

the fabricator[®] *en Español*

La publicación más importante en tecnología en metal

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Media Kit

The Smart Investment...



... the combination to reach your target customers

The FABRICATOR en Español – Editorial Mission / Biography

An interesting thing occurred at FABTECH® Mexico, which took place May 11-13, 2011, in Monterrey, Mexico. A group of talented Mexican engineers delivered an equipment innovation that originated within the country's own borders. This knowledge wasn't exported from the U.S., Asia, or Europe. It came from the folks at Gas Care S.A. de C.V. and industrial technology distributor Infra S.A. de C.V. via a joint venture to market gas control technology for laser cutting machines.

"We asked our customers how we could help them, and they said they would like to know how much gas they are using because we are paying for it and we don't know really," Ranulfo Macias Chavez, a Gas Care engineer, told *The FABRICATOR en Español*.

This is likely a story that wasn't shared with a majority of the Mexican manufacturing community because the other publications in the marketplace are product tabloids, more interested in showcasing new technology than sharing the story about *why* the new products are needed. That's why *The FABRICATOR en*

Español is trying to do something that others have been unable or unwilling to do in Mexico—spread the word that Mexico is a modern manufacturing mecca.

In its four years of existence, *The FABRICATOR en Español* has been successful in sharing the educational features that readers of *The FABRICATOR* have come to expect. **In this fifth year, the publication will include more features about those Mexican metal fabricators putting new technology to use.**

People are frustrated that more is not known about the Mexican metal fabricating industry, but we are all learning as we move forward. We believe in *The FABRICATOR en Español* and look forward to building a more valuable information tool for Mexican manufacturers.



Dan Davis
Editor-in-Chief



Dan Davis is editor-in-chief of *The FABRICATOR*, the industry's most widely circulated metal fabricating and forming magazine, and its sister publications, *STAMPING Journal*, *TPJ-The Tube & Pipe Journal*, and *Practical Welding Today*. He has been with the publication since April 2002.

He has written about U.S. manufacturing trends and issues for more than a decade. During that time, he has covered appliance manufacturing, the finishing industry, and manufacturing and business software development. During those years he has traveled extensively throughout the U.S. and Europe, visiting manufacturing facilities and attending the world's most important manufacturing events.

He is a 1990 Louisiana State University journalism graduate. He lives with his wife and two children in Crystal Lake, Ill.



Winter 2010



Spring 2011



Summer 2011



Fall 2011

	Special Coverage	Forming	Fabricating	Welding	Advertiser Bonus
Spring <i>Ad close: 1-25-12</i> <i>Ad Material: 2-1-12</i>	Appliance Manufacturing in Mexico	Stamping	Laser Cutting	Welding Consumables	
Summer <i>Ad close: 3-21-12</i> <i>Ad Material: 3-28-12</i>		Press Brakes	Plasma Cutting	Arc Welding	FABTECH Mexico Package
Fall <i>Ad close: 8-7-12</i> <i>Ad Material: 8-15-12</i>	Automotive Manufacturing in Mexico	Stamping	Laser Cutting	Robotic Welding	FABTECH Bonus Distribution
Winter <i>Ad close: 10-29-12</i> <i>Ad Material: 11-5-12</i>	Aerospace Manufacturing in Mexico	Bending Tooling	Punching	Arc Welding	New Product Advertorial Package (for ½-page & larger advertisers)

Dates subject to change. Published quarterly.

If proofs are required or copy is to be set, material must be received five days earlier than material due date. Cancellations accepted up to closing date only.

Appearing Each Issue:

Editor's Corner—Editor-in-Chief Dan Davis shares his opinions on issues concerning Mexican metal fabricators.

Product News—The latest metal fabricating and forming technologies are covered in each issue.

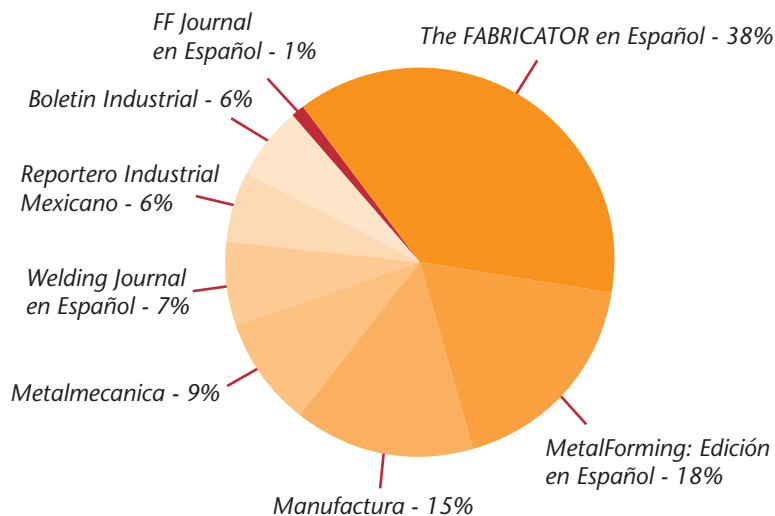
Tradeshows to remember:

FABTECH Mexico/Weldmex/METALFORM Mexico, Mexico City, May 2-4

FABTECH, Las Vegas, Nov. 12-14

The FABRICATOR en Español: The preferred magazine in the industry by a margin of more than 2-1!

"If you could receive only one publication, which would you choose?"



The FABRICATOR en Español: A trusted source in the industry.

"Do you trust the articles you find in The FABRICATOR en Español?"

