

# 2023 MEDIA KIT

We promote your company in Colombia and Latin America



REVISTA  
IALIMENTOS.COM

[WWW.REVISTAIALIMENTOS.COM](http://WWW.REVISTAIALIMENTOS.COM)

A PUBLICATION BY

**AXIOMA B2B**  
MARKETING



# IALIMENTOS IS PART OF AXIOMA B2B MARKETING

Axioma, with more than 21 years of experience impacting professional decision makers, is the company behind IALIMENTOS.

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



Food industry	<small>R E V I S T A</small> <b>IALIMENTOS.COM</b>
Health industry	<b>EL HOSPITAL.COM</b>
Plastic Industry	<small>T E C N O L O G Í A D E L</small> <b>PLASTICO.COM</b>
Packaging industry	<b>ELEMPAQUE.COM</b> <small>+Conversión</small>
Manufacturing industry	<b>MANUFACTURA</b> <b>LATAM.COM</b>
Metalworking industry	<b>METALMECANICA.COM</b>
Hospitality and gastronomy industry	<small>R E V I S T A</small> <b>LABARRA.COM</b>
Hardware store industry	<b>FIERROS.COM.CO</b>
Construction Industry	<b>EN OBRA.COM</b>

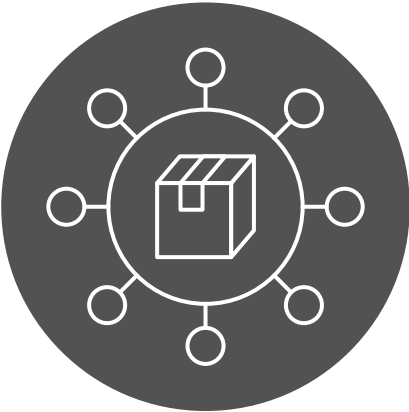
# STRATEGIC B2B MARKETING MOMENTS

At Axioma we have identified the B2B Marketing moments that generate the greatest opportunity to connect with the Latin American market.



## To Promote

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



## 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.

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

### Formats

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

### 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

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.



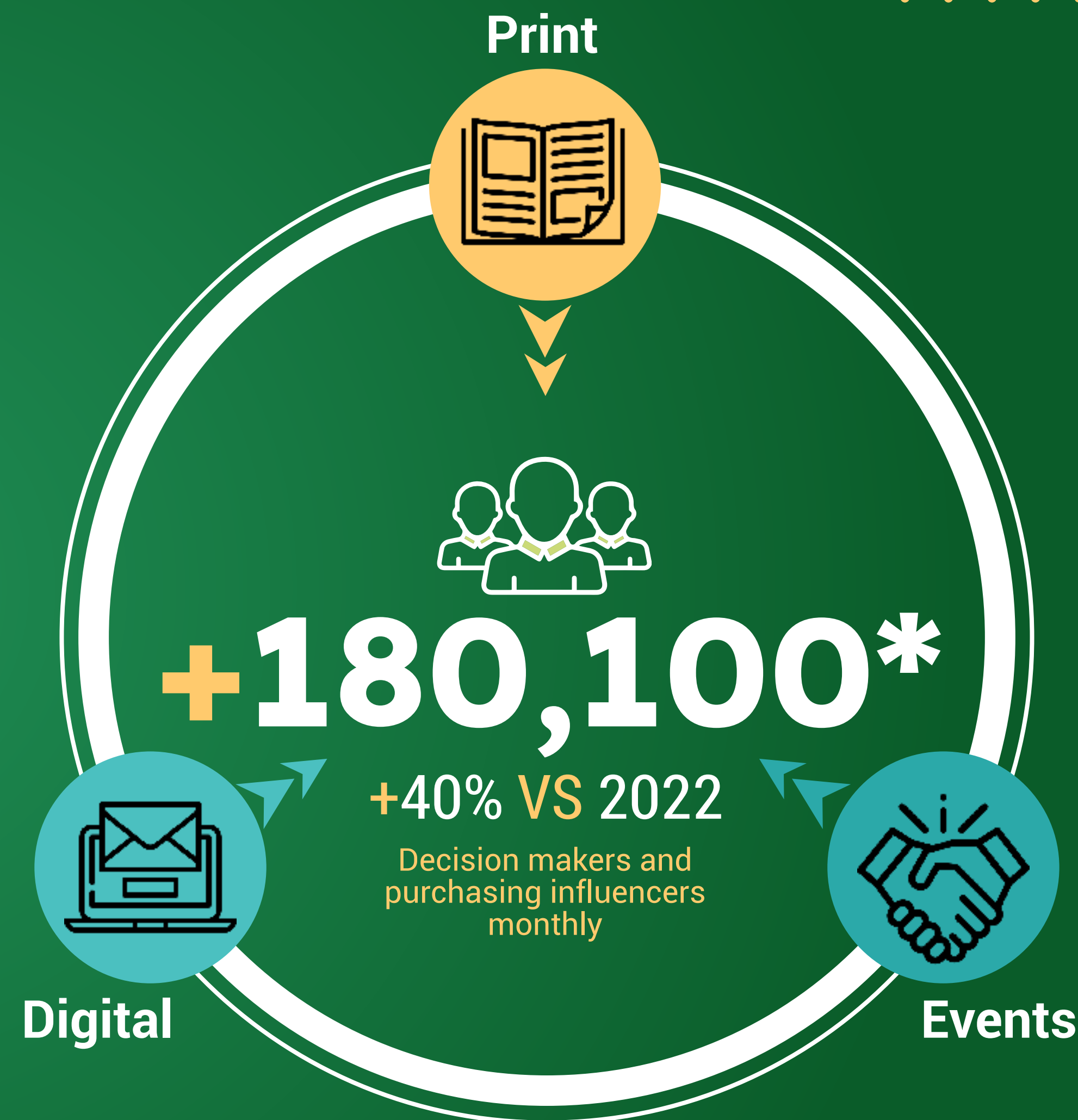
# IALIMENTOS

## Effective Business Connections

IAlimentos is a powerful marketing and communication tool that promotes your company among decision makers and purchasing influencers in the food and beverage in Colombia and Latin America.

*15 years connecting the food 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



**+34,000**

NEWSLETTER



**+7,400**

PRINT



**+67,600**

WEB



**+3,400**

EVENTS



**+67,500**

SOCIAL NETWORKS

*Our distribution of the printed magazine is complemented by the distribution of its digital version to our entire database.*



# QUALIFIED AUDIENCE

Subscribers segmentation

**Alimentos** is aimed at professionals who make decisions, who are constantly challenged to optimize **PRODUCTION SYSTEMS AND PROCESSES** within **FOOD PRODUCING COMPANIES.**



CORPORATE MANAGEMENT.



HEADS OF RESEARCH,  
DEVELOPMENT, INNOVATION  
AND MAINTENANCE.

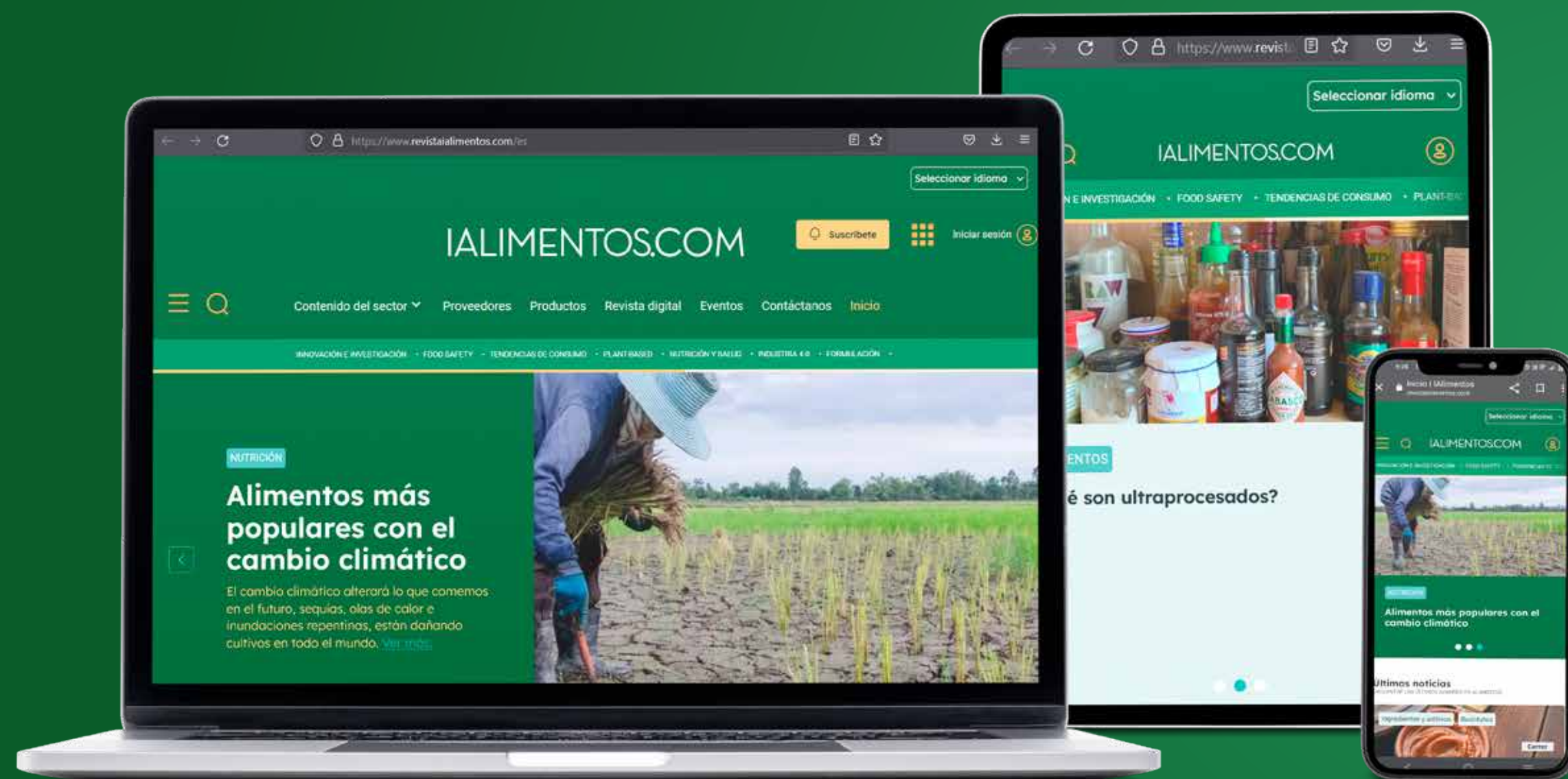


PURCHASING DIRECTORS.



DIRECTORS OF  
SAFETY AND QUALITY.

# DIGITAL MEDIA IALIMENTOS



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



VISITORS PER MONTH  
**+67,600**  
+47% VS 2022



PAGE VIEWS PER MONTH  
**+232,600**  
+100% VS 2022

Colombia  
46,49%

Mexico  
18,45%

Peru  
6,98%

Ecuador  
3,88%

Argentina  
2,76%

\*Others  
21,44%

We are the top ranking industry site for Latin America.


Data taken from [www.similarweb.com](http://www.similarweb.com) in june 2022

\*Others Countries: El Salvador, Paraguay, Nicaragua, Uruguay, China, Brazil, Chile, United States, Venezuela, Guatemala, Bolivia, Costa Rica, Dominican Republic, Panama, Honduras.





# SPECIALIZED CONTENT IALIMENTOS



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:

- Ingredients and additives
  - Dyes
  - Oils and fats
  - Flavors
  - Machinery
  - Packaging, equipment and materials
  - Hygiene, safety and disinfection
  - Plant design and infrastructure
  - Control and laboratory
  - Logistics and Transportation
  - Training, consulting and certification
  - Endowment, security and industrial equipment
  - Food grade lubricants
  - Software and IT
  - Freezers, refrigeration and cold storage
- 

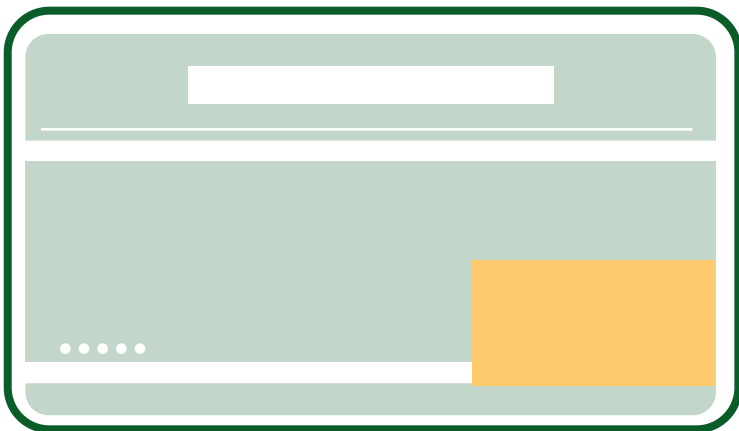
## Sponsor the categories associated to industry trends and news:

- 
- Beverages
  - Milk and derivatives
  - Meat and sausages
  - Packaging and containers
  - Baking
  - Chocolate and confectionery
  - Snacks
  - Alcoholic drinks
  - Animal feeding
  - Innovation and research
  - Production
  - Formulation
  - Quality
  - Management
  - Nutrition and health
  - Legislation and regulation
  - Industry of interest
  - Sustainability
  - Food safety
  - Consumption trends
  - Plant-based
  - Industry 4.0
  - Wellness
  - Substitutes
  - Naturalness
  - Foodtech
- 

# DIGITAL MEDIA DISPLAY

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

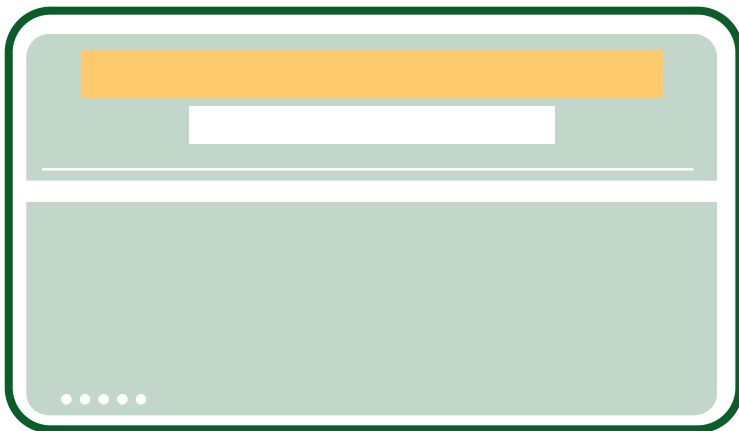
## Pop up banner



Pop up banner

## Home Sponsorship

- HeadLine
- Banner Leaderboard



HeadLine

## News category sponsorship

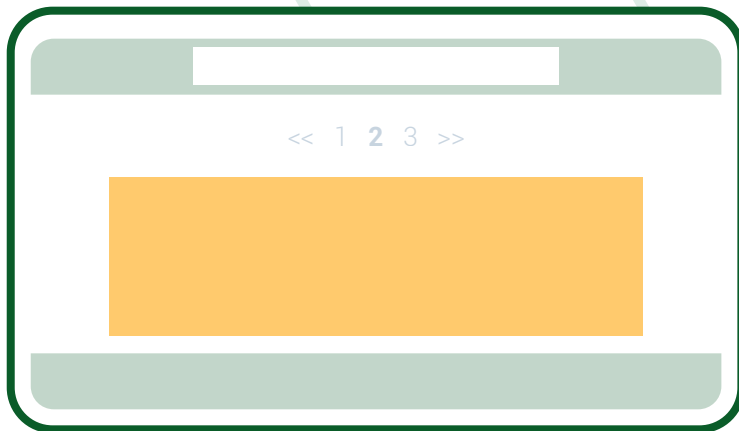
- HeadLine
- Banner Leaderboard
- Banner full width



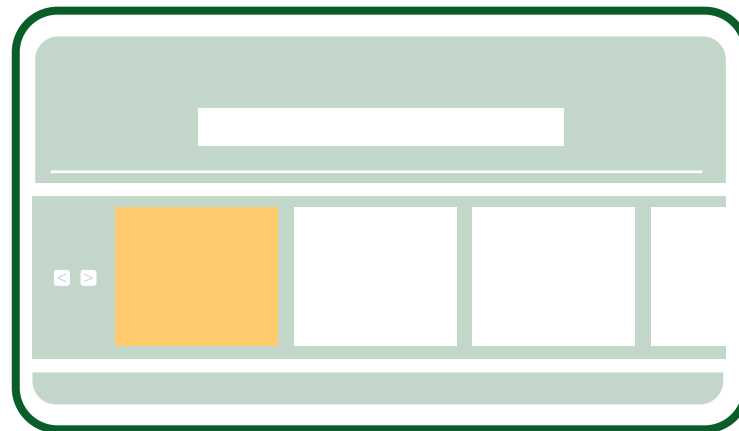
Banner Leaderboard

## Sponsorship category suppliers and products

- HeadLine
- Banner Leaderboard
- Banner medium rectangle



Banner full width



Banner medium rectangle

## BENEFITS

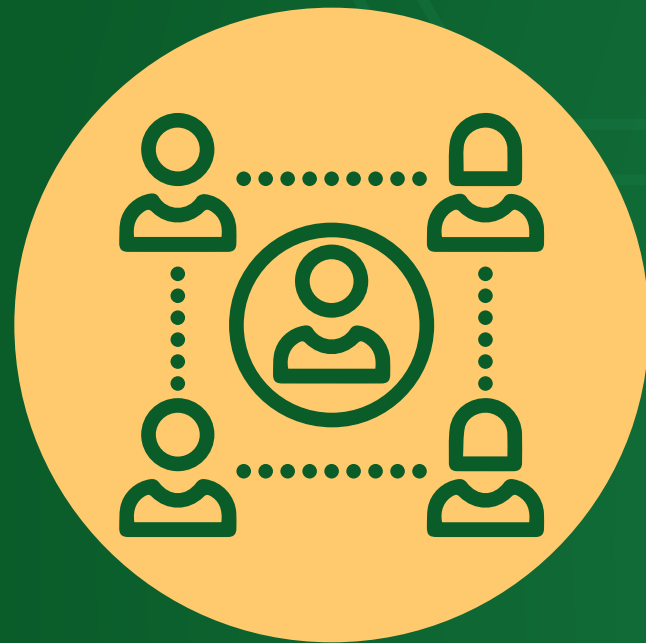
- Create brand awareness
- Generate clicks and sales
- Increase leads





# DIGITAL MEDIA

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



## Showroom

Increase your presence and collect quality leads through digital media with a showroom of your brand in the supplier section of the website.

- Seo intervention
- Company information sheet
- CTA button and more



## 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 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 food industry database.



### B2B Industry Benchmark:

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

Data taken from: [Plezi.co](https://Plezi.co)



## Social Ads

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



### B2B Industry Benchmark:

- CTR: **0.4%**

Data taken from: [Koroberi.com](https://Koroberi.com)





# MEDIOS DIGITALES

We generate segmented campaigns based on our audiences.



## Newsletter and Commercial information

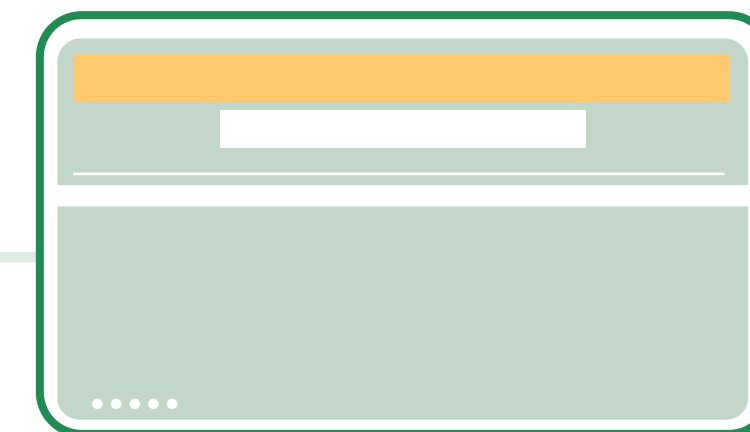
Get more professionals to recognize your brand by placing ads and sharing your company's news in our e-newsletters;



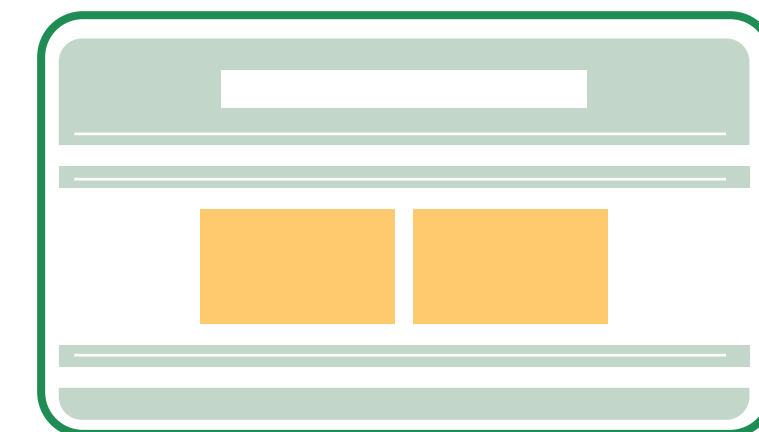
### B2B Industry Benchmark:

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

Data taken from: *Plezi.co*



Banner premium



Banner prominent



Banner leaderboard



Sponsored editorial



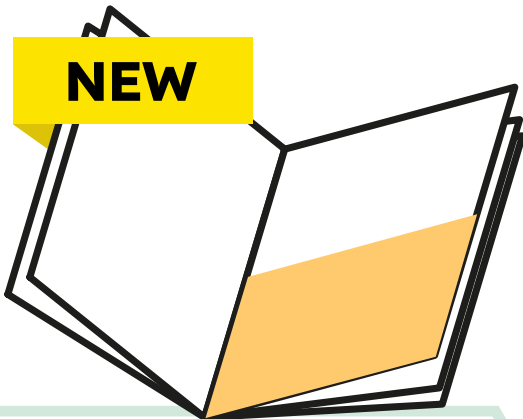
# PRINT MEDIA

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

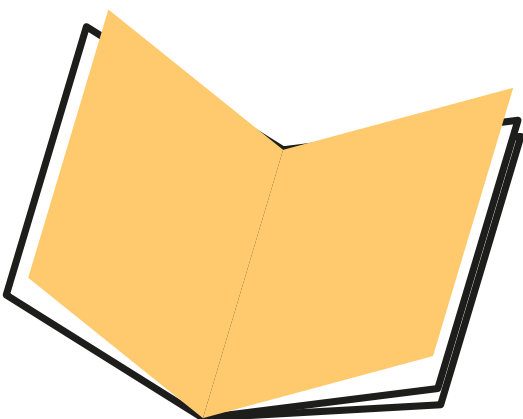


4  
Issues  
per year

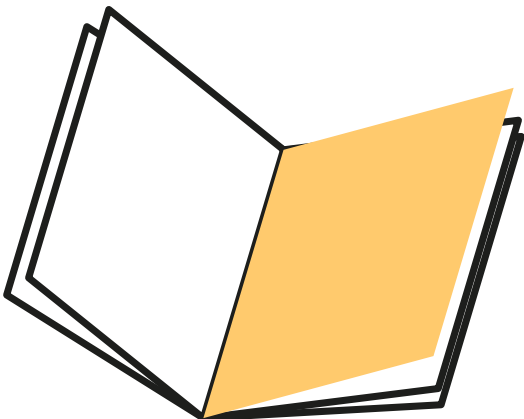
## STANDARD POSITIONS



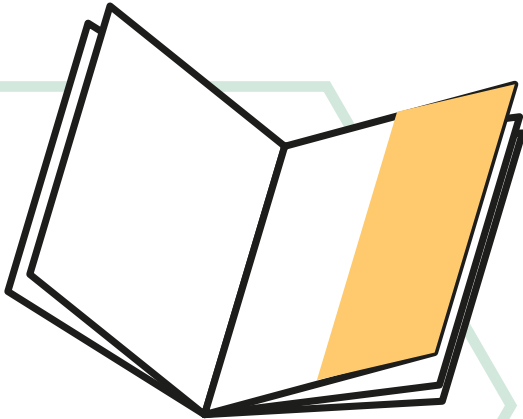
1/2 Horizontal Page  
7,48 x 4,72 in  
19 x 12 cm



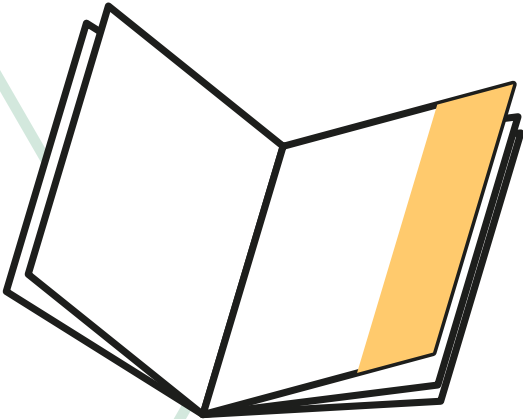
Double Page  
14,56 x 9,84 in  
37 x 25 cm



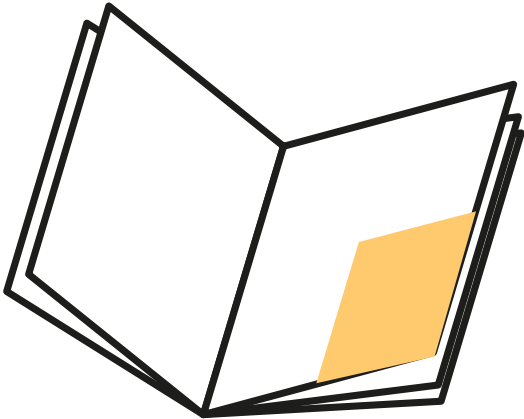
Full Página  
7,48 x 9,84 in  
19 x 25 cm



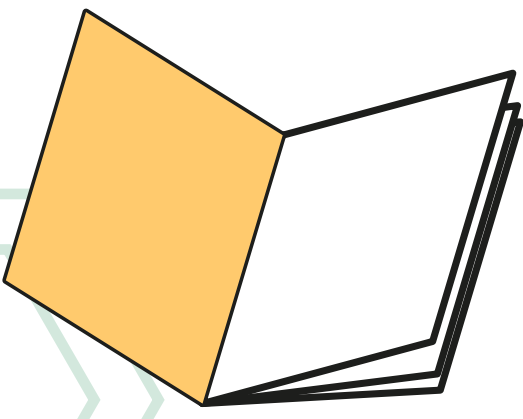
1/2 Vertical Page  
3,93 x 9,84 in  
10 x 25 cm



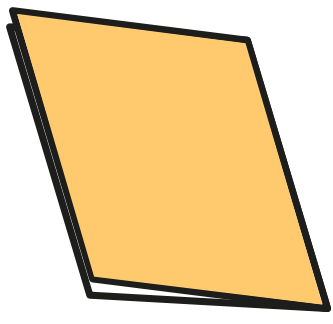
1/3 Vertical Page  
2,95 x 9,84 in  
7,5 x 25 cm



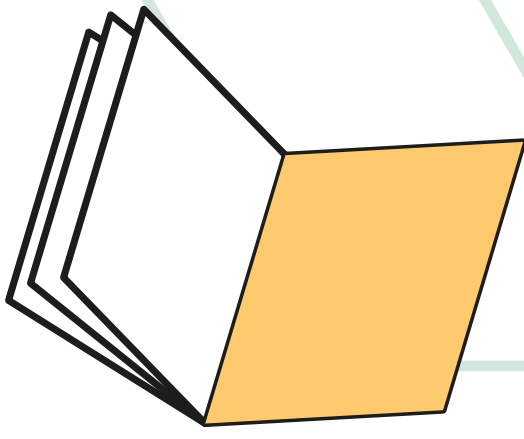
Marketplace  
2,75 x 3,77 in  
7 x 9,6 cm



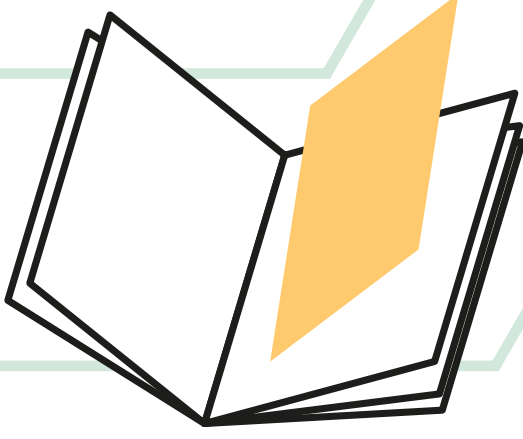
Inside Cover  
7,48 x 9,84 in  
19 x 25 cm



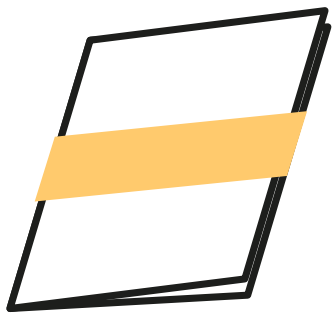
Back Cover  
7,48 x 9,84 in  
19 x 25 cm



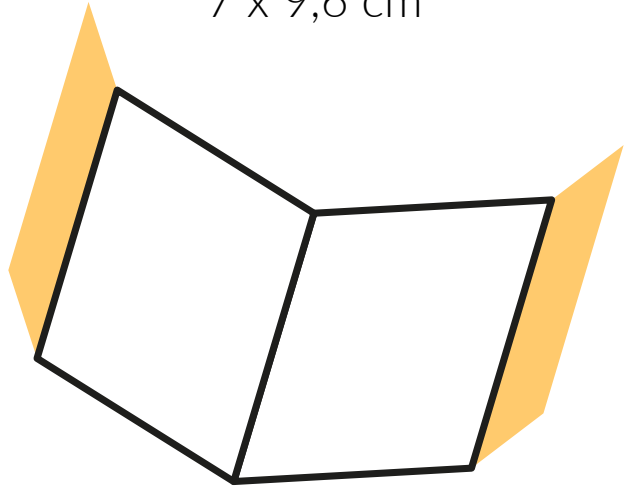
Inside Back Cover  
7,48 x 9,84 in  
19 x 25 cm



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

## SPECIAL POSITIONS



# 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 2 PAGES

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



## INFOGRAPHIC ADVERTORIAL 2 PAGES

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



# INDUSTRY EVENT

Sponsor our annual event.



**+ 7,000**  
REGISTRATIONS  
FROM DIFFERENT  
COUNTRIES OF LATAM

**+ 2,300**  
ATTENDEES

**+ 10**  
CONFERENCES WITH  
INTERNATIONAL  
EXPERTS

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

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



# REVISTA IALIMENTOS.COM

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