

MEDIA KIT 2024

METALMECÁNICA

LA COMUNIDAD DE NEGOCIOS PARA LA INDUSTRIA METALMECÁNICA

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

Digital | Magazine | Event

30 years
as the leading source of
technical content for the
Metalworking Industry
in Latin America

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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 FERROS EN OBRA

www.axiomab2b.com

FIGURES FROM THE METALWORKING SECTOR



4.4%

Annual growth expected



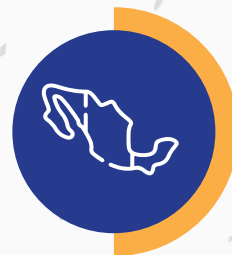
\$3 billion*

Current assessment of the metalworking industry



\$230 million*
in sales

It was generated in Mexico in 2023, representing 29% of GDP.



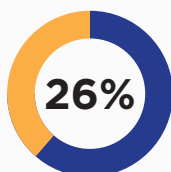
52%

Of exports in Mexico correspond to the Metalworking Industry

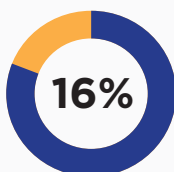
*Figures in USD

The Key sub-industries of Mexican

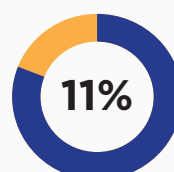
Metalworking consumption



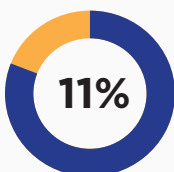
Automotive



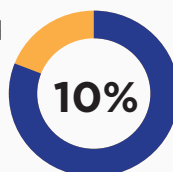
Machines and equipment



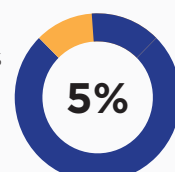
Aerospace/Aeronautics



Tools and metal products



Medical



Electronics

AXIOMA B2B PORTFOLIO MARKETING & SALES



"B" service model



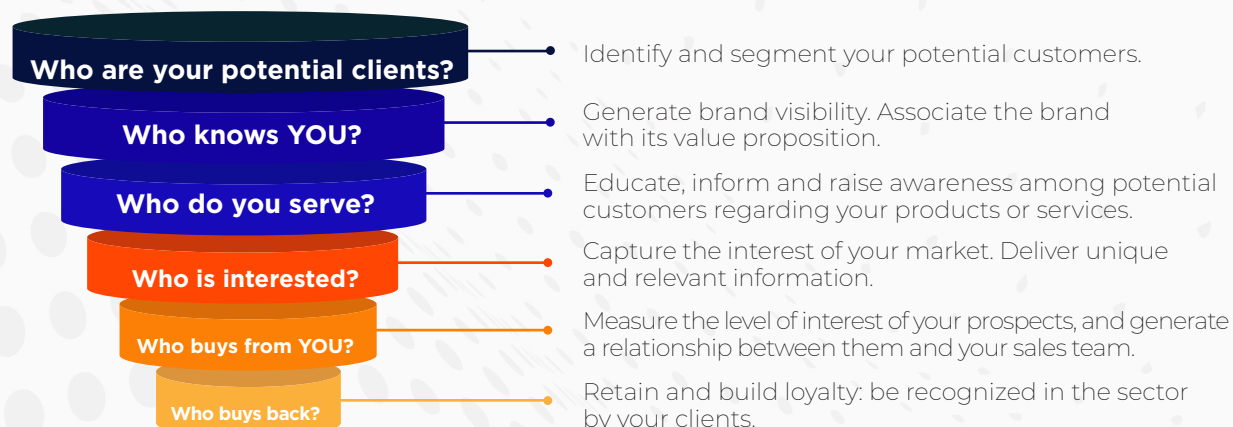
Tailor-made portfolio + Strategic Content



Marketing Essentials



WE DESIGN YOUR MARKETING STRATEGY



Interdisciplinary team as a pillar of our Model B strategies



- Project Management**
Specialist in strategic planning and generation of value offering, engaging the different areas.
- Business Consultant**
Continuous support and understanding of the client's needs to bring them to the team, ensuring that they are effectively handled.
- Content**
Professionals with PHD, experts in each of the industries. They generate valuable content that arouses interest and brings brands closer to audiences.
- Performance**
Experts in implementation, monitoring, optimization and generation of effective results, according to the needs and commitments made with clients.
- Growth**
Responsible for growth and reaching the indicated quality profiles to increase the effectiveness of the campaigns.

SPECIAL PACKAGES 5 ESSENTIALS

	BEGINNER	ADVANCE	MASTER	ELITE
	12 Month Strategy			
PRODUCT	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
Performance Content			1	2
Content Marketing	1	2		-
Social Ads*	1	2	3	3
Showroom (Products)	5	10	20	30
Email Marketing	5,000	7,000	10,000	20,000
Category Sponsorship			1	1

SOLUTIONS DIGITAL SCOPE

We have a portfolio of digital solutions to enhance your marketing strategy.



E-Mail marketing | Eblast



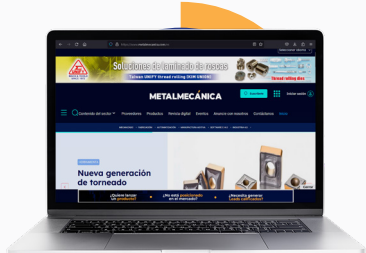
Offers personalized and direct communication to reach your audience effectively. By integrating it to your digital marketing strategy You can segment and adapt your messages accurately.

Supplier guide | Showroom



We have designed an essential guide for B2B buyers, with which you can increase your visibility, lead generation, and your brand reputation.

Display | Banners



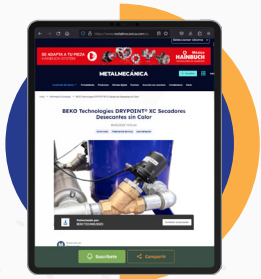
Reinforce, highlight and complement your message and brand visibility.

Social Ads



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

Content marketing



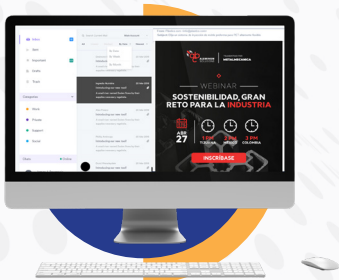
We create content that educates, positions and promotes your message or value offer, aligned with your client's purchasing process.

Downloadable content



Build a database of purchasing decision-makers and influencers who have an interest in your product or service.

Webinars



Connect in real time with industry leaders, present solutions and generate rich discussions.

NEW

Digital distribution of catalogs

Distribute your catalogs throughout the entire digital ecosystem of our industry.

NEW

Performance Content

*Recommended in Packages

We cracked Google!

Sponsor content ranked among the top 10 positions in the category associated with the core of your business.

NEW

Social Selling

Learn how to use LinkedIn as your best sales tool.

NEW

Database Enrichment

Strengthen and increase your database using Axioma.IA tools

NEW

WhatsApp Marketing

Establish authentic and personalized connections with your audience, ensuring your message resonates effectively, benefiting by direct interactions and responses in real time.

MAGAZINE

Circulation

+27,800

Purchase decision-makers and influencers

Benefits

- Communicate with your target audience
- Become a key trend leader in your industry

Formats

• Specials:



Section sponsorship

Advertorials Standard

Advertorials Infographic



Cover



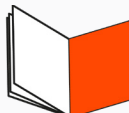
Inside Cover



False Cover



Back Cover



Inside Back Cover

• Estandar:



1/2 horizontal pages



1/2 vertical pages



1/3 vertical pages



Double Page



Full page



Market place



6

Editions

Editorial Calendar

Digital and printed Content	Period	Megatrend	Focus	Categories	Issue	Events
Automation and Robotics	Q1	Adoption of Digitization and Industry 4.0	IoT: The new pulse of the metalworking industry	Software and I4.0 Metrology and Inspection Surface Technology Heat treatment Accessories and machine components Materials Services	Issue 169 Feb - Mar	EXPOMA-MONUFABRICA MONTERREY MEXICO Jan 30 - Feb 1, 2024
Machining centers			Improving efficiency, reducing costs			
Cutting: Laser waterjet oxyfuel plasma Other			Equipment performance monitoring			
	Q2	Automation and Collaborative Robotics	Use of robots in industry	Software and I4.0 Welding Primary forming Forming Material removal Additive manufacturing Accessories and machine components, Materials Services	Issue 170 Apr - May	HANNOVER MESSE Hannover Alemania Apr 22-26, 2024
Forming			High efficiency in the metalworking industry			
Tooling, tool holders and accessories			Safety First: How Collaborative Robotics is Improving Workplace Safety			
Additive manufacturing and other advanced processes		3D Printing and Additive Manufacturing	Innovations in robotics and workforce training	Additive Manufacturing Materials Services	Issue 171 Jun - Jul	FABTECH Monterrey Mexico May 7-9, 2024
Materials and surface finishing			Creation of metal parts and use of casting molds			
Machining			3D printing innovation: eco-design and alternative materials			
	Q3	Use of Advanced Materials	Emerging technology: 3D printing fundamentals and applications	Materials Services	Issue 172 Aug - Sep	EXPOMAQ Guanajuato, México Jun 18-20, 2024
Metrology, quality control, testing and measurement			Use of high-strength steels, Use of aluminum alloys			
Thermal processes			Design and manufacture of lighter and more efficient products			
	Q4	Sustainability integrated into the manufacturing operation	Materials processing and cost-benefit assessment prior to implementation	Software and I4.0 Metrology and Inspection Accessories and machine components Materials Services	Issue 173 Oct - Nov	IMTS Chicago USA Sep 9-14, 2024
Safety			Reduction of greenhouse gas emissions			
Systems and software		Growth and opportunities in the auto parts supply chain	Implementation of recycling and end-of-pipe practices	Software and I4.0 Accessories and machine components Materials Services	Issue 174 Dec - Jan	FABTECH Orlando, USA Oct 15-17, 2024
Welding			Nearshoring: relocation of operations to Mexico to reduce costs and improve competitiveness			
Industrial Reporting: Aerospace/ Aeronautics Automotive Electronics/ Electrical Machinery & Equipment Medical			Digital technologies to improve efficiency, productivity and quality			SMART PRODUCTION Virtual Event Oct 2024
			Electromobility on the rise: technologies and components for electric vehicles			

Chief editor
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EVENT SMART PRODUCTION

2024

ENCUENTRO VIRTUAL LATINOAMERICANO

+2,000

Registered audience of
Qualified decision-makers
and purchasing influencers

Our promise

+2,500

Attendees to the show



Benefits

- Create brand presence to meet new potential clients
- Generation of new business opportunities with the right audience
- Brand positioning
- **Date:** October 17th and 18th
- **Location:** Virtual
- **Time:** 2pm COL

Invite:

METALMECÁNICA

Create:

**AXIOMA B2B
MARKETING**

OUR AUDIENCE

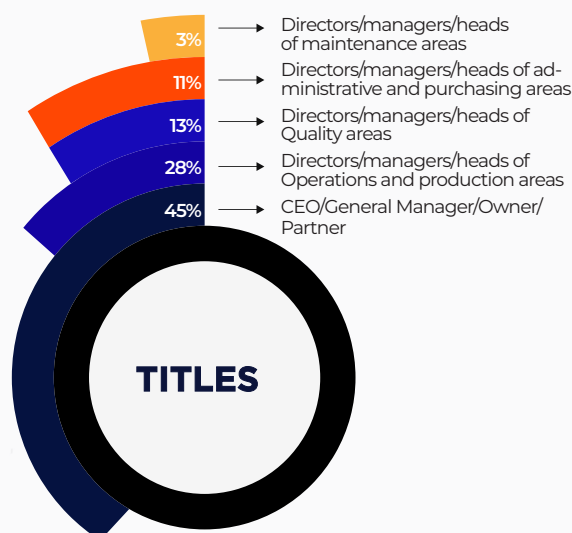
Audiencia

+107,000

Purchase decision-makers

Activity

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



Countries



67%
Mexico



9%
Argentina



8%
Colombia



5%
Peru



5%
Chile



3%
Ecuador



2%
Others*

**Guatemala, Bolivia, Brazil, Costa Rica, Uruguay, El Salvador, Dominican Republic, Paraguay, Honduras, Puerto Rico, Panama and Nicaragua.

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MARKETING
— & SALES —

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Companies that have trusted us:

