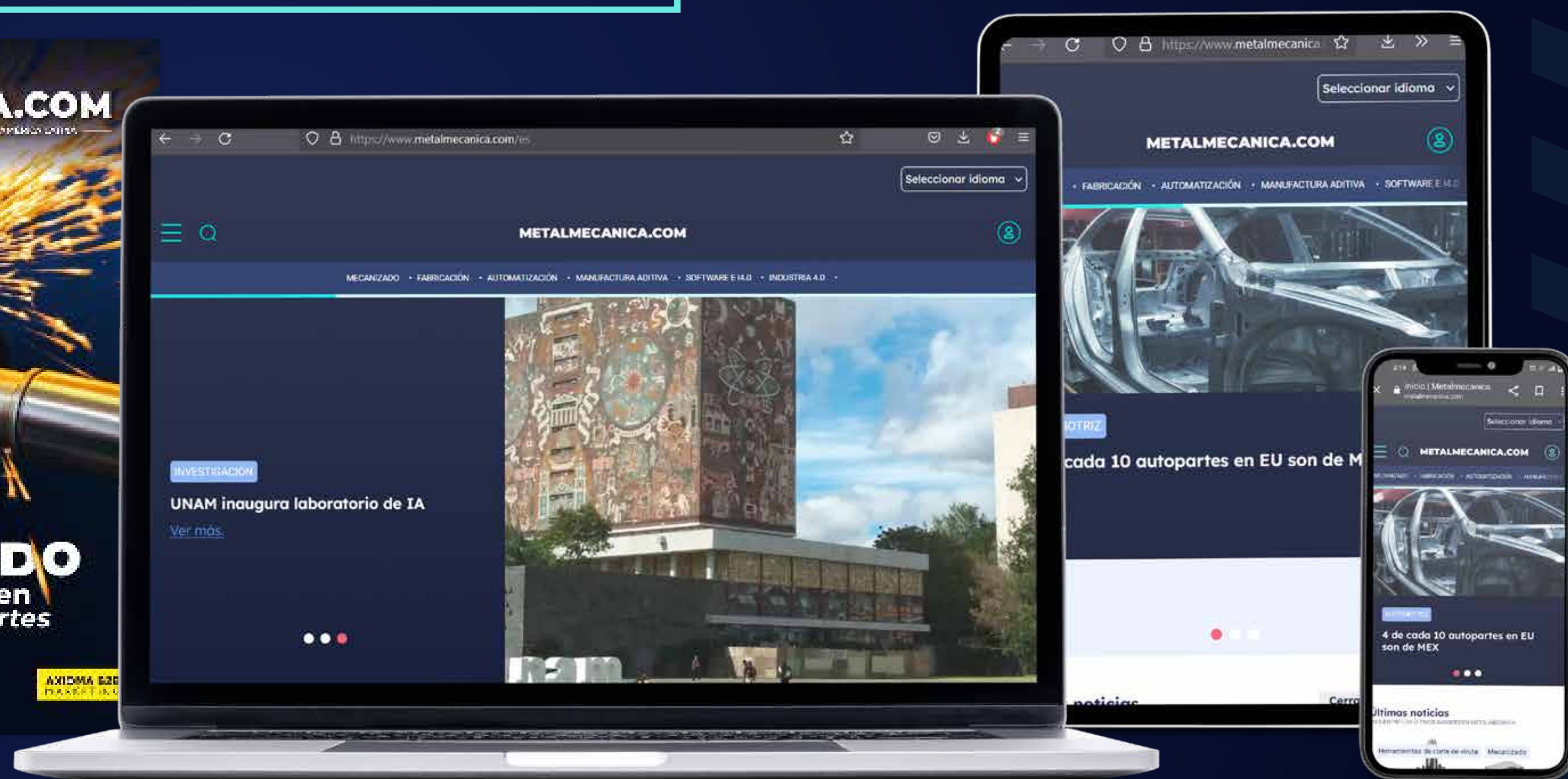


# 2023 MEDIA KIT

We promote your company in Mexico and Latin America



**METALMECANICA.COM**

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

A PUBLICATION BY

**AXIOMA B2B**  
MARKETING

# METALMECANICA.COM IS PART OF AXIOMA B2B MARKETING

Axioma is the brand behind our Metalmecánica publication. As Axioma, we have 21+ years of experience impacting professional decision makers from 8 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.



Metalworking Industry

**METALMECANICA.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

Manufacturing Industry

**MANUFACTURA  
LATAM.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**



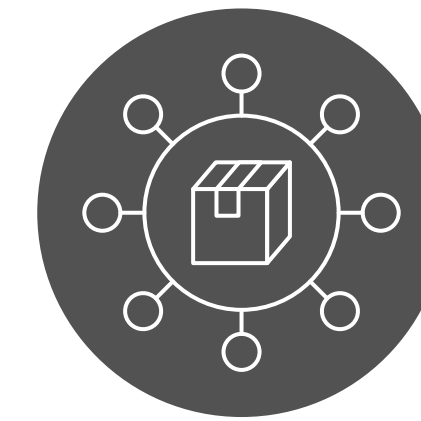
# STRATEGIC B2B MARKETING MOMENTS

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

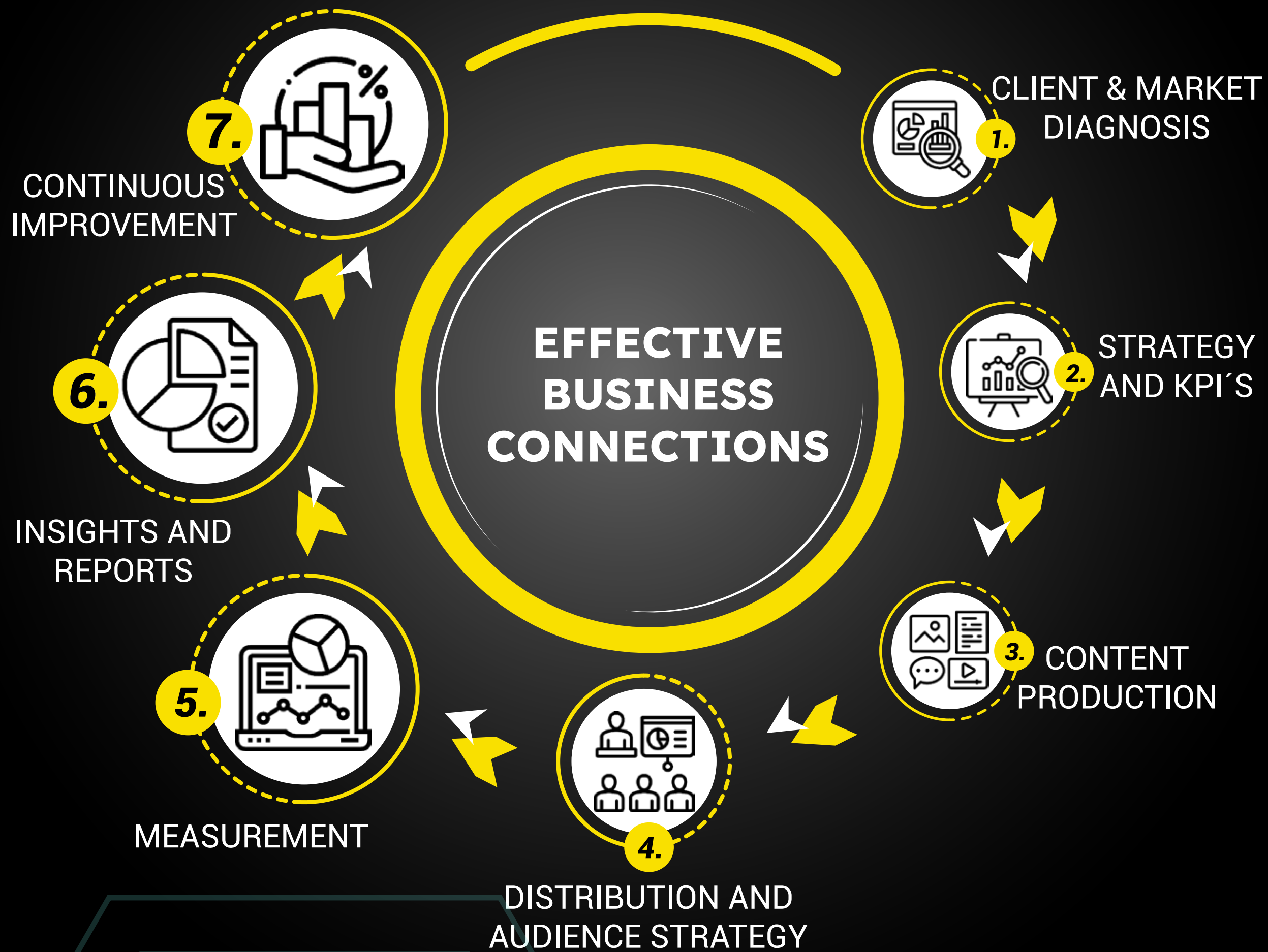
### Formats

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

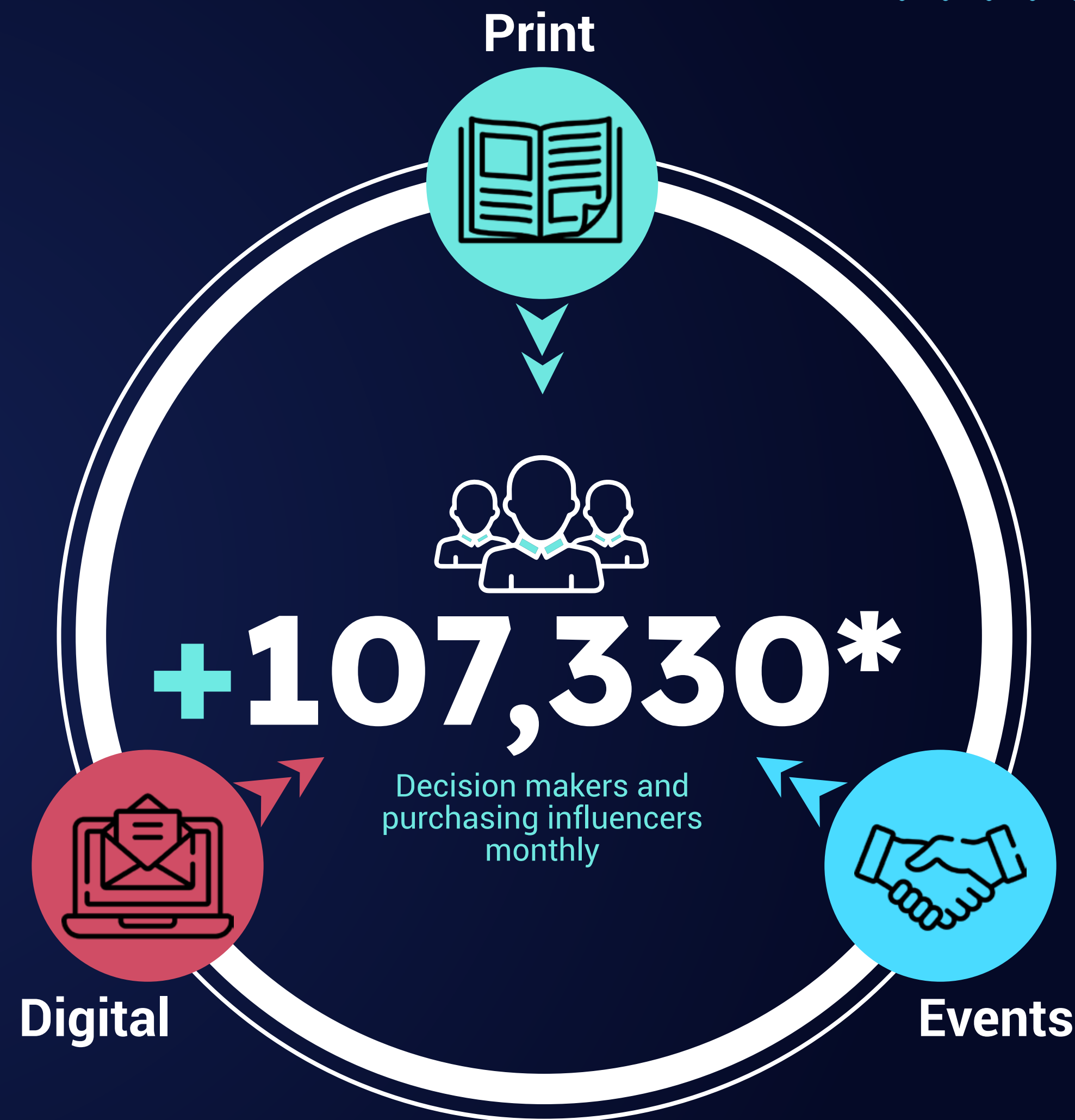
**METALMECANICA.COM**

# Effective Business Connections

Metalmechanica.com is a powerful marketing and communication tool that promotes your company among decision makers and purchasing influencers in the metalworking industry in Mexico and Latin America.

**29 years connecting the metalworking industry.**

Our platform of print, digital media and specialized events help 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



**15,380**

PRINT  
SUBSCRIBERS



**19,279**

DIGITAL DATA  
BASE



**22,509**

WEBSITE  
VISITORS



**21,637**

SUSCRIPTORES  
IMPRESOS



**28,968**

DIGITAL DATA  
BASE



**44,582**

WEBSITE  
VISITORS

*Our distribution of the printed magazine is complemented by the distribution of its digital version to our entire database.  
\*This number includes the total audience, including Mexico.*

# QUALIFIED AUDIENCE

Subscribers segmentation

## Business and industry breakdown:

- 33%** Machinery Manufacturing
- 30%** Manufacture of metal products
- 21%** Manufacturing of transportation equipment
- 7%** Primary Metal Manufacturing
- 4%** Manufacture of electrical equipment, devices and components
- 2%** Manufacture of furniture and related products
- 2%** Various manufactures
- 1%** Manufacture of computers and electronic products

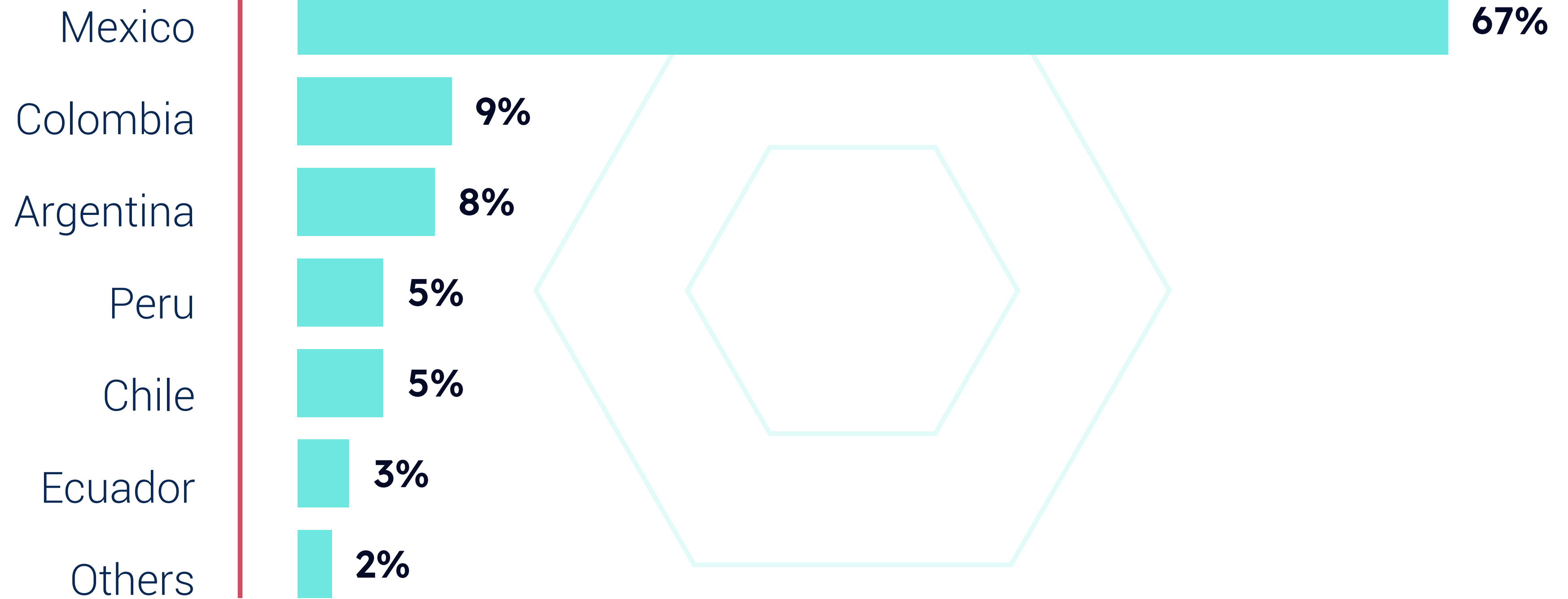
## Title breakdown:

- 34%** CEO/ General Manager /Owner /Partner
- 14%** Directors/managers/heads of Operations and production areas
- 11%** Directors/managers/heads of Quality areas
- 11%** Directors/managers/heads of administrative and purchasing areas
- 6%** Directors/managers/heads of maintenance areas
- 5%** Director / Manager / Head of Engineering
- 4%** Directors/managers/heads of plant or workshop areas
- 4%** Director / Manager / Head of Research and Development
- 3%** Manager/ Head of tools and materials
- 2%** Manager/Head/ Project Designers
- 1%** design engineers
- 1%** Directors/managers/heads of marketing and sales areas
- 4%** Other Industry Professionals

# QUALIFIED AUDIENCE

Subscribers segmentation

## Country breakdown:

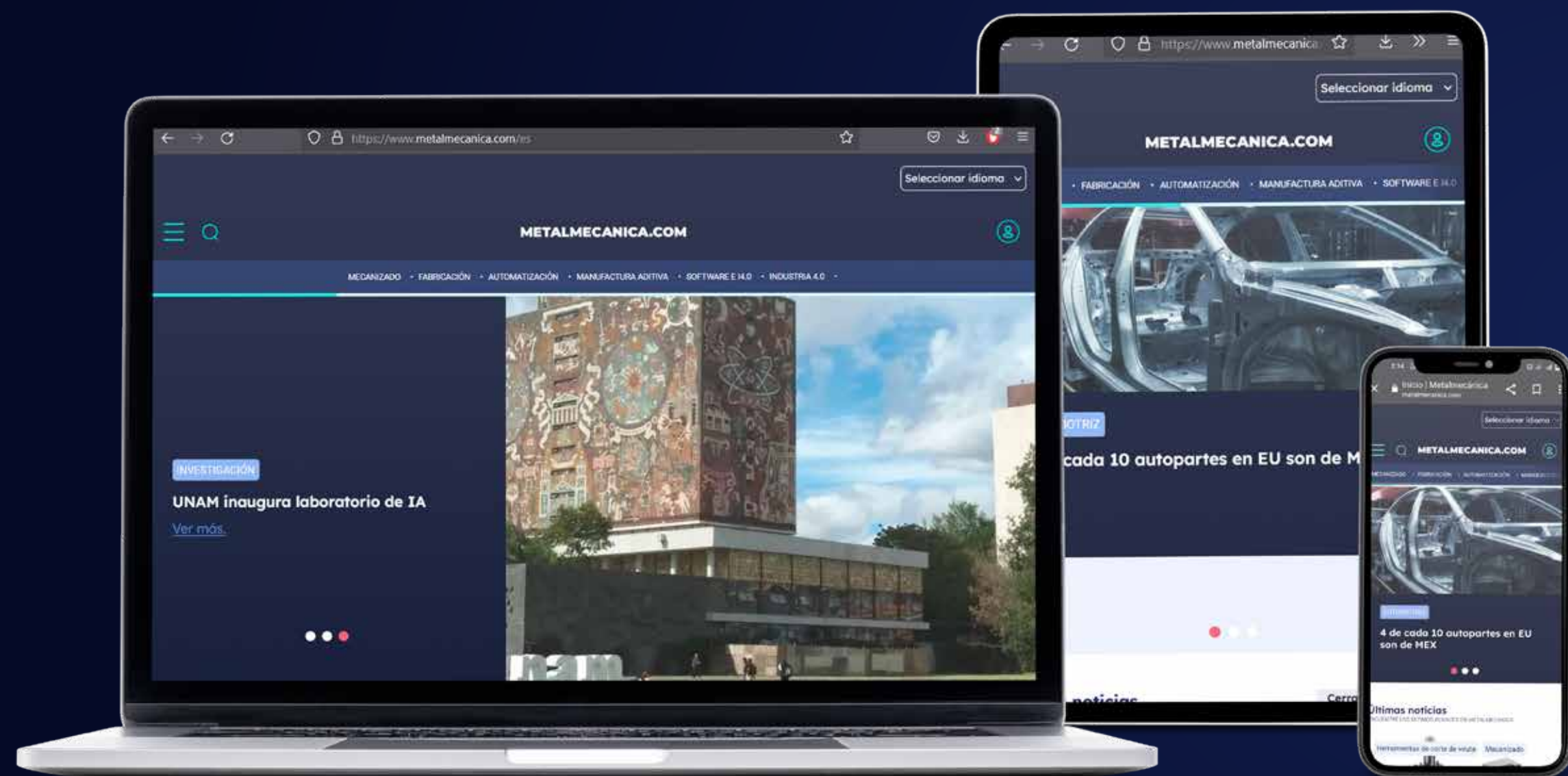


\*Others Countries: Venezuela, Bolivia, Costa Rica, Guatemala, Uruguay, Brazil, El Salvador, Paraguay, Panama, Puerto Rico, Honduras



# DIGITAL MEDIA

## Metalmecanica.com



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



VISITORS PER MONTH  
**+44,582**




PAGE VIEWS PER MONTH  
**+171,610**



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



# SPECIALIZED CONTENT

## METALMECANICA.COM

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:

- Material removal
- Forming
- Additive manufacturing
- Primary forming
- Welding
- Software and 4.0 Industry
- Metrology and Inspection
- Surface technology
- Heat treatments
- Accessories and machinery components
- Materials
- Services

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

- Automotive
- Aerospace
- Medical
- Oil & Gas
- Molds and dies
- Automation
- Vehicular electrification
- Manufacturing
- 4.0. Industry
- Innovation and research
- Additive manufacturing
- Machining
- Metrology
- Software
- Sustainability
- Workshops as service providers



# DIGITAL MEDIA DISPLAY PRODUCTS

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

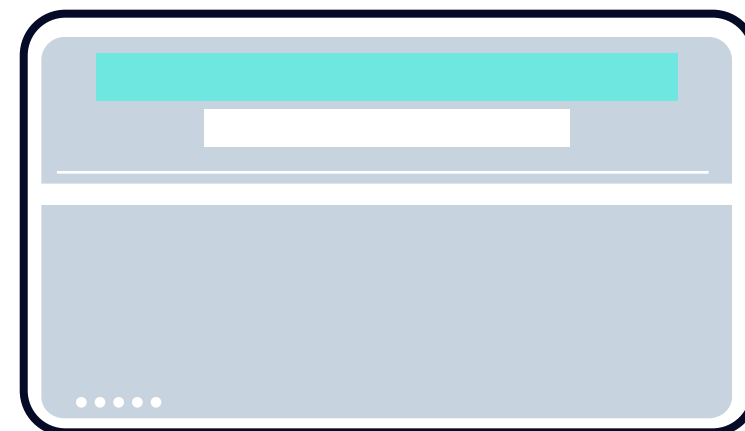
## Pop up banner



Pop up banner

## Home Sponsorship

- HeadLine
- Banner Leaderboard



HeadLine

## News category sponsorship

- HeadLine
- Banner Leaderboard
- Banner full width



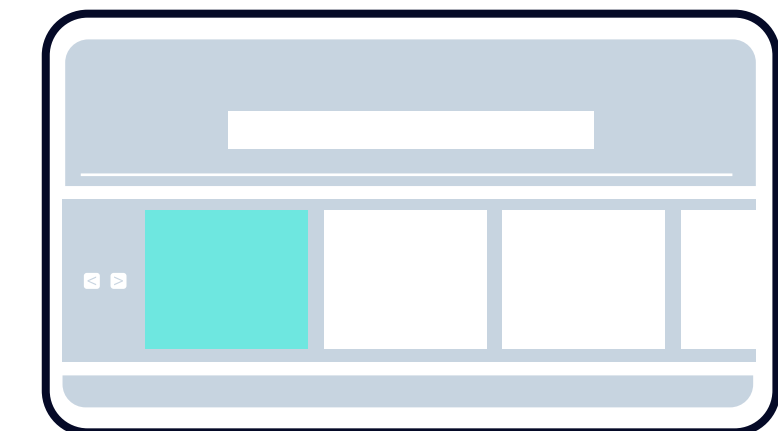
Banner Leaderboard

## 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 metalworking 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.



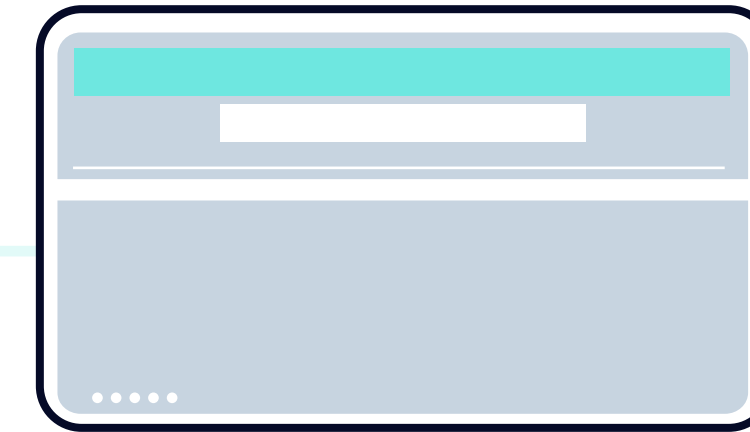
## Newsletter and Commercial information

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

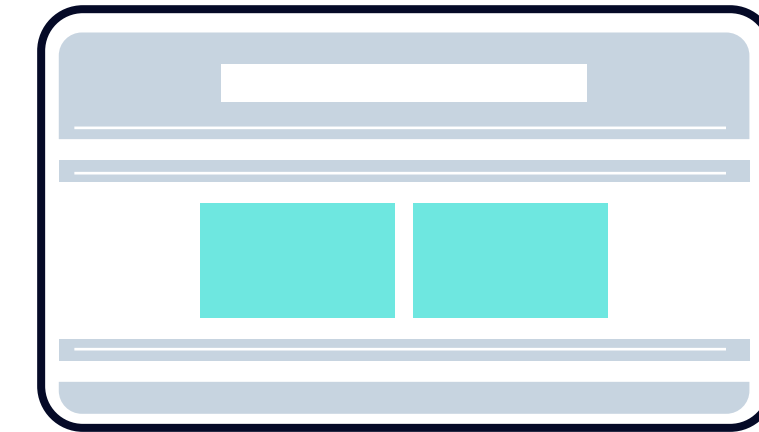


### B2B Industry Benchmark:

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



Banner premium



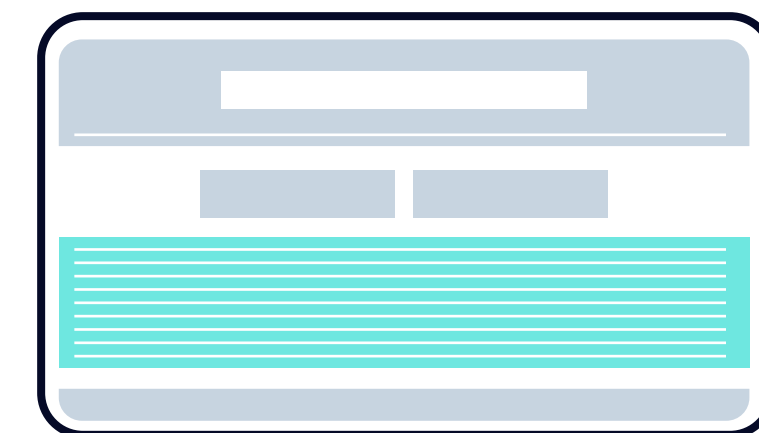
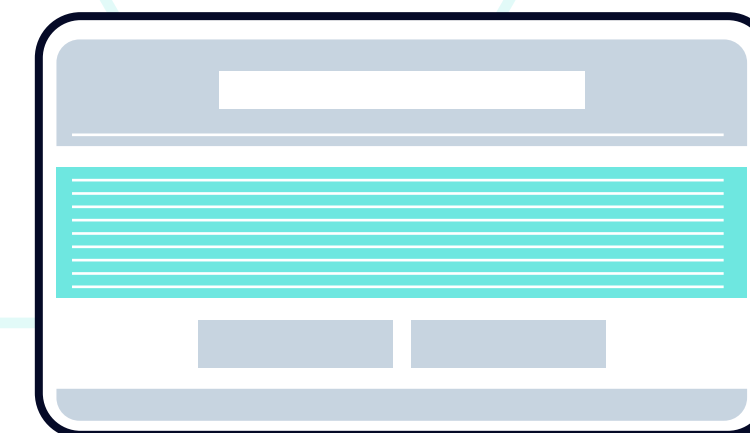
Banner prominent



Banner leaderboard

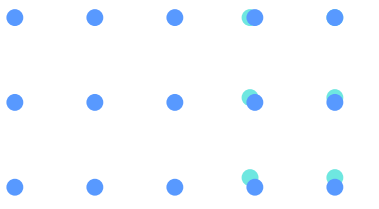


Sponsored editorial





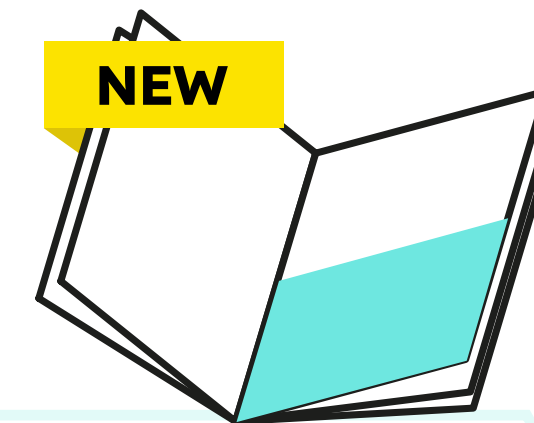
# PRINT MEDIA



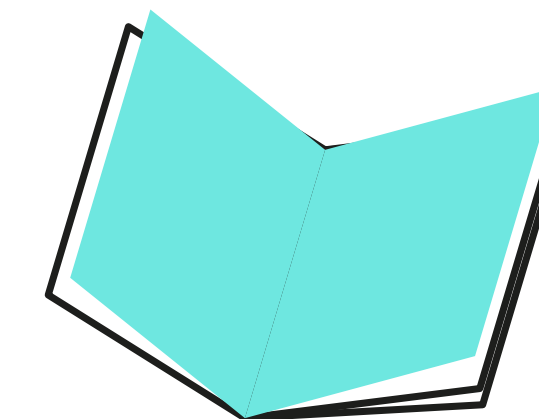
Promote your message directly to our qualified audience of decision makers and purchasing influencers in Mexico and Latin America, through our broad portfolio of advertising and content tools in printed format.



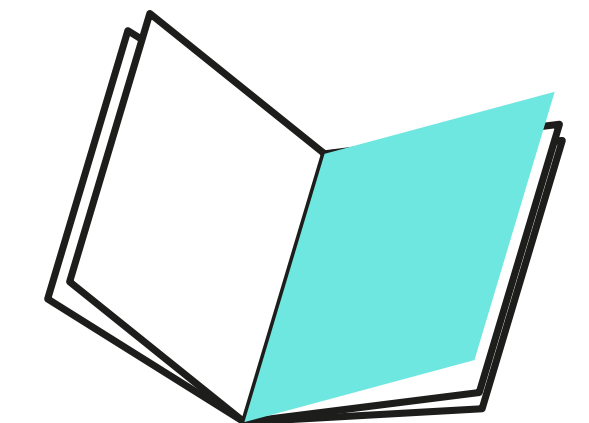
## STANDARD POSITIONS



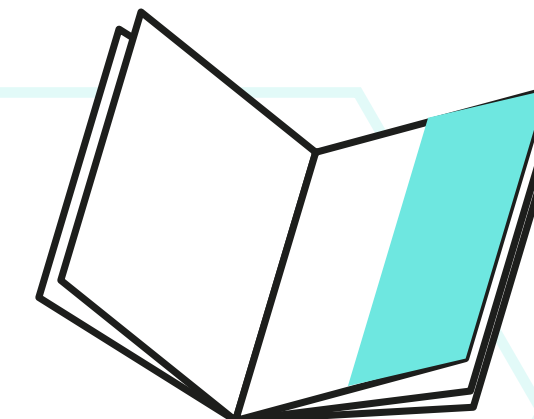
**1/2 Horizontal Page**  
7,48 x 4,72 in  
19 x 12 cm



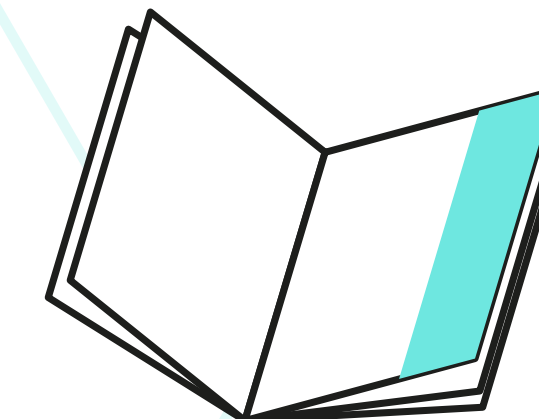
**Double Page**  
14,56 x 9,84 in  
37 x 25 cm



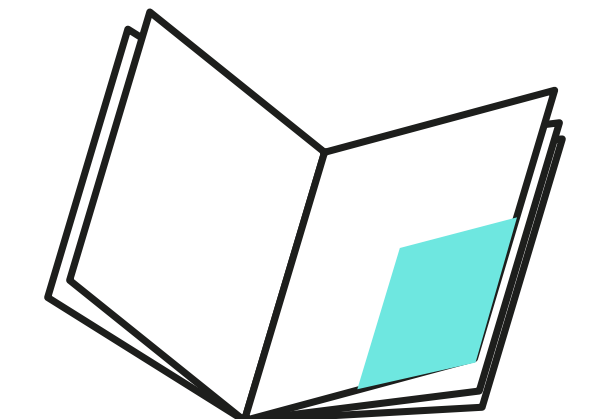
**Full Página**  
7,48 x 9,84 in  
19 x 25 cm



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

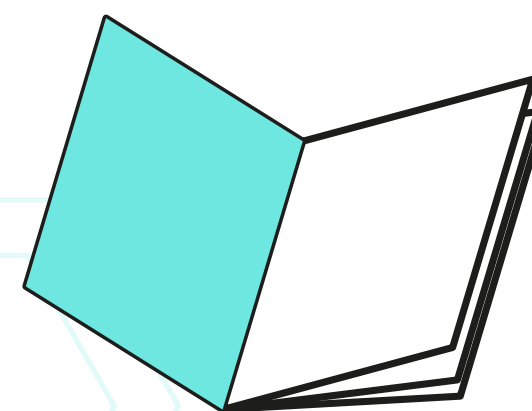


**1/3 Vertical Page**  
2,95 x 9,84 in  
7,5 x 25 cm

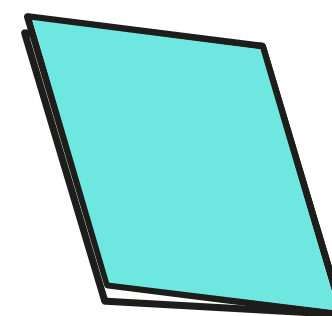


**Marketplace**  
2,75 x 3,77 in  
7 x 9,6 cm

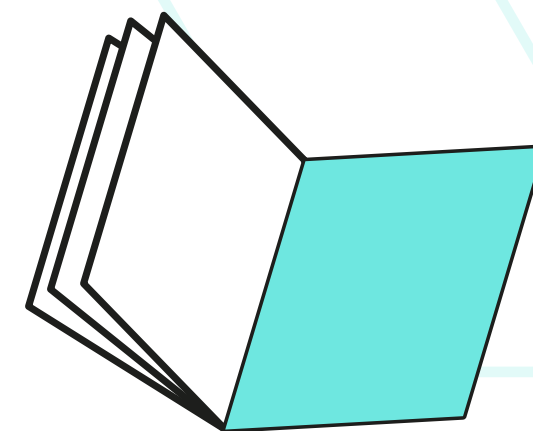
## SPECIAL POSITIONS



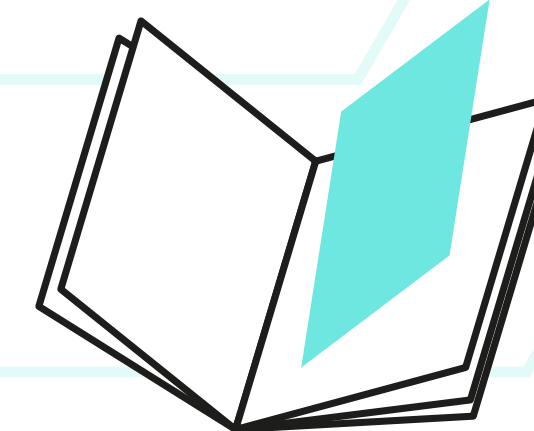
**Inside Cover**  
7,48 x 9,84 in  
19 x 25 cm



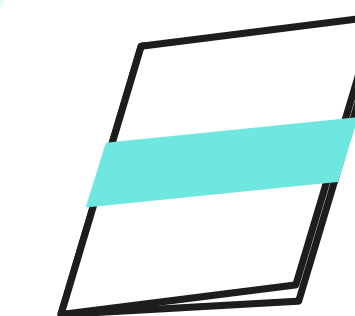
**Back Cover**  
7,48 x 9,84 in  
19 x 25 cm



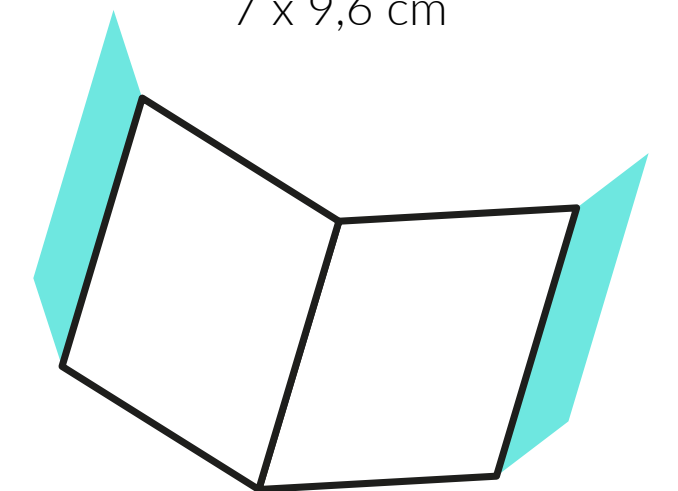
**Inside Back Cover**  
7,48 x 9,84 in  
19 x 25 cm



**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

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 virtual industry event.



**+ 1,440**  
REGISTRATIONS  
FROM DIFFERENT  
COUNTRIES OF LATAM

**+ 2,300**  
ATTENDEES

**+ 11**  
CONFERENCES WITH  
INTERNATIONAL  
EXPERTS.

Visit: <https://smartproductionla.com/en/>

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



# METALMECANICA.COM

CONTACT OUR SALES TEAM

## USA

**Teri Rivas**

+1 (561) 358 6077

teri.rivas@axiomab2b.com

## MEXICO

**Carmen Bonilla**

+52 (81) 1378-1703

carmen.bonilla@axiomab2b.com

**Stella Rodriguez**

+52 1 (55) 1882-4802

stellar@prodigy.net.mx

## EUROPE

**Eric Jund**

+33 (0) 493 - 58774 3

eric.jund@axiomab2b.com

**Martina Lerner**

+49 (6) 226 - 971515

lerner-media@t-online.de

## 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

**AXIOMA B2B  
MARKETING**

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