

**MEDIA**

# CONSTRU<sup>GUÍA</sup> al día<sup>®</sup> THE LARGEST CIRCULATED CONSTRUCTION MAGAZINE IN THE U.S.



**2014 MEDIA KIT** | Media Info: [MiConstruGuia.com/advertise](http://MiConstruGuia.com/advertise) | Reader Info: [MiConstruGuia.com](http://MiConstruGuia.com)

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If you would like sample copies or electronic copies of the articles in English, please contact [info@CGaldia.com](mailto:info@CGaldia.com). All content copyright © 2014 Constru-Guía al día. All Rights Reserved.

# Introduction

Constru-Guía Media will continue to expand as a multi-platform company by offering bilingual content in 2014. This evolution will begin with the inclusion of short English summaries on feature articles throughout the magazine. The English reader will also be directed to MiConstrugGuia.com for a complete copy of the article in English. The bilingual content will further provide education and safety training to the Hispanic residential, light commercial and MRO workforce. All media extensions will continue to deliver useful, insightful content.

To keep Hispanic males at the top of their profession, all aspects of *Constru-Guía al día* magazine (Spanish for Up-to-Date Construction Guide) are focused on the safety, education and professional growth of the Hispanic male reader. Its content focuses on the latest tools, products, safety practices, technology and techniques. With exceptional attention to detail, great layout and illustrated step-by-step instructions, it's easy to see why *Constru-Guía al día* is the definitive training tool in the industry.

Constru-Guía has key partnerships with The Home Depot and influential convenience stores like 7-Eleven that ensure success of the magazine:

- A total circulation of over 330,000
- Distribution in 1,100 The Home Depot stores nationwide
- Distribution in over 200 national convenience stores

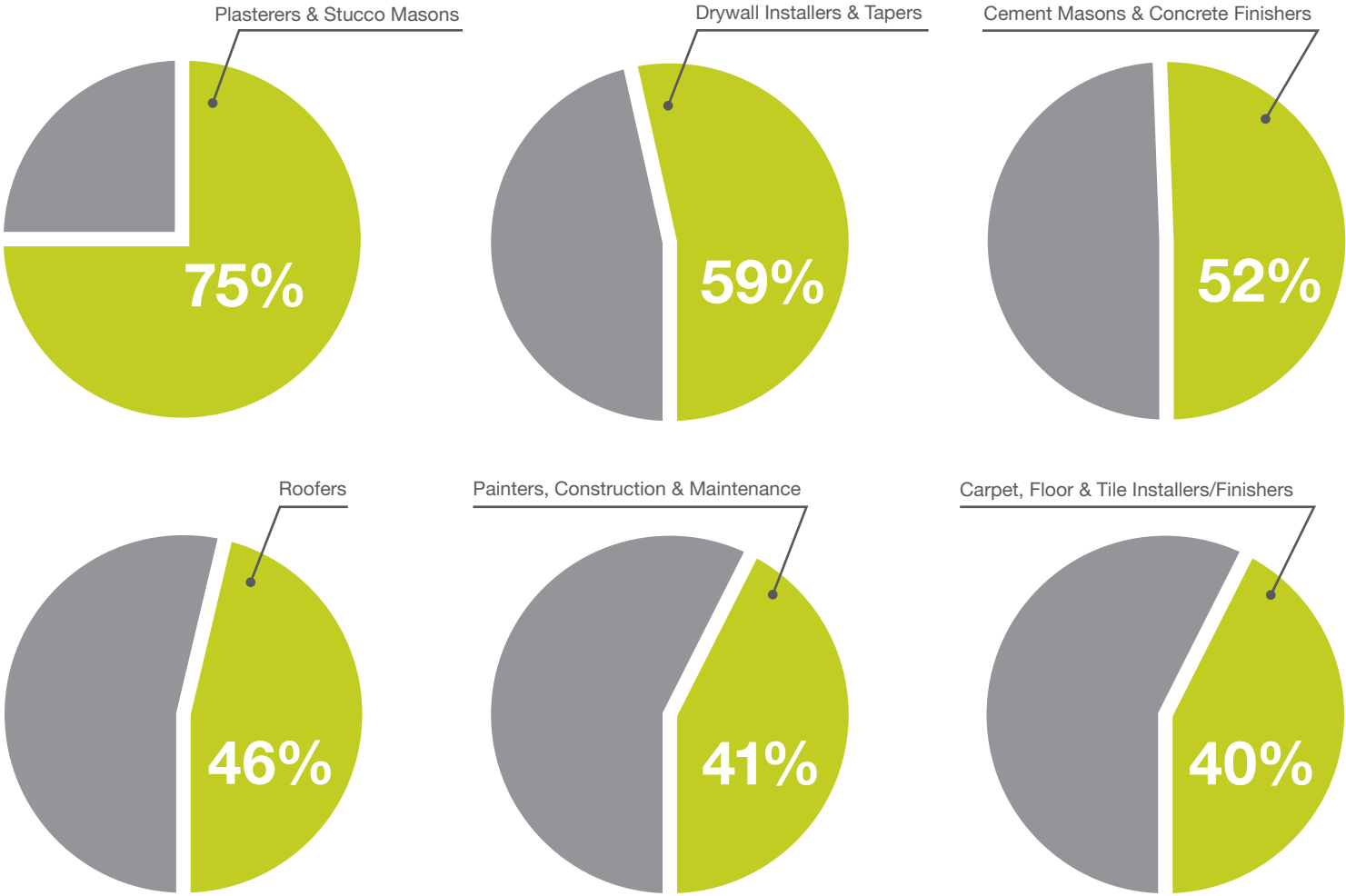
*Constru-Guía al día* is consistently reaching hundreds of thousands of Hispanic men with multiple media selections and two language options - reaching more of your customers with a higher frequency.

Distributed at:



# Spanish-Speaking Professionals are Influential in Many Job Site Trades

These are just an example of a few trades where Hispanics are driving growth and sales:



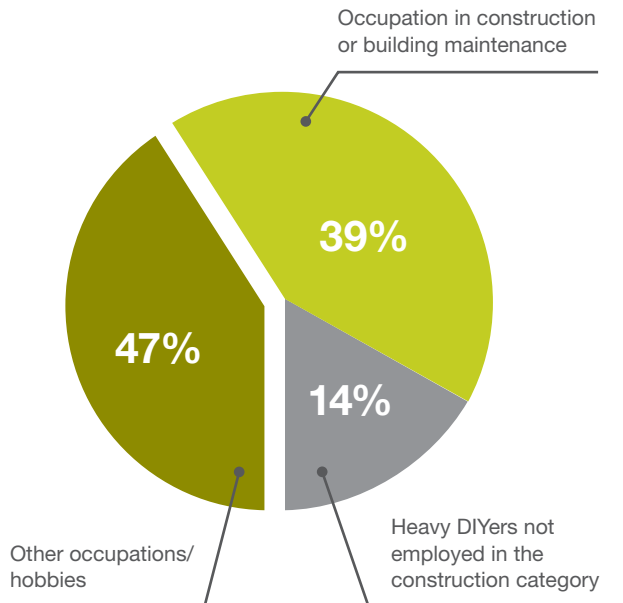
Source: BLS 2010 Annual Population Survey

■ Total ■ Hispanics



# Constru-Guía al día – Much More than a Trade Publication

Constru-Guía al día's aggressive distribution system and professional demeanor make it the perfect choice for broadening your market appeal to hundreds of thousands of Hispanic males who are influenced by the remodeling and construction industry. Join iconic brands like the following in using *Constru-Guía* to reach U.S. Hispanic males:



## Penetration of Hispanics in Construction

### Total Hispanic Male Occupations/Hobbies

*Constru-Guía al día's* potential reader audience is over half of all Hispanic men age 25+.

- Construction/building maintenance is the largest profession of U.S. Hispanic men.
- Nearly 40% of all Hispanic men have an occupation in construction/building maintenance.
- Another 14% consider themselves heavy DIYers.

Source: Simmons Spring 2011

# The Face of the Hispanic Professional at Retail

*Constru-Guía al día* is the ideal media tool to reach Hispanic men at retail, making sure they can successfully do their job and excel in the industry.

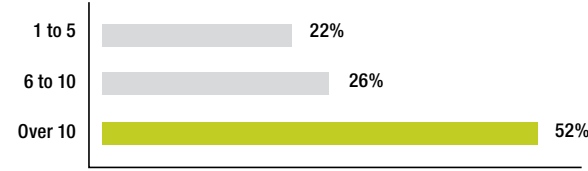
## Who Are *Constru-Guía* Readers?

- 34% are age 35 – 44
- 22% are age 45 – 54
- 39% were born in Mexico
- 52% earn \$25,000 – \$60,000 annually

Source: 2012 CVC Audit

## *Constru-Guía* Readers Are Frequent Shoppers at The Home Depot

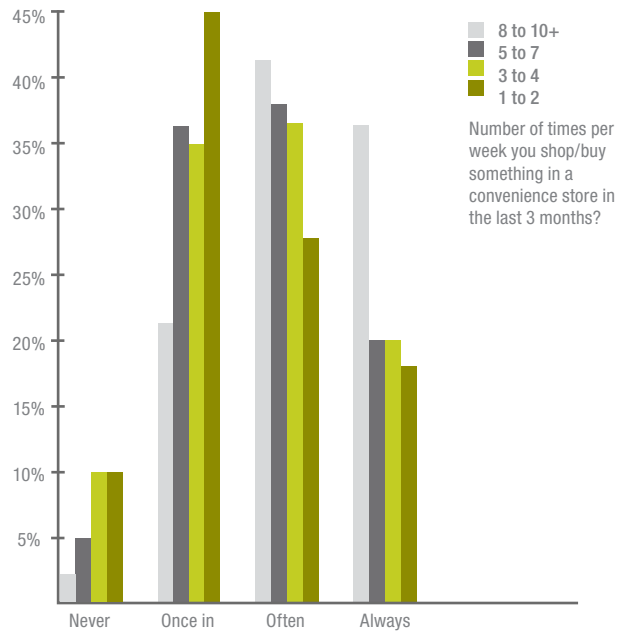
How many times per month do you shop at The Home Depot?



Sample: 1,575

**52% shop at The Home Depot more than 10x a month.**

## Picking Up a Free Magazine is Very Common with Frequent C-Store Shoppers

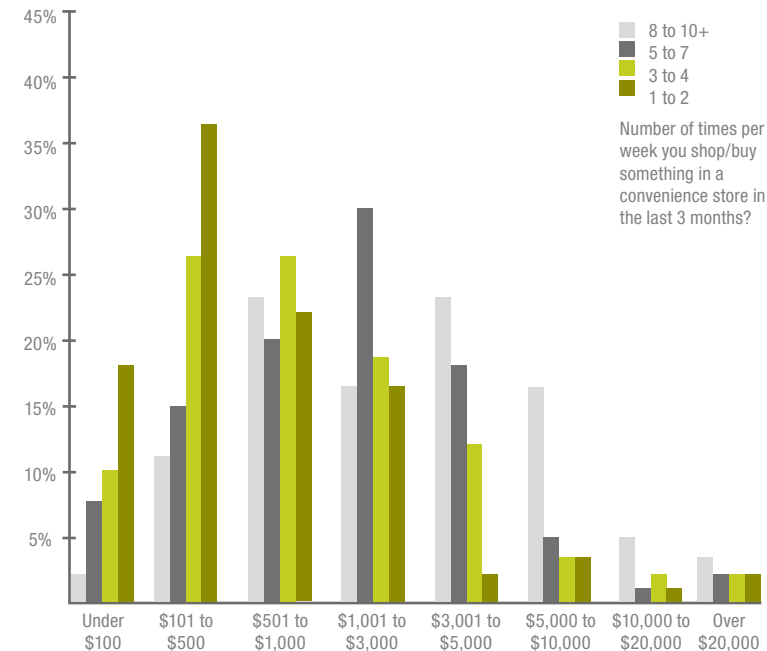


Number of times per week you shop/buy something in a convenience store in the last 3 months?

When shopping at a convenience store do you ever pick up free magazines?

Source: 2013 CG Survey Data

## Frequent C-Store Shoppers are the Heaviest Spenders in Home Improvement Stores



Number of times per week you shop/buy something in a convenience store in the last 3 months?

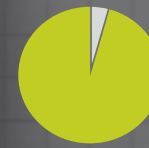
How much have you spent in home improvement centers and supply houses in the last 3 months?

Source: 2013 CG Survey Data

## Results of 2013 Reader Survey

### *Constru-Guía* Readers Are the Buyers and Influencers

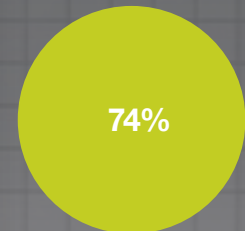
How much responsibility do you have for deciding where to purchase building materials and supplies for your job?



**93% of readers** have some or full responsibility over purchase decisions.

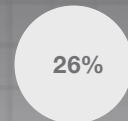
Which of the following best describes your job function?

Owner/Supervisor



**74%**

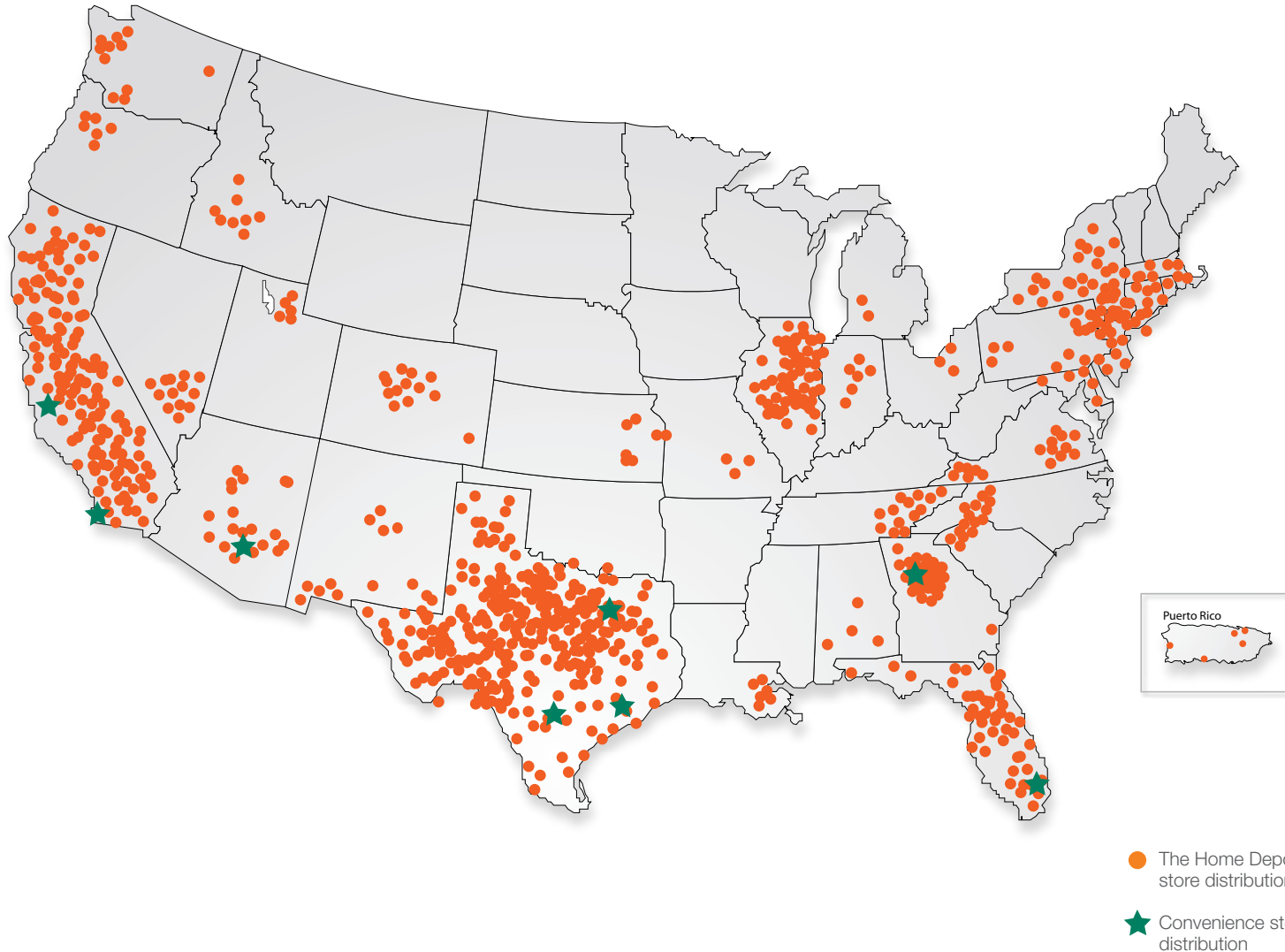
Non-Supervisor/  
Laborer



**26%**

# 2014 Distribution

Reach over 325,000 highly engaged readers who are at retail and ready to buy now.



## The Home Depot and Convenience Store Distribution

Total circulation is over 330,000 in 1,100 The Home Depot stores nationwide and over 200 national convenience stores, including 7-Eleven, in the top U.S. Hispanic markets. Some examples of our national coverage include, but are not limited to, areas such as:

### The Home Depot Coverage

- Los Angeles
- New York
- Miami
- Houston
- Chicago
- Dallas/Fort Worth
- San Antonio
- Phoenix
- San Francisco/Oakland/San Jose
- Rio Grande Valley
- Plus Many More

### Convenience Store Coverage

- Dallas/Fort Worth
- Los Angeles
- Miami/Ft. Lauderdale
- Houston
- San Antonio
- Phoenix
- Atlanta
- San Diego



# OSHA Alliance, and Association and Trade School Endorsements

Under an established alliance with the Occupational Safety and Health Administration (OSHA), *Constru-Guía al día* works with OSHA to provide readers information and guidance to help protect workers from construction-related hazards.

Hispanic Contractor Associations (HCAs) and trade schools are vital tools to communicate with U.S. Hispanics. Nine regional Hispanic Contractor Associations have endorsed *Constru-Guía al día* and send each of their members copies of each issue.

One trade school has endorsed *Constru-Guía al día* and distributes the magazine at all of their 33 campuses. In addition, *Constru-Guía al día*'s editorial advisory board is made up of representatives of these organizations to ensure that the content is relevant and useful.



[www.osha.gov/dcsp/alliances](http://www.osha.gov/dcsp/alliances)



[www.hcacarolinas.org](http://www.hcacarolinas.org)



[www.basfonline.org](http://www.basfonline.org)



[www.georgiahca.org](http://www.georgiahca.org)



[www.haciaworks.org](http://www.haciaworks.org)



[www.regionalhca.org](http://www.regionalhca.org)



[www.amcaaz.com](http://www.amcaaz.com)



[www.contractorslicensingchools.com](http://www.contractorslicensingchools.com)



[www.hispanic-contractors.org](http://www.hispanic-contractors.org)



[www.namcnational.org](http://www.namcnational.org)



[www.hbaofmetroorlando.com](http://www.hbaofmetroorlando.com)





# Editorial Highlights

	Early Spring '14	Spring '14	Summer '14	Fall '14
<b>Toolbox</b>	Masonry/Paving Contractor	Maintenance and Repair	Roofing Contractor	Remodeling Contractor
<b>Tools and Materials</b>	Make fast repairs with adhesives	Using nibblers: corded and cordless	The new paints and primers	Top 10 plumbing tools and why you need them
<b>How-To</b>	How to tile a shower wall	How to replace an exterior door threshold	How to repair squeaky stairs	How to patch and paint stucco
<b>Green Technologies</b>	How to install a tubular skylight	How to install rustic wood flooring	Installing a solar water heater	What you should know about the new toilets: dual flush, water conserving and Numi
<b>For Your Business</b>	How to handle legal issues that impact your business	Should you lease your equipment: the benefits and dangers	How to handle an OSHA inspection	Energy Star ratings: what they are and how to get rebates for your customers
<b>Safety</b>	Welding	Dangers of confined spaces	Fire and explosions	Danger: Electrocutation
<b>Problem/Solutions</b>	Repair a popcorn ceiling	Building simple jobsite sawhorses	How to replace broken ceramic tile	Installing recessed lighting in a kitchen
<b>Tool Innovations</b>	What's new in hand tools	The latest power tools	Today's saws deliver more	Tool innovations for 2015

Silver Lake Media Group, the publisher of *Constru-Guía al día*, reserves the right to modify the editorial plan as market and business needs shift, and this plan does not represent every topic contained in each issue.

# Deadlines and Rate Card

There are various options to choose from to advertise in *Constru-Guía al día*. Please contact your sales representative or the Publisher for more details.

## Rate Card

	1x	3x	4x
<b>Spread</b>	\$54,500	\$52,300	\$46,325
<b>Full Page</b>	\$29,750	\$28,000	\$25,300
<b>Half Page</b>	\$19,400	\$18,900	\$16,500
<b>Quarter Page</b>	\$10,500	\$10,000	\$8,900

► Discounts apply for companies that sell product at The Home Depot. Contact the Publisher for details.

## Space and Materials Deadlines

	Early Spring '14	Spring '14	Summer '14	Fall '14
<b>Space Deadline</b>	25-Nov.	19-Feb.	21-May	20-Aug.
<b>Materials Deadline</b>	2-Dec.	26-Feb.	28-May	27-Aug.
<b>In-Store</b>	Jan./Feb./March	April/May/June	July/Aug./Sept.	Oct./Nov./Dec.

## Special Sections, Covers, Commissions and Audit

Whether you want to support your brand or introduce a new product, our special advertising sections are the perfect option to raise awareness. A variety of special advertising units are available, including multi-page sections and blow-in cards.

### Covers

Available with a premium and attached to a 2014 4x commitment

- Cover 2: +20%
- Cover 3 and TOC: +10%
- Back Cover: +25%

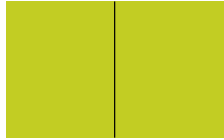
### Commissions

Commission to recognized agencies is 15%. At the discretion of Silver Lake Media Group, new advertisers may be required to provide acceptable credit references or cash with an order.




*Constru-Guía al día* is audited by the CVC (Circulation Verification Council).

# Ad Sizes and Specifications




Spread

Non-Bleed	Bleed	Live Copy in Bleed Ad Should Not Exceed
16" x 9-3/4"	17" x 10-3/4"	16" x 9-3/4"




1/3 Page Vertical

Non-Bleed	Bleed	Live Copy in Bleed Ad Should Not Exceed
2-1/4" x 10"	3" x 10-3/4"	2-1/4" x 10"




1/2 Page Horizontal Spread

Non-Bleed	Bleed	Live Copy in Bleed Ad Should Not Exceed
16" x 4-3/4"	17" x 5-1/4"	16" x 4-1/2"




1/4 Page

Non-Bleed	Bleed	Live Copy in Bleed Ad Should Not Exceed
Not available	4-3/8" x 5-1/4"	3-1/2" x 4-1/2"



Full Page

Non-Bleed	Bleed	Live Copy in Bleed Ad Should Not Exceed
7-3/4" x 10"	8-5/8" x 10-3/4"	7-3/4" x 10"



1/2 Page Horizontal

Non-Bleed	Bleed	Live Copy in Bleed Ad Should Not Exceed
7-3/4" x 4-3/4"	8-5/8" x 5-1/4"	7-3/4" x 4-1/2"

## Size Specifications

- Trim Size: 8-3/8" x 10-1/2"
- SADDLE STITCHED – Trims 3/16" head trim, 1/8" face, foot and gutter trim

**Note:** Live copy dimensions on bleed ads apply to left- and right-hand page ads.

## Offset Printing Specifications

- Digital materials – High Resolution (minimum 300 dpi at 8 x 10) CMYK PDF with CMYK photos; NO PMS COLORS  
(For information on pricing for PMS colors, contact Kevin Kilpatrick at 770.615.3585 or Kilpatrick@CGaldia.com.)
- Minimum 120 – Maximum 133 line screen required
- Maximum density in any one area, all colors 240%
- A color proof is not needed. If you'd like to submit a color proof or disc, please contact Glen Luensman at 847.987.1814 or Glen@CGaldia.com

## Additional Information

### File Transfer

Email ad materials to Pam@CGaldia.com.

### Use of The Home Depot Logo

If the ad includes The Home Depot logo, we recommend submitting the ad to The Home Depot for approval.

### Contact

For questions on production specs or submitting ads, contact Pam Gruebnaue at 847.372.0401 or Pam@CGaldia.com.

# Constru-Guía Digital Platforms Extend Reach

Since the magazine was first distributed in 2007, it has grown to become the largest circulated magazine in the U.S. for Hispanic men. To build upon and complement the magazine, Constru-Guía has developed a dynamic digital presence and an informative radio series. Like the magazine, both MiConstruGuia.com and radio are dedicated to enhancing the careers of Hispanic construction professionals. Add Constru-Guía al día to your media plan today to boost ROI and maximize marketing dollars.

## DIGITAL

The *Constru-Guía al día* reader website, MiConstruGuia.com, is a robust bilingual website that is growing every month. In addition to having every article ever run in the magazine, MiConstruGuia.com has fresh unique content added weekly and video offerings:

- Ability to access the site on mobile devices while on the job site or at retail
- Available in Spanish and English
- Easier to navigate
- Unique content that can't be found in the magazine

Bimonthly eNewsletters are sent to over 4,000 subscribers that are Constru-Guía power readers. With open and click rates higher than industry averages, the readers are rewarded with unique content, tool reviews and unique promotional offers. The eNewsletters are ideal mediums for advertisers with timely messaging needs.

To learn more about Constru-Guía Digital advertising opportunities, contact Kevin Kilpatrick at 770.615.3585 or [Kilpatrick@CGaldia.com](mailto:Kilpatrick@CGaldia.com), or contact your sales representative.

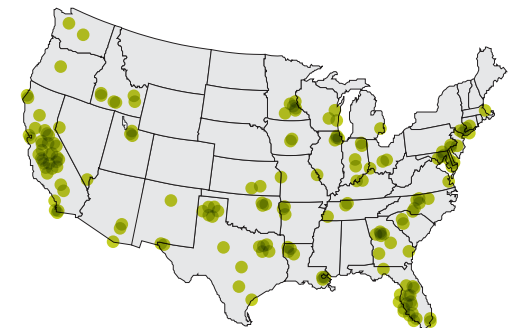


## RADIO

In 2014, “Constru-Guía Tip of the Day” Spanish language syndicated vignettes will be on daily on 115 stations in 66 Hispanic markets across the U.S. and provide an innovative way to reach Hispanic Pros while they’re on the job site during the week.

By partnering with advertisers such as Quikrete, Liquid Nails, Wells Fargo, the U.S. Army, Toyota, Macy's, Werner, Hitachi and 3M, Constru-Guía al día Radio is proving to be an excellent addition to any media plan.

For more information, contact Clark Logan at 212.633.7783 or [clark\\_logan@Focus360LLC.com](mailto:clark_logan@Focus360LLC.com).



# Sales Contacts and Publication Regulations

## Copy and Contract Regulations

- Agent or advertiser agrees to pay short rate for incomplete contracts.
- Announcement of any rate change will be made at least six days in advance of the closing date of the first issue affected.
- Orders for cover pages are non-cancelable. Other pages are non-cancelable after rate card issue closing date.
- Rebates will be made to advertisers qualifying for greater frequency rates than which advertiser was billed during a 12-month period.
- Advertisers billed at contract rate who fail to fulfill such contract will be short-rated at the rate earned.
- Publisher reserves the right to reject any advertisement it deems unsuitable for any reason.
- When space is contracted and no copy instructions are received by closing date, previous copy will be repeated.
- No conditions appearing on the contract, order or copy that conflict with Publisher's policies will be binding on the Publisher.
- If product advertised is available at home improvement retail locations, it must be available at The Home Depot stores, through special order or at [www.homedepot.com](http://www.homedepot.com).
- Silver Lake Media Group does not accept sequential liability. We will not accept insertion orders from agencies that agree to pay only to the extent that payment from the advertiser is received.
- The Publisher's liability for any error will not exceed the cost of the space.
- The Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher for advertising which advertiser or its agency ordered, and which advertising was published.
- The Publisher assumes no liability for errors in supplied materials, nor if, for any reason, it becomes necessary to omit an advertisement.
- All verbal instructions regarding contracts or insertion orders must be confirmed in writing.
- Positioning of ads is at the discretion of the Publisher.
- Use of any *Constru-Guía al día* editorial in advertising copy must be submitted to the Publisher for approval prior to reproduction material due date.

Silver Lake Media Group reserves the right to rule that an advertisement be labeled with the word "advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial and advertising.

If an advertisement contains statements or illustrations that are not deemed acceptable, which the editors feel should be changed or eliminated, the advertiser will be notified. Silver Lake Media Group will attempt to work out changes with the advertiser; however, if changes cannot be worked out, the advertisement will be declined.

Silver Lake Media Group may decline to accept advertising that is misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fails to comply with *Constru-Guía al día's* standards.

## Sales and Contact Information

**Midwest/Ohio**  
Paul DeGrandis  
847.920.9510  
[pauld@accelmediasolutions.com](mailto:pauld@accelmediasolutions.com)

**East/West Coast**  
Kevin Kilpatrick  
770.615.3585  
[Kilpatrick@CGaldia.com](mailto:Kilpatrick@CGaldia.com)

**Michigan  
(NON-CONSTRUCTION)**  
Kris Ayres  
248.310.9272  
[LKAMedia@mi.rr.com](mailto:LKAMedia@mi.rr.com)

**Southwest  
(NON-CONSTRUCTION)**  
Jo Neese  
972.386.6186  
[jneese@neeseandlee.com](mailto:jneese@neeseandlee.com)

and

Christy Spiegel  
214.352.3031  
[cspiegel@neeseandlee.com](mailto:cspiegel@neeseandlee.com)