

PINTOR PROFESIONAL

2008 MEDIA GUIDE

Hispanics are the nation's fastest-growing population segment, accounting for more than 44.3 million people. Recent U.S. Census Bureau reports calculate the 1.6 million Latino-owned businesses in this country generate \$220 billion in business revenues.

To reach this important market, Sherwin-Williams produces *Pintor Profesional*, a Spanish-language counterpart to its popular *Professional Painting Contractor* publication. Now in its third year, the publication reaches over 25,000 Spanish-speaking paint industry professionals, as well as the hard-to-reach 25-40 Hispanic male demographic.

Each issue of the magazine profiles the success and achievements of Latino-owned painting firms throughout the country, and provides useful how-to articles on coatings, equipment and application techniques. Business management

stories and tips are another important ingredient in the editorial mix.

For maximum impact, *Pintor Profesional* is mailed directly to targeted Latino painting contractor professionals in addition to hand-

distribution by Sherwin-Williams sales representatives. The publication provides a perfect opportunity to connect with this key group of paint industry professionals.

Mailing Instructions

Pintor Profesional magazine
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Phone: (262) 650-3691
Fax: (262) 650-9261
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Protective Clause: Advertisers submitting ads or other printed materials for publication in *Pintor Profesional* assume liability for all advertising content and also agree to indemnify The Sherwin-Williams Company or Northbrook Publishing, a division of Randall-Reilly Publishing Co., LLC.



2008 Schedule	Materials Due	Mail Date
Spring 08 (Vol. 3, No. 1)	March 13	April 18
Summer 08 (Vol. 3, No. 2)	July 14	Aug. 11
Fall/Winter 08 (Vol. 3, No. 3)	Nov. 14	Dec. 12

Ad Rates (by frequency)	1x	2x	3x
Full Page 4-Color	\$3,500	\$3,250	\$3,000

Commissions: Recognized advertising agencies are allowed 15 percent of gross billing provided account is paid in full within 30 days of invoice date.

Complimentary Copies: Participants receive 5 complimentary copies. Additional quantities are available at \$1.50 each. Reprints of selected articles are also available at cost upon request.

Mechanical Requirements

Trim Size, Full Page	8 ³ / ₈ x 10 ³ / ₄ "
Bleed Size, Full Page	8 ⁵ / ₈ x 11"
Live Area, Full Page	7 ⁷ / ₈ x 10 ¹ / ₄ "

Layout Files: QuarkXPress, PDF, Photoshop and Illustrator files may be supplied.