



Revista **ECOS**[®]
DIPLOMÁTICOS
La Voz al Mundo

MEDIA KIT 2022

MAGAZINE • WEB PAGE • MAILING • SOCIAL NETWORKS

ENGLISH VERSION

**"4 YEARS OF CIRCULATION
AND 24 EDITIONS PUBLISHED"**

Revista **ECOS**
DIPLOMÁTICOS
La Voz al Mundo

WHO ARE WE?

Ecos Diplomáticos Magazine is the flagship brand of Ecos Diplomáticos Group, a young company created in 2017, with professionals and experts in various areas; with the vision of sharing with the world fresh, entertaining, creative, and innovative content.

Each new edition of the magazine contains cutting-edge topics and designs with high-quality standards, leaving a legacy of high value for new generations.



ORGANIZATIONAL PHILOSOPHY

MISSION

To disseminate reflective and critical diplomatic knowledge through the publication of quality content that helps strengthen global coexistence.

VISION

To be a high-level magazine in the publication and dissemination of diplomatic content through a team that offers excellence every day.



AUTHENTICITY



IMPARTIALITY



ORGANIZATION



INTEGRITY



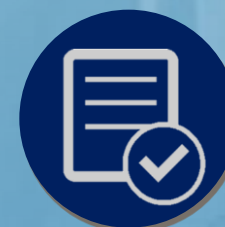
DEDICATION



FREEDOM



PROFESSIONALISM



COMMITMENT

OUR VALUES



"The organizational philosophy of the magazine is the fundamental pillars of the daily growth of Ecos Diplomáticos Group and expresses the desire to identify with readers, clients, collaborators, and society." Dr. Jean Louis

EDITORIAL LINE

Ecos Diplomáticos is an informative magazine that seeks to disseminate, from an accredited perspective, topics of economic, touristic, educational, cultural, and environmental interest, as well as to make known the local traditions of each country that influence our society. With this in mind, we have approached the embassies established in Mexico and the UN, as well as other international organizations based in the country to provide us with information about their nation.



EDITORIAL TEAM

Founding President and Legal Representative

Dr. Jean Louis Bingna

Managing Direction

Lic. Armando Ochoa Ramírez

Editorial Direction

ECOS Diplomáticos

Commercial and Business Direction

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Lic. Valeria Bolaños soto

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ECOS DIPLOMÁTICOS PLATFORMS



SOCIAL NETWORKS

PRINTED MAGAZINE



DIGITAL MAGAZINE



WEB PAGE

MAGAZINE CONTENTS

DIPLOMATIC VOICE

DIPLOMATIC AGENDA

VOICE OF CULTURE

VOICE IN BRIEF

VOZ EN BREVE



Alimentación y Tradición

El Consejo Nacional de los Pueblos de México en búsqueda para el crecimiento

The National Council for Indigenous Peoples of alliances for

Estamos ante una situación inesperada que nos por asalto a todo el mundo: la pandemia del COVID 19 o bien el SARS COV 2, que ya tiene una duración de 17 meses y contando, ya que la fecha exacta no es posible precisarla y con resultados muy lastimosos para la mayoría de los países del mundo en cuanto a la mortalidad y la economía que se ha derrumbado totalmente.

Este virus no tiene comparación con otros ya que a fecha ha mutado en dos ocasiones, lo cual dificulta los resultados con los tratamientos habituales o convencionales de la medicina alópata y con las indicaciones iniciales que fueron emitidas con pocos estudios. Las medidas de contagio no se conocían bien lo cual conlleva resultados desastrosos para nuestro criterio.

Para desarrollar su patogenicidad en el huésped requiere de factores tanto ambientales, sociales y personales hoy después de meses y meses de exámenes y vigilancia epidemiológica se tiene como resultado que este virus requiere de un organismo con pH ácido como lo tienen los pacientes terminales, diabéticos, con insuficiencia renal, en sí los pacientes con enfermedades crónicas que debilitan el organismo.

Uno de los factores más importantes es el aspecto psicológico ya que si las personas piensan o se imaginan que van a fallecer por esta enfermedad, será muy difícil sacarlos adelante. El concepto virus/muerte conlleva con el miedo a morir, deja indefensas a las personas y aun con excelentes tratamientos el mundo paraliza.

Dr. Pablo Daniel Huerta

Revista ECOS Diplomáticos Mayo/Junio

Excelentísimo Sr. Robert Djèrou Iy
Embajador de la República de
Côte d'Ivoire



De 1993 a 1998 fue Consejero en la Embajada de Côte d'Ivoire en Etiopía, miembro del Grupo de observadores de la Organización de la Unidad Africana (OUA), actualmente llamada Unión Africana, en la Misión de las Naciones Unidas para la organización de un Referéndum en el Sahara Occidental en 1998; Director de Gabinete del Ministro Delegado encargado de la Cooperación Internacional de 1998 a 1999, Director de Gabinete adjunto del Secretario General de la OUA y del Presidente Interino de la Comisión de la Unión Africana del 2001 al 2003.

Después, ocupó el puesto de Embajador ante los Reinos de Dinamarca, Noruega, Suecia y la República de Finlandia con residencia en Copenhague desde 2004 hasta 2011.

De marzo 2015 a febrero de 2017, asumió el cargo de Secretario General Adjunto en el Ministerio de Asuntos Exteriores de Côte d'Ivoire, puesto que ocupó hasta su nombramiento en noviembre de 2017 como Embajador de Côte d'Ivoire en México.



Recuperación igualitaria y tiempos de pos-pandemia

Equal and sustainable recovery post-pandemic times

Por: Araceli Aguilar Salgado

En la medida en que

En la medida en que

En la medida en que

"The reconstruction of the post-pandemic society needs a more inclusive approach. If we want to build economic resilience, we must address gender issues."

So far no country in the world has achieved gender equality despite efforts, today it is still necessary to defend the universal nature of women's human rights, which are still questioned and suffer setbacks.

To be able to rebuild, improve our societies and economies (if we want to grow and prosper in the post-covid-19 pandemic world) we need a more inclusive approach that unlocks all capacities and talents, including those of women. We must build more inclusive societies and solidarity in which equal rights are paramount, not only on paper but also in everyday life.

Desarrollo Industrial y Forzado
Industrial and Innovative Development

Since Kazakhstan gained independence, the main objective of the industrialization policy, as a catalyst and basis for diversification of the entire economy, has been to create conditions for the development and formation of manufacturing industry. Kazakhstan's industry contributes more than 30% of the country's GDP and accounts for 20% of the employed population.

Approaches to industrial and innovative development of the Republic of Kazakhstan were established in 2003 within the framework of the Strategy for Industrial and Innovative Development of the Nation, but the subsequent crisis of 2008-2009 suspended their implementation.

In 2010 there was a return to an active industrial and innovative policy in the framework of the



CITIZEN'S VOICE

VOICE OF INGENUITY AND INNOVATION

JURIDIC VOICE



EDITORIAL LINKAGE

Ecos Diplomáticos Magazine has direct links with the different embassies accredited in Mexico, Secretariats, Chambers of Commerce, Chamber of Senators, Deputies, UN and UNASUR, both nationally and internationally.

We promote diplomacy with the different state and private sectors, as well as with our readers and Internet users.

BENEFITS OF PRINT ADVERTISING

Magazines have demonstrated the highest return on advertising investment.

Pass along* represents an important aspect of print media that advertising in other media channels cannot offer.



Consumers consider them a reliable source of information, compared to online media.

Print increases advertising purchase intent.

READER PROFILE

ACADEMIC LEVEL



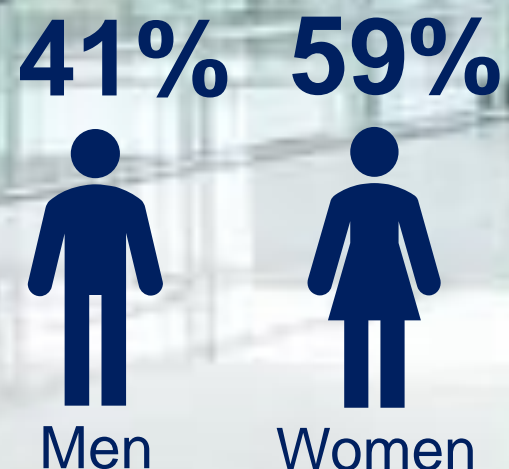
SEL*



GEOGRAPHICAL LOCATION



GENDER



AGE



Periodicity -Bimonthly
Distribution - National



Men and women, **entrepreneurs, professionals, senior managers and leaders** who have freedom and decision-making power; with elegant tastes and who enjoy a lifestyle above the national average.

MAGAZINE CIRCULATION

Revista **ECOS**
DIPLOMÁTICOS
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PRINT RUN

2,000

One thousand magazines

FREQUENCY

6

Editions per year / Bimonthly

PASS ALONG*

5

Readers per magazine

DIGITAL AUDIENCE

5,000

TOTAL AUDIENCE

15,000

PICK UP*

4.8

Average

READING TIME

30

Average minutes
per magazine

SHELF LIFE OF THE PUBLICATION

4.7

Average months

DISTRIBUTION

- Embassies and international organizations
- Chamber of Deputies and Senators
- Mayors' offices,
- Representations of States of the Mexican Republic.
- National and foreign public and private companies.
- Chambers of Commerce (CANIRAC, AIVAC, ASECME CDMX, Consejo Coordinador Empresarial)
- COPARMEX
- CONACO
- Federal and local government
- Government Ministries
- CANACINTRA
- Airports and Airlines

*PASS ALONG - AVERAGE NUMBER OF PEOPLE READING THE SAME MAGAZINE
*PICK UP - AVERAGE NUMBER OF TIMES THE READER CONSULTS THE MAGAZINE

EDITORIAL CALENDAR

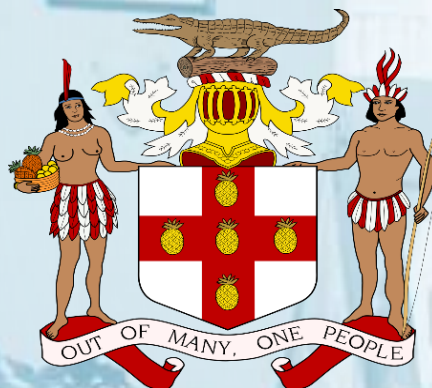


EDITION	CLOSING DATE	DISTRIBUTION DATE
January- February	15th December	15th January
March- April	15th February	15th March
May-June	15th April	15th May
July-August	15th June	15th July
September- October	15th August	15th September
November- December	15th October	15th November

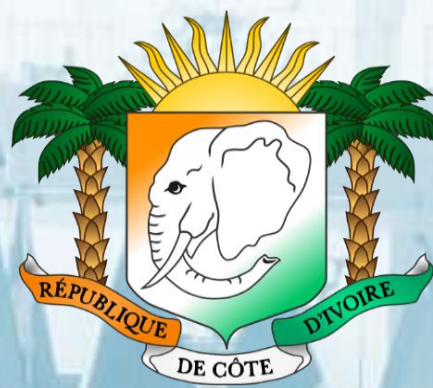
EMBAJADAS PUBLICADAS



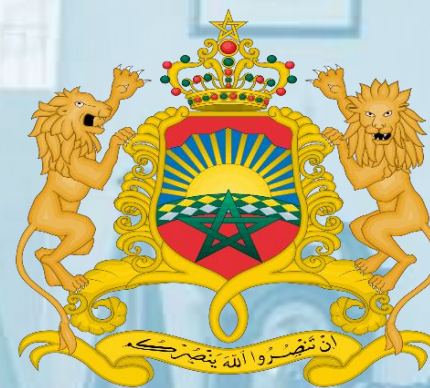
Slovakia



Jamaica



Côte d'Ivoire



Morocco



Panama



Nicaragua



Pakistan



Ukraine



Palestine



Thailand



Armenia



Cuba



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Mexico

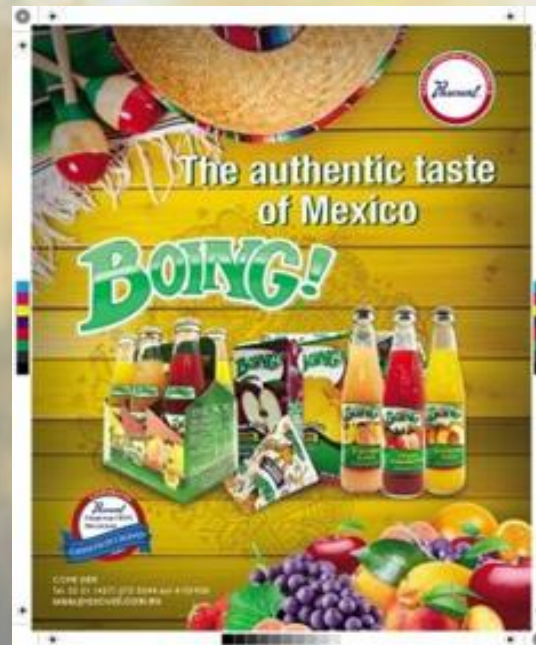


South Africa

PRICE LIST



In Brief



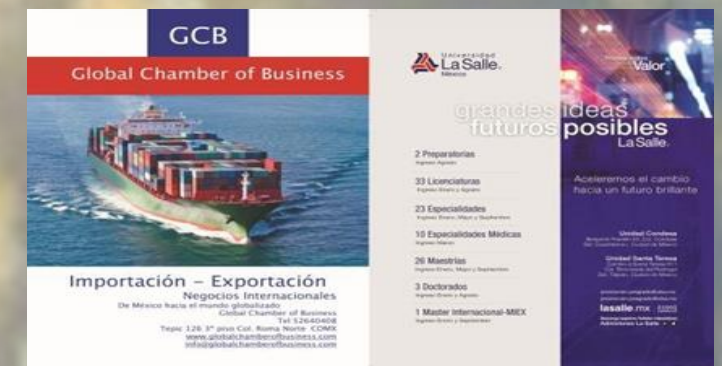
Back Cover



Full Page



Half Page



2° and 3° Liners

ADVERTISEMENTS	TARIFF
Back cover	\$20,000 MXN
2nd and 3rd liners	\$15,000 MXN
Full page	\$10,000 MXN
Half page	\$6,000 MXN
In brief (1/4 page)	\$3,000 MXN

NET COSTS + VAT FOR PREFERENTIAL POSITIONS IT IS RECOMMENDED TO BOOK IN ADVANCE, IN HIRING FRACTIONS MUST BE NOTIFIED 30 DAYS BEFORE THE CLOSING DATE. COSTS ARE SUBJECT TO CHANGE WITHOUT NOTICE. FOR SPECIAL ACTIONS (GATEFOLDS, INSERTS, ETC.) AND CUSTOMISED PROJECTS, PLEASE CONSULT YOUR SALES CONCIERGE FOR COSTS.

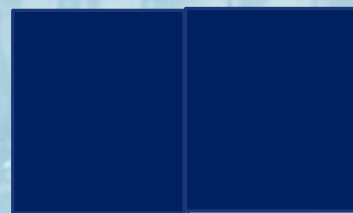
SPECIFICATIONS AND MEASUREMENTS



SIMPLE PAGE

FINAL 21.5 × 26 cm

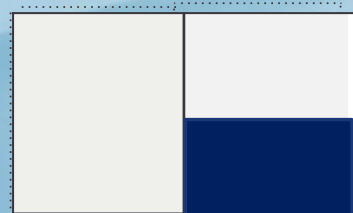
BLEED 22.5 × 27 cm



DOUBLE PAGE

FINAL 43 × 26 cm

BLEED 44 × 27 cm



HALF PAGE

FINAL 18 × 11.5 cm



QUARTER PAGE

FINAL 18 × 5.8 cm

TECHNICAL REQUIREMENTS

- If it is done as an image, send it as a .jpg and at 300 dpi. at 300 dpi.
- If it is done in vectors, convert the typography into curves in curves and send the file in .pdf format.
- Files can be sent by WeTransfer to the mail: ecos.diplomaticos21@gmail.com

*BLEED: CONSIDER 5 MM OVERRUN FOR EACH SIDE.

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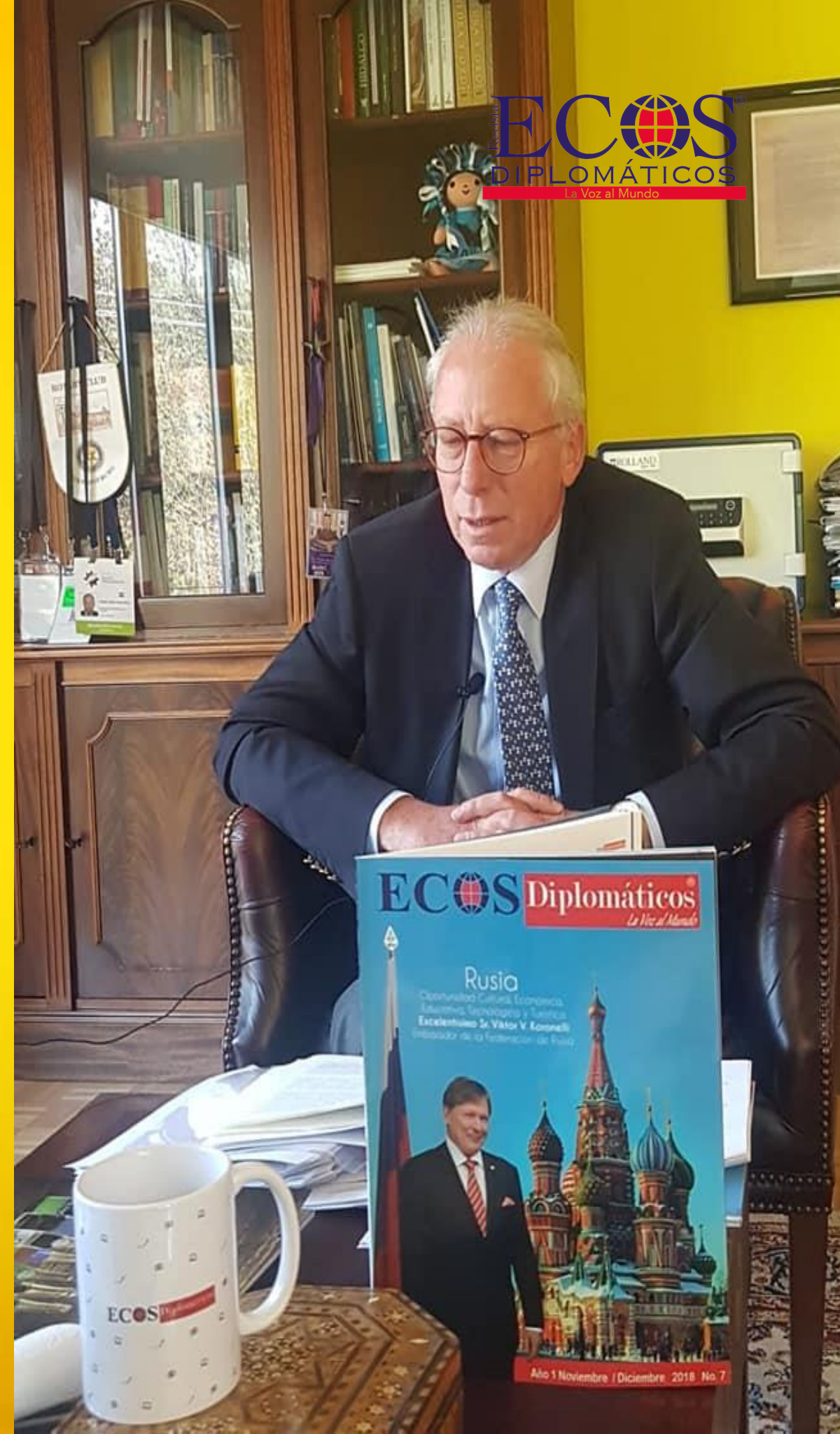
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TERMS OF PAYMENT

- 1 A 50% advance payment is required when requesting the insertion and the rest at the time of publication.
- 2 The price of the ads is for color selection, in the case of needing special inks, please request a separate quotation.
- 3 Any cancellation after the reservation date will be billed as published.
- 4 Rates are in effect until December 15, 2022.
- 5 Courtesy of 5 printed magazines when contracting a full page.



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- INTERBANK CODE: 0441 8000 1052 9981 71
- RFC: EDI171031TC0
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- PDF, TEXT CONVERTED TO CURVES, 300 DPI'S RESOLUTION IN CMYK MODE.
- INCLUDE LASER PRINTING FOR REFERENCE.
- FINAL SIZE OF THE MAGAZINE IS 21.5 X 26 CM.
- ECOS DIPLOMÁTICOS IS A BIMONTHLY PUBLICATION

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