

Special Proposal for Promexico **fDi Magazine – Financial Times Ltd**

1 Page Advert in fDi Magazine December edition in full color around the automotive ranking in which Mexico ranks as the top location for automotive investment in 2015 across all world countries. We will distribute this edition at the Motor Show in Detroit in January 2017.

This advert will fit in directly with the “Why Mexico” campaign which aims to encourage investment flows into the country & promote internationalization of national companies. The campaign is aiming to achieve investment and international expansion to Mexico in at least 2 economic sectors.

fDi Magazine & Online Readership

fDi Magazine is a bi-monthly publication and only has readers from companies globally looking to invest abroad or relocate in the next 3 years, the near future, so your message gets to the right people, high level decision makers at these companies. These companies are multinationals, global large and SME companies across all industry sectors.

We have up to 100,000 in total with a strong circulation in the USA/North America & the UK. We are a magazine with global news content & regional sections dealing with all topics of foreign direct investment & corporate expansion, our reader demographic meets with the profile of readers that Promexico is looking to target.

50% of our readers are in North America
Urban, women and men aged from 25 to 34, 35 to 44, 45 to 64 and 65 or older, socio-economic status AB/C+.



The readers of fDi Magazine also conform to the demographic that Promexico is looking to target:-

Gender:

Male 76%

Female 24%

Age, education, occupation and circulation:

Average age of the readers: 43 years Bachelor degree or higher:
87%

Directors: 40.6%

Presidents/Chairmen: 36.8%

CEO, COO, CFO: 17.6%

Circulation: 15,473

Socioeconomic status:

AB/C+

Special Rate for Promexico

fDi Magazine is offering a 1 page color advert to Promexico for the special rate of US\$6500, this is the total price and there are no taxes or extra costs if invoiced to the New York office of Promexico.

There are no transportation or delivery costs or extra costs

Payment Terms

We will issue the invoice with a December date and the payment must reach our account within 30 days of the date on the invoice

Media Kit

<http://goo.gl/8VZkzW>

Dates & Timings – Art Work Deadlines & Delivery of Magazine

We are able to deliver 5 digital copies of the magazine 3 calendar after the publishing of insertions, our physical magazine will be ready by December 19th

The date for the delivery of art work will be by November 25th or before. This must be sent to:- Daniel.Macklin@ft.com

Delivery Address:

Promexico Regional Office
420 Lexington Avenue
312-13
Manhattan
New York
NY 10170
USA

Confirmation

We require the full fiscal address & name of person who should receive the eventual invoice. There are no taxes if you are paying from the New York Office.

Name of Company PROMEXICO
Name of Director Mildred S. Ruiz
Address 420 Lexington Ave, NY NY 10170
Signature [Handwritten Signature]
Print Name Mildred S. Ruiz
Nov. 28, 2016