

MEDIA KIT 2025

Current Trends and Innovation in Manufacturing Processes for Latin America

MANUFACTURA LATAM

We connect you with decision-makers and enhance your sales with artificial intelligence.

Digital | Magazine | Event

82 years

as leaders in B2B marketing strategy for the manufacturing industry in Latin America

Contact us:

2155 Coral Way Miami, FL 33145 EEUU
marketing@axiomab2b.com



www.manufactura-latam.com

**AXIOMA B2B
MARKETING
& SALES**

Leaders in B2B Marketing for Industries in LATAM

PLÁSTICO EL HOSPITAL METALMECÁNICA ELEMPAQUE MANUFACTURA LATAM ALIMENTOS LABARRA FERRROS ENOBRA

www.axiomab2b.com

FIGURES OF THE MANUFACTURING SECTOR



2,8%

Annual growth



15.5% of global GDP

is estimated to be contributed by the Manufacturing sector



80% of total exports

come from the Manufacturing sector



10 million

new jobs are created by the manufacturing industry worldwide

The key sub-industries of the Manufacturing industry in Mexico



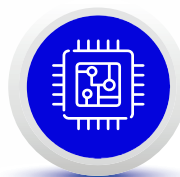
Energy

\$150
billion USD



Automotive

\$39
billion USD



Technology

\$18
billion USD



Food

\$17
billion USD

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 Campaigns	3 Campaigns
MAGAZINE			
Digital + print magazine <small>All physical and digital editions.</small>	1/3 Pag	1/2 Pag	1 Pag
Video embedded in digital magazine with link to be agreed	x	1	2
BANNERS			
Home sponsorship o Category Sponsorship (shared)	4 months	6 months	8 months
Issuu Marketing (putting downloadable products) (client catalog, on the platform)	1	2	3
Showroom Plus <small>20 products intervened + other CSVs for one year</small>	✓	✓	✓
CONSULTING AND TRAINING			
Strategic diagnosis (Brief)	✓	✓	✓
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: 16%
CTR: 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

+38,000

Decision-makers

Benefits

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

Formats

- **Special Features**



Section Sponsorship

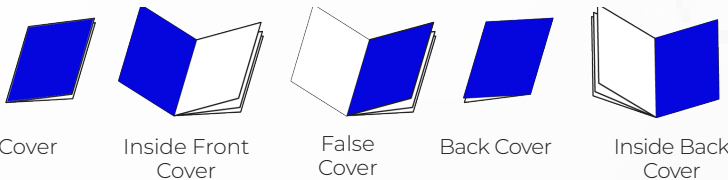
Standard Advertorial

Infographic Advertorial



4

Issues
(3 digital
1 print)



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

Digital / Print content	Term	Megatrend	Thematic Content	Manufacturing technology	Issue	Events
<p>Cybersecurity</p> <p>Internet of Things (IoT)</p> <p>Artificial Intelligence (AI)</p> <p>Industrial Operations</p> <p>Machine Learning (ML)</p> <p>Equipment and Software for IIoT</p> <p>Quality Control</p> <p>Safety</p> <p>Surface Treatment</p> <p>Industrial Personal Protection</p> <p>Industrial Operations</p>	Q1	<p>Digital Ecosystems</p> <p>Industrial Maintenance and Safety</p>	<p>Growth of the Internet of Things (IoT) and its integration into factories.</p> <p>Intense competition and rapid product obsolescence</p> <p>Advances in artificial intelligence and machine learning</p> <p>IoT Security: How to protect connected factories?</p> <p>Use of robots and automated equipment to perform cleaning tasks in difficult or hazardous areas</p> <p>Use of robots and automated equipment to perform cleaning tasks in difficult or hazardous areas</p> <p>Integration of safety into the design and planning of new production lines and technologies</p> <p>Managing workers' resistance to change regarding new safety practices</p>	<p>Smart Manufacturing: How Artificial Intelligence is Revolutionizing the Industry</p> <p>Use of unmanned robots in industrial cleaning, an efficient solution that minimizes time and protects workers in dangerous and hard-to-reach places.</p>	<p>Edition 92-4 January-March</p> <p>Edition 93-1 April-June</p>	<p>Expomanufactura February 11-13, 2025 Monterrey, Mexico</p> <p>Tecma March 18-20, 2025 Mexico City, Mexico</p> <p>HANNOVER MESSE March 31-April 4, 2025 Hanover, Germany</p> <p>Fabtech Mexico May 6-8, 2025 Cintermex, Monterrey - Mexico</p> <p>The Logistics World Summit & Expo April 2-3, 2025 Centro Citibanamex, México</p>
<p>Augmented reality</p> <p>Industry 4.0</p> <p>Digital Twins</p> <p>Additive Manufacturing and 3D Printing</p> <p>Automation and Digitization</p> <p>Industrial Robots</p> <p>Data Analytics and Big Data</p> <p>Control Software</p> <p>Metrology</p> <p>Sensors and Measuring Equipment</p> <p>Monitoring and Analysis</p>	Q2	<p>Automation and Robotics</p> <p>IT Software and Solutions</p>	<p>The workforce challenge: How is the demand for robotic automation experts advancing?</p> <p>The role of automation in the green agenda</p> <p>Growing use of artificial intelligence for automated decision-making</p> <p>Adapting to data privacy regulations and ethical AI use.</p> <p>Expansion of cloud-based and SaaS solutions</p> <p>Advances in augmented and virtual reality software for industrial applications</p> <p>The role of Big Data analytics in decision-making</p> <p>Adoption of cloud solutions and their impact on the recovery of the automotive industry in Mexico</p>	<p>Automated manufacturing in the era of artificial intelligence: How relevant is data to this industry?</p> <p>Development of software that uses 3D CAD models to automatically generate the most efficient, collision-free measurement programs with optimal measurement paths.</p>	<p>Edition 93-2 July-September</p>	<p>Expo Perú Industrial August 21-23, 2025 Lima, Peru</p>
<p>5G and Connectivity</p> <p>Edge Computing y Fog Computing</p> <p>Cloud and multi-cloud</p> <p>Automotive</p> <p>Data Analytics</p> <p>Sustainability</p> <p>Energy</p> <p>Thermal and Power Generation Systems</p> <p>Lubrication</p> <p>Mining</p> <p>Fluid Handling</p>	Q3	<p>Technology and telecommunications</p> <p>Sustainability, Energy Generation and Fuels</p>	<p>Massive deployment and adoption of 5G networks</p> <p>Growth of cloud-based solutions</p> <p>The 5G Analytics Revolution</p> <p>Satellite IoT solutions for non-terrestrial network (NTN)</p> <p>Development of technologies to improve energy efficiency</p> <p>Increased investments in renewable energies such as solar, wind, and green hydrogen</p> <p>Managing fluctuations in oil and gas prices</p> <p>Development of the necessary infrastructure for the transportation, distribution, and commercialization of gas</p>	<p>La Analítica 5G, convergencia de la capacidad de analizar grandes volúmenes de datos en tiempo real y la conectividad ultrarrápida de 5G</p> <p>Global energy crisis: how do global energy markets impact the industry, and what are governments doing about it?</p>	<p>Edition 93-3 October-December</p>	<p>ITM INDUSTRIAL TRANSFORMATION MEXICO November 11-13, 2025 Mexico City, Mexico</p> <p>FABTECH September 8-11, 2025 Chicago, Illinois</p>
<p>Power Transmission Systems</p> <p>Electronic Components</p> <p>Components and Materials</p> <p>Material Handling and Logistics</p> <p>Supply Chain</p> <p>Logistics Software</p>	Q4	<p>Electricity and Electronic Components</p> <p>Logistics and Supply Chains</p>	<p>Integration of nanotechnology in electronic components</p> <p>Development of electronic components for renewable energies</p> <p>Smart thermal sensors for industrial monitoring</p> <p>What is the industry doing to become independent from the Asian chip industry?</p> <p>Infrastructure, the main challenge for foreign investment</p> <p>Component shortages due to supply chain disruptions.</p> <p>Data analytics in the supply chain</p> <p>Offshoring, nearshoring, and friendshoring</p>	<p>Development of nanotechnology applied to semiconductor manufacturing: Who is leading the market?</p> <p>VUCA and BANI environments and supply chain resilience</p>	<p>Edition 93-4 January-March</p>	<p>Expomanufactura February 2026 Cintermex, Monterrey, Mexico</p>

Editor in Chief
Angela Delgado
angela.delgado@axiomab2b.com



EVENT



EVOLUTION OF
MANUFACTURING
LATAM / 2025

Sponsor our event and achieve:

- Create brand presence to meet potential clients
- Generation of new business opportunities with the right audience
- Brand positioning
- **Date: 2025**
- **Format: virtual**



OUR AUDIENCE

Audience

+158,000

Decision-Makers and Influencers

Positions

- 26%** CEO / General Manager / Owner / Partner
- 15%** Directors / Managers / Heads of Operations and Production
- 12%** Directors / Managers / Heads of Quality Departments
- 12%** Directors / Managers / Heads of Administrative and Purchasing Departments
- 7%** Directors / Managers / Heads of Maintenance Departments
- 4%** Directors / Managers / Heads of Plant or Workshop Departments
- 4%** Director / Manager / Head of Engineering
- 3%** Directors / Managers / Heads of Marketing and Sales Departments
- 2%** Director / Manager / Head of Research and Development

Activity

- 16%** Food / Beverages / Tobacco / Sugar
- 15%** Metal Products
- 13%** Plastic / Rubber Products
- 10%** Machinery and/or Equipment Manufacturing
- 7%** Agent / Representative / Distributor
- 7%** Textile / Leather Production
- 6%** Chemical / Petrochemical Products
- 5%** Paper and Cardboard Products
- 5%** Electrical and Electronic Products
- 16%** Others

Countries



52%
Mexico



16%
Colombia



11%
Argentina



7%
Chile



6%
Peru



8%
Others*

*Other countries: Ecuador, Venezuela, Uruguay, Brasil, Guatemala, Bolivia, El Salvador, Paraguay, Costa Rica, Panama, Republica Dominicana, Honduras, Nicaragua and Puerto Rico.

LATAM

83,148



48,460
Unique web visitors



20,293
Digital database

MEXICO

75,326



31,162
Unique web visitors



21,447
Digital database

Web Traffic Figures 2023-2024

(12 months)

- **Total views:** 280,896
- **Users:** 168,916
- **top 10 Keywords:** 172
- **Organic views growth:** 97%

Sales representatives

SALES LEAD

Valentina Toro
+57 301 646 3835
valentina.toro@axiomab2b.com

COLOMBIA

Johanna Hurtado
+57 316 625 2017
johanna.hurtado@axiomab2b.com

USA

Carolina Sánchez
+1 (772) 708-5812
carolina.sanchez@axiomab2b.com

EUROPE

Eric Jund
+33 6 67 81 02 30
eric.jund@axiomab2b.com

MEXICO

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

Stella Rodríguez
+52 1 55 1882 4802
stella.rodriguez@axiomab2b.com

CHINA

maggieliu@ringiertrade.com

HONG KONG

octavia@ringier.com.hk

TAIWÁN

sandrasu@ringer.com.hk

SALES MANAGER

Juan Felipe Rivera
+57 300 4756248
felipe.rivera@axiomab2b.com

MARKETING MANAGER

Andrés Rivera
+57 3115617519
andres.rivera@axiomab2b.com

MARKETING SPECIALIST

Joan Sebastián Montoya
+57 320 391 8070
joan.montoya@axiomab2b.com

MANUFACTURA LATAM

Companies that grow with us in Latin America:

