

Media Kit

www.guitarramx.net

NOVEDADES, ENTREVISTAS, RESEÑAS, EQUIPO, TUTORIALES Y TABS

GuitarraMX

NUM. 01 / JUL/AGO 2016

Kiko Loureiro

SABOR LATINO EN MEGADETH

Tutorial...
¿Qué tan difícil es tocar la guitarra?

Maricela Juárez
La joya de Seymour Duncan

SOL PEREYRA
CAFECITO en Steelwood Guitars



ADemás
VIDEO
RESEÑAS

D'Angelico
Gretsch
Hotone
Fishman
Y MÁS...



Llegada a México

El nuevo disco



4 reseñas LIVE & CDS

2 Metal progresivo

3 Dystopia es una joya

4 Duet: un buen álbum



Brian Setzer HOT ROD

GRETSCH - READY TO ROCK



Loudbox MINI

FISHMAN LoudBox MINI

GuitarraMX magazine

THE WORLD OF THE GUITAR IN SPANISH

GuitarraMX is a non-downloadable Mexican electronic magazine with extensive world-class multimedia content for Spanish-language guitarists and bass players through the unique professional and cross-platform digital editorial proposal.

Bimonthly web-delivered magazine of national and international reach of the music sector.

QUITARRAMX MAGAZINE

**THE WORLD OF THE
GUITAR IN SPANISH**



¿Why in Spanish?

Because the Spanish language is spoken in many countries of the world, especially in America and the Iberian Peninsula. There are about **500 million Hispanic speakers** with Spanish as their native language, and more than 590 million on the planet. Globally **Mexico, with more than 120 million people**, is the country with the largest Spanish-speaking population, followed by Colombia, Spain, Argentina, Venezuela, Guatemala, Ecuador, Peru, Chile and Cuba in the top 10. But in other countries the Spanish-speaking population is large, with more than **50 million in the United States**, 12.5 million in Brazil, 5.7 in Italy, 2 in France and 1 in Canada.

The Mexican Market

By 2014, the Mexican music market was estimated at **185 million dollars a year**, with a per capita sale of 1.54 dollars and represents 1.10% of the world market. In contrast, the Argentine market is estimated at 79 million dollars, with sales per capita of 1.84 dollars, being only 0.50% of the global market. After Brazil, Mexico is the second most important market in Latin America in the music industry. On the other hand, the current purchasing power of the Hispanic population in the US Exceeds \$ 452 billion. The Latin American market is the fastest growing in the world.

Target

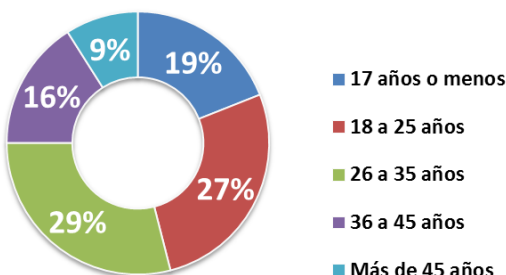
Our target are guitarists and bass players, so it is very broad and is composed of women and men from 15 to 55 years, amateurs and Pros.

GENDER: 75% men & 25% women

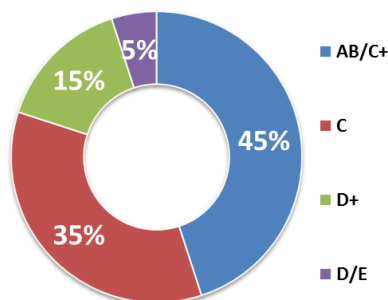
Affinity: electric and acoustic guitars, electric and acoustic bass, amplifiers, effects pedals, accessories. Artists of the musical medium, guitarists, bass players, bands, concerts, music stores.

Price: Free digital edition - Subscription: free - Pages: 50-60

Edades



NSE



DIGITAL ADVERTISING

LAUNCH PROMOTION:

Full page: \$100 USD

Interactive Ad with clicks.

Size: A4 210x297 mm

Without exceeding in

JPEG, PNG, PDF format.

Mín 96dpi Max 190dpi



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SOCIAL MEDIA



GUITARRAMX MAGAZINE

CONTENT PLATFORM



Sections of the digital magazine

- **EDITORIAL** (Information and entertainment section)
 - Interviews (*Cover Story, A Coffee with..., Clinics*)
 - Events (*Backstage, Conciertos, Festivals...*)
 - News (*national and global musical news*)
- **REVIEWS** (Instrument / equipment multimedia testing)
 - Guitars and Basses (*text, photo, audio and video*)
 - Amplifiers and Equipment (*text, photo, audio or video*)
 - LIVE & CD (*recommendation of concerts and records*)
- **TRANSCRIPTIONS** (High quality music scores self-made)
 - ChoPRO (*Lirycs with chords, plus solo and details*)
 - GtrTAB (*Pentagram and TAB of guitars plus voice*)
 - FullTAB (*Musical score in pentagram and TAB*)
- **TUTORIALS** (Lessons and tips in video and audio)
 - Guitar and bass (*Different musical styles and techniques*)
 - Sound and Effects (*Practical usage of equipment*)

Three-channel media platform

1. **Subscription Website** (*advanced WordPress*)
2. **Online Digital Magazine** (*Joomag multiplatform with SEO*)
3. **Social Media** (*Facebook, Twitter, Instagram, YouTube*)

Digital Performance per bimonthly edition

Total visits per issue: 15,000 (12,000 IP's unique 80%)

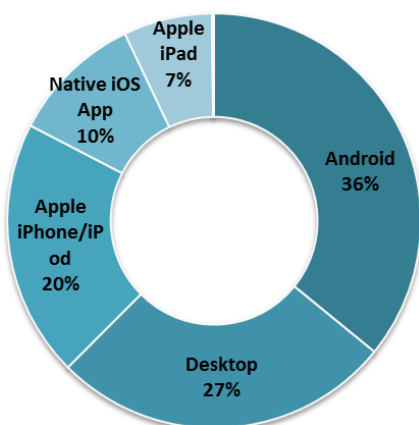
Unique users: 1,300 readers (with 2,000 interactive sessions)

Pages viewed: 20,000 (10.5 pages avg. and +5: 00 minute session)

Countries: +30 including all of Latin America (Mexico 75%)

(From monthly data source Joomag)

Dispositivos Móviles



A LA MEDIDA: IBANEZ KIKO100

Una Serie S modificada, hecha en Japón, incluye trastes Sculptured del 19 al 22, un traste especial en el 23 y Edge Tremolo Original. El color es Rojo Rubi transparente.

Hasta el más mínimo detalle

Este instrumento es un guitarrero más, creado para ser tocado, disfrutado y usado tanto en el escenario como en el estudio. Su cuerpo es de arce, su puente es de acero inoxidable y su mástil es de arce. Su sonido es limpio y brillante, su respuesta es rápida y su construcción es sólida. Su diseño es moderno y su estética es clásica. Su precio es justo y su calidad es excelente. Su nombre es Kiko100 y su historia es la historia de un guitarrero que siempre busca el mejor instrumento para su música.

Beaumont Rag

Beaumont Rag

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