

MAGAZINE GANADERO

Information organ to the service of animal breeding since 1975



**Media
Kit** 2017

MAGAZINE

GANADERO

41
YEARS

being the best written and visual
reference on the development of
Mexican stockbreeding



Advertising Rates 2016

Size	Price
1 Page	\$ 750
1/2 Page	\$ 375
1/3 Page	\$ 250
1/4 Page	\$ 190

*1st. Front Page	\$ 1,500
*4th. Book Cover	\$ 1,000
*2nd & 3rd Book Cover	\$ 900

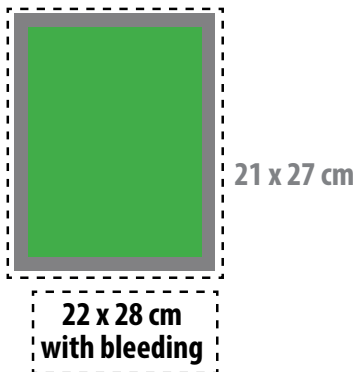
Ask for availability

*Design, originals & negatives included.

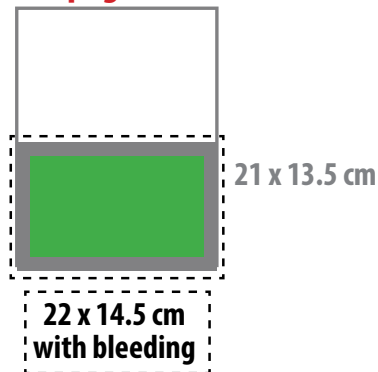
**Circulation
7,000**

Advertising Agencies: non commissionable. Prices in U. S. Dollars

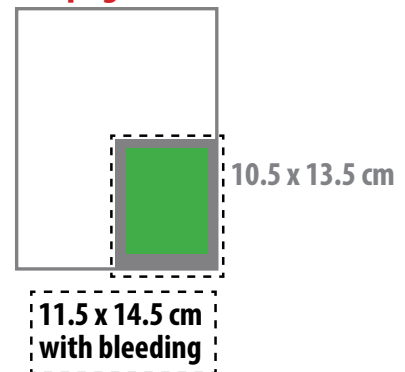
1 page



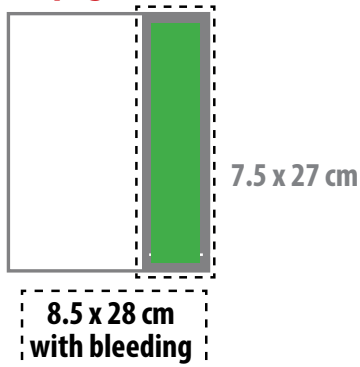
1/2 page



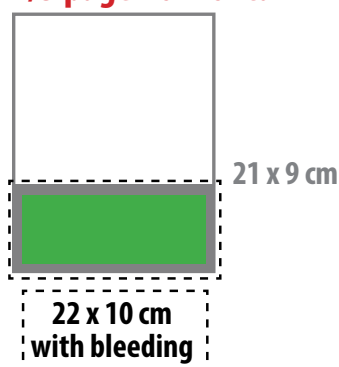
1/4 page



1/3 page vertical



1/3 page horizontal



*Ganadero appears the second month of magazine date
Closing date: First month of magazine date.*

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Promotional Annual Package

We invite you to know the promotional annual package to get a discount of up to **15%** off the fees.

Terms	Discount
If a contract is celebrated for one year (six issues, because Ganadero Magazine is published every two months).	5%
If in addition to contracting for one year, full payment for one year subscription is made in advance.	10%
Total.	15%

The final prices of the fee result in a 15% off if the payment of all 6 ads is made by undersigning a contract with advanced payment.

Concept	Insertions	Unit Price	Regular Total	Total with 15% off
1 page	6	750	4,500	3,825. ⁰⁰
1/2 page	6	375	2,250	1,912. ⁵⁰
1/3 page	6	250	1,500	1,275. ⁰⁰
1/4 page	6	190	1,140	969. ⁰⁰

Prices in US Dollars Advertising agencies: Not commissionable. Valid until December 2016.