

**MEDIA KIT 2025**

The business community for the packaging and converting industry.

# ELEMPAQUE

**+ Conversión**

**We connect you with decision-makers  
and boost your sales by using tools  
like artificial intelligence.**

**Digital | Magazine | Event**

**30 years**

**as leaders in marketing strategies  
for the Packaging Industry  
in Latin America.**

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

**AXIOMA B2B  
MARKETING  
& SALES**

Leaders in B2B Marketing for Industries in LATAM

PLÁSTICO EL HOSPITAL METALMECÁNICA ELEMPAQUE MANUFACTURA LATAM ALIMENTOS LABARRA FIERROS EN OBRA

[www.axiomab2b.com](http://www.axiomab2b.com)

# PACKAGING INDUSTRY

## Figures



**Global Packaging Market:**  
1,275 billion



**Annual Growth:**  
3,9% through 2027



Latin America represents 7% of the market.

## The key sub-industries of the Packaging Industry (CAGR) Compound Annual Growth Rate

1.

### Packaging and Label Printing

**Packaging Printing:**  
(CAGR\*) of 15,3% between 2020 and 2026

**Label Printing:**  
(CAGR\*) of 5,4% between 2020 and 2030

2.

### Automation and Industry 4.0

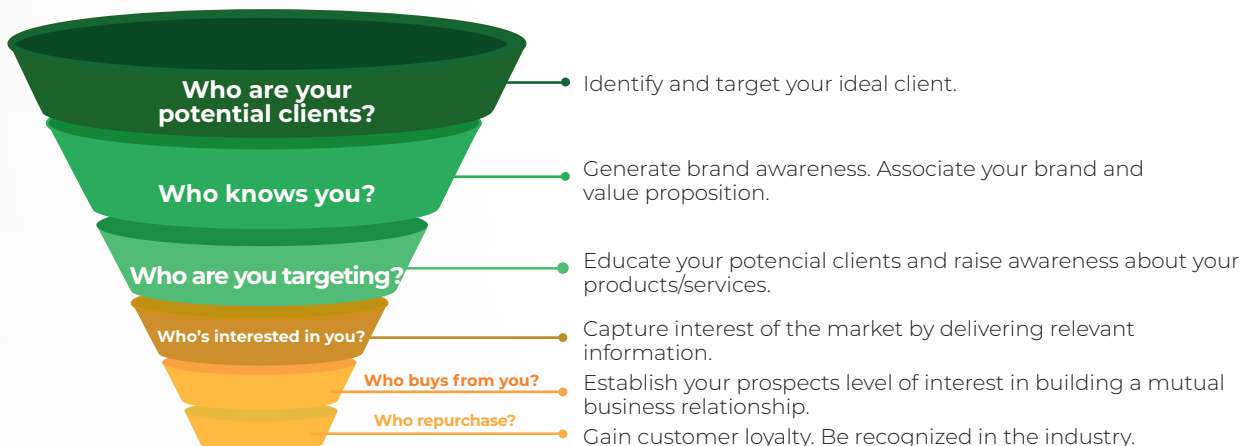
Growth: (CAGR\*) of 20,71% during the forecast period (2021 - 2026)

3.

### Packaging and Container Manufacturing

\$1,14 billion in 2024 to \$1,38 billion in 2029, with an annual growth of 3,89% during the forecast period (2024-2029)

## WE DESIGN YOUR MARKETING STRATEGY



## Interdisciplinary Team as the Pillar of Our Model B Strategies



### Project Management

Specialist in strategic planning and value generation, integrating the different departments.



### Business Consultant

Primary client's point of contact ensuring effective execution.



### Content

Industry experts with PhD degree who generate valuable content to bring brands closer to their intended target audience.



### Performance

Experts who set up, track, optimize and deliver effective results based on client's needs.



### Growth

Responsible for growth and reaching the right quality profiles to increase the effectiveness of the campaigns.



# SPECIAL PACKAGES

Brand awareness only

	BRONZE	SILVER	GOLD
ALL INCLUSIVE PLANS for 12 months			
PRODUCT	PACKAGE 1	PACKAGE 2	PACKAGE 3
CONTENT			
Content Marketing + published in newsletter <small>*Annual expiration date. Not cumulative</small>	1 content	2 contents	3 contents
Free press in newsletters <small>(simple notes published on the industry news blog)</small>	1 publication	2 publications	3 publications
DATA			
Email marketing (AB Testing)	1.500 <small>(2 shipments)</small>	2.000 <small>(3 shipments)</small>	3.000 <small>(6 shipments)</small>
RRSS			
Meta ADS Campaign x 15 days	1 Campaign	2 Campaign	3 Campaign
MAGAZINE			
Digital + print magazine <small>All physical and digital editions</small>	1/3 Pag	1/2 Pag	1 Pag
Video insertado en revista digital con vínculo a convenir	x	1	2
BANNERS			
Home sponsorShip o Category Sponsorship <small>(shared)</small>	4 months	6 months	8 months
Issuu Marketing <small>(putting downloadable products) (client catalog, on the platform)</small>	1	2	3
Showroom Plus <small>20 products intervened + other CSVs for one year</small>	✓	✓	✓
CONSULTING AND TRAINING			
Strategic diagnosis <small>(Brief)</small>	✓	✓	✓
Frequent training on the sector and marketing	1	2	3

## DIGITAL REACH SOLUTIONS

Tailor-made digital solutions to enhance your marketing strategy.



## E-Mail marketing | Eblast



Provides customized communication to reach your audience effectively. By integrating it into your digital marketing strategy, you can target and tailor your messages with precision.

**Open rate:** 20%  
**CTOR:** 3%

# Supplier Guide | Showroom



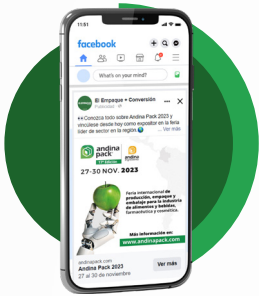
The essential guide for B2B buyers, to increase visibility, lead generation, and brand reputation.

# Display | Banners



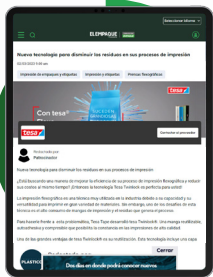
Enhance and highlight your brand visibility.

# Social Ads



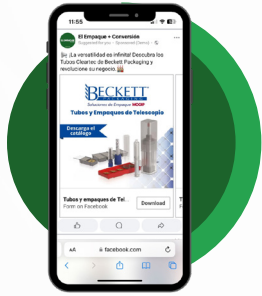
Cut through the digital noise!  
Reach decision-makers directly and generate meaningful interactions.

# Content Marketing



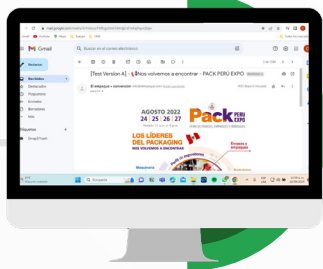
Informative content aligned with the buyer's journey to effectively position and convey your message and value proposition.

# Downloadable Content



Build a database of decision-makers and buying influencers who have an interest in your product or service.

# Webinars



Connect with industry leaders, present solutions, and foster enriching discussions.

- **Distribute your digital catalogs with segmented campaigns**

Distribute your catalogs across the entire digital ecosystem of you are targeting.

- **Improve your search engine ranking with the best content** *\*Recommended in Packages*

We've cracked Google´s!  
Sponsor content ranking in the top 10 positions within the category relevant to your business core.

- **Generate strategic marketing on LinkedIn**

Learn how to use LinkedIn as your most effective sales tool.

- **Enrich your database with our segmented audience**

Strengthen and grow your database using Axioma.AI tools

- **WhatsApp Marketing**

Establish authentic and personalized connections with your audience, ensuring your message resonates effectively, benefiting from direct interactions and real-time responses.

# MAGAZINE

Print and Digital Circulation

**+16,100**

Decision-Makers

**+39,910**

Readers

## Benefits

- Communicate with your target audience
- Establish yourself as a Leading Industry Expert

## Formats

- **Special Features**



Section Sponsorship



Standard Advertorial



Infographic Advertorial



Cover



Inside Front Cover



False Cover



Back Cover

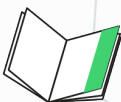


Inside Back Cover

- **Standard Ad Sizes:**



Half-page horizontal



One-third Vertical



Double-Page spread



Full page



Market place



# Editorial calendar

Content Digital / Prin	Period	MEGATREND	Thematic Approach	Production Technology	Issue	Events
Packaging components  Packages by type and material  Package manufacturing equipment  Coding and marking machines	Q1	Sustainability and circular economy	Governmental norms and regulations.  Reduction of environmental footprint in production lines.  Nearshoring for carbon footprint reduction. Mexico as a key country for Latam.  Packaging design with minimal environmental footprint (Ecodesign).	Energy efficient packaging machinery, packaging lines with predictive maintenance, bioplastics or bio-based processing machines, recycled resin processing machines, recycling machines, chemical recycling technologies.	<b>Issue 60</b> Dec 2024/Jan <b>Cierre:</b> 31 Oct	<b>Guía de proveedores</b> -tendencias 2025  <b>Plastimagen</b> (March 11-14 Mexico City) <b>CCE Internacional</b> (March 11-13 Munich, Germany) <b>ICE Europe</b> (March 11-13 Munich, Germany) <b>Plástico Brasil</b> (March 24-28 Sao Paulo) <b>Label Expo México</b> ( April 1-3 Guadala-jara, Mexico)
Packaging technologies and innovation  General supplies for production and printing plants	Q2	Digitalization and automation	Software development for production management and traceability.  Robotics in packaging, automation of production lines and logistic processes.  Automated and real-time inspection tools.  Error reduction through artificial intelligence and big data.  Packaging 5.0: improving efficiency and productivity.	Artificial intelligence and machine learning technologies, management software, inspection software, monitoring equipment, AR platfor-ms, logistics robots, cloud storage platforms, marker and coding machines	<b>Issue 62</b> Apr /May <b>Closing date:</b> 21 Feb	<b>Infoflex FTA</b> (May 4-7 Pittsburgh, USA) <b>Expo Pack Guadalajara</b> (May 27-30 Milan, Italia) <b>IPack IMA</b> (June 10-12 Guadalajara, Mexico)
Emerging technologies for packaging design  Digital printing	Q2	Packaging printing modernization	Advanced digital printing for customized or on-demand print runs.  Sustainable printing with reduced use of inks and substrates.  Integration of digital and flexo printing in the same line.  Digitization in press and prepress processes.  Automation in printing processes: making the industry more friendly and efficient.	Hybrid presses, digital presses, flexographic presses and their compo-nents, eco-friendly inks, cloud storage platforms, printing software, process automation software, marking and coding machines.	<b>Issue 63</b> Jun / Jul <b>Closing date:</b> 23 Apr	<b>Andigráfica</b> (June 17-20 Bogotá) <b>Acccsa</b> June 24-26 Barranquilla)
Flexo printing  Inks, varnishes and coatings	Q3	Labels and their evolution	Connected labels and packaging for traceability and authenticity.  Innovation in sustainable labels: recycled and compostable materials and non-chemical coatings.  Smart and interactive labels with augmented reality, AI and IoT data for monitoring and personalization.	RFID and NFC technolo-gies, washable and water-based adhesives and coatings, eco-friend-ly and VOC-free inks, Artificial Intelligence, IoT, AR, digital presses, flexo presses, Wide or Narrow label presses, markers and coders.	<b>Issue 64</b> Aug / Sep <b>Closing date:</b> 20 Jun	<b>LabelExpo Europe</b> (September 16-19 Barcelona, Spain) <b>Pack Expo Las Vegas</b> (September 15 -19, Munich) <b>Drinktec</b> (September 29– October 1 USA)
Types of packaging by industry  Raw materials	Q3	Innovation in materials	Advances in bioplastics and compostables for food and beverage packaging.  Use of PCR polymers for rigid and flexible packaging.  Recycling of plastics, paper and other recyclable materials.  Flexible packaging for 2030  Alternatives in traditional materials.	Machinery for processing bioplastics, bio-based materials and PCR resins. Recycling machinery, coatings and barriers, integration of materials into production lines.	<b>Issue 65</b> Oct / Nov <b>Closing date:</b> 22 Aug	<b>Printing United</b> (October 22-24 Orlando, USA) <b>TappiCorr Expo</b> (October 20-22 Savannah, USA) <b>Andinapack</b> (November 4-7 Bogota, Colombia) <b>Feria K</b> (October 8-15, Düs-seldorf, Germany)
Pre- and post-show coverage  Converting equipment	Q4	Mass customization and user experience	Customized packaging for premium and luxury segments.  Interactive packaging and shopping experience.  Metallic finishes/decoration	Advanced design soft-ware, AR platforms, use of Artificial Intelligence, NFC technologies, emer-gence of materials such as cardboard and metal.	<b>Issue 66</b> Dec / Jan 2026 <b>Closing date:</b> 24 Oct	<b>InterPack</b> (May 7 - 13 2026, Düsseldorf, Germany) <b>Evento El Empaque + Conversión</b> (TBD)

Editor in Chief

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# EVENT

## Innovación en Packaging & Conversión



### By sponsoring our event, you will receive:

- Create brand presence to meet potential clients
- Generation of new business opportunities with the right audience
- Brand positioning

# OUR AUDIENCE

Audience

272,285

Decision-Makers and Influencers

### Titles

- 45% Manager, CEO
- 28% Chief operations
- 13% Director, Chief, Head
- 11% Coordinator, Administrator
- 3% Representative

### Activity

- 35% Packaging Printing and Converting
- 34% Food and Beverages
- 15% Other Packaged Products
- 6% Chemicals / Pharmaceuticals / Personal Care
- 5% Packaging Services
- 3% Agents, Representatives, and Distributors
- 2% Other Related to the Sector

### LATAM

202,226

### MEXICO

70,059



153,954  
Unique Web Visitors per month



43,979  
Unique Web Visitors per month



25,301  
Digital Database



12,141  
Digital Database



22,971  
Reach in Digital and Print Magazine



13,939  
Reach in Digital and Print Magazine

### Web Traffic Figures 2023 - 2024

Total Users (12 months)

- Total Views (12 months): 887,719
- Total Users (12 months): 459,805
- Top 10 Keywords: 662
- Growth in Organic Views in the last year: 77%

### Countries



37%

Mexico



24%

Colombia



15%

Argentina



9%

Peru



7%

Chile



3%

Ecuador

\*\*Guatemala, Bolivia, Brasil, Costa Rica, Uruguay, El Salvador, República Dominicana, Paraguay, Honduras, Puerto Rico, Panamá Y Nicaragua.

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# ELEMPAQUE

+ Conversión

**Companies that grow with us in Latin America:**

 Smurfit Kappa

 SYNERGY  
BY SIDEL

 Shin

 tesa

 miraclon  KRONES

 HARPER

 ARclad  
Producción Autónoma

 DUPONT

 3M Ciencia.  
Aplicada a la vida.™

 Yamato

 MacDermid  
GRAPHICS SOLUTIONS

 YUPO



 VALCO MELTON

 METTLER TOLEDO