

Of the US \$2.17 billion spent on advertising in Mexico in 1991, 60 percent was directed at television advertising, 20 percent was spent on radio, 15 percent on print and 5 percent on outdoor advertising.

Advertising is relatively expensive. One minute of prime-time advertising on *Televisa*, the largest television network, costs US \$10,000. A one-page advertisement in *El Universal*, a large daily with a circulation of 1.2 million, costs up to US \$6,000.

TRADE MAGAZINES

Advertising in trade journals, business directories or catalogues is a popular way to reach a more targeted audience of prospective buyers. Note that many English-language trade publications and business directories enjoy wide circulation in Mexico. All trade publications tend to carry a great deal of product advertising, and are widely read by buyers for this reason. That makes such publications a good source for market research. The new exporter can learn a great deal about competitors' products, prices and marketing approaches by reviewing magazines and catalogues that focus on a particular sector or product category.

SPECIALIZED PROMOTIONAL MATERIALS

Promotional materials describe a product or service, inform potential customers why they should consider purchasing it, and indicate how to place an order or obtain further information. Promotional materials can be used in a direct-mail campaign or distributed at a trade fair or show. They can be directed either at the target market, importers and/or distributors, foreign agents and representatives, or end-users.

Promotional materials should be modified for the Mexican market. Ideally, they should be written in Spanish as opposed to simply being a translation of an English or French original. Canadian exporters should not simply rely on what they use at home. Here are some important points to remember.

- Where necessary, rewrite the sales letters and literature to adapt them for the Mexican market. Use fairly simple and straightforward language, and steer clear of slang words or other terminology that a buyer whose first language is not English is unlikely to understand.
- Pictures are often an effective way to communicate a message and portray the application of a product or service. Where possible, use colour photographs and illustrations. Pictures and/or illustrations can also replace lengthy descriptions.