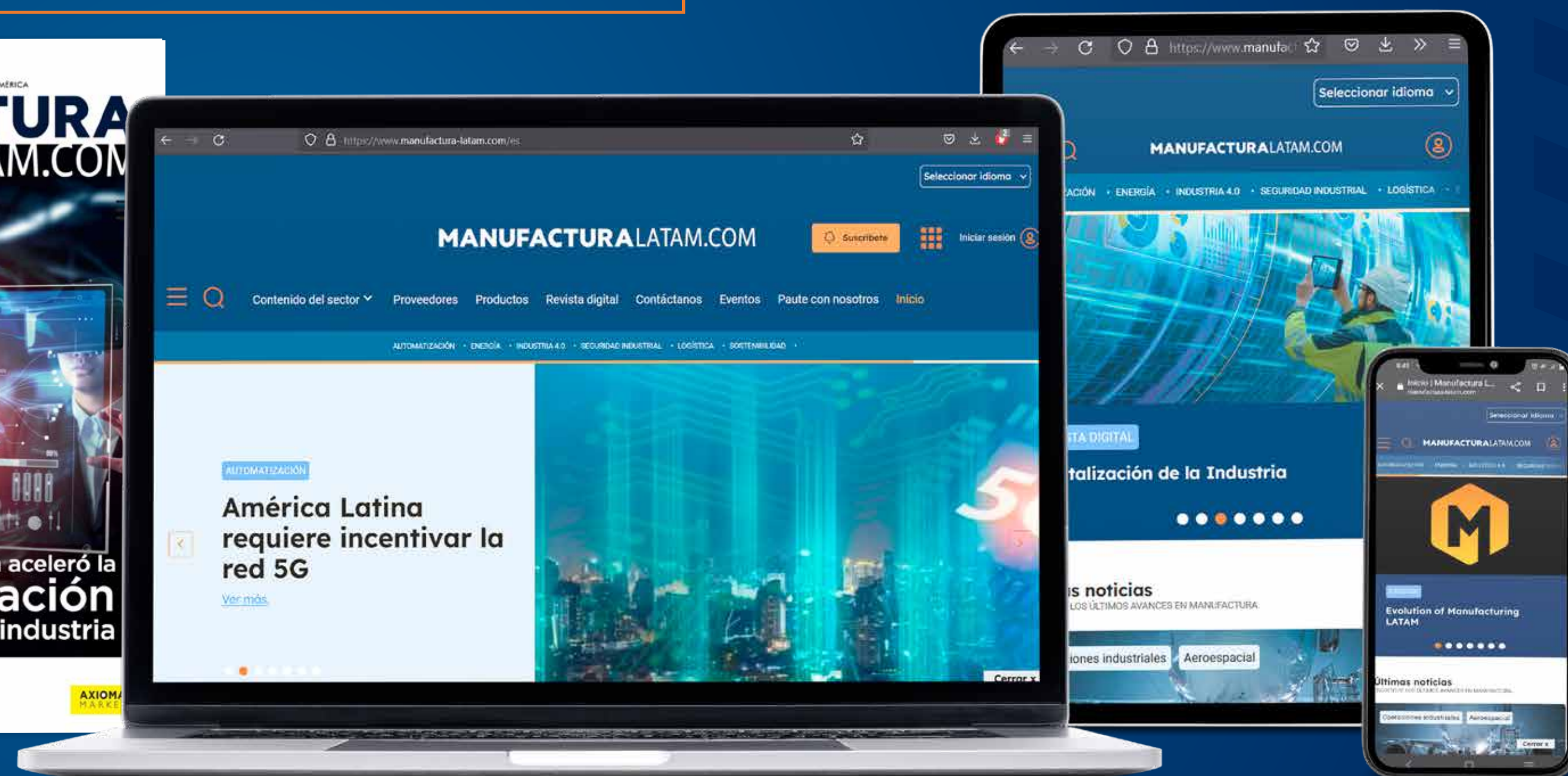


2023 MEDIA KIT

We promote your company in Mexico and Latin America



MANUFACTURA
LATAM.COM

 WWW.MANUFACTURA-LATAM.COM

A PUBLICATION BY

AXIOMA B2B
MARKETING

MANUFACTURA LATAM IS PART OF AXIOMA B2B MARKETING

Axioma is the brand behind our Manufactura Latam 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.



Manufacturing Industry

MANUFACTURA
LATAM.COM

Health Industry

EL HOSPITAL.COM

Plastic Industry

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

Packaging Industry

ELEMPAQUE.COM
+Conversión

Metalworking 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

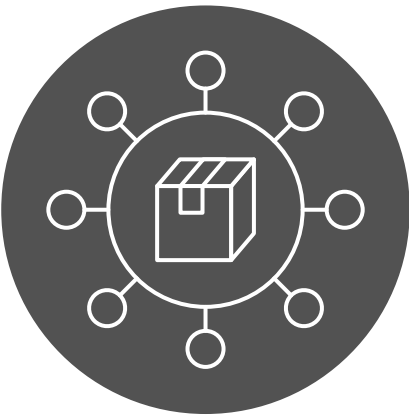
STRATEGIC B2B MARKETING MOMENTS

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

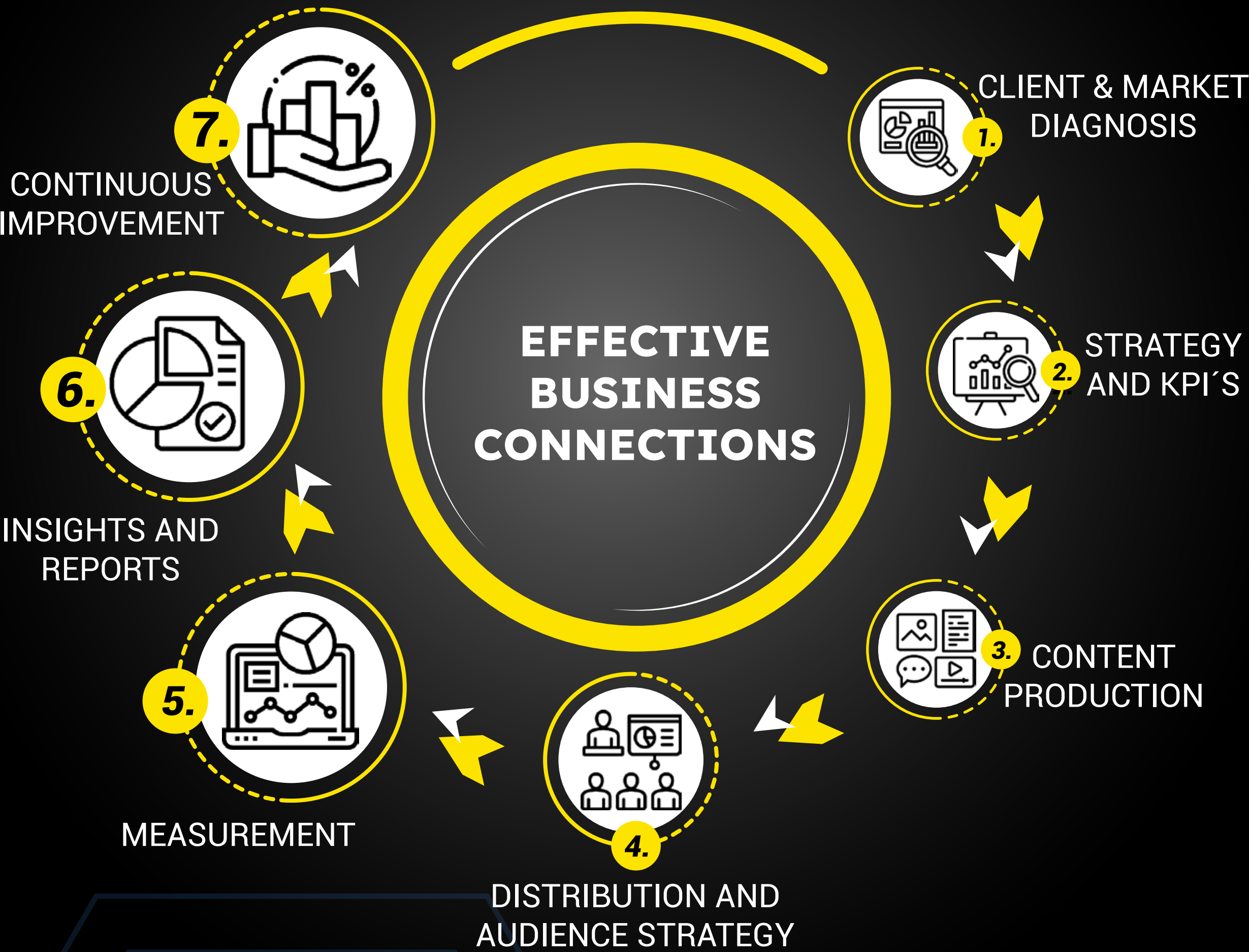
Formats

- Advertorials
- Podcasts
- Whitepaper/ E-books
- Newsletter
- 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.

MANUFACTURA LATAM

Effective Business Connections

Manufactura Latam is a powerful marketing and communication tool that promotes your company among decision makers and purchasing influencers in the manufacturing industry in Mexico and Latin America.

78 years connecting the Manufacturing 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



WEBSITE VISITORS

56,654
LATIN AMERICA

22,451
MEXICO



DIGITAL DATA BASE

34,661
LATIN AMERICA

16,419
MEXICO



MAGAZINE DIGITAL AND PRINT

30,568
LATIN AMERICA

17,531
MEXICO



MEXICO

+56,400



LATIN AMERICA

+121,880 *

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

*This figure includes the total of Latin America including Mexico

*Printing of 6,000 copies are distributed to the TOP companies in the manufacturing sector.

*Additional distribution is done digitally to transversal media (Metalmecanica.com, Plastic Technology, El Empaque + Conversion).

QUALIFIED AUDIENCE

Subscribers segmentation

Business and industry breakdown:

- 16% Food / Drinks / Tobacco / Sugar
- 15% Metal products
- 14% Plastic/rubber products
- 9% Manufacture of machinery and/or equipment
- 7% Agent / Representative / Distributor
- 6% Chemical/petrochemical products
- 6% Paper and/or cardboard products
- 5% Electrical and/or electronic products
- 4% Textile/leather products
- 3% Manufacture or assembly of vehicles and auto parts
- 3% Manufacturing of construction materials
- 3% Pharmaceutical and/or cosmetic products
- 2% Other activity
- 2% Industrial automation
- 2% Oil/mining industry
- 1% Architectural and engineering services
- 1% Instruments, controls
- 1% Wood and wood works
- 0% Utilities (electricity, water, gas)
- 0% Government agency
- 0% Investigation Institute

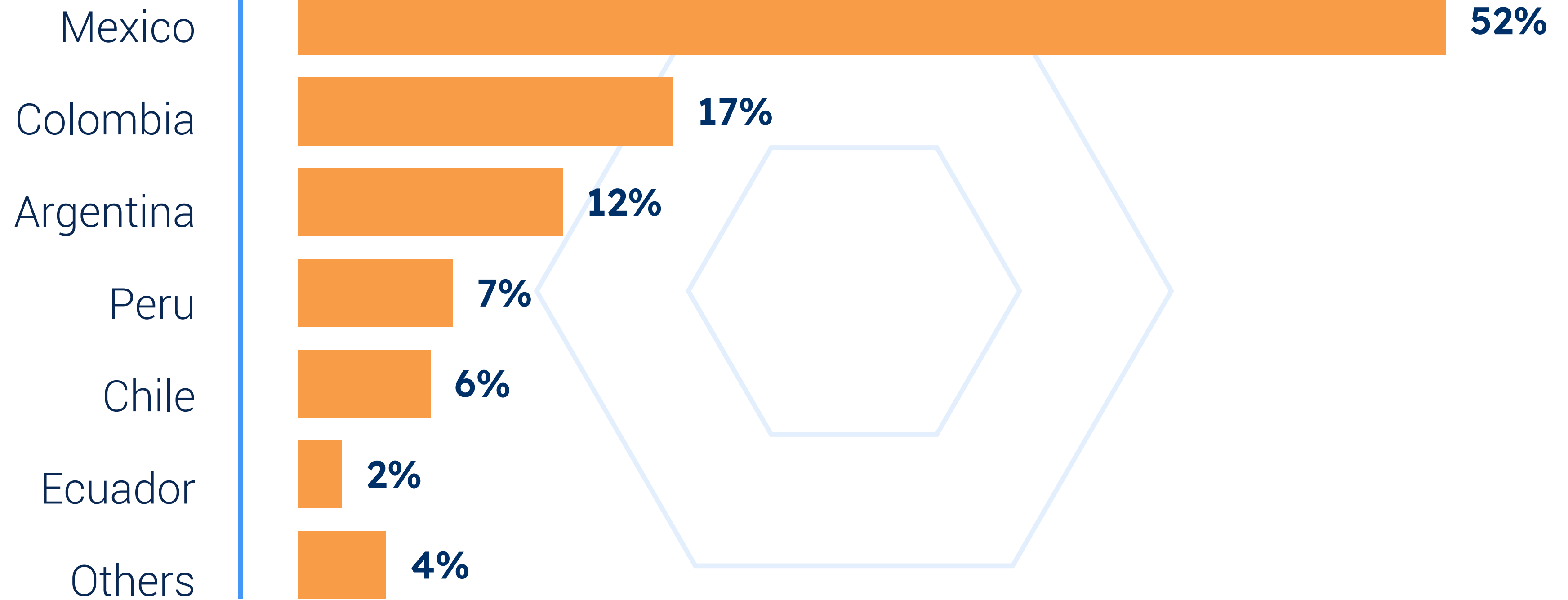
Title breakdown:

- 26% CEO/ General Manager /Owner /Partner
- 15% Directors/Managers/Heads of Operations and production areas
- 12% Directors/Managers/heads of Quality areas
- 12% Directors/Managers/Heads of administrative and purchasing areas
- 7% Directors/Managers/Heads of maintenance areas
- 4% Directors/Managers/Heads of plant or workshop areas
- 4% Director / Manager / Head of Engineering
- 3% Directors/Managers/Heads of marketing and sales areas
- 2% Director / Manager / Head of Research and Development
- 14% Other industry professionals

QUALIFIED AUDIENCE

Subscribers segmentation

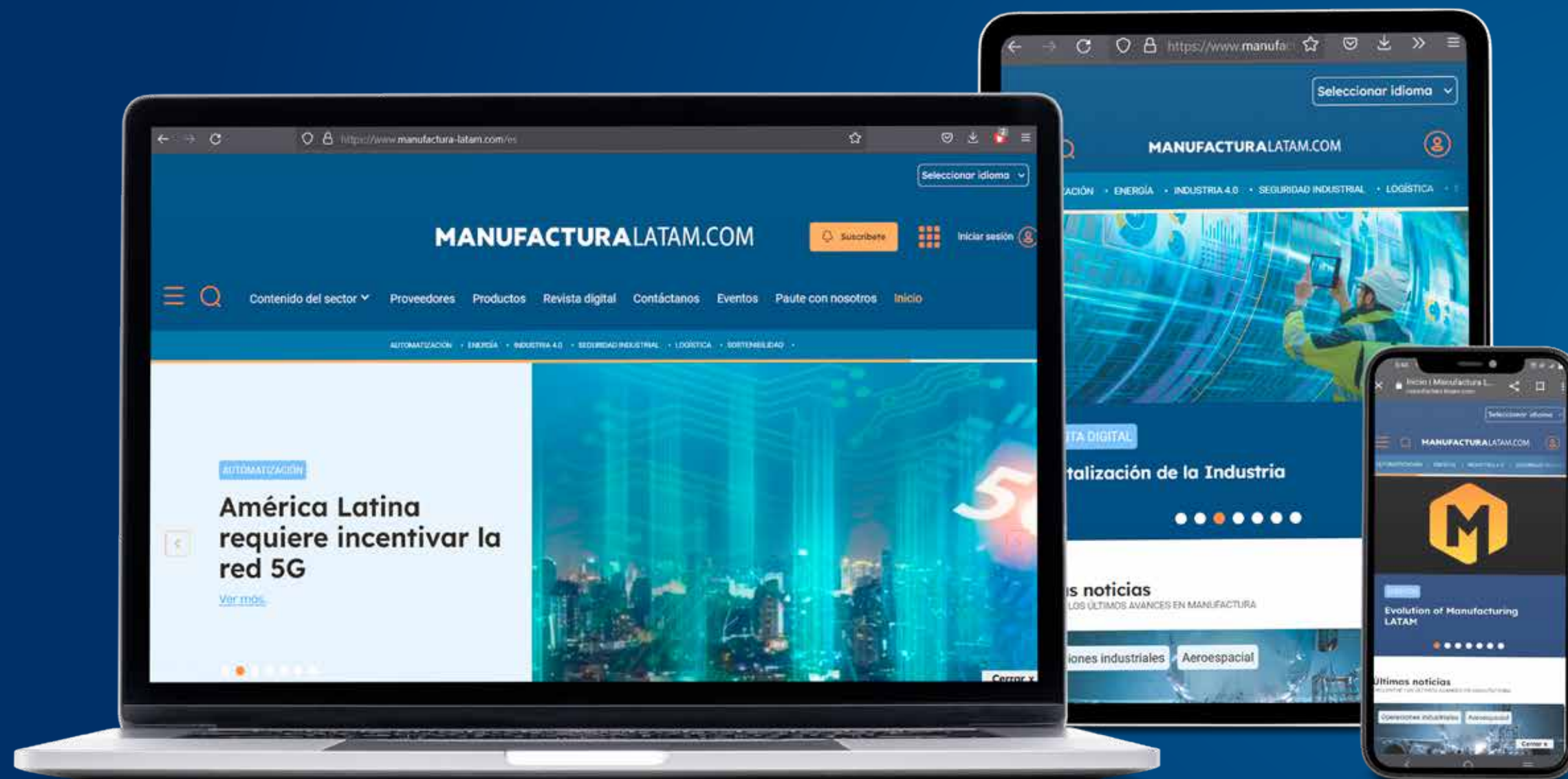
Country breakdown:



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

DIGITAL MEDIA

Manufactura LATAM



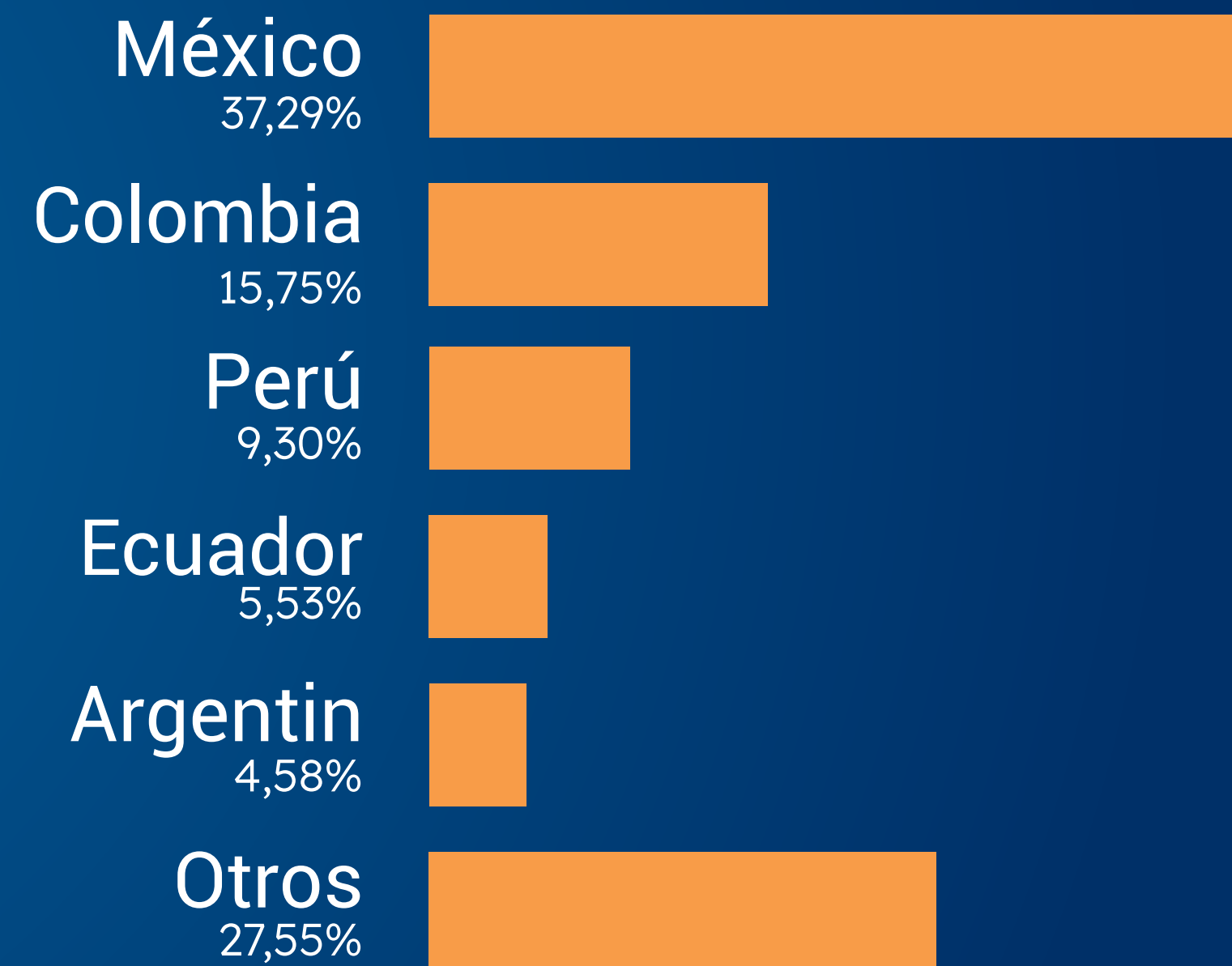
New website.
New formats.
New experience.
Visit us!



VISITORS PER MONTH
56,654
+88% VS 2022





PAGE VIEWS PER MONTH
191.544
+92% VS 2022



We are the top ranking industry site for Latin America.

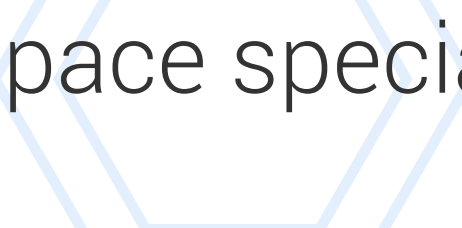
Data taken from www.similarweb.com in june 2022.

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



SPECIALIZED CONTENT

MANUFACTURA LATAM



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:

- Fluid management
 - Power transmission systems
 - Welding
 - Instrumentation and laboratory
 - Control
 - Materials and logistics management
 - Industrial Security
 - Components and materials
 - Automation and digitalization
 - Lubrication
 - Thermal and generation systems
 - Industrial services
 - Industrial operations
- 

Sponsor the categories associated to industry trends and news:

- Automotive
 - Aerospace
 - Medical
 - Oil & Gas
 - Food and beverage
 - Mining
 - Automation and drives
 - Energy solutions
 - Supply chains
 - 4.0. Industry
 - Digital ecosystems
 - Sustainy
 - Intelligent production management
- 
- 

MEDIOS DIGITALES DISPLAY

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

Pop up banner

Home Sponsorship

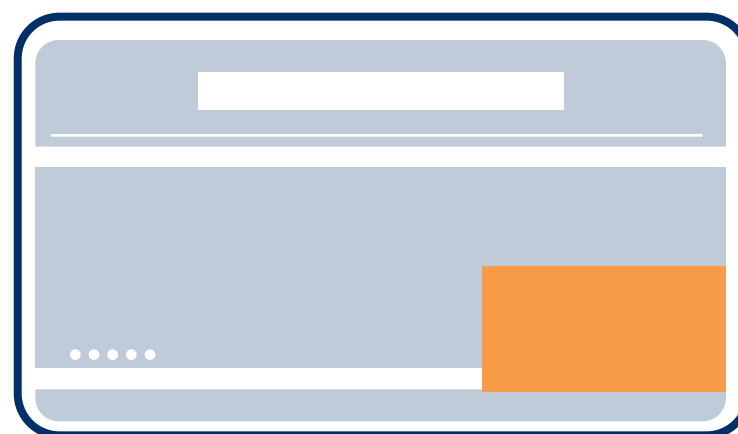
- HeadLine
- Banner Leaderboard

News category sponsorship

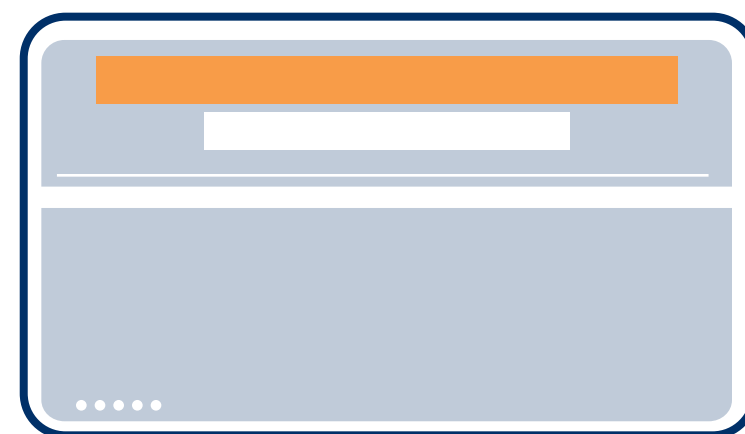
- HeadLine
- Banner Leaderboard
- Banner full width

Sponsorship category suppliers and products

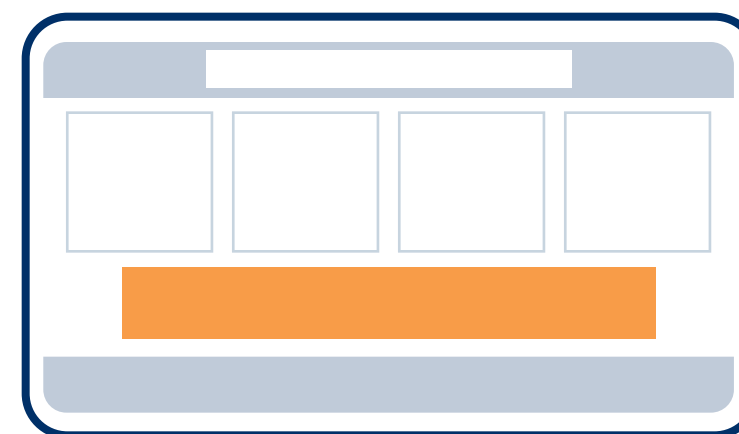
- HeadLine
- Banner Leaderboard
- Banner medium rectangle



Pop up banner



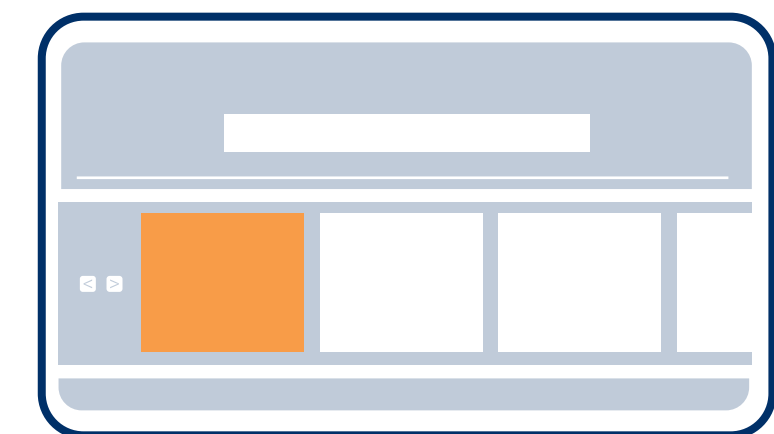
HeadLine



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.



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 manufacturing industry database.



B2B Industry Benchmark:

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



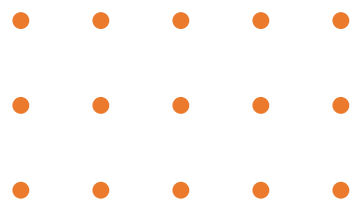
Social Ads

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.



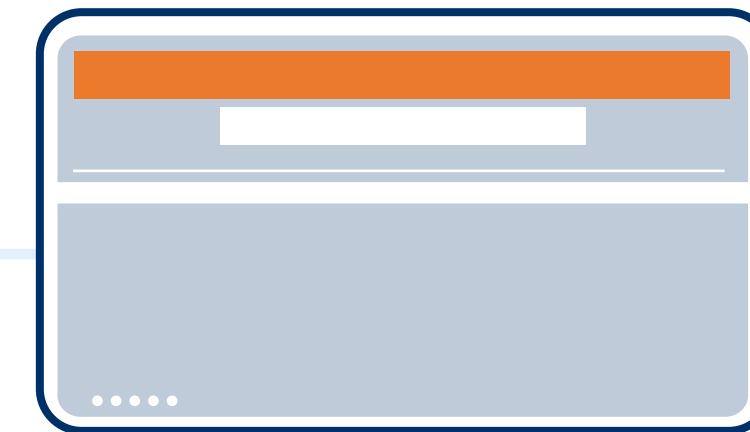
Newsletter and Commercial information

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

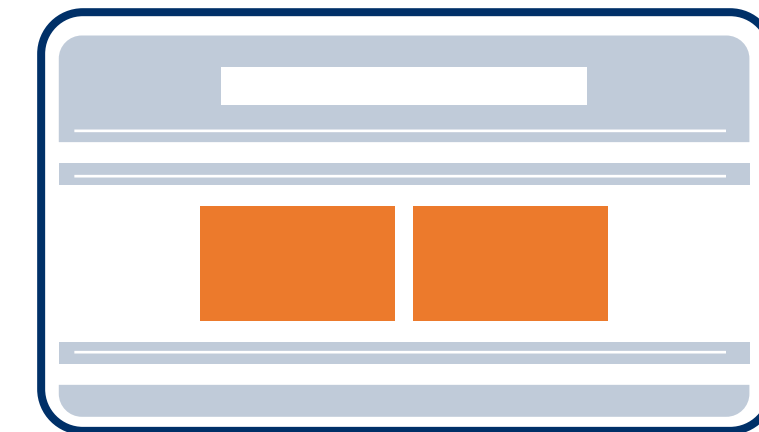


B2B Industry Benchmark:

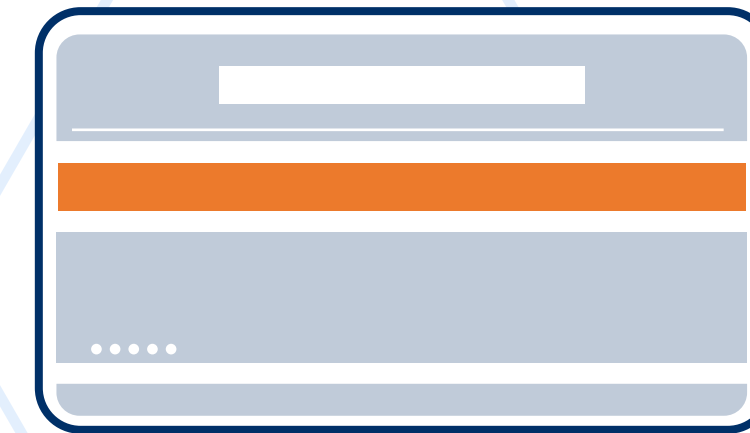
- Open rate: **20%**
- CTR: **3%**



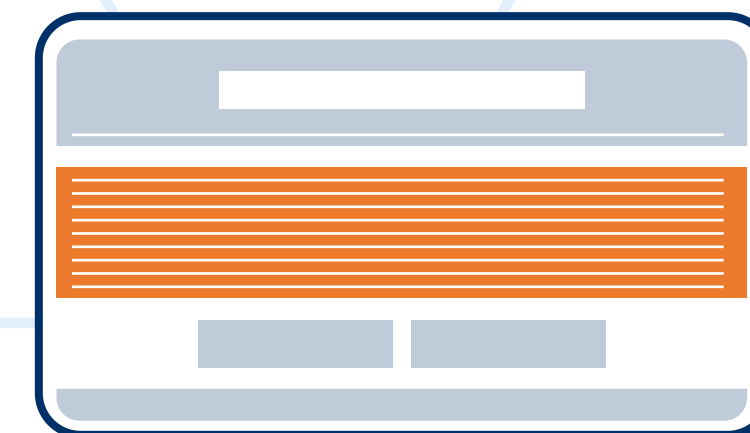
Banner premium



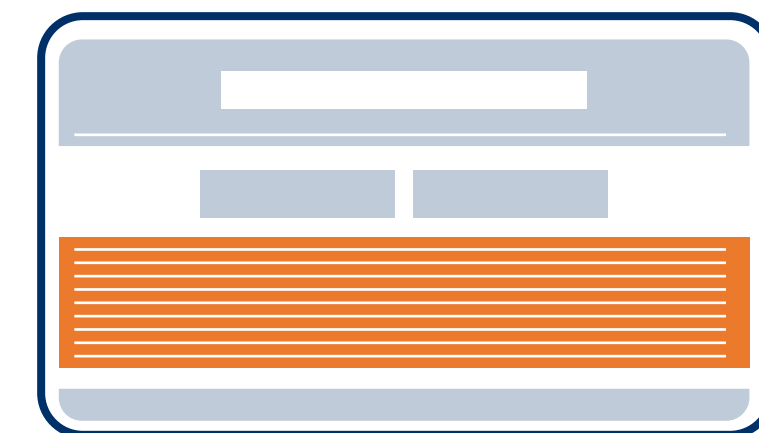
Banner prominent



Banner leaderboard



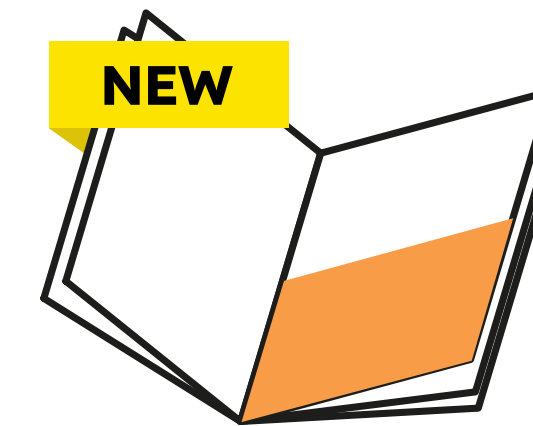
Sponsored editorial



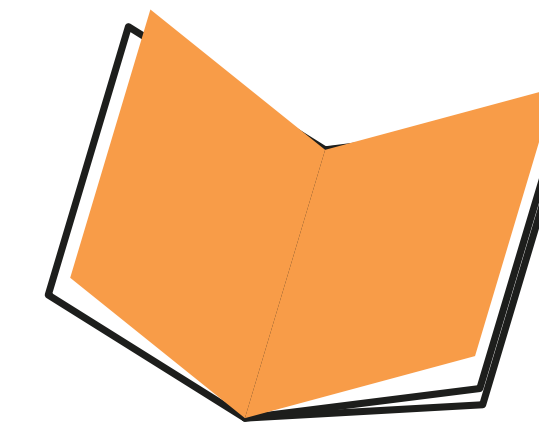
REVISTA DIGITAL

Take your brand's message directly to our qualified audience of purchase decision-makers and influencers in Mexico and Latin America, through advertising formats in each of our editions.

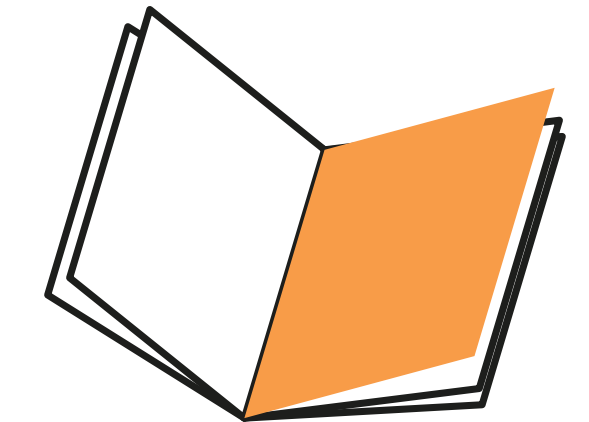
STANDARD POSITIONS



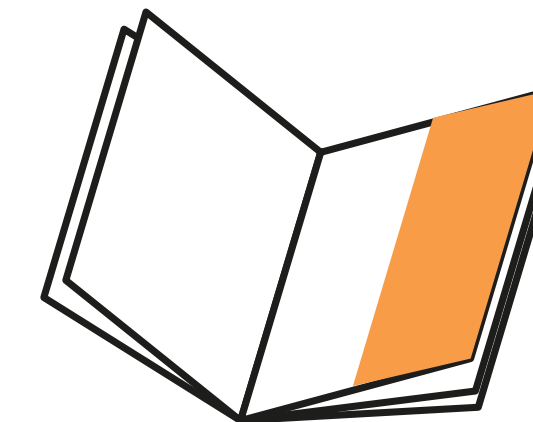
1/2 Horizontal Page
7,48 x 4,72 in
19 x 12 cm



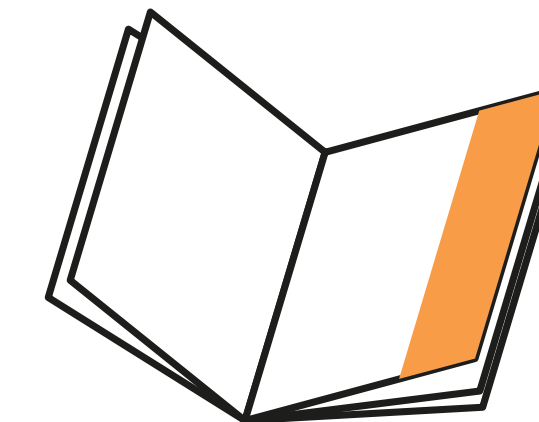
Double Page
14,56 x 9,84 in
37 x 25 cm



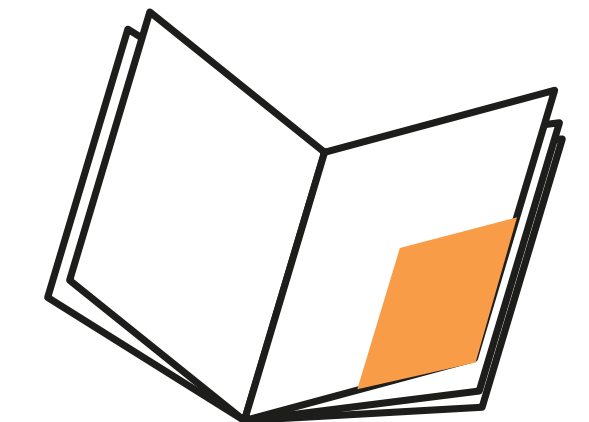
Full Página
7,48 x 9,84 in
19 x 25 cm



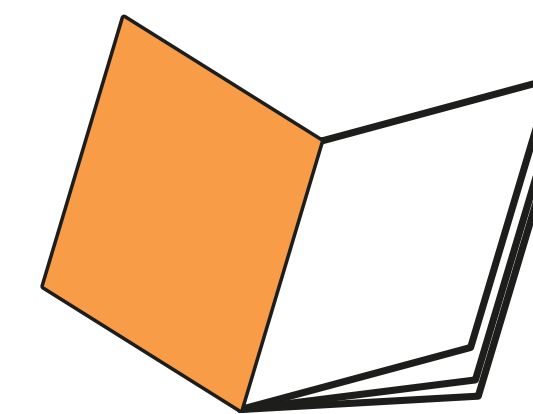
1/2 Vertical Page
3,93 x 9,84 in
10 x 25 cm



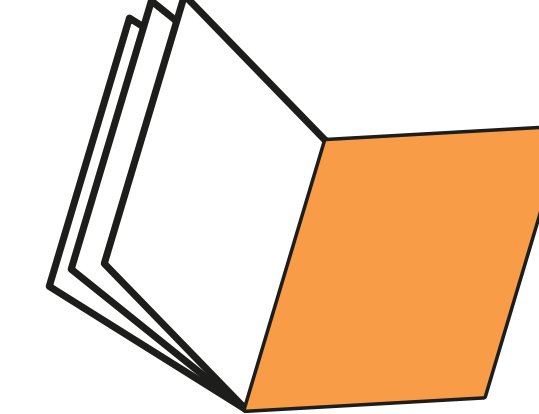
1/3 Vertical Page
2,95 x 9,84 in
7,5 x 25 cm



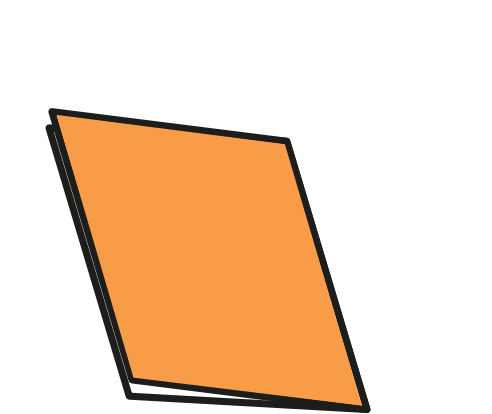
Marketplace
2,75 x 3,77 in
7 x 9,6 cm



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



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



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

SPECIAL POSITIONS

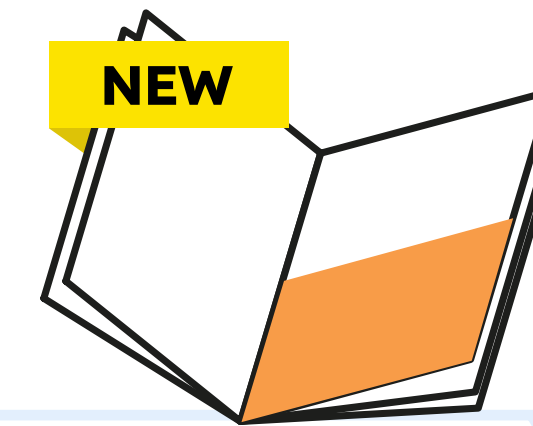


PRINT MEDIA

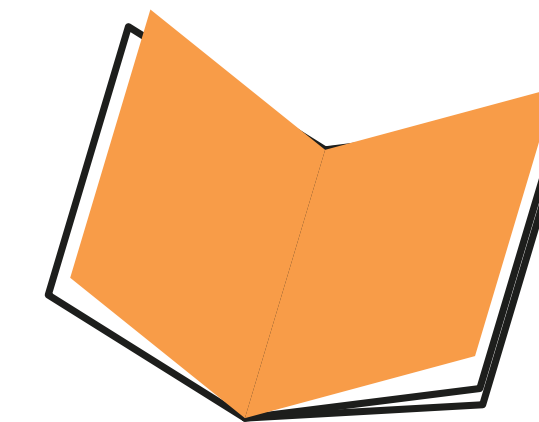
Promote your message directly to our qualified audience of decision makers and purchasing influencers in Mexico, through our broad portfolio of advertising and content tools in printed format.



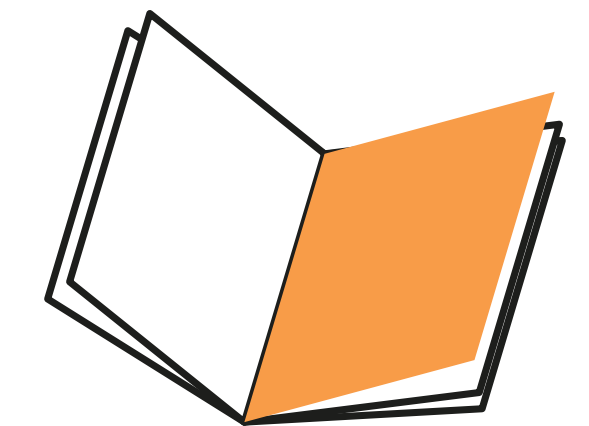
STANDARD POSITIONS



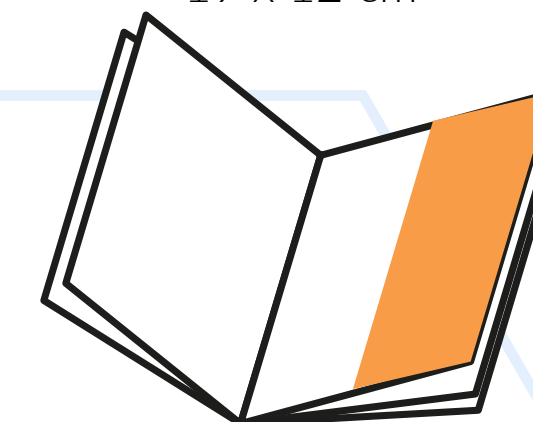
1/2 Horizontal Page
7,48 x 4,72 in
19 x 12 cm



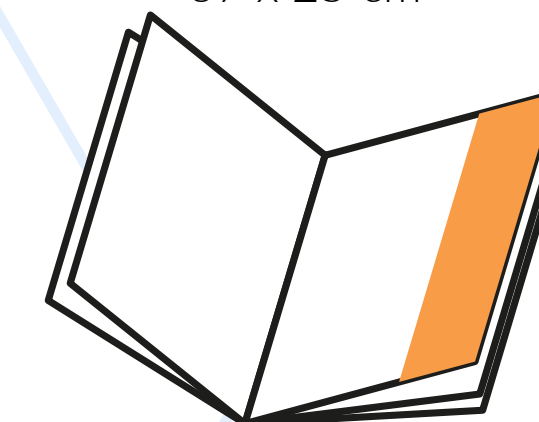
Double Page
14,56 x 9,84 in
37 x 25 cm



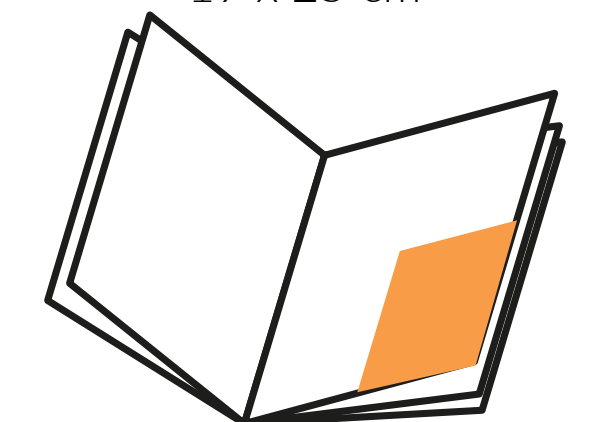
Full Página
7,48 x 9,84 in
19 x 25 cm



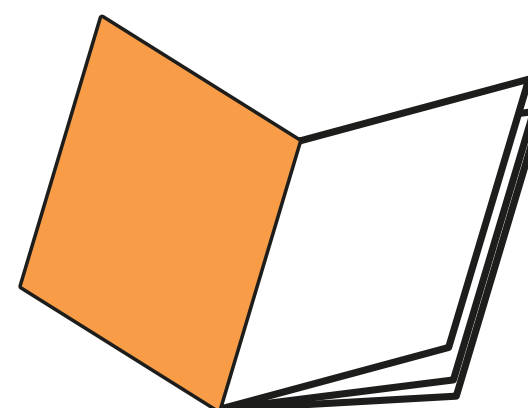
1/2 Vertical Page
3,93 x 9,84 in
10 x 25 cm



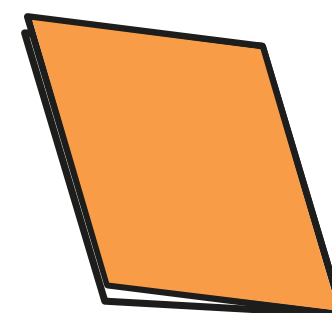
1/3 Vertical Page
2,95 x 9,84 in
7,5 x 25 cm



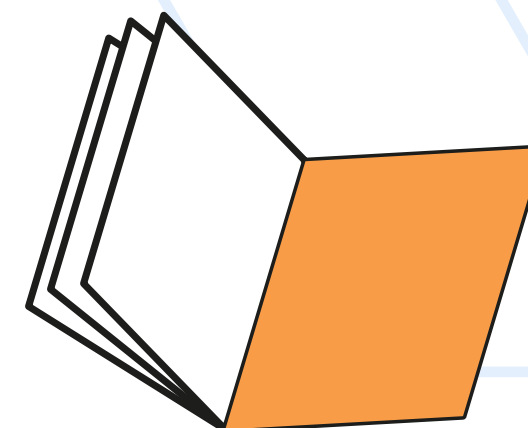
Marketplace
2,75 x 3,77 in
7 x 9,6 cm



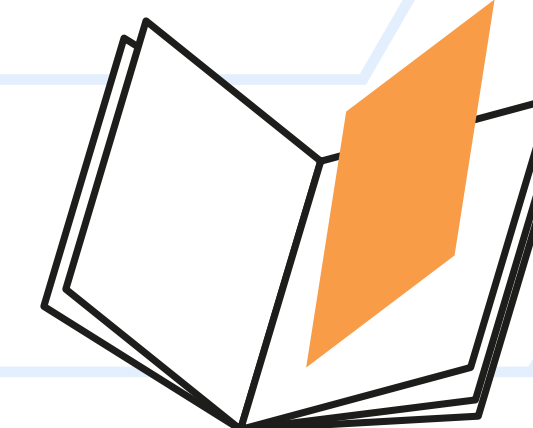
Inside Cover
7,48 x 9,84 in
19 x 25 cm



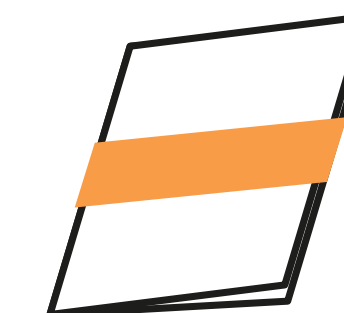
Back Cover
7,48 x 9,84 in
19 x 25 cm



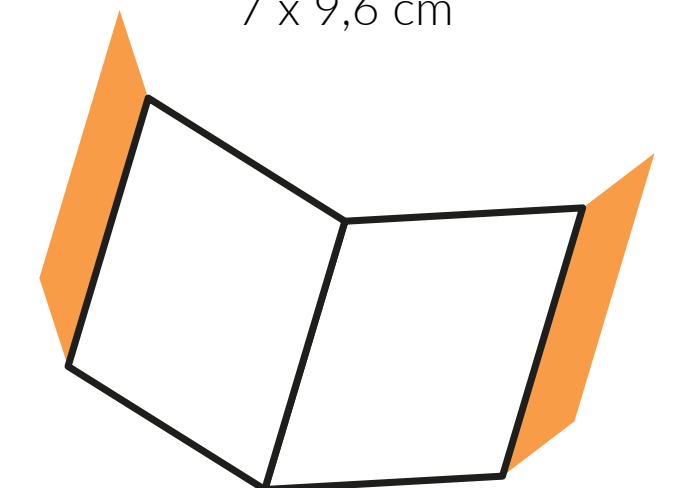
Inside Back Cover
7,48 x 9,84 in
19 x 25 cm



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

CONTENT FORMATS

Connect effectively with our qualified audience through 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 digital event.



+ 1,400
REGISTRATIONS
FROM DIFFERENT
COUNTRIES OF LATAM

+ 500
ATTENDEES

+ 13
CONFERENCE WITH
INTERNATIONAL
EXPERTS

Visit: <https://eventos2022.manufactura-latam.com/>

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

MANUFACTURA LATAM.COM

CONTACT OUR SALES TEAM

USA

Giovana Reyes

+1 (305) 510-3785
giovana.reyes@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

Valentina Toro

+57 301-646 3835
valentina.toro@axiomab2b.com

Johanna Hurtado

+57 311-5025156
johanna.hurtado@axiomab2b.com

EUROPE

Eric Jund

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

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