

40 AÑOS T E C N O L O G Í A D E L PLÁSTICO

PLASTICS INDUSTRY SOLUTIONS AND BUSINESS MANAGEMENT



Scan the QR code to
grow your brand.

Contact us:

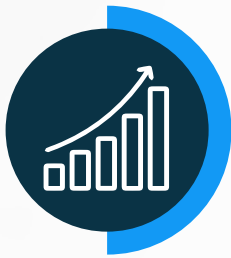
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www.plastico.com



2025

INDUSTRY FIGURES



4-6%

Annual growth



7 billion USD

In exports from the U.S. to Latin America



\$21 million USD

In exports from the U.S. to Mexico

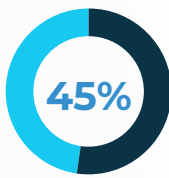


Mexico

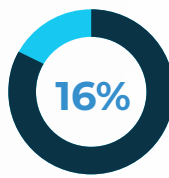
Is the top Latin American country for U.S. plastic industry exports.

KEY PLASTIC INDUSTRIES IN MEXICO

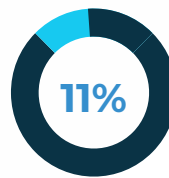
INDUSTRY CONSUMPTION:



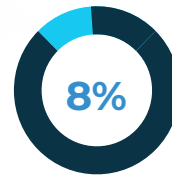
Packaging



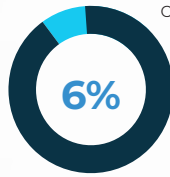
General consumption



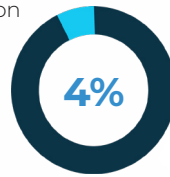
Construction



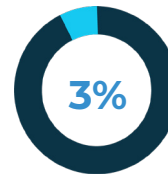
Automotive



Electronics



Agriculture



Medical

WE DESIGN YOUR MARKETING STRATEGY



Leverage our Interdisciplinary Team as backbone of customized 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 the 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

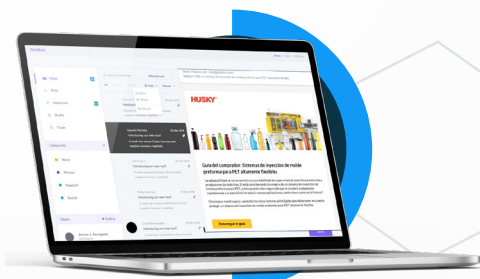
	BRONZE	SILVER	GOLD
ALL INCLUSIVE PLANS for 12 months			
PRODUCT	PACKAGE 1	PACKAGE 2	PACKAGE 3
CONTENT			
Content Marketing + published in newsletter <small>*Annual expiration date. Not cumulative</small>	1 content	2 contents	3 contents
Free press in newsletters <small>(simple notes published on the industry news blog)</small>	1 publication	2 publications	3 publications
DATA			
Email marketing (AB Testing)	1,500 (2 shipments)	2,000 (3 shipments)	3,000 (6 shipments)
RRSS			
Meta ADS Campaign x 15 days	1 Campaign	2 Campaigns	3 Campaigns
MAGAZINE			
Digital + print magazine <small>All physical and digital editions.</small>	1/3 Pag	1/2 Pag	1 Pag
Video embedded in digital magazine with link to be agreed	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

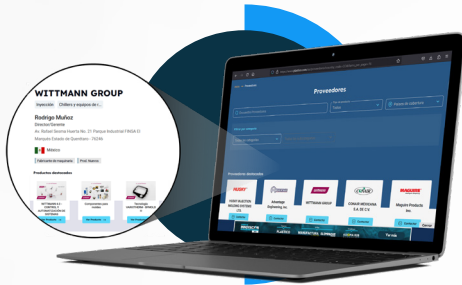


E-Mail marketing | Eblast



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.

Supplier Guide | Showroom



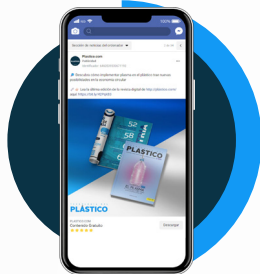
The essential guide for B2B buyers, to increase visibility, lead generation, and brand reputation.

Display | Banners



Enhance and highlight your brand visibility.

Social Ads



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 catalogues across the entire digital ecosystem of the industry you're targeting.

● Distribute your catalogs across the entire digital ecosystem of the industry of your interest. *Recommended in Packages

We've cracked Google's code! 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.

EVENT



Our Promise 2025

+2.500

Registrations from Decision-Makers and Influencers

+10.000

Attendees

- **Date:** June 25-26, 2025
- **Virtual Event**

✓ Build brand presence to meet new potential customers

✓ Generate new business opportunities with the right audience

✓ Brand positioning

Editorial calendar

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Digital / Print content	Term	Megatrend	Thematic Content	Focal Point	Approach	Issue	Events				
Injection	Q1	Special: 40 Years: Impact and Future of Plastic	Retrospective and Key Innovations	Injection Extrusion Blow Molding Materials Recycling Rotomolding	Companies in the industry that have been key players over the last 4 decades	Feb/Mar Issue 6 Newsletters (Distributed two per month)	Plastimagen 2025 Plástico Brasil 2025				
Extrusion					Evolution of the plastics industry in the world. The milestones of the past 40 years			Technological innovations in machinery and processes	Innovations that have shaped the direction of recycling and the circular economy	Horizon 2025: scope and challenges of the New Plastics Economy, an initiative led by the Ellen MacArthur Foundation.	
Blow Molding	Q2	Sustainability and Circular Economy	Innovations in Recycling, Materials, Additives, Circular Economy	Injection Sheet and film extrusion Additives Thermoforming Recycling	Companies with successful circular business models	Apr/May Issue 6 Newsletters (Distributed two per month)	Webinar - Plastics Industry Innovation Summit 2025 / June 25 - 26				
Thermoforming					Process adjustments for incorporating recycled plastics			Solutions to increase the recyclability of packaging and plastic products	Design for recycling	Monomaterials and recyclability	
Packaging					Recycling infrastructure			Additives to improve recycling			
Automotive					Success stories of companies using digitalization tools to increase productivity			Digitalization for closing the loop	Digital solutions to optimize production processes and reduce errors	Advanced automation and real-time monitoring	Impact of Industry 4.0
Industry	Q3	Adoption of Digital Technologies	Digitalization, Automation, Monitoring, Software, Traceability	Injection Blown film extrusion Materials Auxiliary equipment	3D printing applications in production	Jun/Jul Issue					
Circular					New digitally designed materials			Digitalization in mold design and management			
Economy											
Recycling	Q4	New packaging solutions	Recycling, Packaging Manufacturing, Additives	Injection Blow Molding Thermoforming	Innovations for sustainable packaging, waste reduction	Oct/Nov Issue 6 Newsletters (Distributed two per month)	Feria K				
Materials and Additives					Technologies to improve recyclability in rigid and flexible packaging			Innovation in plastic film extrusion for sustainable packaging	Lightweight and recyclable packaging through blow molding	Applications of bioplastics in blow molding	The future of monomaterial packaging
Industry News					Business models based on returnable packaging			Global trends in sustainable packaging	Auxiliary equipment for energy efficiency in packaging production		
Molds											
Dies	Q4	Technologies for new mobility	Technology, Materials, Additives, Closing the Loop	Injection Extrusion Materials Quality control	Lightweighting solutions for automotive and electronic components	Aug/Sep Issue 6 Newsletters (Distributed two per month)					
Auxiliary					Innovations for hybrid and electric vehicles			Materials for batteries and charging stations	Changes in production standards to meet new supplier requirements	Innovations in quality control systems for the production of plastic parts	
Equipment											
Rotomolding	Q4	Advances in Intelligent and Functional Materials	Materials, Technology, Recycling	Injection Materials Extrusion Additives	Development of electrically conductive plastics	Dec/Jan 2026 Issue					
					Innovation in self-healing polymers			Nanotechnology applied to plastics	Development of biocompatible plastics for medical devices	The role of digitalization in improving the traceability of recycled packaging	Additives that improve the recyclability of antimicrobial plastic packaging

MAGAZINE

Bimonthly print and digital circulation

+40,000

decision-makers and purchasing influencers

Benefits

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

Formats

• Special Features



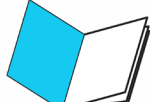
Section Sponsorship

Standard Advertorial

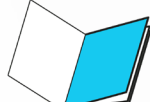
Infographic Advertorial



Cover



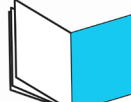
Inside Front Cover



False Cover

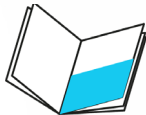


Back Cover



Inside Back Cover

• Standard Ad Sizes



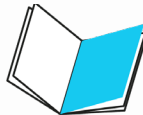
Half-page horizontal



One-third vertical



Double-page spread



Full page



Marketplace



6
ANNUAL
ISSUES

OUR AUDIENCE

Audience

+310,054

Decision-Makers and Influencers

Roles

- 3%** Representative
- 11%** Coordinator, Administrator
- 13%** Director, chief, head
- 28%** Chief, Operations
- 45%** Manager, CEO

LATAM

194,104



15,276
Digital database



36,013
Reach in digital and print magazine



142,815
Unique web visitors per month

MEXICO

115,950



15,352
Digital database



17,985
Reach in digital and print magazine



82,613
Unique web visitors per month

Web Traffic Figures 2023-2024

2,281,518

Total views (12 months)

Colombia

- **Views (12 months):** 334,180
- **Organic views (12 months):** 182,410
- **Organic views growth in the last year:** +324%
- **Users (12 months):** 87,786
- **Top 3 keywords for Colombia:** 200 *62% growth in the last year
- **Top 10 keywords in Colombia:** 372

766,506

Total users (12 months)

Mexico

- **Views (12 months):** 650,031
- **Organic views (12 months):** 530,941
- **Organic views growth in the last year:** +543%
- **Users (12 months):** 207,805
- **Top 3 keywords for Mexico:** 431 41% growth in the last year
- **Top 10 keywords in Mexico:** 880

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T E C N O L O G Í A D E L
PLÁSTICO

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