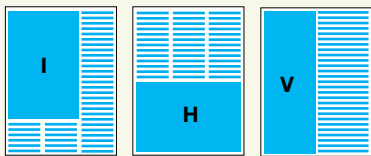
Four-Color Rates/6 bimonthly issues

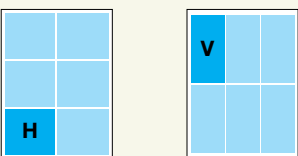
FULL PAGE		1X	\$5,219
		3X	\$5,008
		6X	\$4,797
		9X	\$4,692
		12X	\$4,586
		18X	\$4,249
8" x 10.875" (include .125" on all sides for bleed)			

1/3 PAGE		1X	\$2,610
		3X	\$2,504
		6X	\$2,399
		9X	\$2,346
		12X	\$2,293
		18X	\$2,124
H: 4.5625" x 4.875" / V: 2.1875" x 10"			

2/3 PAGE		1X	\$4,175
		3X	\$4,007
		6X	\$3,838
		9X	\$3,753
		12X	\$3,669
		18X	\$3,399
4.5625" x 10"			

1/4 PAGE		1X	\$2,035
		3X	\$1,953
		6X	\$1,871
		9X	\$1,830
		12X	\$1,789
		18X	\$1,657
3.25" x 4.875"			

1/2 PAGE		1X	\$3,497
		3X	\$3,356
		6X	\$3,214
		9X	\$3,144
		12X	\$3,073
		18X	\$2,847
I: 4.5625" x 7.5" / H: 7" x 4.875" / V: 3.25" x 10"			

1/6 PAGE		1X	\$1,722
		3X	\$1,653
		6X	\$1,583
		9X	\$1,548
		12X	\$1,513
		18X	\$1,402
H: 4.5625" x 2.3125" / V: 2.1875" x 4.875"			

RATE CARD 18 effective with the February-March 2012 issue

Additional Information

CORPORATE/COMBINATION DISCOUNTS

Advertisements placed in other ST Media Group International products (print and electronic) apply toward frequency rates in S&S *en español*.

AGENCY COMMISSION

15% discount to recognized advertising agencies with satisfactory credit rating, and if paid within 30 days.

INSERTS

Furnished by advertiser; subject to prior approval by publisher. Contact your account manager three months in advance of publication for specifications, quantities, and costs.

TRANSLATION AND PROOFREADING SERVICES

- Complete ad translations are available at **no charge if submitted by ad reservation date**. After that date, a fee of 40 cents per word applies.
- All translations will be sent to you for placement in your ad.
- Send us a copy of your translated piece no later than the materials due date, and we will proofread it for you to avoid costly ad corrections. A rate of 15 cents per word applies to submissions after the materials due date.

Advertising Deadlines

See below for the ad-material deadlines. If ad copy is not furnished by the deadline, the last approved advertisement will be inserted, regardless of size. If we do not have previous material, we will then fill the space. **Cancellations are not accepted after the space close date.**

ISSUE	RESERVATIONS DUE	MATERIALS DUE
FEBRUARY-MARCH	01.03.12	01.17.12
APRIL-MAY	03.05.12	03.19.12
JUNE-JULY	05.01.12	05.15.12
AUGUST-SEPTEMBER	07.02.12	07.17.12
OCTOBER-NOVEMBER	09.04.12	09.18.12
DECEMBER-JANUARY 2013	10.31.12	11.14.12

If you have any questions or concerns, please contact :

Keri Harper

Production Coordinator

P/ 513-263-9335

F/ 513-744-6935

E/ keri.harper@stmediagroup.com

See the E-Marketing Opportunities section for online rates and specifications.

SIGNS OF THE TIMES & SCREEN PRINTING



Integrate your print advertising with our e-marketing opportunities and create a customized program to fit your marketing needs.

ACCOUNT MANAGERS & TERRITORIES

Our experienced team of account managers will help you optimize your marketing efforts.



Steve Duccilli
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TERRITORY/ CT, DC, DE, IA, IL, IN, KS, KY, MA, MD, ME, MI, MN, MO, ND, NE, NH, NJ, OH, PA, RI, SD, VA, VT, WI, WV, Eastern Canada



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 513.263.9363
 F / 513.744.6963

TERRITORY / AK, AL, AR, AZ, CA, CO, FL, GA, HI, ID, LA, MS, MT, NC, NM, NV, OK, OR, SC, TN, TX, UT, WA, WY, Western Canada, International



Connecting buyers and sellers since 1906

PUBLICATIONS EVENTS ONLINE BOOKS

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Cincinnati, OH 45242
800.925.1110 / 513.421.2050
www.stmediagroup.com

ST Media Group leverages unparalleled, trusted information to deliver the highest quality audience to the vendors in our markets.

The parent company of Signs of the Times & Screen Printing en español serves worldwide visual communicators in the graphics and design-related industries with additional trade publications and events.

SIGNAGE AND GRAPHICS GROUP

BRANDS



EVENTS



DESIGN GROUP

BRANDS



EVENTS

