

2023 MEDIA KIT

We promote your company in Colombia and Latin America



REVISTA
LABARRA.COM

 WWW.REVISTALABARRA.COM

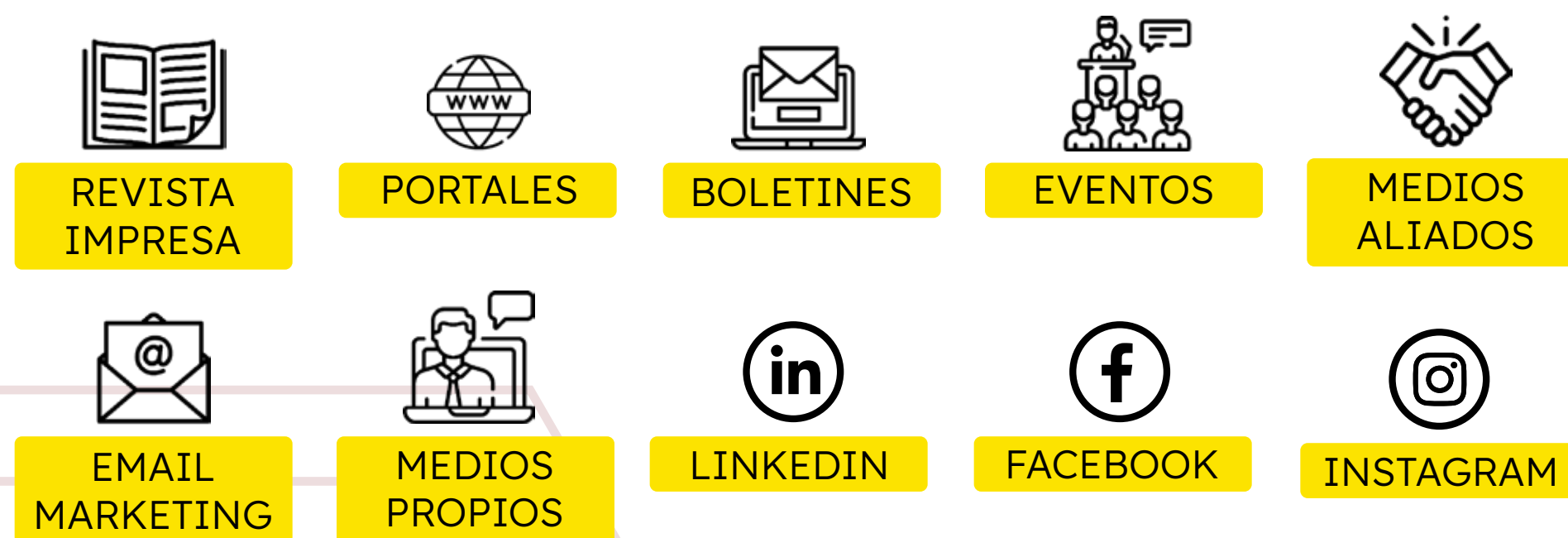
A PUBLICATION BY

AXIOMA B2B
MARKETING

LA BARRA IS PART OF AXIOMA B2B MARKETING

Axioma is the brand behind our La Barra 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.



Hospitality and gastronomy industry

REVISTA
LABARRA.COM

Health industry

EL **HOSPITAL.COM**

Plastic Industry

TECNOLOGÍA DEL
PLASTICO.COM

Packaging industry

ELEMPAQUE.COM
+Conversión

Manufacturing industry

MANUFACTURA
LATAM.COM

Metalworking industry

METALMECANICA.COM

Food industry

REVISTA
IALIMENTOS.COM

Hardware store industry

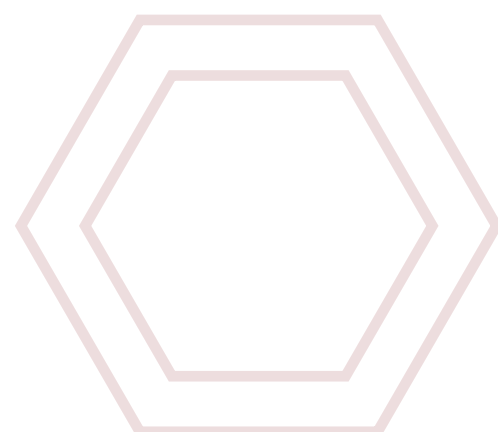
FIERROS.COM.CO

Construction Industry

EN OBRA.COM

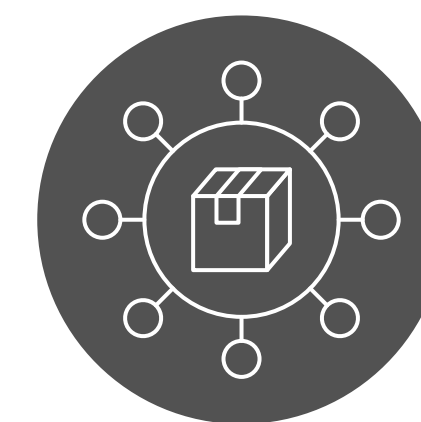
STRATEGIC B2B MARKETING MOMENTS

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



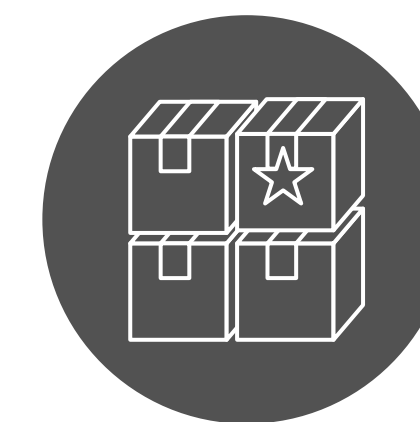
To Find

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

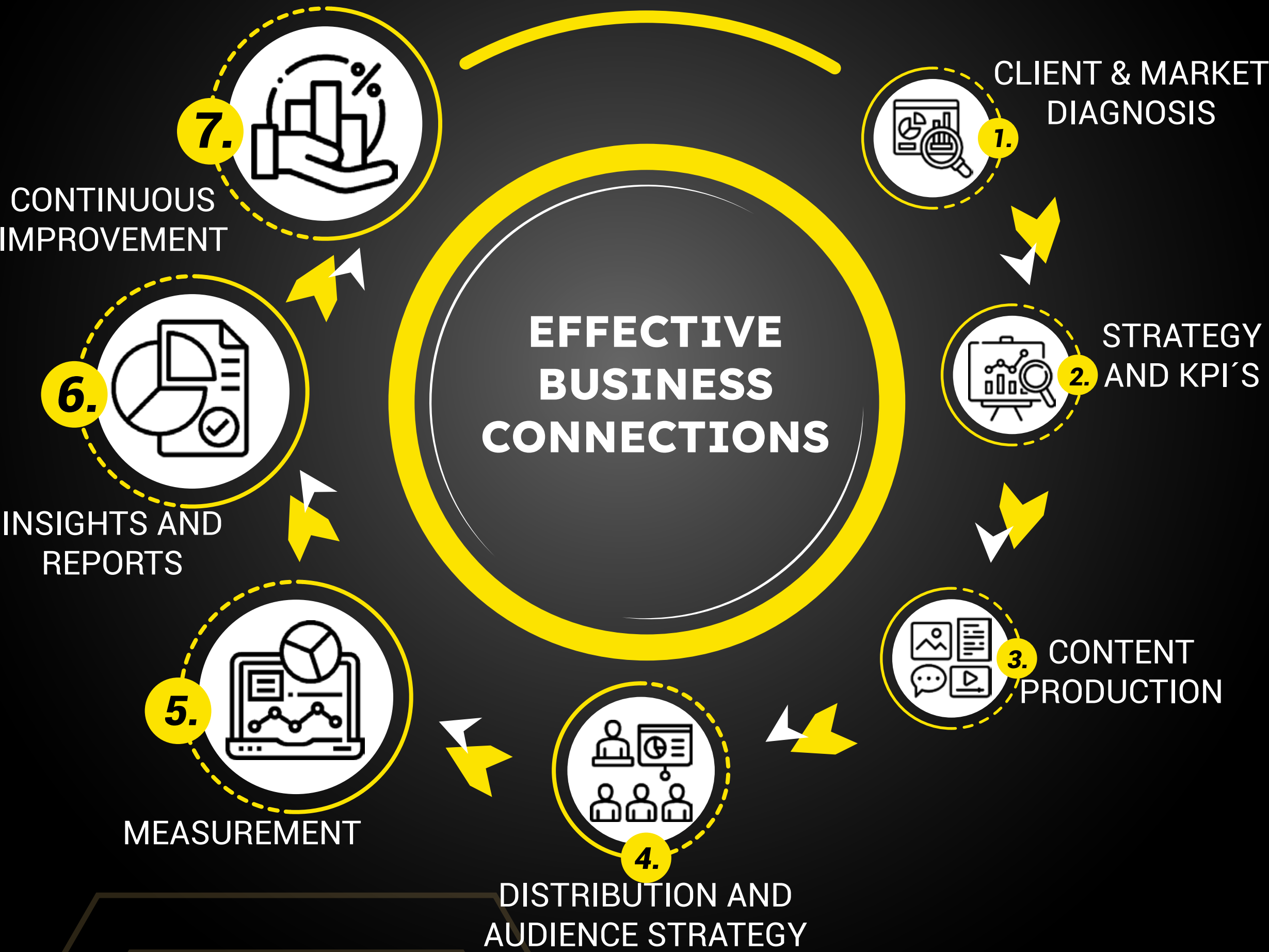
Formats

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

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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.

LA BARRA

Effective Business Connections

La Barra is a powerful marketing and communication tool that promotes your company among decision makers and purchasing influencers in the gastronomic industry in Colombia and Latin America.

22 years connecting the gastronomic 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



+47,900

NEWSLETTER



+8,700

PRINT



+50,300

WEB



+1,000

EVENTS



+66,200

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

La Barra is aimed at professionals who make decisions, who are constantly challenged to guarantee **optimal supply** within companies in the **HORECA** sector in **Colombia and LATAM**



RESTAURANTS



HOTELS



CLUBS AND RECREATION



CATERING / CASINOS



PUBS



COFFE, BAKERY, PASTRY
SHOPS AND CHOCOLATE SHOPS



OTHER GASTRONOMIC
ACTIVITIES

DIGITAL MEDIA

LA BARRA



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



VISITORS PER MONTH
+50,300



PAGE VIEWS PER MONTH
+243,000

Colombia
56,56%

Mexico
12,43%

Peru
5,82%

Ecuador
2,88%

Argentina
2,74%

*Otros
19,57%

We are the top ranking industry site for Latin America.


Data taken from www.similarweb.com in june 2022

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



SPECIALIZED CONTENT

LA BARRA



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:

- Kitchen supplies
- Beverages
- Kitchen
- Table and dining room
- Hygiene and cleaning
- Design and infrastructure
- Operations
- Software and IT
- Packaging, containers and disposable

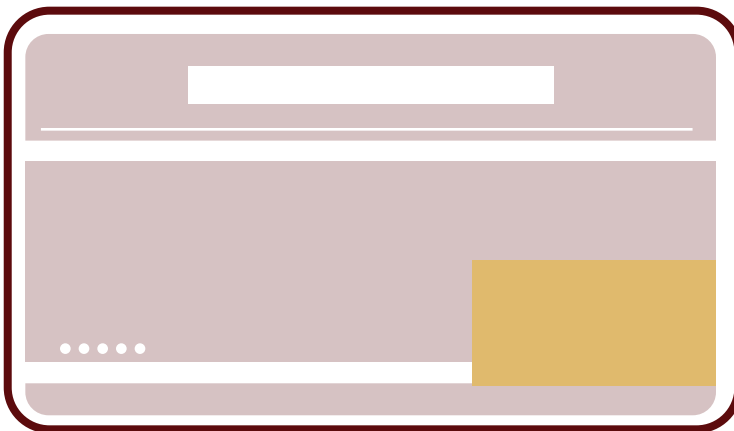
Sponsor the categories associated to industry trends and news:

- 
- Restaurants
 - Hotels
 - Coffee
 - Cake shop
 - Bakery
 - Bar
 - Catering
 - Domicilies
 - Hidden kitchens
 - Tourism
 - Innovation
 - Food Safety
 - Health + nutrition
 - Technology
 - Sustainability
 - Service
 - Operations and logistics
 - Sales and marketing
 - Management
 - Machinery
- 

DIGITAL MEDIA DISPLAY

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

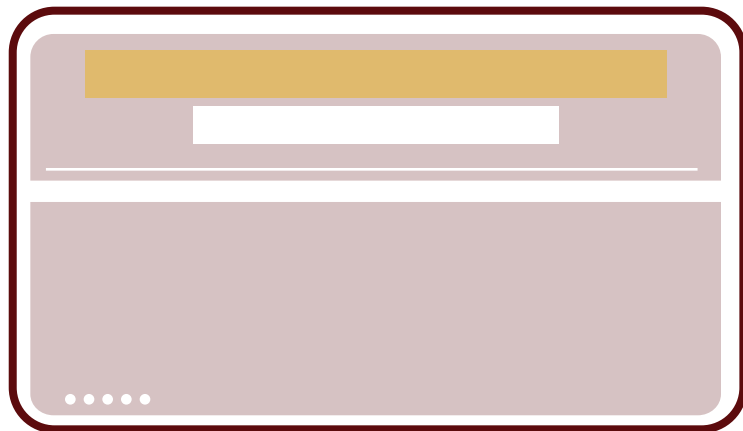
Pop up banner



Pop up banner

Home Sponsorship

- HeadLine
- Banner Leaderboard



HeadLine

News category sponsorship

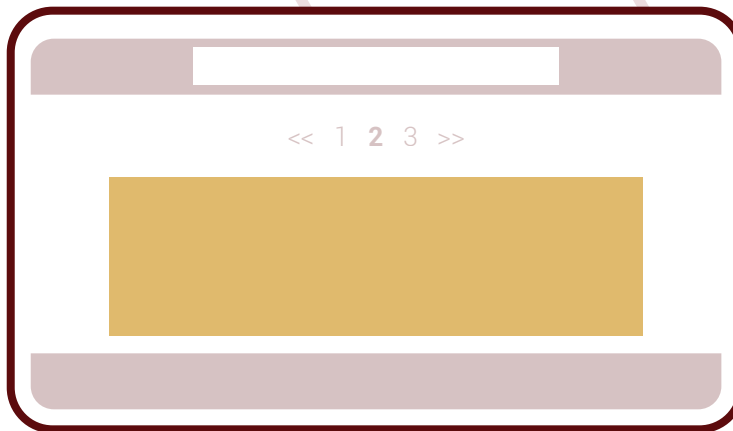
- HeadLine
- Banner Leaderboard
- Banner full width



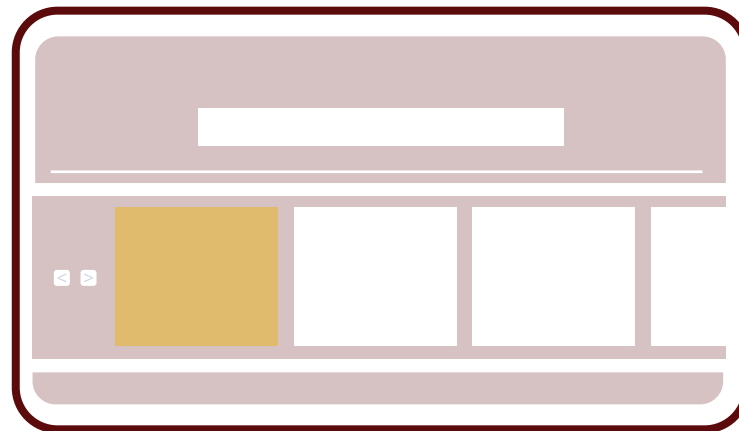
Banner Leaderboard

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.



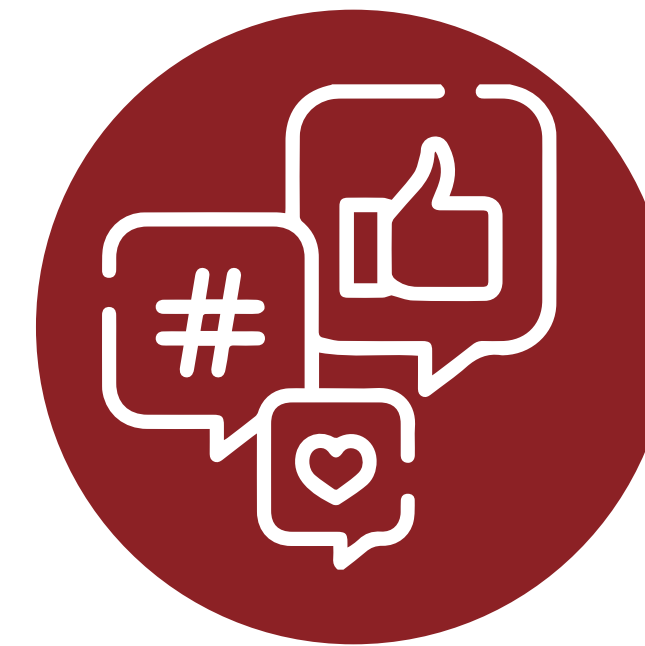
Email Marketing

Increase brand visibility, attract leads, and promote your products and/or services by sending emails to our segmented gastronomic 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%**



MEDIOS DIGITALES

We generate segmented campaigns based on our audiences.



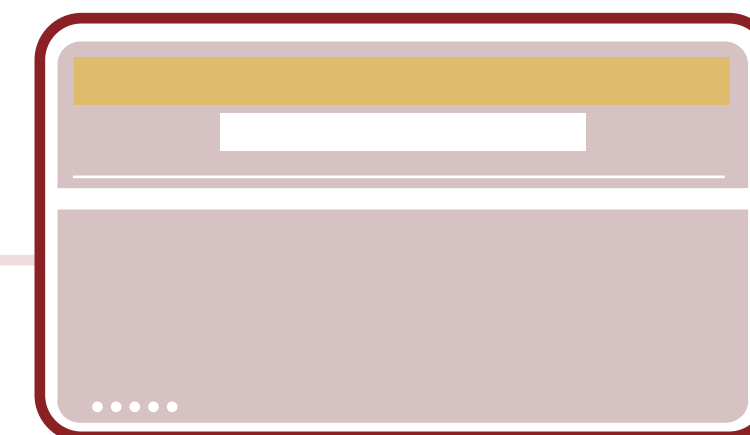
Newsletter and Commercial information

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

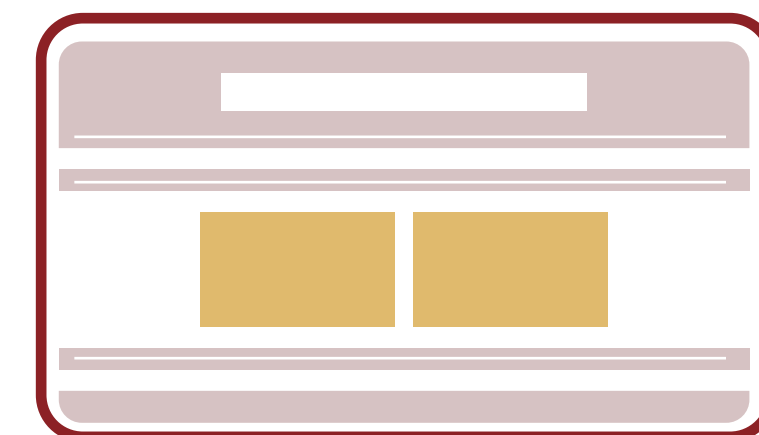


B2B Industry Benchmark:

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Banner premium



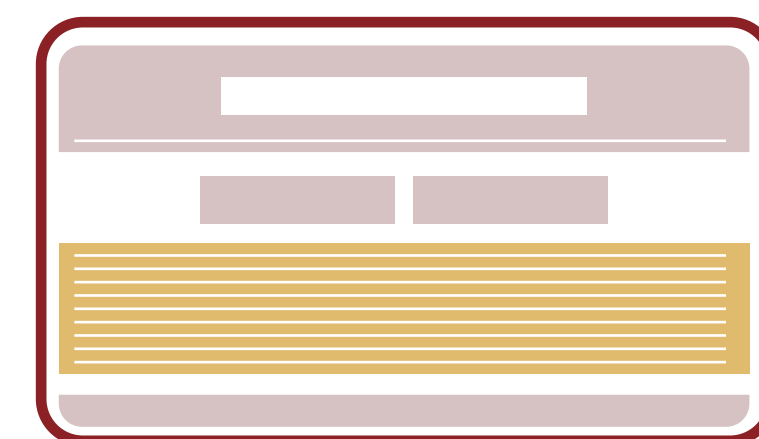
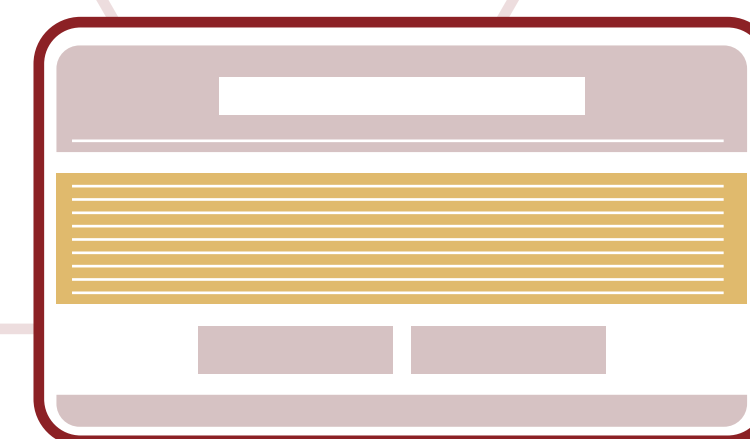
Banner prominent



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



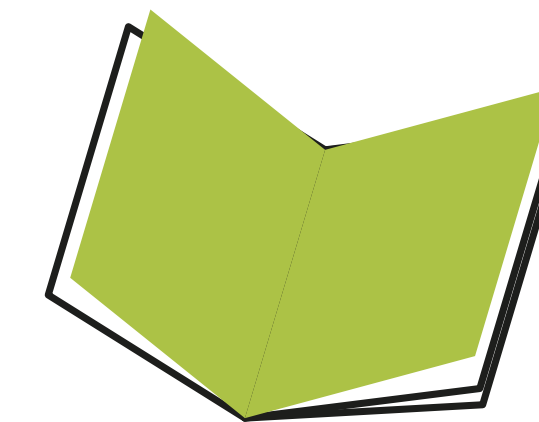
STANDARD POSITIONS

NEW



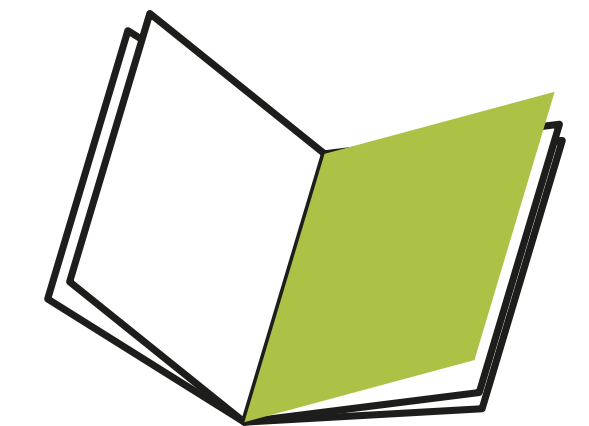
1/2 Horizontal Page

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



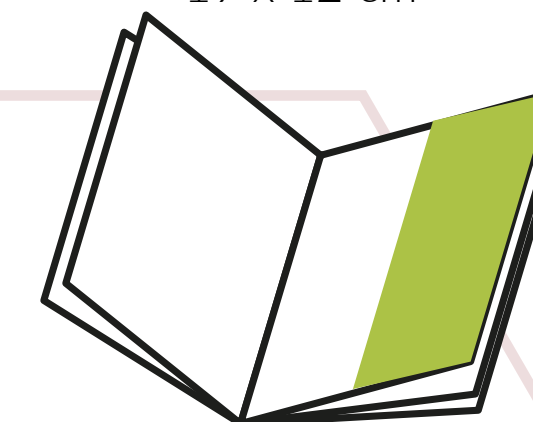
Double Page

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

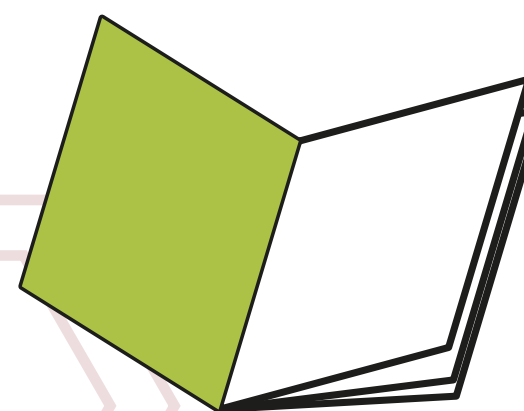
2,95 x 9,84 in
7,5 x 25 cm



Marketplace

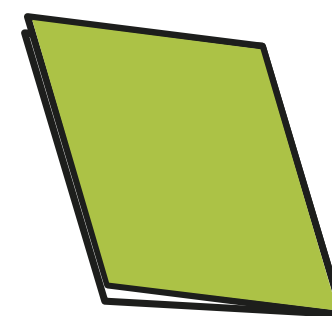
2,75 x 3,77 in
7 x 9,6 cm

SPECIAL POSITIONS



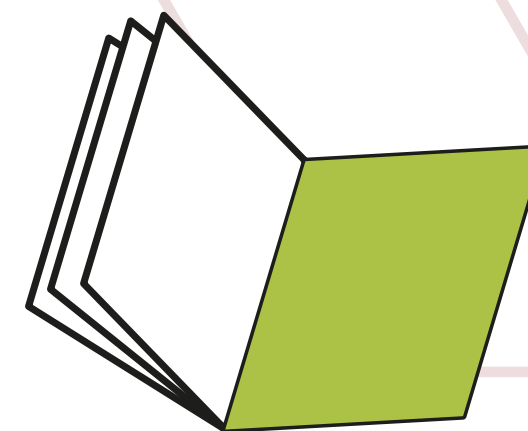
Inside Cover

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



Back Cover

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



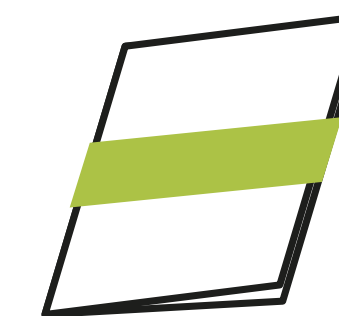
Inside Back Cover

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



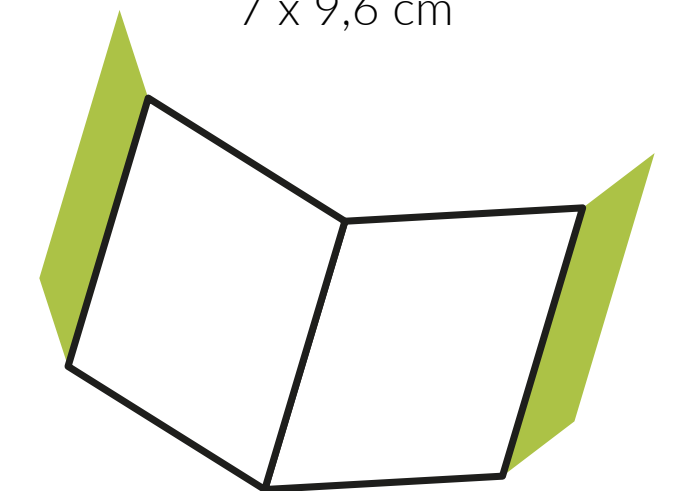
Loose Insert

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 2 PAGES

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

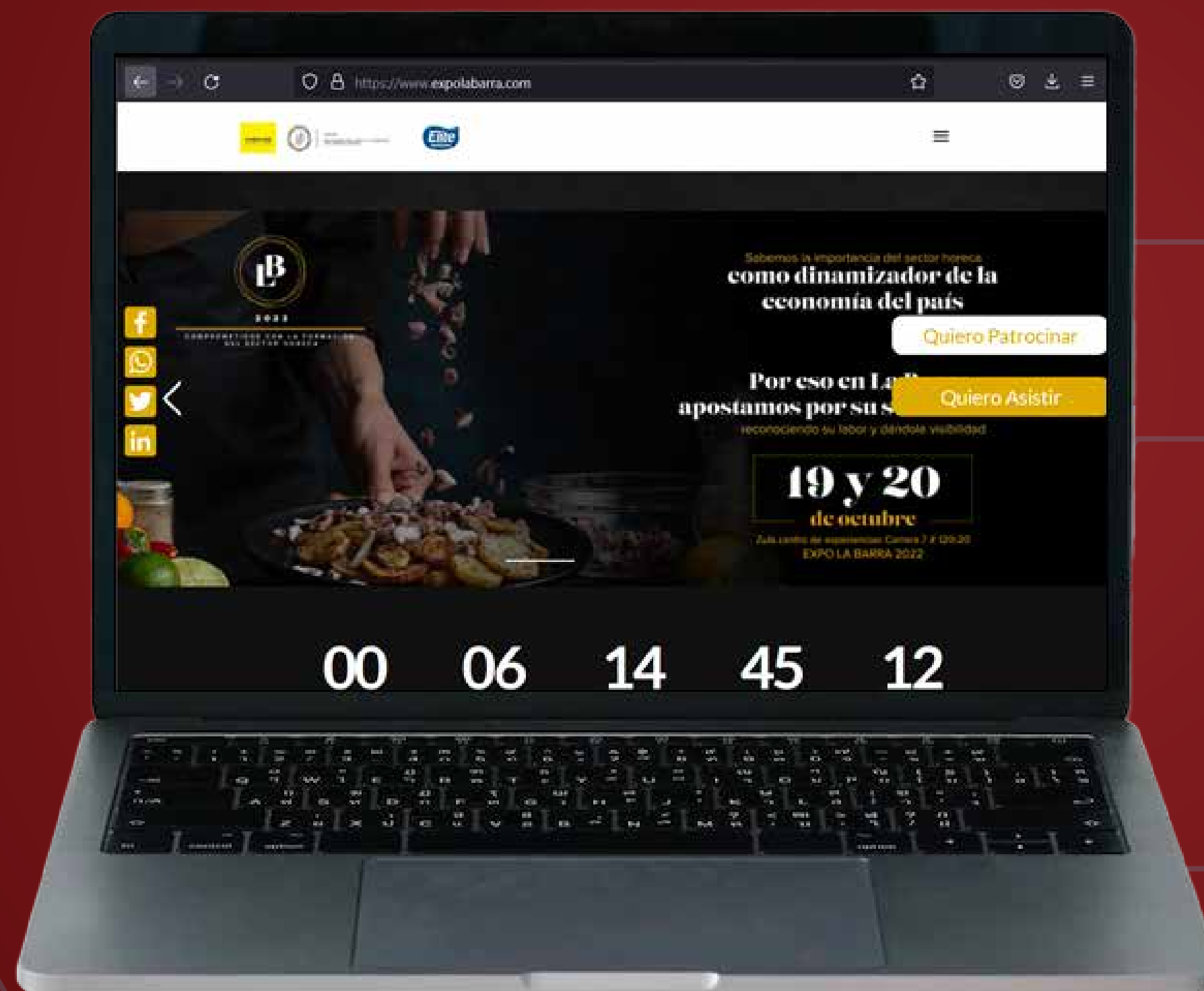


INFOGRAPHIC ADVERTORIAL 2 PAGES

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

+ 1,000
ATTENDEES

+ 14
CONFERENCES WITH
INTERNATIONAL
EXPERTS

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

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

REVISTA LABARRA.COM

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