

2023 MEDIA KIT

We promote your company in Mexico and Latin America



TECNOLOGÍA DEL
PLASTICO.COM

 WWW.PLASTICO.COM

A PUBLICATION BY

**AXIOMA B2B
MARKETING**

PLASTICO.COM IS PART OF AXIOMA B2B MARKETING

Axioma is the brand behind our Tecnología del Plastico publication. As Axioma, we have 21+ years of experience impacting professional decision makers from 7 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.



Plastic Industry	TECNOLOGÍA DEL PLASTICO.COM
Health Industry	EL HOSPITAL.COM
Metalworking Industry	METALMECANICA.COM
Packaging Industry	ELEMPAQUE.COM +Conversión
Manufacturing Industry	MANUFACTURA LATAM.COM
Food Industry	REVISTA IALIMENTOS.COM
Hospitality and Gastronomy Industry	REVISTA LABARRA.COM
Hardware Store Industry	FIERROS.COM.CO

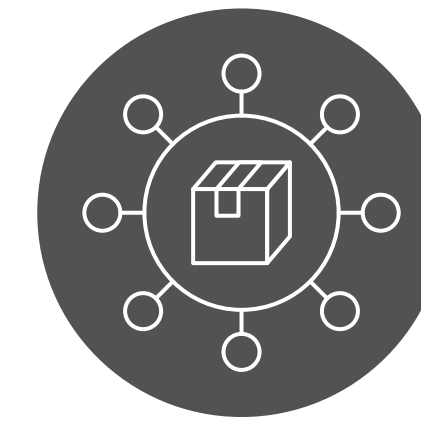
STRATEGIC B2B MARKETING MOMENTS

We know the B2B Marketing stages that offer the greatest opportunity for your company to connect with the Latin American market.



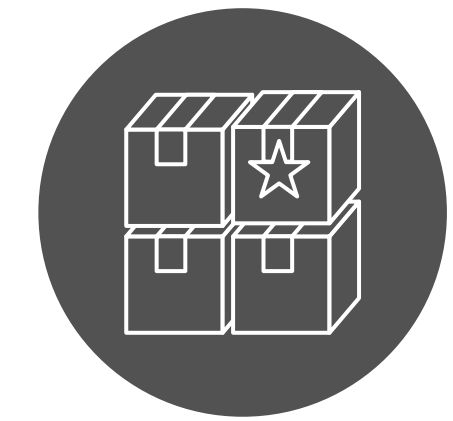
To Find

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

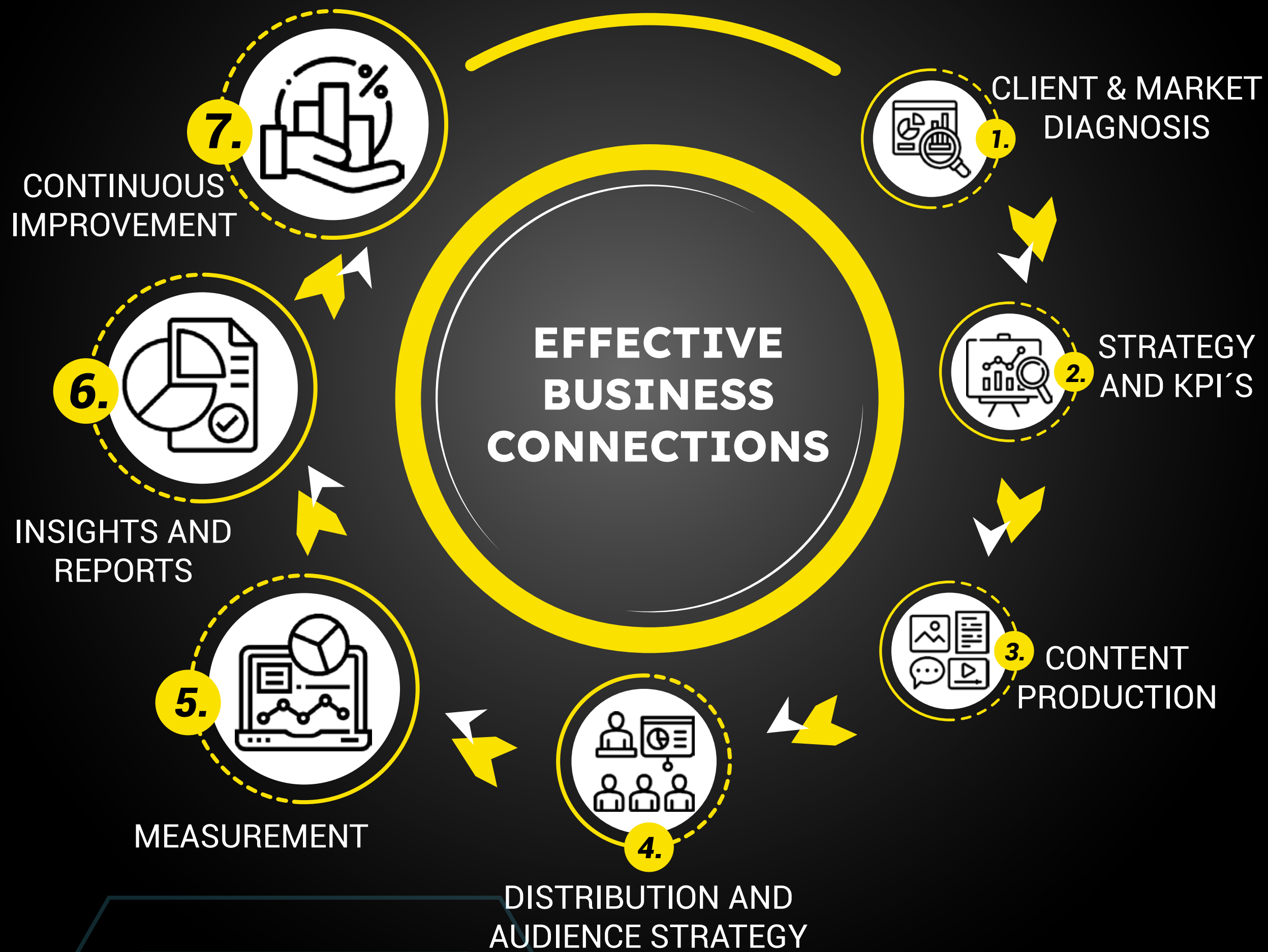
Formats

- Advertorials
- Podcasts
- Whitepaper/ E-books
- Newsletters
- Video
- Participation in live and virtual events
- Webinars

Formats

- Advertorials
- Digital Infographics
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- 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.

PLASTICO.COM

Effective Business Connections

Tecnologia del Plastico is a powerful marketing and communication tool that promotes your company among decision makers and purchasing influencers in the plastic industry in Mexico and Latin America.

38 years connecting the plastics industry.

Our platform of print, digital media and specialized events helps 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



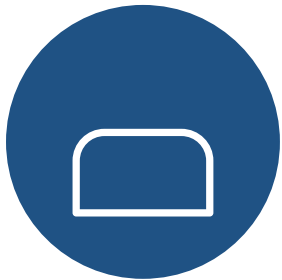
MEXICO

+55,130



LATIN AMERICA

+119,190*



12,106

PRINT
SUBSCRIBERS



10,215

DIGITAL DATA
BASE



32,812

WEBSITE
VISITORS



19,332

SUSCRIPTORES
IMPRESOS



21,278

DIGITAL DATA
BASE



78,587

WEBSITE
VISITORS

*This number includes the total audience, including Mexico.

QUALIFIED AUDIENCE

Subscribers segmentation

Business and industry breakdown:

- 31%** Injection molding
- 14%** Extrusion
- 9%** Extrusion of sheet, blown film or cast film
- 8%** Blow molding
- 5%** Recycling
- 5%** Manufacturer of raw material and supplies
- 4%** Thermoforming
- 4%** Extrusion of pipes and profiles
- 4%** Distributor of raw material
- 3%** Mold maker
- 2%** Rotational molding
- 2%** Machinery manufacturer
- 2%** Machinery dealer
- 2%** Association, Training Center and/or Library

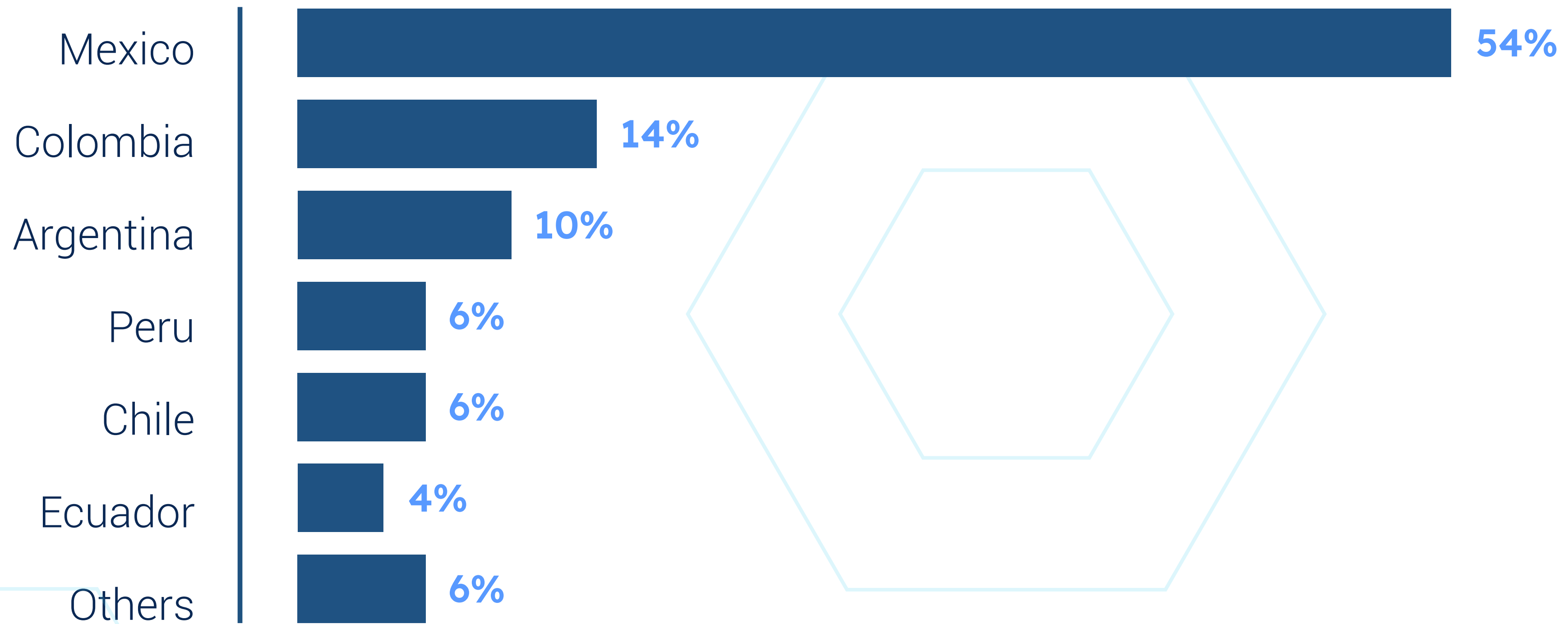
Title breakdown:

- 27%** CEO/general manager/owner/partner
- 13%** Directors/managers/heads of Quality areas
- 11%** Directors/managers/heads of administrative and purchasing areas
- 8%** Directors/managers/heads of maintenance areas
- 7%** Directors/managers/heads of Operations and production areas
- 5%** Directors/managers/heads of plant or workshop areas
- 5%** Director / Manager / Head of Engineering
- 4%** Director / Manager / Head of Research and Development
- 4%** Directors/managers/heads of marketing and sales areas
- 3%** Director / Manager / Technician
- 13%** Other industry professionals

QUALIFIED AUDIENCE

Subscribers segmentation

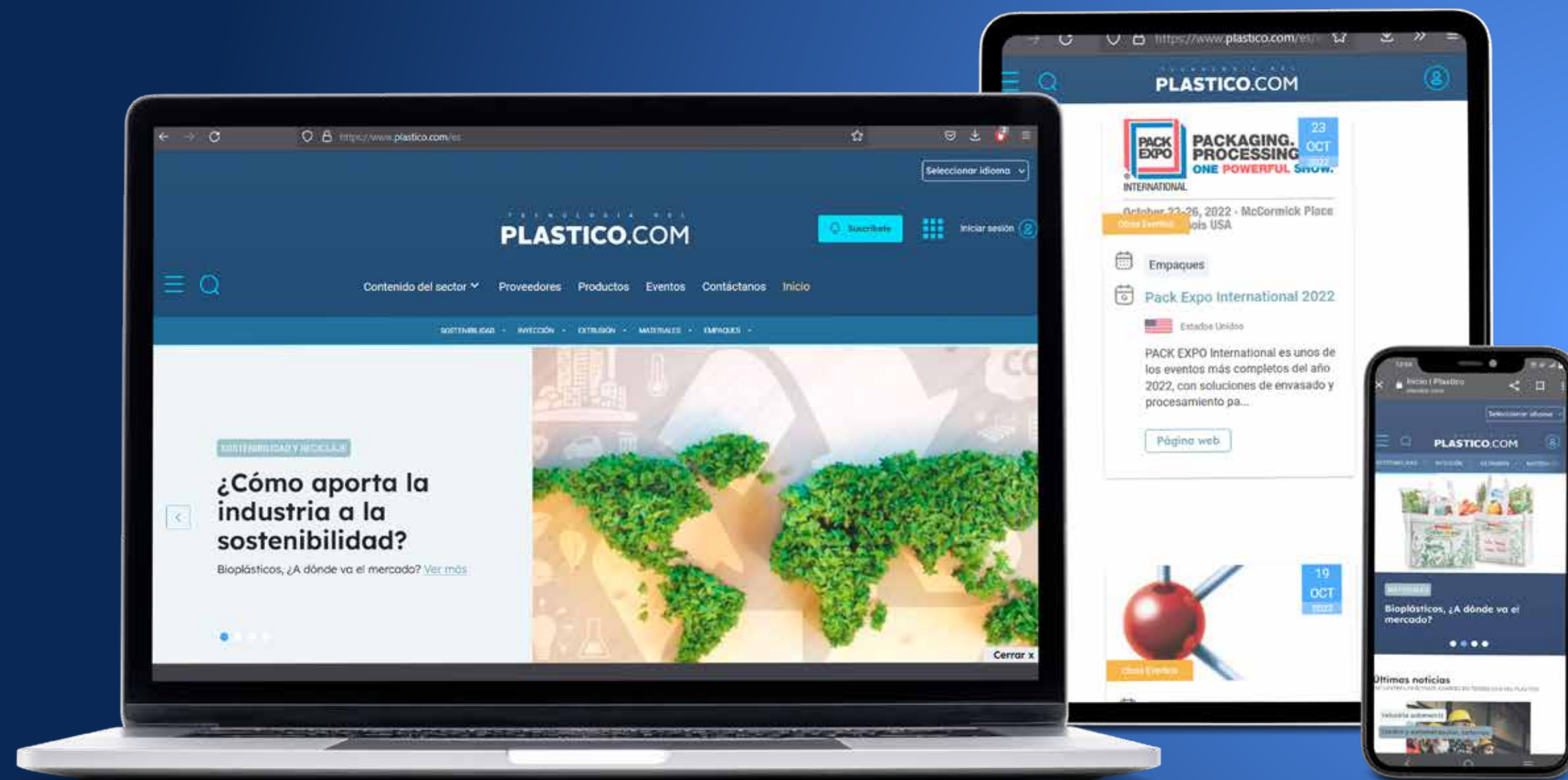
Country breakdown:



*Others countries Guatemala, Bolivia, Brazil, Costa Rica, Uruguay, El Salvador, Dominican Republic, Paraguay, Honduras, Puerto Rico, Panamá y Nicaragua.

DIGITAL MEDIA

Plastico.com



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



VISITORS PER MONTH
+78,500



PAGE VIEWS PER MONTH
+265,800



We are the top ranking industry site for Latin America.


Data taken from www.similarweb.com in june 2022.

*Others countries: Panamá, Uruguay, Paraguay, Brazil, Nicaragua, Cuba, Chile, United States, Venezuela, Guatemala, Bolivia, Costa Rica, Dominican Republic, El Salvador, Honduras.



SPECIALIZED CONTENT

PLASTICO.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:

- Injection, extrusion and blow molding
- Auxiliary equipment
- Machines and equipment for recycling
- Molds, tooling and accessories
- Materials
- Chemicals and additives
- Supplies
- Software
- General services

Sponsor the categories associated to industry trends and news:

- 
- Packaging
 - Construction
 - Consumer goods and appliances
 - Medical and pharmaceutical
 - Electrical and electronic
 - Sustainability and circular economy
 - Digitalization
 - Materials
 - Automotive industry
 - Injection molding
 - Extrusion
 - Blow molding
 - Molds and tools
 - Industry news
- 
- 

DIGITAL MEDIA DISPLAY PRODUCTS

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

Pop up banner

Home Sponsorship

- HeadLine
- Banner Leaderboard

News category sponsorship

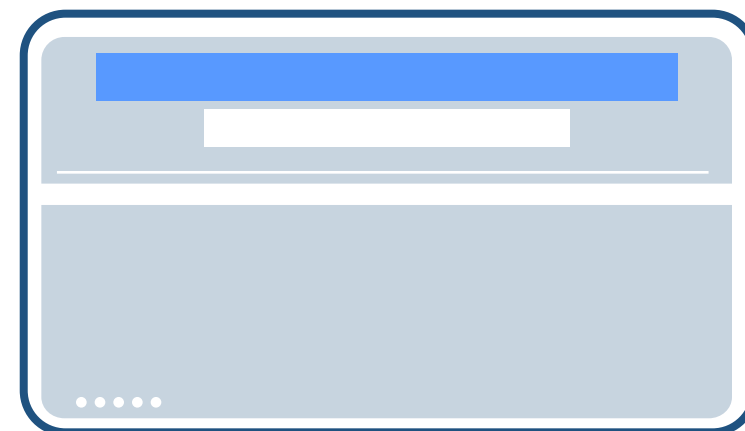
- HeadLine
- Banner Leaderboard
- Banner full width

Sponsorship category suppliers and products

- HeadLine
- Banner Leaderboard
- Banner medium rectangle



Pop up banner



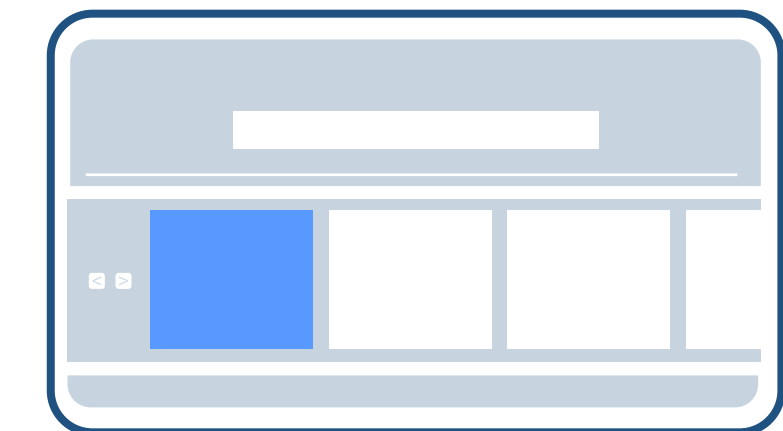
HeadLine



Banner Leaderboard



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 plastics industry database.



B2B Industry Benchmark:

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



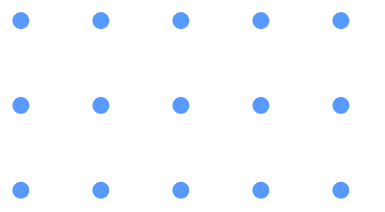
Social Ads

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.



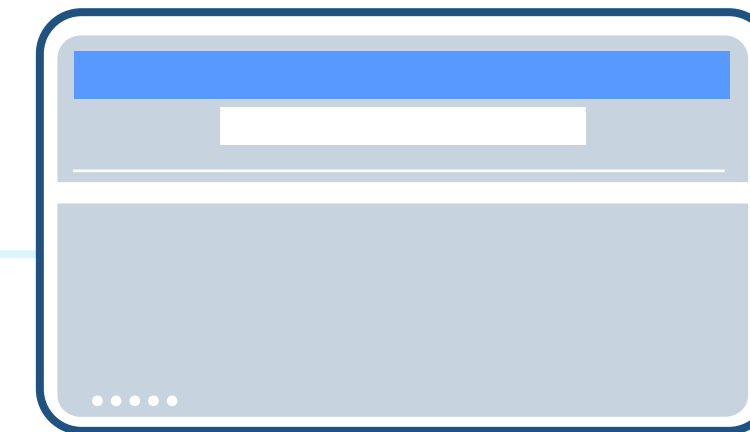
Newsletter and Commercial information

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



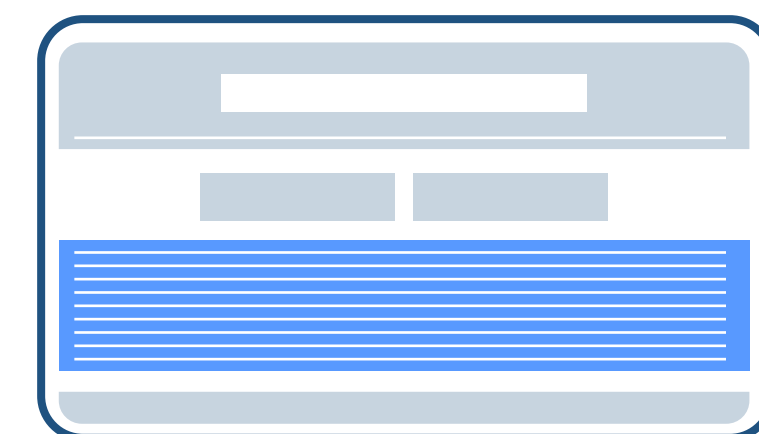
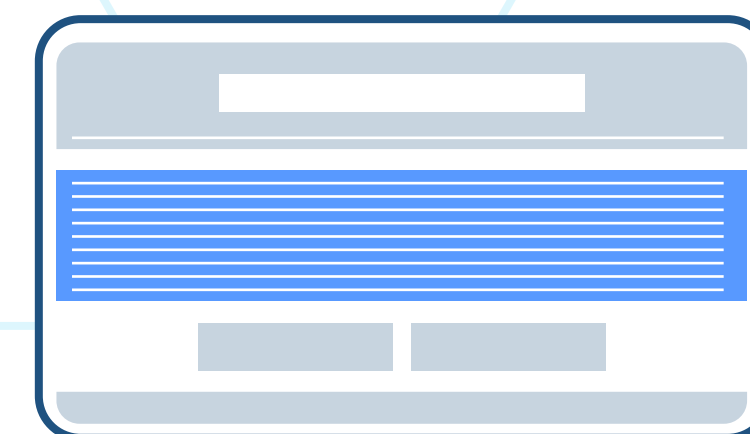
Banner prominent



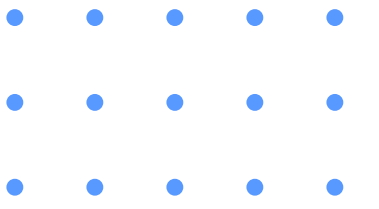
Banner leaderboard



Sponsored editorial



PRINT MEDIA

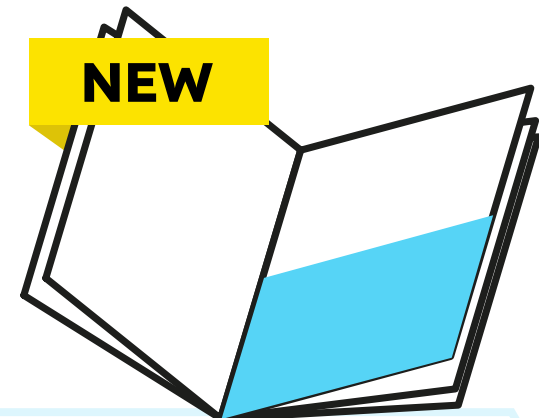


Promote your message directly to our qualified audience of decision makers and purchasing influencers in Mexico and Latin America, through our broad portfolio of advertising and content tools in printed format.

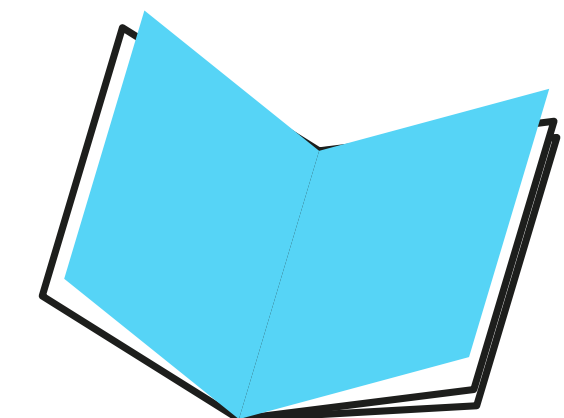
6
Issues
per year



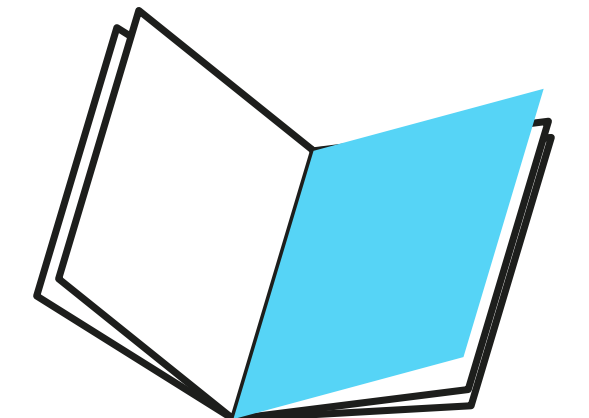
STANDARD POSITIONS



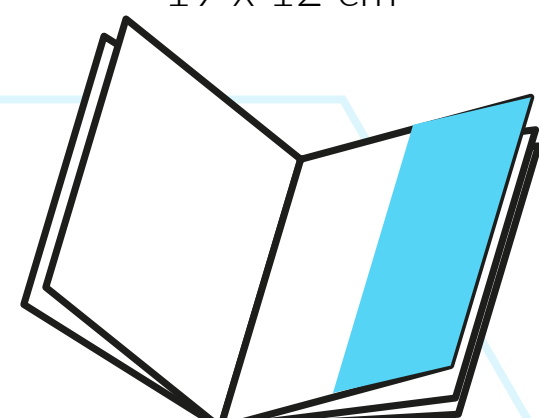
1/2 Horizontal Page
7,48 x 4,72 in
19 x 12 cm



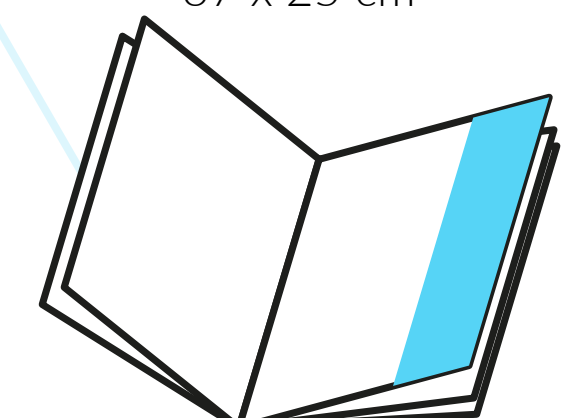
Double Page
14,56 x 9,84 in
37 x 25 cm



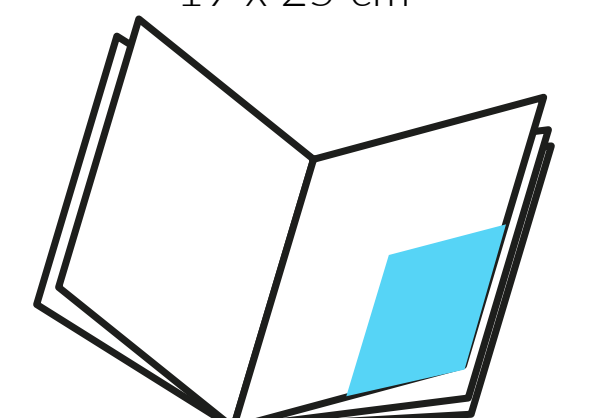
Full Página
7,48 x 9,84 in
19 x 25 cm



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

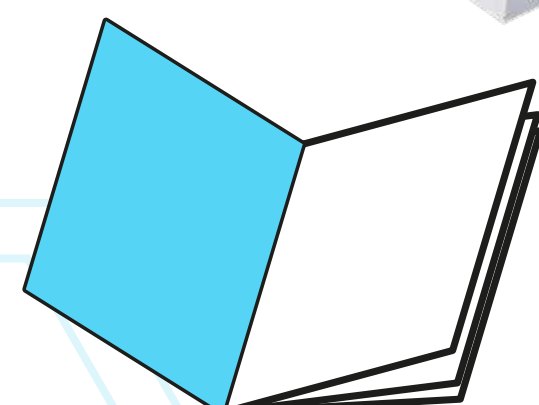


1/3 Vertical Page
2,95 x 9,84 in
7,5 x 25 cm

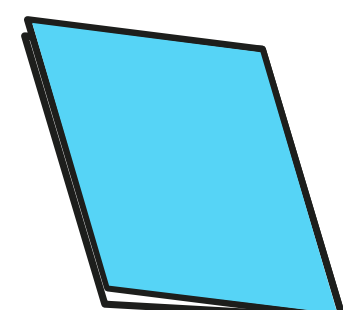


Marketplace
2,75 x 3,77 in
7 x 9,6 cm

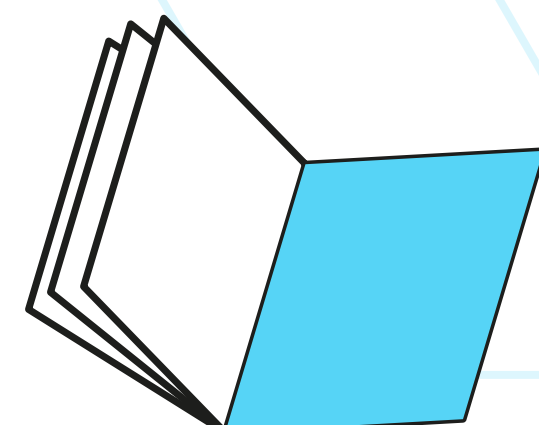
SPECIAL POSITIONS



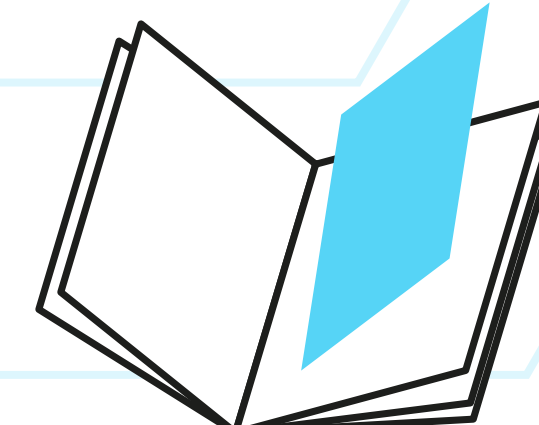
Inside Cover
7,48 x 9,84 in
19 x 25 cm



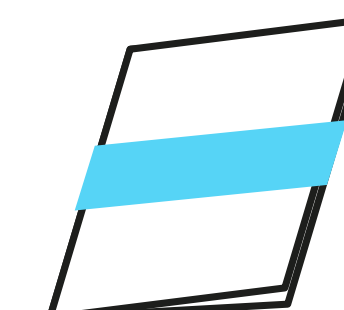
Back Cover
7,48 x 9,84 in
19 x 25 cm



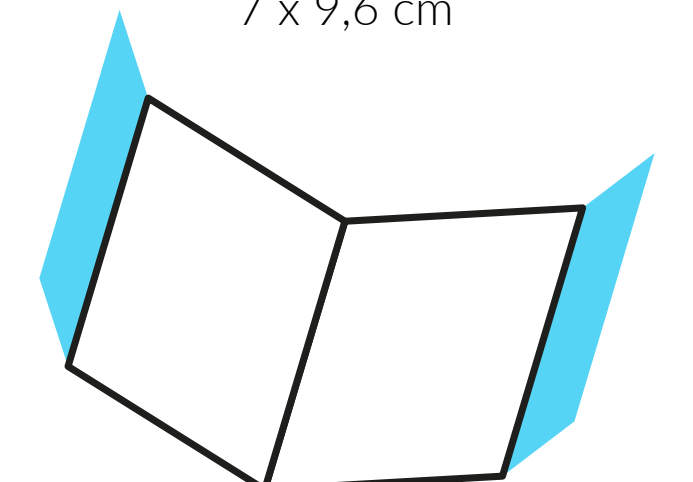
Inside Back Cover
7,48 x 9,84 in
19 x 25 cm



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.



+ 2,180
REGISTRATIONS
FROM DIFFERENT
COUNTRIES OF LATAM

+ 1,200
ATTENDEES

+ 12
CONFERENCES WITH
INTERNATIONAL
EXPERTS.

Visit: cumbreinnovacionplastico.com

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

T E C N O L O G Í A D E L

PLASTICO.COM

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