



2019 MEDIA KIT

METALMECÁNICA INTERNACIONAL

DIGITAL

PRINT

EVENTS

+81,000
decision makers
and influencer buyers

www.metalmechanica.com

**AXIOMA B2B
MARKETING**

B2B Marketing experts for niche industries

METALMECÁNICA

REPORTERO INDUSTRIAL

ALIMENTOS

**el empaque
Conversión**

Plástico

LA BARRA

el Hospital

FIERROS

EN OBRA

CONTRATISTAS

**CATÁLOGO DEL
EMPAQUE**

**CATÁLOGO DE
LOGÍSTICA**

**CATÁLOGO DE
PROVEEDORES PARA
LA SALUD**

Salón

GreatIdea

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📧 @revistametalmechanica

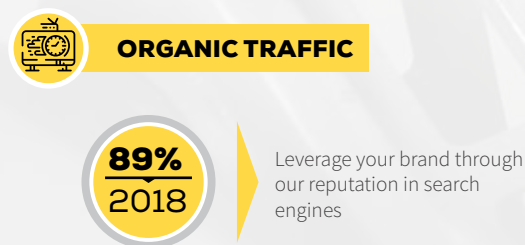
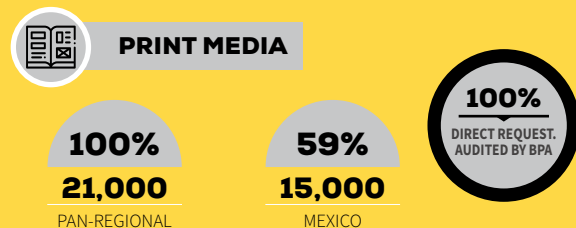
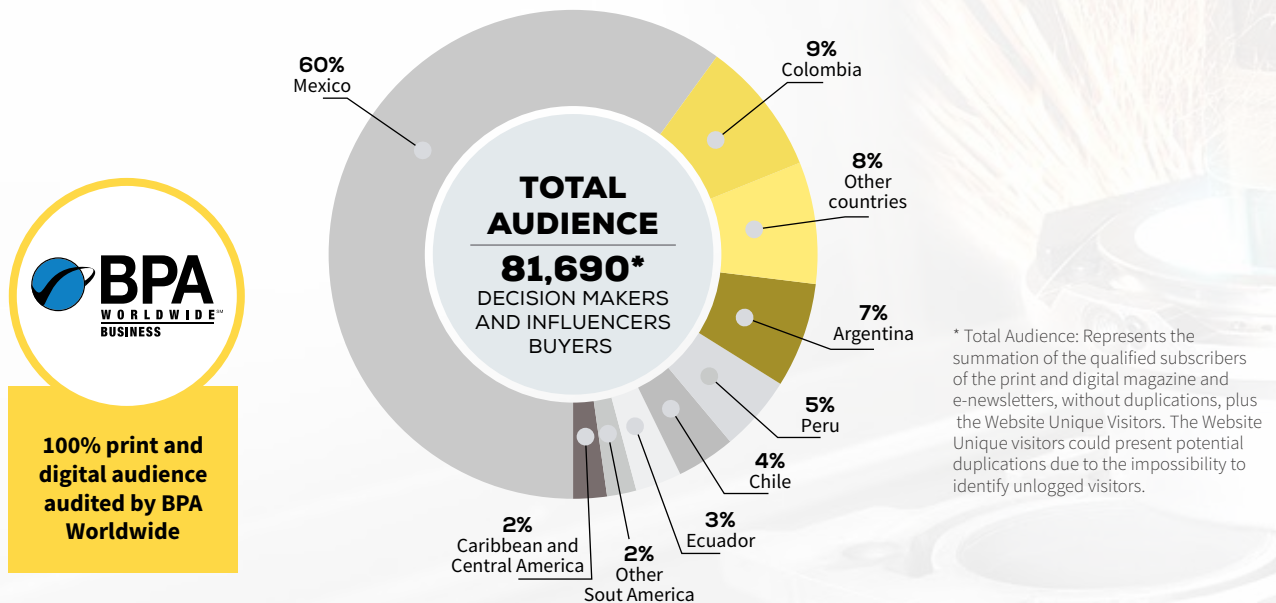
📧 @metalmechanica

📺 METALMECÁNICA INTERNACIONAL

TOTAL AUDIENCE

METALMECÁNICA INTERNACIONAL magazine is an Axioma B2B Marketing publication that develops and manages vertical business communities in Latin America through integrated B2B marketing solutions (print, digital and events), in order of promoting the exchange of goods and services among global technology providers, professionals, and companies in the Latin American Metalworking industry.

METALMECÁNICA INTERNACIONAL magazine reaches more than **81,000** certified decision makers and influencer buyers of the Metalworking industry in Latin America. **Audited by BPA Worldwide**



LEADS GENERATION THROUGH ORGANIC TRAFFIC AND SEO SUPPORT

More exposure and sales lead generation for your brand!

108 **2 0 1 8** **leads/month**

DIGITAL MEDIA

PAN-REGIONAL

PAGE VIEWS	VISITS	UNIQUE VISITORS
82,892	46,900	40,960

MÉXICO

PAGE VIEWS	VISITS	UNIQUE VISITORS
46,300	25,628	22,196

*Monthly average January- June 2018

OUR E-NEWSLETTERS

A tool for getting traffic and leads!

	E-Mails delivered	Click Average
GENERAL	19,045	14,1%
MEXICO	7,387	12,9%

*Data reported by Omniture Jan-Jul 2018.
Monthly average, BPA audited

OUR PUBLICATION COVERS

6 MAJOR ECONOMIES*

They represent over 90% of the value of the machinery and equipment imported by the Spanish-speaking Latin American countries.

* Mexico, Argentina, Colombia, Chile, Peru and Ecuador.

PAN-REGIONAL AUDIENCE

METALMECÁNICA INTERNACIONAL magazine reaches **21,000** industrial metalworking professionals in the top 6 importing countries in Latin America. The Print magazine places especial emphasis in Mexico through its expanded **15,000** magazine circulation in Mexico for 2019. Metalmecánica Internacional is the only Latin American magazine which circulation is audited by **BPA Worldwide**, certifying the quality and reach of its audience.

METALMECÁNICA INTERNACIONAL also provides our advertisers with an additional BPA Worldwide audited circulation of **40,960** unique visitors per month via www.metalmecanica.com.

BUSINESS AND INDUSTRY BREAKDOWN	% Print and Digital Magazine	Print Magazine	Digital Magazine	E-newsletters / E-mails
Machinery Manufacturing	26,8%	5,686	135	4,952
Fabricated Metal Product Manufacturing	28,4%	5,964	190	4,984
Transportation Equipment Manufacturing	23,3%	4,971	80	3,936
Machinery Supplier	5,8%	1,112	149	1,554
Primary Metal Manufacturing	6,9%	1,454	50	1,159
Electrical Equipment, Appliance, and Component Manufacturing	4,0%	829	33	963
Furniture and Related Product Manufacturing	1,9%	395	22	367
Miscellaneous Manufacturing	1,6%	337	17	320
Computer and Electronic Product Manufacturing	1,2%	252	8	238
Other related with the sector				572
TOTAL QUALIFIED CIRCULATION	100%	21,000	684	19,045

TITLE BREAKDOWN	% Print and Digital Magazine	Print Magazine	Digital Magazine	E-newsletters / E-mails
Manufacturing, Production, Engineering, Management	54,1%	11,460	277	9,537
Corporate Management	26,4%	5,527	197	5,399
Manufacturing, Production, Engineering, Quality Personnel	13,2%	2,756	109	2,388
Manufacturing Production Department	6,3%	1,257	101	1,651
Other Titled/ Institution/ Government/Library Copies				70
TOTAL QUALIFIED CIRCULATION	100%	21,000	684	19,045

COUNTRY BREAKDOWN	% Print and Digital Magazine	Print Magazine Total Qualified	Digital Magazine Total Qualified	E-newsletters/ E-mails Total Qualified	Website** Total Qualified
NORTH AMERICA					
Mexico	70,6%	15,000	313	11,495	22,196
Total North America	70,6%	15,000	313	11,495	22,196
CARIBBEAN					
Puerto Rico			1	12	41
Dominican Republic			6	17	213
Total Caribbean			7	29	254
CENTRAL AMERICA					
Costa Rica			6	55	302
El Salvador			6	34	170
Guatemala	0,1%		11	70	342
Honduras			1	7	140
Nicaragua			2	7	71
Total Central America	0,1%	0	26	173	1,024
SOUTH AMERICA					
Argentina	8,5%	1,767	85	2,094	2,053
Bolivia	0,1%		14	55	426
Brazil			7	59	250
Chile	5,1%	1,080	36	1,282	1,128
Colombia	8,0%	1,646	95	1,758	3,581
Ecuador	3,1%	654	26	643	897
Paraguay			6	18	107
Peru	4,1%	853	38	870	1,973
Uruguay			7	66	90
Venezuela	0,1%		24	230	675
Total South America	29,2%	6,000	338	7,075	11,179
OTHER COUNTRIES				273	6,308
TOTAL QUALIFIED CIRCULATION	100%	21,000	684	19,045	40,961

* Data projected based on the total audience audited by BPA June 2018

** Country calculation done by the Circulation Department



MEXICO AUDIENCE

METALMECÁNICA INTERNACIONAL magazine reaches **15,000** industrial metalworking professionals across Mexico. Its audience is audited by **BPA Worldwide**, enabling advertisers to evaluate in detail the demographic composition of the audience, while guaranteeing real and exact readership and distribution numbers.

BUSINESS AND INDUSTRY BREAKDOWN	Percentage	Print Magazine	Digital Magazine	E-newsletters / E-mails
Machinery Manufacturing	25,5%	3,845	58	1,855
Fabricated Metal Product Manufacturing	27,5%	4,149	67	1,759
Transportation Equipment Manufacturing	26,0%	3,924	52	1,635
Machinery Supplier	5,5%	764	77	705
Primary Metal Manufacturing	6,4%	959	23	421
Electrical Equipment, Appliance, and Component Manufacturing	4,3%	646	13	429
Furniture and Related Product Manufacturing	1,8%	267	13	144
Miscellaneous Manufacturing	1,6%	233	6	103
Computer and Electronic Product Manufacturing	1,4%	213	4	109
Other related with the sector				227
TOTAL QUALIFIED CIRCULATION	100%	15,000	313	7,387

TITLE BREAKDOWN	Percentage	Print	Digital	E-newsletters
Manufacturing, Production, Engineering, Management	56,8%	8,558	135	3,531
Corporate Management	24,6%	3,675	85	2,193
Manufacturing, Production, Engineering, Quality Personnel	12,9%	1,928	42	940
Manufacturing Production Department	5,8%	839	51	694
Other Titled/ Institution/ Government/Library Copies				29
TOTAL QUALIFIED CIRCULATION	100%	15,000	313	7,387

CITY BREAKDOWN	Percentage	Print	Digital	E-newsletters
Distrito Federal	15,1%	2,255	52	1,212
Estado de México	16,1%	2,423	46	1,125
Estado de Jalisco	8,2%	1,235	28	600
Estado de Nuevo León	16,8%	2,531	38	1,189
Estado de Guanajuato	4,2%	613	23	277
Estado de Querétaro	7,8%	1,164	28	474
Estado de B.C.N.	3,2%	476	10	182
Estado de Puebla	3,6%	543	15	300
Estado de Coahuila de Zaragoza	5,4%	810	15	344
Estado de Chihuahua	2,9%	436	10	158
Estado de San Luis Potosí	3,7%	550	10	241
Estado de Tamaulipas	1,3%	200	1	70
Estado de Yucatán	0,7%	109	5	55
Estado de Morelos	0,8%	114	4	60
Estado de Sonora	1,6%	235	6	132
Otros estados	8,7%	1,306	22	968
TOTAL QUALIFIED CIRCULATION	100%	15,000	313	7,387

* Data projected based on the total audited by BPA June 2018

The E-Newsletter subscribers are equivalent to the number of contacts available for sending e-mail marketing.





PRINT

METALMECÁNICA INTERNACIONAL MAGAZINE

We are a Pan-Regional printed media specialized in business for the metalworking industry, offering timely information which guides the decisions taken by Top Management.

How do we impact your positioning?



Our print and digital media reaches:

**81,690
DECISION-MAKERS ***

*And up



CIRCULATION

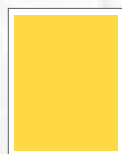
6 Issues per year



PRINT AD FORMATS



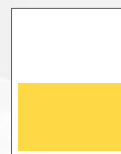
2 Page spreads



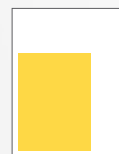
1 Page



1/2 Page Vertical



1/2 Page Horizontal



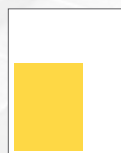
1/2 Page Island



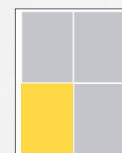
1/3 Page Vertical



1/3 Page Horizontal



1/3 Page Square



1/4 Stackable vertical

WE ARE THE LEADERS OF THE SECTOR ✓

WE EXPAND OUR AUDIENCE ✓

**GREATER CIRCULATION
DUE TO THE DIGITAL REACH** ✓

ONE-TO-ONE MARKETING (PRINT)*

- Personalized Info-letters
- Personalized Covers
- Wrap-around tagged to your print advertisement page

Ask our sales reps for the rates*

EDITORIAL CALENDAR 2019

Identify opportunities to position your brand and stand out from your competition. Anticipate and schedule your ads.

PERMANENT FLOW OF ONLINE CONTENT		Month/ Issue	Closing Date	Technology and processes	New applications	Operation and management	Supplier talks	Metal stories	Product news Product Reviews	Events Reports															
<div>• MACHINING</div> <div>• LATHE / MILLING / GRINDING</div> <div>• TOOLS, TOOL HOLDERS AND PERIPHERAL EQUIPMENT</div> <div>• SYSTEMS AND SOFTWARE</div> <div>• METROLOGY AND INSPECTION</div> <div>• FORMING AND FABRICATION</div>	M E D I A M I X	Feb / Mar Vol.24 Issue 1	9 Jan	Turning. New machinery and processes for the automotive industry.	Laser cutting. New frequencies for deeper cuts.	TPM, How to implement world-class maintenance systems in metalworking workshops	Tips to take advantage of your Lathe /Milling cutter.	Success story	TECMA	EXPOMANUFACTURA Feb 5 - 7 Monterrey, Nuevo León (Mexico) TIMTOS Mar 4 - 9, Taipei (Taiwan) TECMA Mar 5 - 8 Mexico City (Mexico)															
		Apr / May Vol. 24 Issue 2	7 Mar	MOLD MANUFACTURING SPECIAL EDITION	SMED: New technologies for accelerating set up.	Quality as a system.	10 CAD tricks for the mold design.	Success story	Systems and software	FABTECH MEXICO May 7 - 9, Monterrey (Mexico) EXPOMAFE May 7 - 11, São Paulo (Brazil) MOULDING EXPO May 21 - 24, Stuttgart (Germany)															
		Jun / Jul Vol. 24 Issue 3	9 May	Tools: higher speed and precision.	Electric and servomotor presses Why are they gaining market?	Financing metalworking.	10 capital sins when buying a CNC machine.	Success story	Hybrid / additive-subtractive and multitasking machines	FASTENER FAIR MÉXICO Jun 19 - 20 Mexico City (Mexico)															
		Aug / Sep Vol. 24 Issue 4	5 Jul	AUTOPARTS SPECIAL EDITION	New technologies accelerate production inventory movement in metalworking.	TPM and LEAN concepts for metalworking	Stamping solutions for the automotive industry.	Success story	Machining																
		Oct / Nov Vol. 24 Issue 5	6 Sep	Inspection, measurement and part calibration: in&out the process line?	Automation. Devices and peripheral systems to improve efficiency at workshops.	Manual of certifications / By industry, area, sector.	The "School Supplier": overview of suppliers that offer training programs or tools.	Success story	Hannover Messe Mexico/Metrology and inspection	EMO HANNOVER Sept 16 - 21, Hannover (Germany) INDUSTRIAL TRANSFORMATION HANNOVER MEXICO Oct 9 - 11, Leon, Guanajuato (Mexico)															
		Dec 19 / Jan 20 Vol. 24 Issue 6	7 Nov	INNOVATION SPECIAL EDITION	Where to deploy Automation and Robotic systems.	Funds for engineering projects.	Shopping cart to equip a workshop 4.0.	Success story	Tools																
		<div>ONLINE MEDIA</div> <table><tr><th>FORMAT</th><th>DESCRIPTION</th><th>FREQUENCY</th></tr><tr><td>Internet Portal</td><td>News, technical articles, news of products, events and news of the industry. Daily update</td><td>Daily update</td></tr><tr><td>Digital magazine</td><td>The same information as the printed magazine, in an interactive and easy to navigate format</td><td>Bimonthly (6 times a year)</td></tr><tr><td>Thematic Area Newsletter</td><td>Latest news and technical articles for the metal-mechanic industry</td><td>Twice a month</td></tr><tr><td>Newsletter Mexico</td><td>Latest news and technical articles for the Mexican metal-mechanic industry</td><td>12 a year - once a month</td></tr></table>									FORMAT	DESCRIPTION	FREQUENCY	Internet Portal	News, technical articles, news of products, events and news of the industry. Daily update	Daily update	Digital magazine	The same information as the printed magazine, in an interactive and easy to navigate format	Bimonthly (6 times a year)	Thematic Area Newsletter	Latest news and technical articles for the metal-mechanic industry	Twice a month	Newsletter Mexico	Latest news and technical articles for the Mexican metal-mechanic industry	12 a year - once a month
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<div>• INDUSTRIAL NEWS</div> <div>• ADVANCED MANUFACTURING</div> <div>• AUTOMOTIVE INDUSTRY</div> <div>• AEROSPACE INDUSTRY</div>		<div>For more information contact our EDITORIAL DEPARTMENT:</div> <div>EDITOR-IN-CHIEF: David Luna e-mail: david.luna@axiomab2b.com Phone: + 52 1 55 1535 3326</div> <div>EDITORIAL COORDINATOR : Ángela Castro e-mail: angela.castro@axiomab2b.com</div>																							



DIGITAL

E-BLAST / E-MAIL MARKETING



Benefits

- 1 Personalized communication with target audience
- 2 E-blast tool with certified domain.
- 3 Smart reports in real time
- 4 Multiple functions (according to the communication goal)

Our data



Open rate Average:

21%

Decision-maker subscribers:

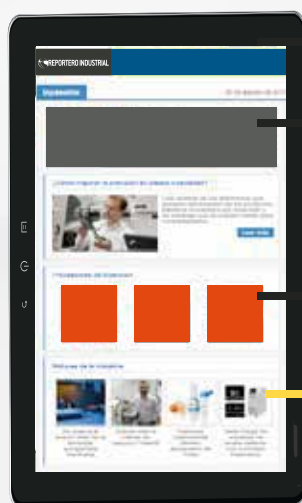
27,189

Send bulk E-mails to the most complete database and reach the decision-makers of the sector directly.

Characteristics

- Custom HTML design provided by the client
- Audience segmentation according to the client's objectives
- Addition of spam lines for sending
- Image: Height: 1300 px., Width: 950 px., Weight: 300 Kb (size required to avoid spam)
- Call to Action
- Link to the Web page, showroom or product sheet of the client

E-NEWSLETTERS



HEADLINE BANNER

EXCLUSIVE PREMIUM SPONSOR

CO-SPONSOR 3 CLIENTS

SUPPLIER NEWS MODULE

We send 4 E-newsletters monthly



General 1, General 2 and Mexico

Communicate valuable content to our qualified audience through our website

Benefits

- 1 Choice of content areas related to your product or brand
- 2 Interaction and monthly visibility for your brand
- 3 Your content hosted on the website with "Contact the supplier" button
- 4 SEO friendly

www.metalmecanica.com

* The client supplies the content of the article.

Characteristics

Text (minimum 500 and up to 2000 characters).

Up to 5 photos of your product (900 x 700 px).

Video (Youtube).

"Share" and "Contact the Supplier" button

Company information (Logo and contact information)

SHOWROOM

Increase your presence on the Internet through your own showroom in the most important product catalogue of sector hosted in **www.metalmecanica.com**



www.metalmecanica.com

Potential customers attraction



Hard leads and Soft leads

Benefits

- 1 Product exposure in www.metalmecanica.com
- 2 Segmented and qualified audience
- 3 SEO intervention to your Showroom for greater visibility on the Internet
- 4 Drive your strategy through our digital reputation
- 5 Interactivity of the user through videos and product sheets
- 6 Online product portfolio
- 7 Hard and soft leads generation in real time

Characteristics

- Banner with link to your website
- Company information (Logo, name, description, contact information, link to website)
- Social Media links
- Video
- Product sheets
- SEO friendly
- "Contact the supplier" Button

WEBINARS



100

Qualified attendees

*2018 Average

THE SPACE WHERE YOUR BRAND IS THE PROTAGONIST!

Direct contact with our captive audience. Share the latest advances of your brand through video conference.

You propose the subject, we the audience.



* ClickMeeting Platform

LOCAL IP'S SHOWROOM:



Deploy your showroom exclusively to the audience in Mexico, Peru and/ or Colombia according to your sales goals and optimize your investment.

BANNERS / DISPLAY

Get more professionals to recognize your brand with the qualified audience of **www.metalmecanica.com**



www.metalmecanica.com

Benefits

- 1 Visibility of your brand in **www.metalmecanica.com**



ORGANIC TRAFFIC

89%
2018

PAN-REGIONAL



MONTHLY
VISITS
46,900

MONTHLY
UNIQUE VISITORS
40,960

- 2 Sponsor a Content Area or Product Taxonomy and impact decision-makers and influencer buyers for your brand
- 3 Impressions and clicks
- 4 Link building and greater qualified traffic directed to your website

Characteristics

- Headline Banner: 1170 x 117 px
- Prominent Banner: 235 x 260 px
- Content Areas/Product Taxonomy Premium Sponsorship 740 x 200 px
- Content Areas/Product Taxonomy Co-Sponsorship 235 x 260 px

Brand positioning



in the target market

BANNER FORMATS



Headline
Banner



Prominent
Banner



Content Areas
Premium
Sponsorship



Content Areas
Co-Sponsorship



Product Taxonomy
Premium
Sponsorship



Product Taxonomy
Co-Sponsorship



Specs files:
.JPG / .GIF / .PNG



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THE BUSINESS COMMUNITY FOR METALWORKING
INDUSTRY IN LATIN AMERICA

2019 MEDIA KIT

We are leaders in B2B Marketing
for niche industries in
Latin America



We serve
1,600 SUPPLIERS

IN 45 COUNTRIES FROM ALL OVER THE WORLD

Our audience
+ 800,000

DECISION MAKERS IN LATIN AMERICA

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METALMECÁNICA
INTERNACIONAL

REPORTERO INDUSTRIAL

IALIMENTOS

el empaque
Conversión

Plástico

LA BARRA
La comunidad de negocios para restaurantes, hoteles y clubes

el Hospital

FIERROS 10 AÑOS

EN OBRA

CONTRATISTAS
La comunidad de contratación profesional para la construcción

CATÁLOGO DEL
EMPAQUE

CATÁLOGO DE
LOGÍSTICA

CATÁLOGO DE
PROVEEDORES PARA
LA SALUD

Salón pro

GreatIdea