

MEDIA KIT 2025

METALMECÁNICA

THE BUSINESS COMMUNITY FOR THE METALWORKING INDUSTRY

We connect you with decision-makers and boost your sales by using tools like artificial intelligence.

Digital | Magazine | Event

31 years

As leaders in B2B marketing strategy for the Metalworking industry in Latin America

Contact us:

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<https://www.metalmecanica.com/es>

**AXIOMA B2B
MARKETING
& SALES**

Leaders in B2B Marketing for industries in LATAM

PLÁSTICO EL HOSPITAL METALMECÁNICA ELEMPAQUE MANUFACTURA LATAM ALIMENTOS LABARRA FIERROS EN OBRA

www.axiomab2b.com

FIGURES FROM THE Metalworking sector



4%

Annual growth expected in 2025.



\$3 billion*

Current assessment of the metalworking industry.



\$12 billion*

Estimated sales by the end of 2024, representing between 1.5% and 2% of Mexico's GDP.

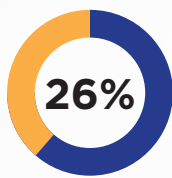


57%

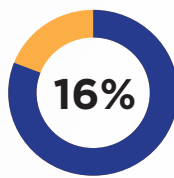
of exports in Mexico correspond to the Metalworking industry.

The key subsectors of the metal mechanics industry in Mexico

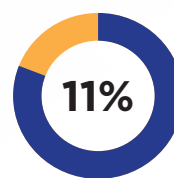
Gross Value Added:



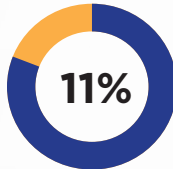
Automotive



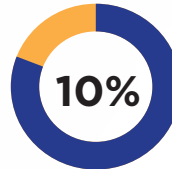
Machinery and equipment



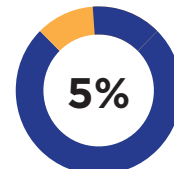
Aerospace / Aeronautics



Tools and metal products



Medical



Electronics / Electrical

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 Campaign	3 Campaign
MAGAZINE			
Digital + print magazine <small>All physical and digital editions</small>	1/3 Pag	1/2 Pag	1 Pag
Video insertado en revista digital con vínculo a convenir	x	1	2
BANNERS			
Home sponsorShip o Category Sponsorship <small>(shared)</small>	4 months	6 months	8 months
Issuu Marketing <small>(putting downloadable products) (client catalog, on the platform)</small>	1	2	3
Showroom Plus <small>20 products intervened + other CSVs for one year</small>	✓	✓	✓
CONSULTING AND TRAINING			
Strategic diagnosis <small>(Brief)</small>	✓	✓	✓
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%
CTOR: 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.

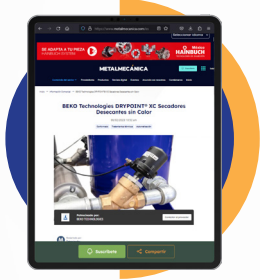
Social Ads



 Meta 

Cut through the digital noise!
Reach decision-makers directly and generate meaningful interactions.

Content Marketing



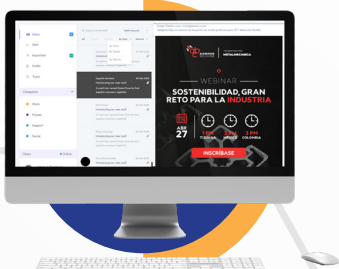
Informative content aligned with the buyer's journey to effectively position and convey your message and value proposition.

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

+27,800

Decision-makers

Benefits

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

Formats

- **Special Features**



Section Sponsorship



Standard Advertorial



Infographic Advertorial



6
Issues



Cover



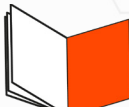
Inside Front Cover



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

Editor in Chief
Dianny Niño
dianny.niño@axiomab2b.com



Content Digital / Prin	Term	Megatrend	Thematic Approach	Tech Focus	Issue	Events
Automation and Robotics	Q1	Advanced manufacturing: taking industry to a new level of innovation	Automation, state-of-the-art machining technologies and intelligent manufacturing solutions. Mass customization and integration of digital control systems, maximizing efficiency at every stage of production. Creation of metal parts and use of casting, 3D printing, additive manufacturing.	Machining & Cutting Tools	Issue 174 Dic - Jan	EXPOMANUFACTURA Mexico, February 11 to 13
Machining centers					Issue 175 Feb - Mar Closing date: Jan 20	TECMA Mexico, March 18 to 20 HANNOVER MESSE Germany, March 31 to April 4 FABTECH Mexico, May 6 to 8
Cutting: Laser waterjet oxyfuel plasma Other						
Forming	Q2	Automation and Robotics: Transforming conventional processes into highly efficient and accurate systems.	Collaborative robots, automated production lines and intelligent control systems, technologies that ensure safe, consistent and scalable operations. Raising safety standards while driving technological innovations and training programs for the workforce of the future. Acquiring and calculating the ROI of an automation implementation on the shop.	Metal Forming	Issue 176 Apr - May Closing date: Feb 28	EXPOMAFE 2025 Brazil, May 6 to 10 +INDUSTRY Spain, June 3 to 5
Tooling, tool holders and accessories						
Additive manufacturing and other advanced processes		Aerospace parts and components	Machining for advanced materials, cutting tools and selection of suitable parameters. Technologies for the production of complex aerospace components, reducing material waste and optimizing time and costs. Quality certifications that enable sourcing, strict standards that improve competitiveness in the aerospace industry, facilitating entry into global supply chains.	Finishing	Issue 177 Jun - Jul Closing date: May 13	
Materials and surface finishing						
Machining	Q3	Digital transformation: From automation to the smart factory.	Integration of technologies such as IoT, artificial intelligence, Big Data and cyber-physical systems in production. Talent qualified to handle new I4.0 technologies. Tools to improve competitiveness through the adoption of AI and data analytics, a crucial advantage in the optimization of production processes and operations management.		Issue 178 Aug - Sep Closing date: Jul 09	FABTECH Chicago USA, September 8 to 11 EMO HANNOVER Germany, September 22 to 27
Metrology, Quality Control, Test and Measurement						
Thermal processes						
Safety	Q4	Autoparts	Design and manufacture of lighter and more efficient products. Nearshoring as a strategic opportunity to strengthen production in Latin America with favorable trade agreements and cost competitiveness. Transition to electric vehicles (EVs) driving demand for specialized auto parts.	Welding	Issue 179 Oct - Nov Closing date: Sept 04	SMART PRODUCTION Online, October INDUSTRIAL TRANSFORMATION Mexico, November 11 to 13
Systems and software						
Welding		Sustainability and Circular Economy: demand for sustainable manufacturing practices	Evaluation of sustainable business models: optimization of raw materials, efficient technology, waste disposal in workshops and plants. Adoption of circular economy, use of recycled materials and minimization of environmental impact in manufacturing processes. Stricter environmental regulations on the way to a cleaner chain in commitment to Net Zero goals.	Measurement & Software	Issue 180 Dic - Jan Closing date: Nov 07	EXPOMANUFACTURA 2026
Industry Reports: Aerospace/Aeronautics Automotive Electronics/ Electrical Machinery & Equipment Medical Medical						

EVENT

SMART PRODUCTION

2025
ENCUENTRO VIRTUAL LATINOAMERICANO

- **Date:** 2025
- **Format:** Virtual

Sponsor our event and achieve:

- Create brand presence to meet potential clients
- Generation of new business opportunities with the right audience
- Brand positioning



OUR AUDIENCE

Audience

+152,000

Decision-Makers and Influencers

Titles

- 45%** CEO, General Manager, Owner, Partner
- 28%** Directors, Managers, Heads of Operations and Production Departments
- 13%** Directors, Managers, Heads of Quality Departments
- 11%** Directors, Managers, Heads of Administrative and Purchasing Departments
- 3%** Directors, Managers, Heads of Maintenance Departments

Activity

- 32%** Manufacturing of metal products
- 25%** Machinery manufacturing
- 19%** Manufacturing of transportation equipment
- 8%** Machinery suppliers
- 7%** Primary metal manufacturing
- 5%** Manufacturing of electrical equipment, devices, and components
- 2%** Manufacturing of furniture and related products
- 2%** Others

LATAM
74,875

MEXICO
77,138

Web Traffic Figures 2023-2024 (12 months)



51,648
Unique web visitors



40,237
Unique web visitors



10,734
Unique web visitors



21,523
Unique web visitors

- **Total views:** 890.908
- **Users:** 279.644
- **Top 10 Keywords:** 601
- **Organic views growth:** 475%

Países



64%
Mexico



10%
Colombia



9%
Argentina



5%
Peru



5%
Chile



3%
Ecuador



4%
Others

**Guatemala, Bolivia, Brasil, Costa Rica, Uruguay, El Salvador, República Dominicana, Paraguay, Honduras, Puerto Rico, Panamá Y Nicaragua.

Commercial Contact

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MARKETING
— & SALES —

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METALMECANICA

Companies that grow with us in Latin America:

