B2B Marketing experts for niche industries

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 includes 800,000 decision makers in Latin America.

Contact us:
6355 NW 36th Street, Suite 302. Virginia Gardens, FL 33166
mercadeo@axiomab2b.com | +1 (305) 448 6875

@tecnologiadelplastico
@tecplastico
Tecnología del Plástico

www.plastico.com
**TOTAL AUDIENCE**

*Tecnología del Plástico* 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 event), in order of promoting the exchange of goods and services among global technology providers, professionals and companies in the Latin American Plastics industry.

*Tecnología del Plástico* magazine reaches more than 109,000 certified decision makers and influencer buyers of the Plastics industry in Latin America. **Audited by BPA Worldwide.**

![Audience Distribution](image)

- **100% print and digital audience audited by BPA Worldwide**
- **15%** Colombia
- **11%** Other countries
- **7%** Argentina
- **6%** Peru
- **4%** South America
- **4%** Chile
- **3%** Caribbean and Central America
- **3%** Ecuador
- **7%** Argentina
- **11%** Other countries

**TOTAL AUDIENCE**

- **109,467* DECISION MAKERS AND INFLUENCERS BUYERS**

* Total Audience: Represents the summation of the qualified subscribers of the print and digital magazine and e-newsletters, without duplications, plus the Website Unique Visitors. The Website Unique visitors could present potential duplications due to the impossibility to identify unlogged visitors.

**DIGITAL MEDIA**

- **PAN-REGIONAL**
  - PAGE VIEWS: 169,471
  - VISITS: 85,193
  - UNIQUE VISITORS: 71,556

- **MEXICO**
  - PAGE VIEWS: 63,052
  - VISITS: 35,885
  - UNIQUE VISITORS: 30,360

*Monthly average January- June 2018

**ORGANIC TRAFFIC**

- **88% 2018**

  Leverage your brand through our reputation in search engines

**LEADS GENERATION THROUGH ORGANIC TRAFFIC AND SEO SUPPORT**

- More exposure and sales lead generation for your brand!

233 leads/month

**OUR E-NEWSLETTERS**

- A tool for getting traffic and leads!

**E-MAILS DELIVERED**

- **GENERAL**: 17,817
- **MEXICO**: 4,940

**Click Average**

- **GENERAL**: 14,6%
- **MEXICO**: 14,7%

*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.
Tecnología del Plástico magazine reaches 19,000 industrial plastics processing professionals in the top 6 importing countries in Latin America. The Print magazine places especial emphasis in Mexico through its expanded 11,885 magazine circulation in this key and growing market. Tecnología del Plástico is the only Latin American magazine which circulation is audited by BPA Worldwide, certifying the quality and reach of its audience.

Tecnología del Plástico also provides our advertisers with an additional BPA Worldwide audited circulation of 71,556 Unique Visitors per Month via www.plastico.com

### BUSINESS AND INDUSTRY BREAKDOWN

<table>
<thead>
<tr>
<th>Industry</th>
<th>% Print and Digital Magazine</th>
<th>Print Magazine</th>
<th>Digital Magazine</th>
<th>E-newsletters/ E-mails</th>
</tr>
</thead>
<tbody>
<tr>
<td>Injection Transformation</td>
<td>35.1%</td>
<td>6,763</td>
<td>281</td>
<td>5,771</td>
</tr>
<tr>
<td>Extrusion Transformation</td>
<td>26.0%</td>
<td>4,993</td>
<td>229</td>
<td>4,211</td>
</tr>
<tr>
<td>Blow Molding Transformation</td>
<td>9.1%</td>
<td>1,740</td>
<td>86</td>
<td>1,380</td>
</tr>
<tr>
<td>Plastic Recycling</td>
<td>5.8%</td>
<td>1,102</td>
<td>56</td>
<td>954</td>
</tr>
<tr>
<td>Thermoforming Transformation</td>
<td>5.2%</td>
<td>1,004</td>
<td>36</td>
<td>884</td>
</tr>
<tr>
<td>Manufacturers of Raw Material</td>
<td>4.9%</td>
<td>913</td>
<td>75</td>
<td>899</td>
</tr>
<tr>
<td>Mold Manufacturers</td>
<td>2.5%</td>
<td>399</td>
<td>101</td>
<td>641</td>
</tr>
<tr>
<td>Suppliers of Raw Material for plastic Industry</td>
<td>2.6%</td>
<td>503</td>
<td>22</td>
<td>439</td>
</tr>
<tr>
<td>Rotational Molding</td>
<td>2.1%</td>
<td>409</td>
<td>23</td>
<td>304</td>
</tr>
<tr>
<td>Manufacturers of Machinery</td>
<td>1.9%</td>
<td>344</td>
<td>34</td>
<td>372</td>
</tr>
<tr>
<td>Suppliers of Machinery for plastic Industry</td>
<td>1.3%</td>
<td>213</td>
<td>50</td>
<td>365</td>
</tr>
<tr>
<td>Educational Centers Association Library</td>
<td>1.0%</td>
<td>134</td>
<td>73</td>
<td>361</td>
</tr>
<tr>
<td>Others related with the sector</td>
<td>2.5%</td>
<td>483</td>
<td></td>
<td>1,266</td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td>100%</td>
<td>19,000</td>
<td>1,094</td>
<td>17,817</td>
</tr>
</tbody>
</table>

### TITLE BREAKDOWN

<table>
<thead>
<tr>
<th>Title Breakdown</th>
<th>% Print and Digital Magazine</th>
<th>Print Magazine</th>
<th>Digital Magazine</th>
<th>E-newsletters/ E-mails</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations Management</td>
<td>57.4%</td>
<td>11,315</td>
<td>220</td>
<td>8,673</td>
</tr>
<tr>
<td>Corporate Management</td>
<td>23.8%</td>
<td>4,566</td>
<td>214</td>
<td>3,880</td>
</tr>
<tr>
<td>Operations Personnel</td>
<td>12.1%</td>
<td>2,276</td>
<td>155</td>
<td>2,303</td>
</tr>
<tr>
<td>Purchasing/Commercial/ Administrative Management</td>
<td>6.5%</td>
<td>841</td>
<td>464</td>
<td>2,530</td>
</tr>
<tr>
<td>Other Titled/ Government/ Library Copies</td>
<td>0.2%</td>
<td>2</td>
<td>41</td>
<td>431</td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td>100%</td>
<td>19,000</td>
<td>1,094</td>
<td>17,817</td>
</tr>
</tbody>
</table>

### COUNTRY BREAKDOWN

<table>
<thead>
<tr>
<th>Region</th>
<th>% Print and Digital Magazine</th>
<th>Total Qualified</th>
<th>Digital Magazine</th>
<th>E-newsletters/ E-mails</th>
<th>Website**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NORTH AMERICA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>61.1%</td>
<td>11,885</td>
<td>338</td>
<td>8,349</td>
<td>30,360</td>
</tr>
<tr>
<td>Total North America</td>
<td>61.1%</td>
<td>11,885</td>
<td>338</td>
<td>8,349</td>
<td>30,360</td>
</tr>
<tr>
<td><strong>CARIBBEAN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cuba</td>
<td></td>
<td>5</td>
<td>19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Puerto Rico</td>
<td></td>
<td>2</td>
<td>13</td>
<td></td>
<td>198</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>0.1%</td>
<td>15</td>
<td>58</td>
<td></td>
<td>459</td>
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<tr>
<td>Total Caribbean</td>
<td>0.1%</td>
<td>22</td>
<td>90</td>
<td></td>
<td>687</td>
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<tr>
<td><strong>CENTRAL AMERICA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Costa Rica</td>
<td></td>
<td>9</td>
<td>121</td>
<td></td>
<td>684</td>
</tr>
<tr>
<td>El Salvador</td>
<td>0.1%</td>
<td>11</td>
<td>81</td>
<td></td>
<td>488</td>
</tr>
<tr>
<td>Guatemala</td>
<td>0.1%</td>
<td>19</td>
<td>166</td>
<td></td>
<td>854</td>
</tr>
<tr>
<td>Honduras</td>
<td></td>
<td>3</td>
<td>25</td>
<td></td>
<td>287</td>
</tr>
<tr>
<td>Nicaragua</td>
<td></td>
<td>3</td>
<td>6</td>
<td></td>
<td>142</td>
</tr>
<tr>
<td>Panama</td>
<td></td>
<td>1</td>
<td>19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Central America</td>
<td>0.5%</td>
<td>0</td>
<td>46</td>
<td>418</td>
<td>2,455</td>
</tr>
<tr>
<td><strong>SOUTH AMERICA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Argentina</td>
<td>10.6%</td>
<td>2,015</td>
<td>125</td>
<td>2,056</td>
<td>3,813</td>
</tr>
<tr>
<td>Bolivia</td>
<td>0.1%</td>
<td>21</td>
<td>85</td>
<td></td>
<td>869</td>
</tr>
<tr>
<td>Brasil</td>
<td></td>
<td>8</td>
<td>132</td>
<td></td>
<td>417</td>
</tr>
<tr>
<td>Chile</td>
<td>6.5%</td>
<td>1,268</td>
<td>38</td>
<td>1,018</td>
<td>2,222</td>
</tr>
<tr>
<td>Colombia</td>
<td>10.9%</td>
<td>1,966</td>
<td>217</td>
<td>2,837</td>
<td>11,528</td>
</tr>
<tr>
<td>Ecuador</td>
<td>3.8%</td>
<td>712</td>
<td>51</td>
<td>728</td>
<td>1,886</td>
</tr>
<tr>
<td>Paraguay</td>
<td></td>
<td>9</td>
<td>70</td>
<td></td>
<td>264</td>
</tr>
<tr>
<td>Peru</td>
<td>6.1%</td>
<td>1,154</td>
<td>75</td>
<td>1,066</td>
<td>3,953</td>
</tr>
<tr>
<td>Uruguay</td>
<td>0.1%</td>
<td>13</td>
<td>98</td>
<td></td>
<td>292</td>
</tr>
<tr>
<td>Venezuela</td>
<td>0.4%</td>
<td>81</td>
<td>462</td>
<td></td>
<td>1,439</td>
</tr>
<tr>
<td>Total South America</td>
<td>38.6%</td>
<td>7,115</td>
<td>638</td>
<td>8,553</td>
<td>26,681</td>
</tr>
<tr>
<td><strong>OTHER COUNTRIES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td>100%</td>
<td>19,000</td>
<td>1,094</td>
<td>17,817</td>
<td>71,556</td>
</tr>
</tbody>
</table>

* Data projected based on the total audience audited by BPA June 2018
** Country calculation done by the Circulation Department
**MEXICO AUDIENCE**

Tecnología del Plástico magazine reaches 11,885 industrial plastic 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

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
<th>Print</th>
<th>Digital</th>
<th>E-newsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Injection Transformation</td>
<td>35.4%</td>
<td>4,238</td>
<td>105</td>
<td>1,598</td>
</tr>
<tr>
<td>Extrusion Transformation</td>
<td>25.4%</td>
<td>3,036</td>
<td>76</td>
<td>1,139</td>
</tr>
<tr>
<td>Blow Molding Transformation</td>
<td>8.8%</td>
<td>1,052</td>
<td>22</td>
<td>324</td>
</tr>
<tr>
<td>Plastic Recycling</td>
<td>6.0%</td>
<td>713</td>
<td>18</td>
<td>267</td>
</tr>
<tr>
<td>Thermoforming Transformation</td>
<td>4.8%</td>
<td>584</td>
<td>10</td>
<td>197</td>
</tr>
<tr>
<td>Manufacturers of Raw Material</td>
<td>5.3%</td>
<td>612</td>
<td>37</td>
<td>355</td>
</tr>
<tr>
<td>Suppliers of Raw Material</td>
<td>2.5%</td>
<td>265</td>
<td>41</td>
<td>208</td>
</tr>
<tr>
<td>Mold Manufacturers</td>
<td>2.9%</td>
<td>347</td>
<td>6</td>
<td>132</td>
</tr>
<tr>
<td>Rotational Molding</td>
<td>2.3%</td>
<td>281</td>
<td>7</td>
<td>77</td>
</tr>
<tr>
<td>Machinery manufacturer</td>
<td>1.9%</td>
<td>220</td>
<td>14</td>
<td>108</td>
</tr>
<tr>
<td>Suppliers of Machinery</td>
<td>1.3%</td>
<td>143</td>
<td>18</td>
<td>113</td>
</tr>
<tr>
<td>Educational Centers Association</td>
<td>1.0%</td>
<td>93</td>
<td>26</td>
<td>110</td>
</tr>
<tr>
<td>Others related whit the sector</td>
<td>2.5%</td>
<td>301</td>
<td>8</td>
<td>312</td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td><strong>100%</strong></td>
<td><strong>11,885</strong></td>
<td><strong>388</strong></td>
<td><strong>4,940</strong></td>
</tr>
</tbody>
</table>

### TITLE BREAKDOWN

<table>
<thead>
<tr>
<th>Title</th>
<th>Percentage</th>
<th>Print</th>
<th>Digital</th>
<th>E-newsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations Management</td>
<td>60.5%</td>
<td>7,361</td>
<td>68</td>
<td>2,394</td>
</tr>
<tr>
<td>Corporative Management</td>
<td>20.8%</td>
<td>2,495</td>
<td>59</td>
<td>996</td>
</tr>
<tr>
<td>Operative Personnel</td>
<td>12.4%</td>
<td>1,467</td>
<td>52</td>
<td>690</td>
</tr>
<tr>
<td>Administrative Management</td>
<td>6.1%</td>
<td>562</td>
<td>189</td>
<td>754</td>
</tr>
<tr>
<td>Other titles/Goverment/Libraries</td>
<td>0.2%</td>
<td>20</td>
<td>106</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td><strong>100%</strong></td>
<td><strong>11,885</strong></td>
<td><strong>388</strong></td>
<td><strong>4,940</strong></td>
</tr>
</tbody>
</table>

### CITY BREAKDOWN

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
<th>Print</th>
<th>Digital</th>
<th>E-newsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distrito Federal</td>
<td>18.8%</td>
<td>2,221</td>
<td>82</td>
<td>919</td>
</tr>
<tr>
<td>Estado de México</td>
<td>19.7%</td>
<td>2,342</td>
<td>77</td>
<td>1,052</td>
</tr>
<tr>
<td>Estado de Jalisco</td>
<td>12.7%</td>
<td>1,519</td>
<td>45</td>
<td>613</td>
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<tr>
<td>Estado de Nuevo León</td>
<td>10.9%</td>
<td>1,301</td>
<td>40</td>
<td>546</td>
</tr>
<tr>
<td>Estado de Guanajuato</td>
<td>5.2%</td>
<td>627</td>
<td>14</td>
<td>264</td>
</tr>
<tr>
<td>Estado de Querétaro</td>
<td>5.5%</td>
<td>641</td>
<td>32</td>
<td>286</td>
</tr>
<tr>
<td>Estado de B.C.N.</td>
<td>3.5%</td>
<td>421</td>
<td>11</td>
<td>135</td>
</tr>
<tr>
<td>Estado de Puebla</td>
<td>3.3%</td>
<td>387</td>
<td>15</td>
<td>166</td>
</tr>
<tr>
<td>Estado de Coahuila de Zaragoza</td>
<td>2.8%</td>
<td>331</td>
<td>13</td>
<td>115</td>
</tr>
<tr>
<td>Estado de Chihuahua</td>
<td>2.1%</td>
<td>246</td>
<td>9</td>
<td>91</td>
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<tr>
<td>Estado de San Luis Potosí</td>
<td>2.3%</td>
<td>274</td>
<td>5</td>
<td>89</td>
</tr>
<tr>
<td>Estado de Tamaulipas</td>
<td>1.6%</td>
<td>187</td>
<td>6</td>
<td>98</td>
</tr>
<tr>
<td>Estado de Yucatán</td>
<td>1.6%</td>
<td>190</td>
<td>5</td>
<td>49</td>
</tr>
<tr>
<td>Estado de Morelos</td>
<td>1.3%</td>
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<td>1</td>
<td>58</td>
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<tr>
<td>Estado de Sonora</td>
<td>1.2%</td>
<td>148</td>
<td>2</td>
<td>59</td>
</tr>
<tr>
<td>Others</td>
<td>7.6%</td>
<td>897</td>
<td>21</td>
<td>400</td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td><strong>100%</strong></td>
<td><strong>11,885</strong></td>
<td><strong>388</strong></td>
<td><strong>4,940</strong></td>
</tr>
</tbody>
</table>

* Data projected based on the total audited by BPA June 2018
We are a Pan-Regional printed media specialized in business for the plastic industry, offering timely information which guides the decisions taken by Top Management.

How do we impact your positioning?

Our print and digital media reaches:

**109,467 DECISION-MAKERS** *And up*

**CIRCULATION**

6 Issues per year

34 YEARS

---

**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*

---

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

2019 EDITORIAL CALENDAR

PERMANENT CONTENT FEED

Injection Molding
- Machinery, Hydraulic, Electric & Hybrid Technology
- Special Applications: GIT & WMT Co-Injection, Foamed Injection
- Mold and components
- Applications: Packaging, Automotive, Medical

Extrusion
- Blown Film & Cast Film Extrusion Equipment
- Machinery & Peripheral Equip. for producing Pipes & Profiles
- PIP: Machines, additives and applications update
- Screws, Heads and Post-Extrusion Equipment

Blow Molding
- Case Studies
- New Technologies
- Business Opportunities
- Practical Applications

Auxiliary Equipment
- Material Handling Equipment
- Instrument Systems
- Drying
- Automation
- Plastic Welding
- Decoration

Materials
- Additives, Processing aids and Property Modifiers
- Polyolefins
- Engineering Resins
- Reinforced Resins
- Resins for Flexible Packaging

Sustainability
- Global Awards and Nominations
- Energy Efficiency
- Post-Industrial and Post-Consumer Recycling
- Biopolymers: Developments & Commercial Applications

Other Processes
- PET Processing
- Compounding

Additive Manufacturing
- Innovation in processes, materials and applications

Technical Focus
- Applied Technology Examples
- Zoom

Special Reports & Show previews

Show Coverage and/or special distribution

FREQUENCY

Online Media

PRODUCT
Website
Digital Magazine
General newsletter
Product newsletter
Mexican Newsletter

DESCRIPTION
Industry news, technical articles, industry trends, product news, product catalogues (showrooms), case studies, special reports, events, associations, and archives of past digital editions and e-newsletters
The print issue in digital format for expanded coverage and service of more web-savvy readers
In-depth information about current trends and new technologies for the plastics industry, focused in specific content areas: Materials, Industry, Recycling & Sustainability (once a month); Injection Molding, Packaging, Extrusion (once a month)
New product releases in different topics relevant to plastics industry: injection molding, extrusion, blow molding, auxiliary equipment, raw material, recycling and other secondary transformation processes, 2019 Top 10 products consulted in plastic.com
Focus Mexico: News and market features about the plastics industry in Mexico

FREQUENCY
Daily updates
Every other month (8X/year)
12X per year - once a month
12X per year - once a month
12X per year - once a month

For more information, contact our EDITORIAL DEPARTMENT:

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Find opportunities to position your brand and stand out from your competition. Anticipate and schedule your ads.
**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: **23%**
- Decision-maker subscribers: **26,360**

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

**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**

**SUPPLIER NEWS MODULE**

**HEADING**
- HEADLINE
- BANNER
- EXCLUSIVE PREMIUM SPONSOR
- CO-SPONSOR
- 3 CLIENTS

**www.plastico.com**
* The client supplies the content of the article.

**We send 4 E-newsletters monthly**
- General 1, General 2, Mexico and Product

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

**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.plastico.com

**WEBINARS**

**THE SPACE WHERE YOUR BRAND IS THE PROTAGONIST!**

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

100 Qualified attendees

*2018 Average

You propose the subject, we the audience.

**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.

**Benefits**

1. Product exposure in www.plastico.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

**Potential customers attraction**

Hard leads and Soft leads

---

* www.plastico.com
BANNERS / DISPLAY

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

www.plastico.com

Benefits

1. Visibility of your brand on www.plastico.com

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

Specs files:

- .JPG
- .GIF
- .PNG
The 3rd Latin American Summit on Innovation in Plastic Packaging brings to you a unique academic and commercial platform that will bring together the main actors of the plastic packaging production chain in Latin America.

**HOT TOPICS 2019**

- **From Latin America to the world:** Innovative packaging in the Latin American region.
- **Packaging** and its role as the most powerful means of communication for your product.
- Digital revolution, artificial intelligence and packaging, **how far will we go?**
- Circular economy in action: **100% reusable, recyclable and compostable packaging**, brand owners’ commitment.
- **Innovative trends** in graphic and structural design to create memorable experiences.

**ATTENDEE PROFILE**

- 32.0% Manager
- 17.0% Coordinator, Supervisor
- 19.0% Director, CEO, President
- 17.0% Marketing, Sales, Others
- 15.0% Engineer, Technician

**LEVEL OF PARTICIPATION IN THE PURCHASE PROCESS**

- 50% I’m part of the analysis for the purchase
- 18% I’ve frequently consulted about the technologies to incorporate into the company
- 16% I don’t participate in the purchase process
- 15% I decide the purchase
- 1% I’ve sporadically consulted about the technologies to incorporate into the company

*Statistical data obtained from our 2018 attendees*
## 2019 PRINT MEDIA RATES

### DISPLAY RATES

<table>
<thead>
<tr>
<th>Position</th>
<th>MEXICO 4-6X Each</th>
<th>MEXICO 1-3X Each</th>
<th>PAN-REGIONAL 4-6X Each</th>
<th>PAN-REGIONAL 1-3X Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Full page</td>
<td>$4,452</td>
<td>$4,759</td>
<td>$6,977</td>
<td>$7,457</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$3,265</td>
<td>$3,487</td>
<td>$5,109</td>
<td>$5,459</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,915</td>
<td>$3,127</td>
<td>$4,563</td>
<td>$4,891</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,205</td>
<td>$2,353</td>
<td>$3,450</td>
<td>$3,690</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,823</td>
<td>$1,940</td>
<td>$2,849</td>
<td>$3,046</td>
</tr>
<tr>
<td>2 Page Spreads</td>
<td>$5,877</td>
<td>$6,282</td>
<td>$9,210</td>
<td>$9,843</td>
</tr>
</tbody>
</table>

### SPECIAL POSITION RATES (4 COLORS AND B/W)

<table>
<thead>
<tr>
<th>Position</th>
<th>PAN-REGIONAL 4-6X Each</th>
<th>PAN-REGIONAL 1-3X Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$7,675</td>
<td>$7,905</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$7,326</td>
<td>$7,546</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$8,003</td>
<td>$8,243</td>
</tr>
<tr>
<td>Center Spread (Earned rate plus)</td>
<td>$884</td>
<td>$911</td>
</tr>
<tr>
<td>Other positions (Earned rate plus)</td>
<td>$284</td>
<td>$293</td>
</tr>
</tbody>
</table>

### SPECIAL PROMOTION

Distributor Search: 1/4 page 4C ad in the distributor search section of the print magazine  
(1 logo, text of 400 characters and contact information. Also an e-blast to the distributor data base)  
$1.166 Each

### SPECIAL INDUSTRY - SEGMENT REPORTS SPONSORSHIP

Includes sponsorship mention, logo, first full-page 4C ad in the section  
$8.384

### DIRECT MARKETING PROGRAMS - INCLUDING CUSTOMIZATION + USE OF THE DATA BASES

Personalized covers, inserts, wrap-arounds and marketing pieces + Market Research Surveys  
Ask your Sales Representative

### CLASSIFIED ADS RATES: 4C OR B/W YEARLY BUYS ONLY

<table>
<thead>
<tr>
<th>Format</th>
<th>Price/Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1colx1&quot;</td>
<td>$254</td>
</tr>
<tr>
<td>1colx2&quot;/2colx1&quot;</td>
<td>$445</td>
</tr>
<tr>
<td>1colx3&quot;/3colx1&quot;</td>
<td>$689</td>
</tr>
<tr>
<td>1colx4&quot;/2colx2&quot;</td>
<td>$901</td>
</tr>
</tbody>
</table>
# 2019 Digital Media Rates

## Digital Magazine (Available in PC, Tablet & Mobile)

<table>
<thead>
<tr>
<th>Minimal Buy: 6 Editions</th>
</tr>
</thead>
<tbody>
<tr>
<td><em><strong>DIGITAL COMBOS - LEVEL 1 CONTENT AREAS</strong></em></td>
</tr>
<tr>
<td>Recycling &amp; Sustainability, Materials, Industry, Injection, Packaging Market and Extrusion</td>
</tr>
<tr>
<td>Exclusive Premium Sponsorship (Premium banner at portal 12 months + Premium banner at e-newsletter 12 months + 4 Supplier News Modules 1/Quarter)</td>
</tr>
<tr>
<td>Co-Sponsorship (Prominent banner at portal 12 months + Prominent banner at e-newsletter 12 months + 2 Supplier News Modules 1/Semester)</td>
</tr>
<tr>
<td><em><strong>LEVEL 2 CONTENT AREAS:</strong></em></td>
</tr>
<tr>
<td>Auxiliary Equipment, Thermoforming, Other Processes, Molds &amp; Tools, Automotive Market and Blow Molding, Medical Market and Additive manufacturing</td>
</tr>
<tr>
<td>Exclusive Premium Sponsorship (Premium banner CA portal 12 months)</td>
</tr>
<tr>
<td>Co-Sponsorship (Prominent banner CA portal 12 months - max rotation 4 clients/spot)</td>
</tr>
</tbody>
</table>

## Advertising in Plastico.com (Minimum buy 1 full year)

<table>
<thead>
<tr>
<th>12 Editions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Premium Sponsorship (Premium banner at portal 12 months + Premium banner at e-newsletter 12 months + 4 Supplier News Modules 1/Quarter)</td>
</tr>
<tr>
<td>Co-Sponsorship (Prominent banner at portal 12 months + Prominent banner at e-newsletter 12 months + 2 Supplier News Modules 1/Quarter)</td>
</tr>
<tr>
<td>Product Taxonomy Premium Sponsorship: (Exclusive Sponsor, 1 client/spot)</td>
</tr>
<tr>
<td>Product Taxonomy Co-Sponsorship: (Max rotation 3 clients/spot)</td>
</tr>
</tbody>
</table>

## Non-Content Specific Sponsorships - Run of Site Rotation - 12 Months

<table>
<thead>
<tr>
<th>12 Editions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline banner: Max rotation 10 clients.</td>
</tr>
<tr>
<td>Prominent Banner: Max rotation 3 clients/spot at Home of Suppliers &amp; intermediate search results, associations, events, blogs, digital magazine and e-newsletters.</td>
</tr>
</tbody>
</table>

## Suppliers & Products Section: Enhanced Listings & Showrooms - 12 Months

<table>
<thead>
<tr>
<th>12 Editions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced Listings (Includes logo, 50 word description and preferential search results to the basic listing)</td>
</tr>
<tr>
<td>Showroom IP Local Mexico</td>
</tr>
<tr>
<td>Showroom Pan-regional</td>
</tr>
</tbody>
</table>

## Webinars

<table>
<thead>
<tr>
<th>Basic Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplier Sponsored Webinars: Supplier provides speaker &amp; content/Publisher provides IT Platform &amp; audience</td>
</tr>
</tbody>
</table>

## E-Newsletter (Twice per month)

| 12X Pack | 6X Pack | 3X Pack |
|-------------------------------|
| Supplier News Modules: Select the level 1 Content Area of your interest | |
| Headline banner | $7,123 | $4,007 | $2,226 |
| $8,014 | $4,452 | $2,417 |

## E-Newsletter Mexico

| 12X Pack | 6X Pack | 3X Pack |
|-------------------------------|
| Headline banner | $5,610 | $3,116 | $1,692 |
| Prominent Banner | $3,116 | $1,914 | $1,068 |
| Supplier News Modules | $4,986 | $2,805 | $1,558 |
| Headline Section banner | $2,805 | $1,536 |

## E-Mail Advertising

| Qualified E-mails | Additional E-mails |
|-------------------------------|
| E-mail Advertising (1X per delivered email) | $0.48 | $0.37 |

Follow us: [Social Media Icons]
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Our audience
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