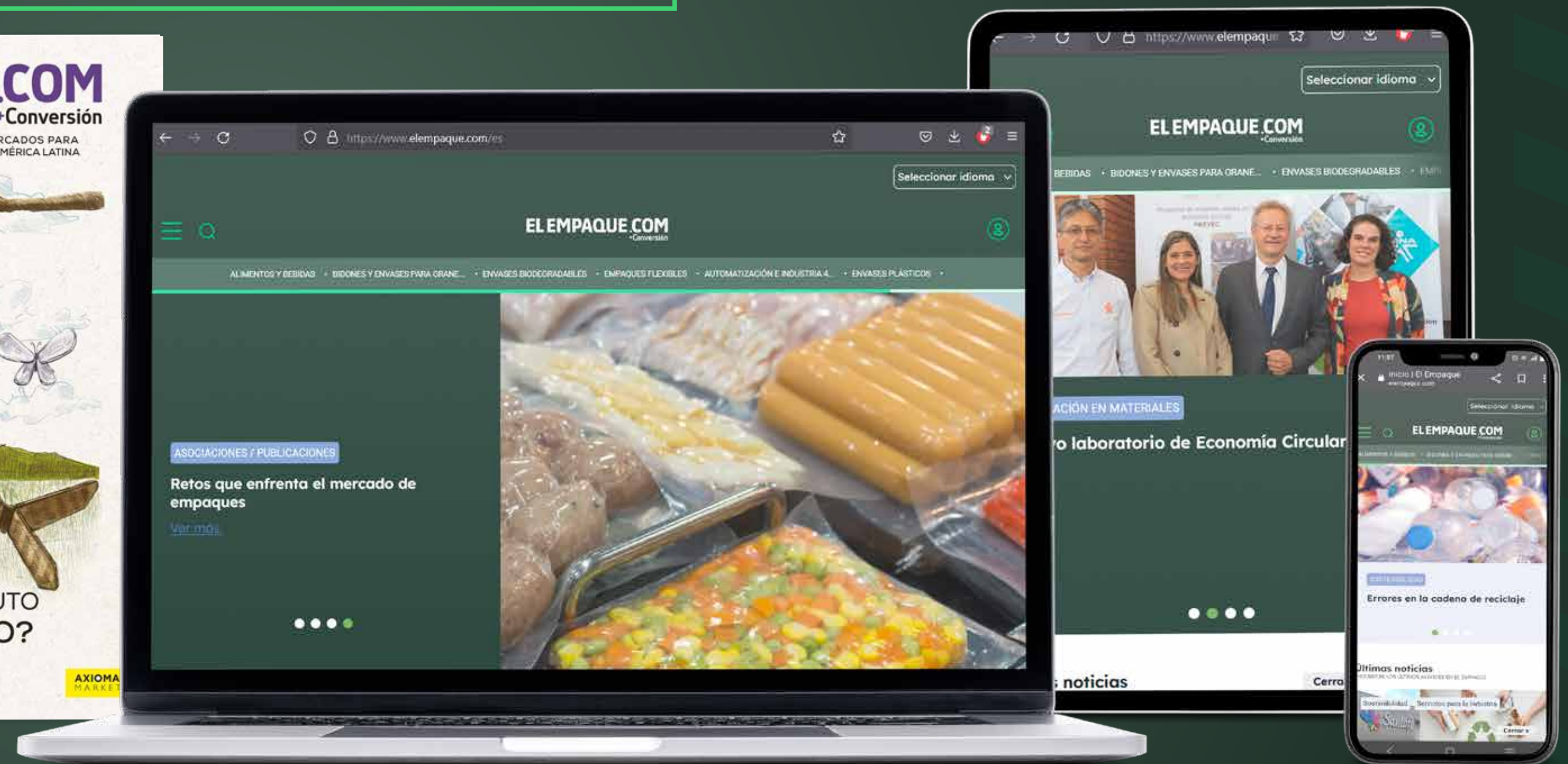


2023 MEDIA KIT

We promote your company in Mexico and Latin America



ELEMPAQUE.COM
+Conversión

WWW.ELEMPAQUE.COM

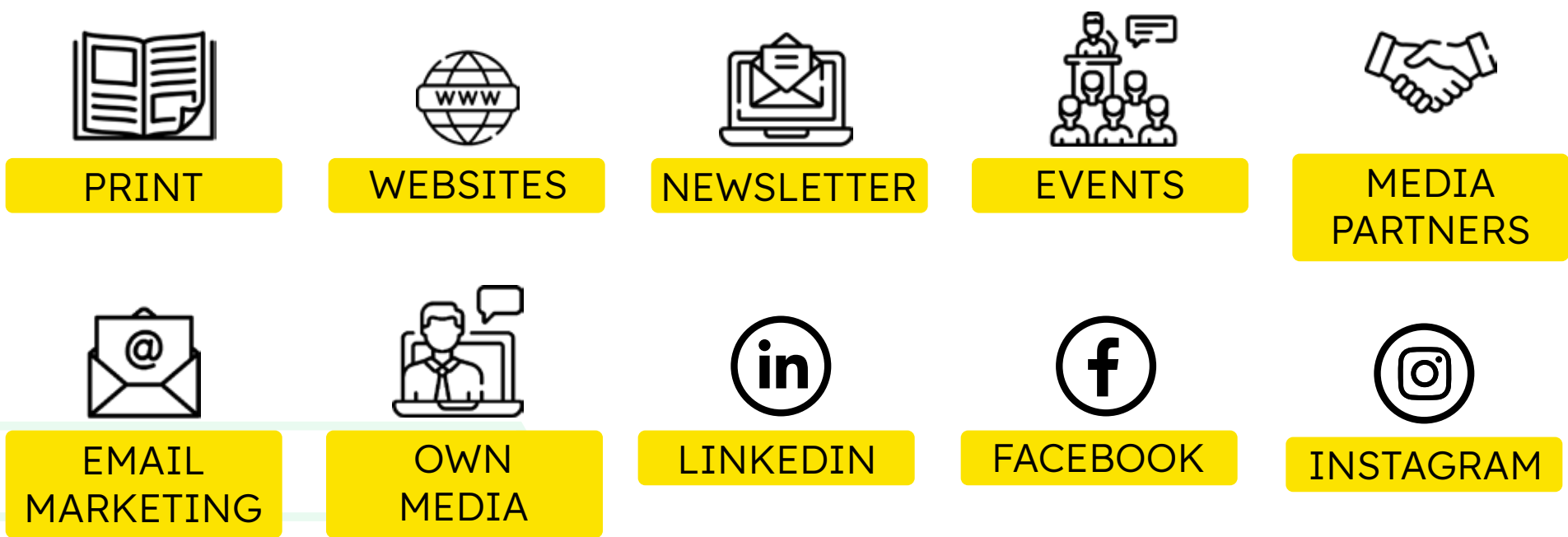
A PUBLICATION BY

AXIOMA B2B
MARKETING

EL EMPAQUE + CONVERSION IS PART OF AXIOMA B2B MARKETING

Axioma is the brand behind our El Empaque + Conversion publication. As Axioma, we have **21+ years** of experience impacting professional decision makers from 9 of the most important industries in Latin America.

Our complete content ecosystem is at the forefront of market trends to efficiently impact audiences of interest.



Packaging Industry

EL EMPAQUE.COM
+Conversion

Health Industry

EL HOSPITAL.COM

Plastic Industry

T E C N O L O G Í A D E L
PLASTICO.COM

Metalworking Industry

MANUFACTURA
LATAM.COM

Manufacturing Industry

METALMECANICA.COM

Food Industry

R E V I S T A
IALIMENTOS.COM

Hospitality and Gastronomy Industry

R E V I S T A
LABARRA.COM

Hardware Store Industry

FIERROS.COM.CO

Construction Industry

EN OBRA.COM

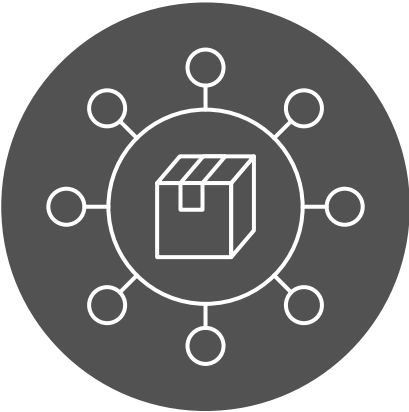
STRATEGIC B2B MARKETING MOMENTS

We know the B2B Marketing stages that offer the greatest opportunity for your company to connect with the Latin American market.



To Find

Reach the right audience to talk about your products and services



To Differentiate

Highlight how your company can solve an industry-relevant problem better than anyone, inspiring your audience through your technologies and innovations.



To Promote

Build a strong and solid relationship with your audience that converts into customers for your business.

Let's build the route your company needs to achieve its objectives and reach decision-makers in the Latin American market.

Formats

- Print Ads
- Content Sponsorship
- Banners
- Social Ads
- Digital Infographics
- Special content
- Newsletter
- Showrooms
- Email bast
- Video
- Events Sponsorships

Formats

- Advertorials
- Podcasts
- Whitepaper/ E-books
- Newsletters
- Video
- Participation in live and virtual events
- Webinars

Formats

- Advertorials
- Digital Infographics
- Podcasts
- Whitepaper/ E-books
- Newsletters
- Video
- Participation in live and virtual events
- Webinars

We not only offer you the best spaces for the visibility of your brand, we are also your ally to generate the best marketing strategies to achieve your goals. This is how we do it:



AXIOMA'S METHODOLOGY

Our objective is to generate value through effective business connections that meet the marketing and communication objectives of the companies.

We have an experienced team working on your needs and goals, specialized according to your industry.

EL EMPAQUE + CONVERSION

Effective Business Connections

El Empaque + Conversion is a powerful marketing and communication tool that promotes your company among decision makers and purchasing influencers in the packaging industry in Mexico and Latin America.

27 years connecting the Packaging industry.

Our platform of print, digital media and specialized events helps national and multinational companies to generate effective business connections among industry professionals helping companies achieve their objectives through strategic routes designed to meet their needs.



*Total audience: represents the summation of web unique visitors per month plus the qualified subscribers of the print and digital magazine and e-newsletter.

QUALIFIED AUDIENCE

Website visitors and subscribers



MÉXICO

+36,880



LATIN AMERICA

+100,700*



9,154

SUSCRIPTORES
IMPRESOS



8,922

DIGITAL DATA
BASE



18,807

VISITANTES ÚNICOS DEL
SITIO WEB POR MES



22,838

SUSCRIPTORES
IMPRESOS



25,212

DIGITAL DATA
BASE



52,655

WEBSITE
VISITORS

Our distribution of the printed magazine is complemented by the distribution of its digital version to our entire database.
*This number includes the total audience, including Mexico.

QUALIFIED AUDIENCE

Subscribers segmentation

Business and industry breakdown:

- 35% Packaging printing and converting
- 34% Food and drinks
- 15% Other packaged products
- 6% Chemicals / Drugs / Personal Care
- 5% Packaging services
- 3% Agents, representatives and distributors
- 2% Others related to the sector

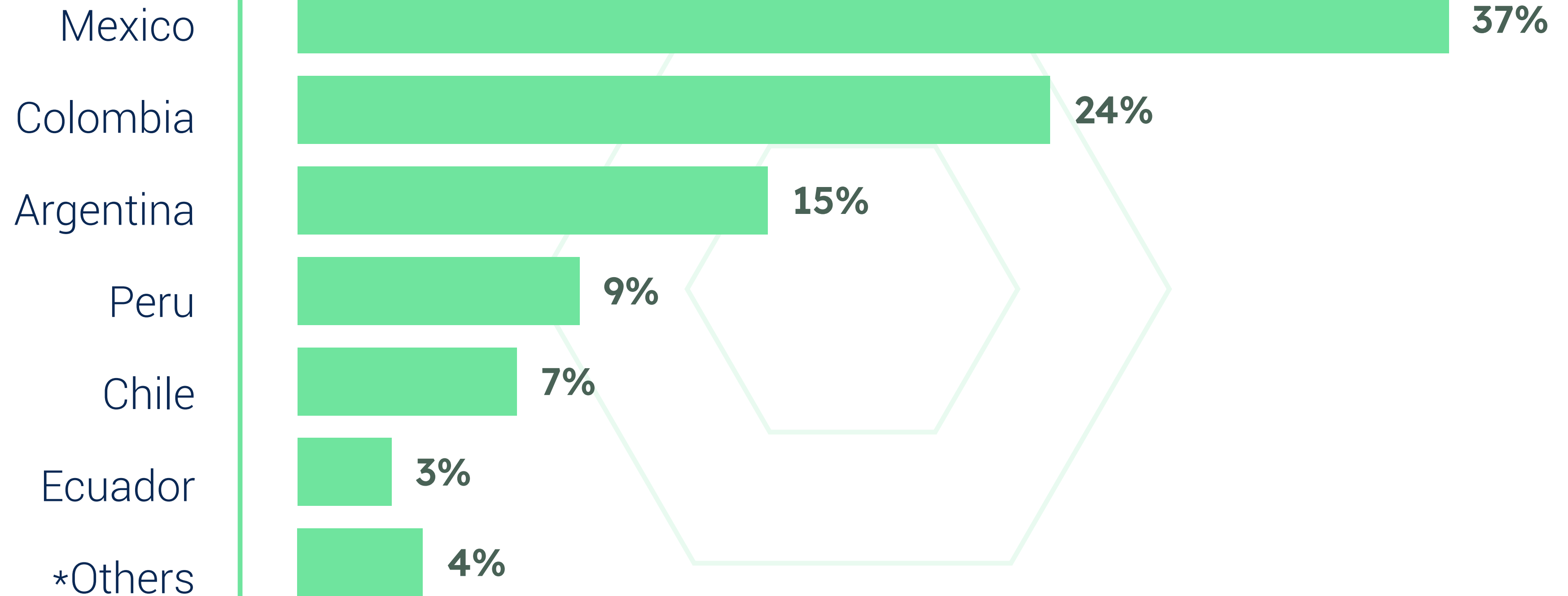
Title breakdown:

- 22% CEO/ General Manager /Owner /Partner
- 18% Directors/Managers/Heads of Operations and production areas
- 13% Directors/Managers/Heads of administrative and purchasing areas
- 10% Directors/Managers/Heads of Quality areas
- 6% Directors/Managers/Heads of maintenance areas
- 4% Directors/Managers/Heads of plant or workshop areas
- 4% Directors/Managers/Heads of marketing and sales areas
- 4% Advisor / Consultant
- 3% Director / Manager / Head of Engineering
- 2% Director / Manager / Head of Research and Development
- 2% Strategic buyer
- 1% Manager/Head/ Project Designers
- 1% Director / Manager / Chief Designer
- 1% Director / Manager / Chief / Packaging Engineer
- 1% Director / Manager / Product Manager
- 1% Director / Manager / Head of Laboratory
- 6% Other Industry Professionals

QUALIFIED AUDIENCE

Subscribers segmentation

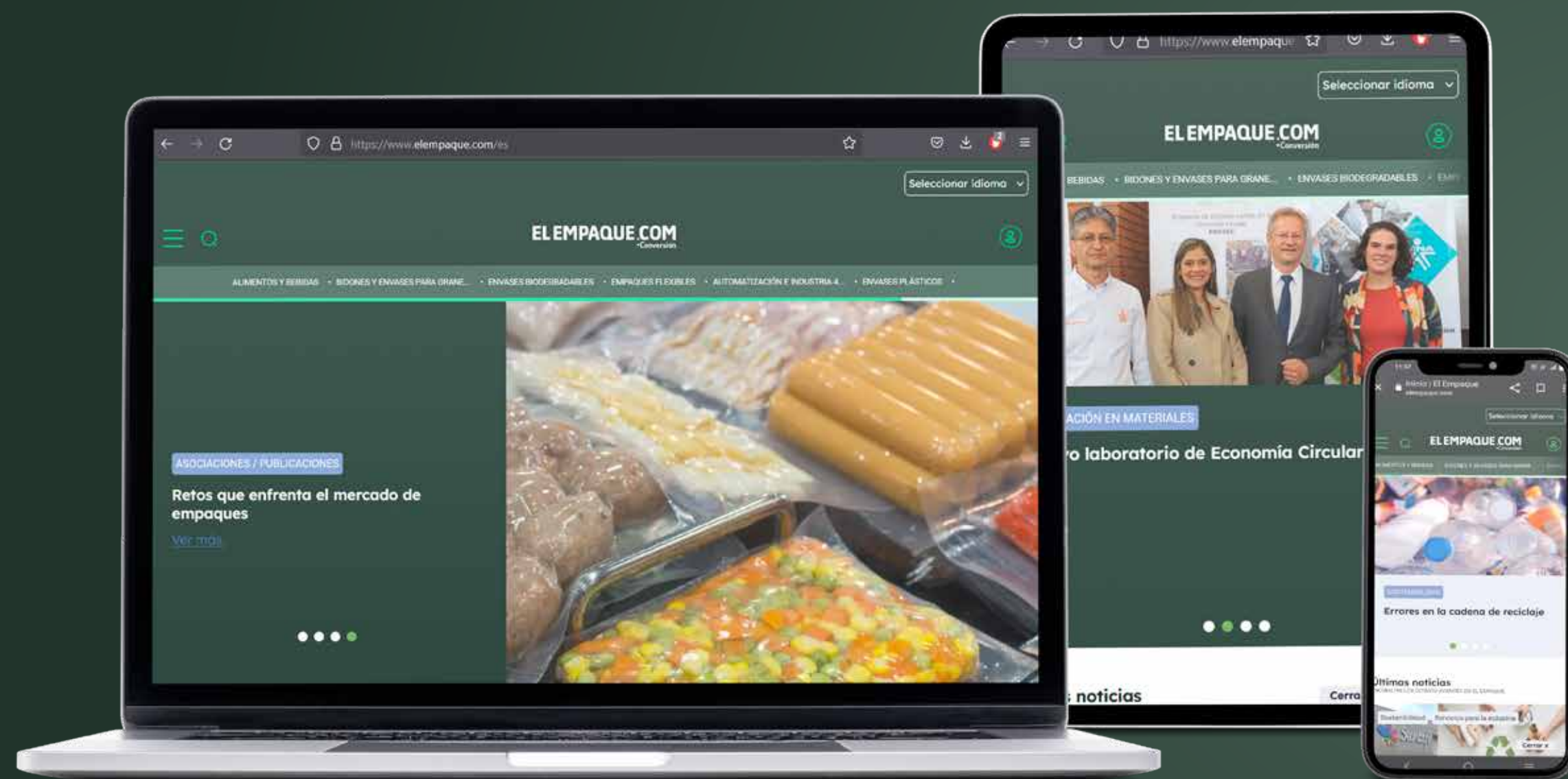
Country breakdown:



**Others Countries: Venezuela, Bolivia, Costa Rica, Guatemala, Uruguay, Brazil, El Salvador, Paraguay, Panama, Puerto Rico, Honduras*

DIGITAL MEDIA

El empaque + conversion



New website.
New formats.
New experience.
Visit us!



VISITORS PER MONTH
+52,655



PAGE VIEWS PER MONTH
+204,163

Mexico
31,81%

Colombia
19,63%

Peru
8,25%

Argentina
5,48%

Ecuador
4,09%

*Others
30,74%

We are the top ranking industry site for Latin America.

Data taken from www.similarweb.com in june 2022.

*Others Countries: Honduras, Panamá, Paraguay; Uruguay, Nicaragua, Chile, United States, Indonesia, Guatemala, Venezuela, Costa Rica, Bolivia, Dominican Republic, El Salvador.



SPECIALIZED CONTENT

EL EMPAQUE + CONVERSION

Find a space specially designed for your brand. Optimize your investment by sponsoring the content that your audience needs:

Sponsor the categories associated to products:

- Packaging and components types
- Containers materials
- Processing of containers and packaging
- Packaging and label printing
- Services for the industry
- Emerging technologies for packaging design

Sponsor the categories associated to industry trends and news:

- Food and beverage
 - Printing and labels
 - Rigid packaging
 - Flexible packaging
 - Pharma
 - Personal care
 - E-commerce
 - On the go
 - Logistics and protection
 - Transformation in printing processes
 - Sustainability
 - Innovation in materials
 - Design and user experience (UX)
 - Automation and 4.0 industry
 - Digitization in packaging
 - Processing efficiency
 - Smart packaging
 - Emerging technologies
 - Business intelligence
- 

DIGITAL MEDIA DISPLAY PRODUCTS

Achieve your branding objectives and position your brand among packaging industry professionals with our different banners and sponsorship formats.

Pop up banner

Home Sponsorship

- HeadLine
- Banner Leaderboard

News category sponsorship

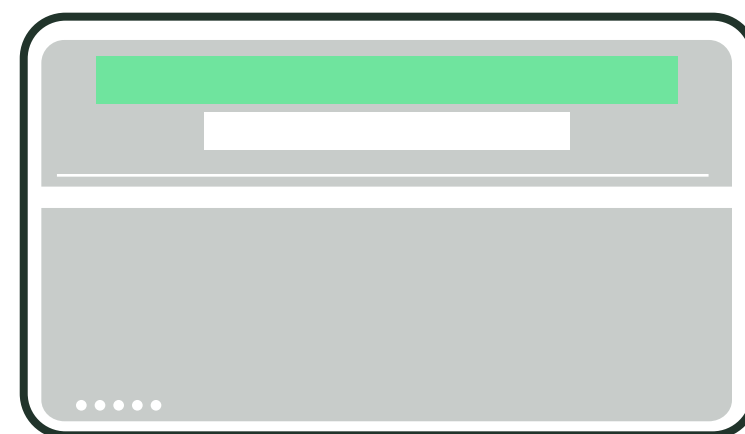
- HeadLine
- Banner Leaderboard
- Banner full width

Sponsorship category suppliers and products

- HeadLine
- Banner Leaderboard
- Banner medium rectangle



Pop up banner



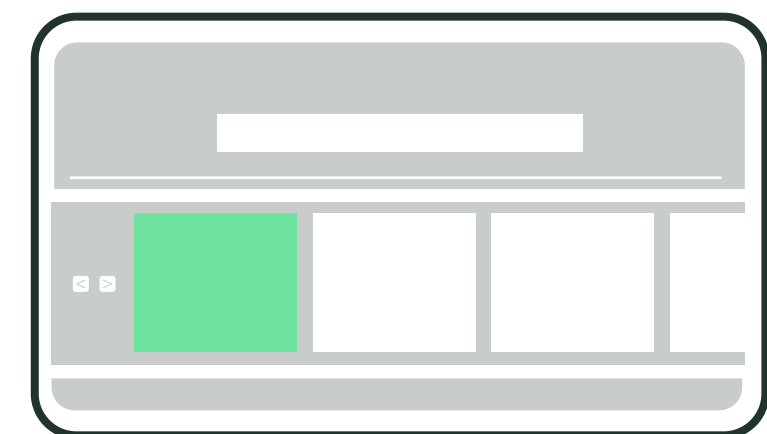
HeadLine



Banner Leaderboard



Banner full width



Banner medium rectangle

BENEFITS

- Create brand awareness
- Generate clicks and sales
- Increase leads

DIGITAL MEDIA

We have digital formats that will give your brand more relevance through valuable content around industry trends.



Content Marketing

Build a relationship of trust and educate your target audience with valuable content made by experts:

- Content strategy based on the golden circle model
- Hosted in the news section
- Content sent in newsletter
- Posted on our LinkedIn profile



Downloadable Content Campaigns

Give us your best piece of content and we'll take care of distributing it in our media ecosystem.

- Banner prominent newsletter



Webinars

Host a digital and interactive event for your target audience members and customers. Educate on your benefits and advantages of your specific corporate offerings.

- Commercial webinar
- Editorial webinar
- Qualified databases

DIGITAL MEDIA

We have digital formats that will give your brand more relevance through valuable content around industry trends.



Showroom

Your products may have a space on our web portal to be consulted.

- Commercial webinar
- Editorial webinar
- Qualified databases

NOW THE

CATÁLOGO DEL

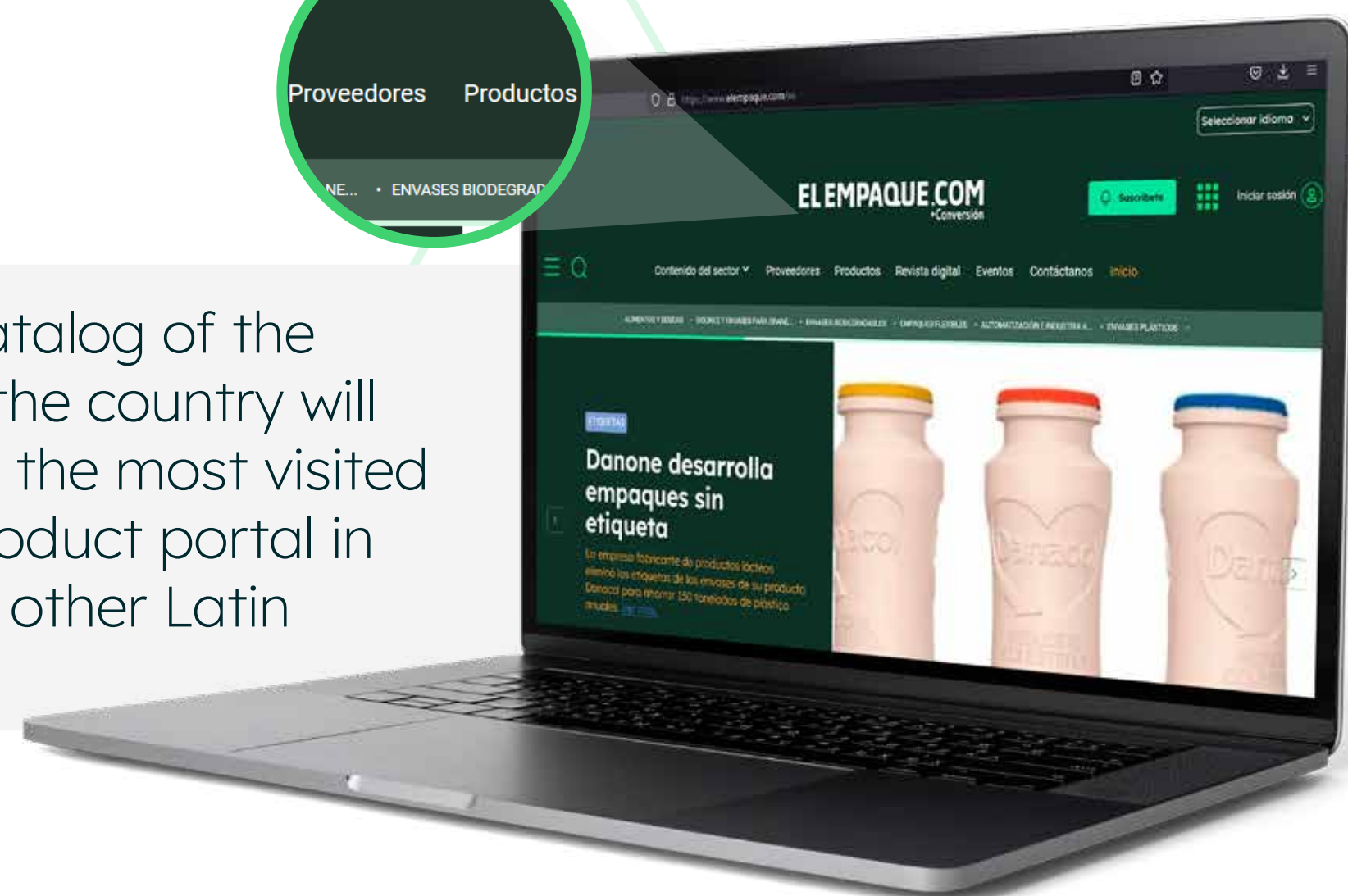
EMPAQUE

WILL BE PART OF

ELEMPAQUE.COM
+Conversión



The most important catalog of the packaging industry in the country will now be integrated into the most visited content, trends and product portal in Colombia, Mexico and other Latin American countries.



DIGITAL MEDIA

We generate segmented campaigns based on our audiences and social media potential audiences.



Email Marketing

Increase brand visibility, attract leads, and promote your products and/or services by sending emails to our segmented packaging industry database.



B2B Industry Benchmark:

- Open rate: **20%**
- CTR: **3%**



Social Ads

Create a community with your targeted segmented audience and drive traffic to your business.



B2B Industry Benchmark:

- CTR: **0.4%**



DIGITAL MEDIA

We generate segmented campaigns based on our audiences.



Newsletter and Commercial information

Get more professionals to recognize your brand by placing ads and sharing your company's news in our e-newsletters;

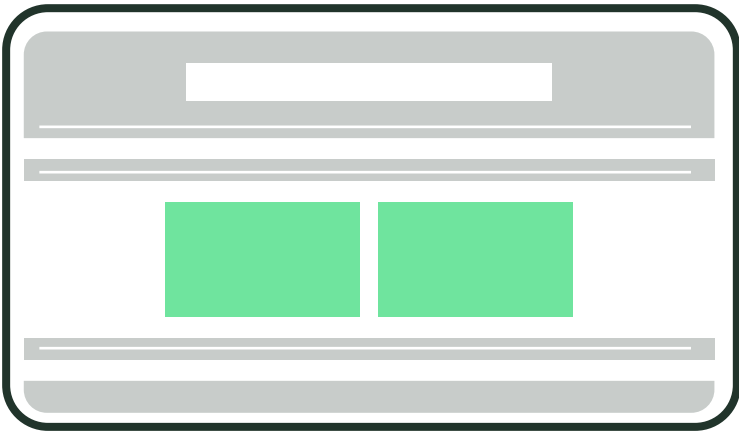


B2B Industry Benchmark:

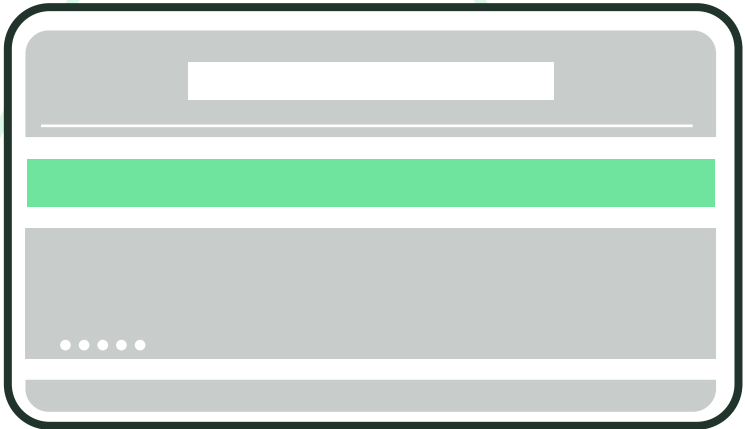
- Open rate: **20%**
- CTR: **3%**



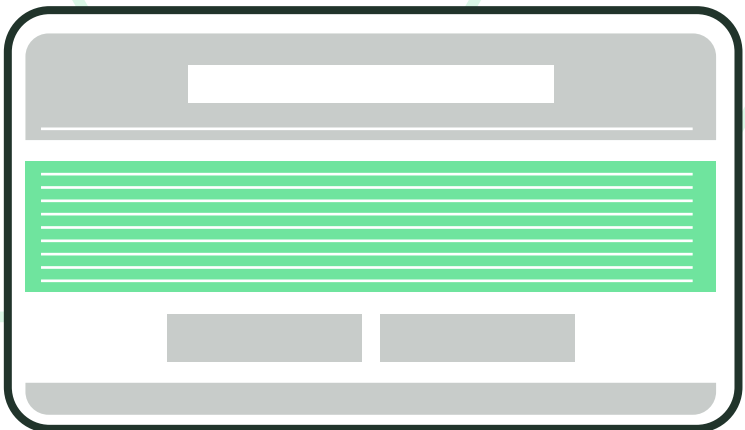
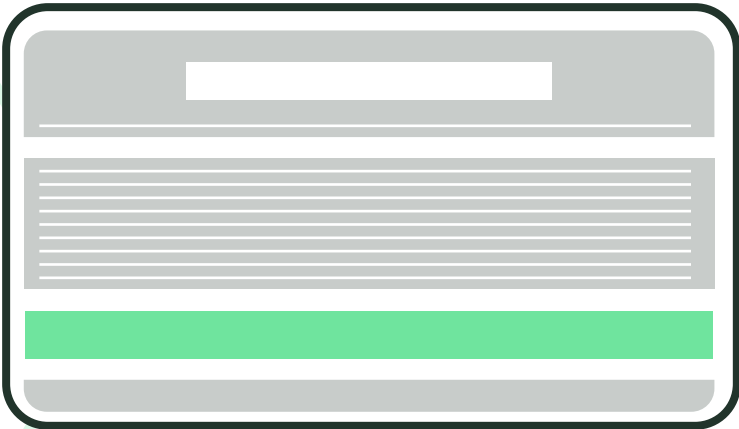
Banner premium



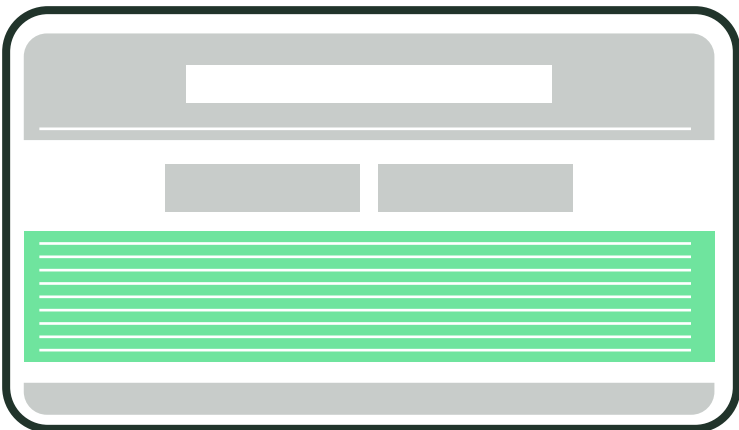
Banner prominent



Banner leaderboard



Sponsored editorial



PRINT MEDIA

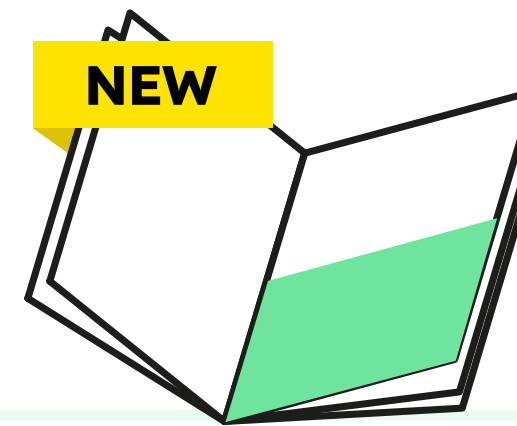
Promote your message directly to our qualified audience of decision makers and purchasing influencers in Mexico and Latin America, through our broad portfolio of advertising and content tools in printed format.



6

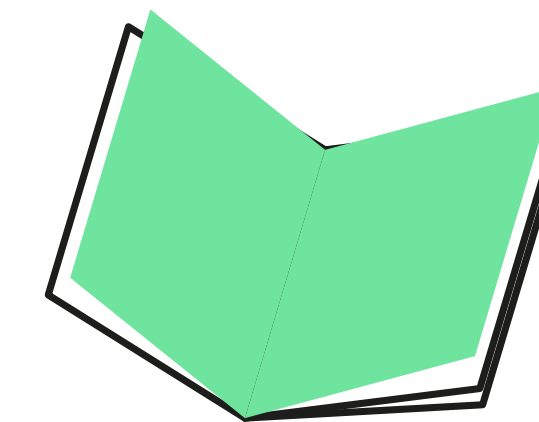
Issues
per year

STANDARD POSITIONS



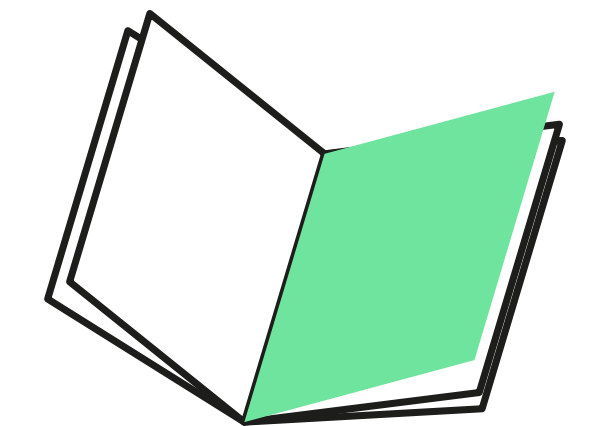
1/2 Horizontal Page

7,48 x 4,72 in
19 x 12 cm



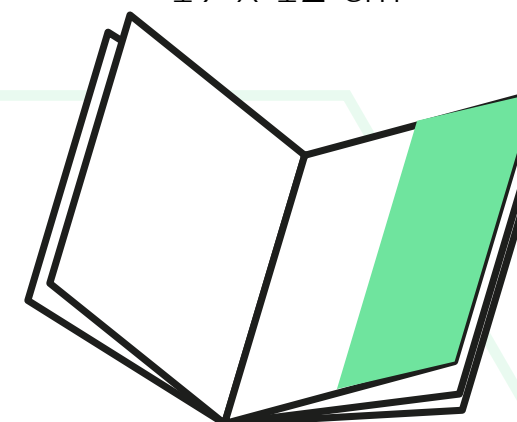
Double Page

14,56 x 9,84 in
37 x 25 cm



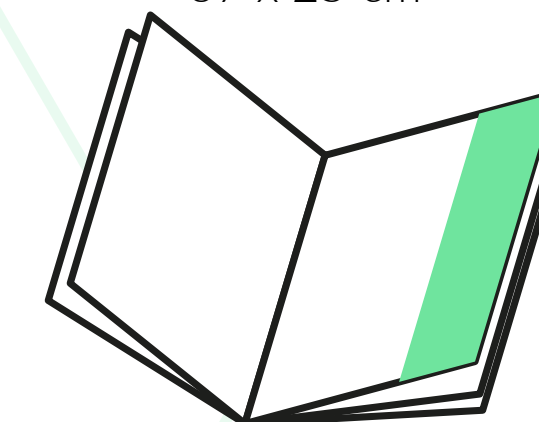
Full Página

7,48 x 9,84 in
19 x 25 cm



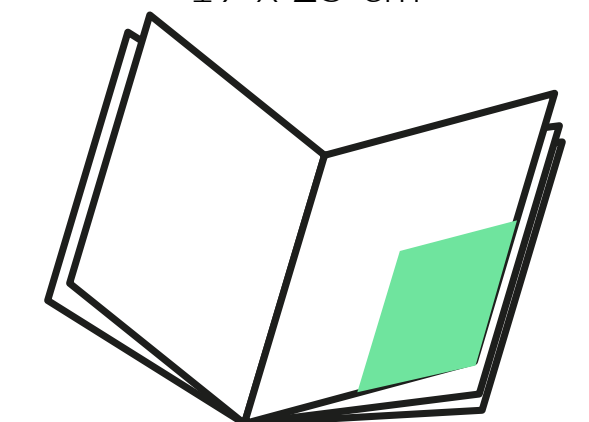
1/2 Vertical Page

3,93 x 9,84 in
10 x 25 cm



1/3 Vertical Page

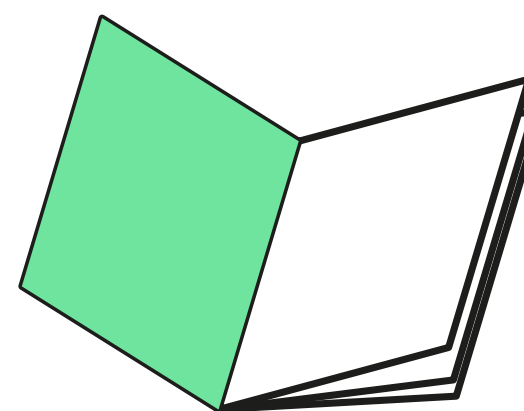
2,95 x 9,84 in
7,5 x 25 cm



Marketplace

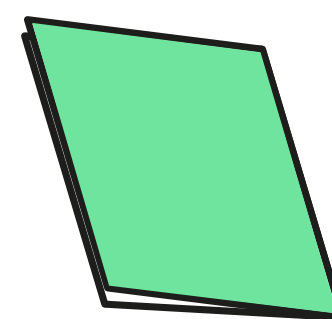
2,75 x 3,77 in
7 x 9,6 cm

SPECIAL POSITIONS



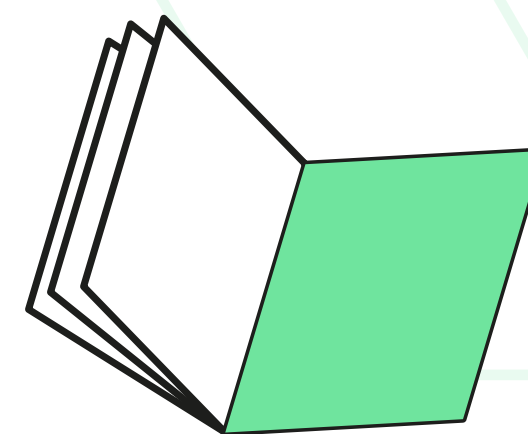
Inside Cover

7,48 x 9,84 in
19 x 25 cm



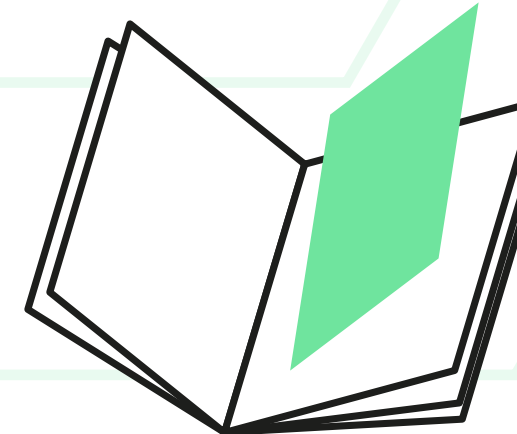
Back Cover

7,48 x 9,84 in
19 x 25 cm



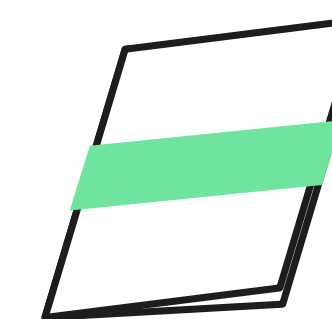
Inside Back Cover

7,48 x 9,84 in
19 x 25 cm



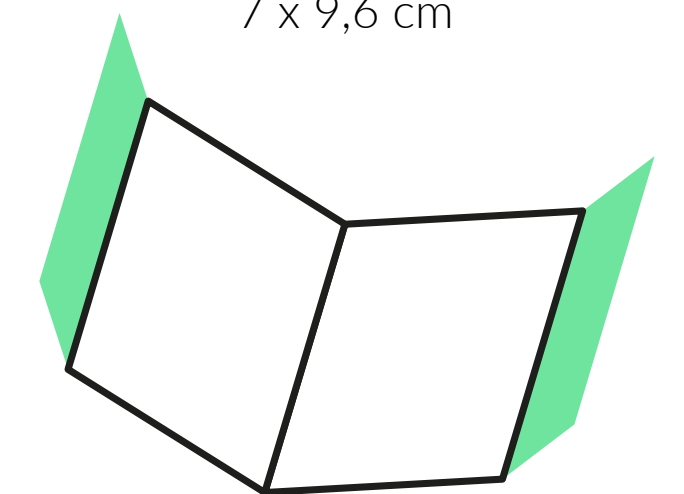
Loose Insert

6,29 x 8,66 in
16 x 22 cm



Wrap Around

1,96 x 7,08 in
5 x 18 cm



Flap Insert (Applies only for
bonus distribution at trade shows)

20,27 x 9,84 in / 25 x 51,5 cm

PRINT MEDIA

Connect effectively with our qualified audience through content formats and content sponsorships. Publish additional key content about your company.



SECTION SPONSORSHIP

Featured brand presence in a specific section of the print magazine.

- 1 page ad at the beginning of the section.



STANDARD ADVERTORIAL

Develop your commercial content and expand the information of your products, services or success stories in advertorial format.

- 1 or 2 pages



INFOGRAPHIC ADVERTORIAL

Images are persuasive and eye-catching. Our layout team supports you by capturing your company's messages in an infographic way.

- 1 or 2 pages

VIRTUAL INDUSTRY EVENT

Sponsor our annual virtual industry event.



+ 3,510
REGISTRATIONS
FROM DIFFERENT
COUNTRIES OF LATAM

+ 1,800
ATTENDEES

+ 8
CONFERENCES WITH
INTERNATIONAL
EXPERTS.

Visit: <https://www.innovacionenvases.com/>

International experts share all their knowledge and the main trends in management and technology with our qualified audience.

ELEMPAQUE.COM

+Conversión

CONTACT OUR SALES TEAM

USA AND CANADA

Carolina Sanchez
+1 772 225 3981
carolina.sanchez@axiomab2b.com

MEXICO

Carmen Bonilla
+52 (81) 1378-1703
carmen.bonilla@axiomab2b.com

Stella Rodriguez
+52 1 (55) 1882-4802
stellar@prodigy.net.mx

COLOMBIA

Yudy Garzon
+57 317 3658579
yudy.garzon@axiomab2b.com

EUROPE

Eric Jund
+33 (0) 493 - 587743
eric.jund@axiomab2b.com

ITALY

Nicola Orlando
orlando@com3orlando.it

Flavio Rossi
rossi@com3orlando.it

ASIA

China
maggieliu@ringiertrade.com

Hong Kong
octavia@ringier.com.hk

Taiwan
sydneylai@ringier.com.hk

SALES LEAD MANAGER

Angélica Duque
+57 3015191310
angelica.duque@axiomab2b.com

AXIOMA B2B
MARKETING