

internet & magazine

T E C N O L O G Í A D E L

# Plástico

A B2Bportales Publication

Total access to the  
LATIN AMERICAN  
Plastics Industry

Official Media of:  
**ALIPLAST**  
Asociación Latinoamericana de la  
Industria Plástica

**BPA**  
WORLDWIDE  
BUSINESS

**B2BPORTALES**  
A CARVAJAL COMPANY

# Media Planner 2009

[www.plastico.com/mediakit](http://www.plastico.com/mediakit)

# 4 Ways to Deliver Top Quality Content...



1

## PRINT MAGAZINE

- 8 Issues per year
- 14,100+ BPA Worldwide Audited subscribers
- Pan regional Coverage in Latin America: Mexico, Central & South America and the Spanish Caribbean
- 23-years serving the Latin American plastics industry



2

## DIGITAL MAGAZINE

- 8 Issues per year
- 1,850+ average unique visitors per issue
- 2,500+ advertorial visits per issue
- 43,000+ average page-views per issue
- 640+ average click-throughs per issue

\* Stats from Oct '07 - Sep '08



3

## NEWSLETTER

- 24 biweekly issues per year
- 3,950+ average unique visitors per issue
- 6,610+ average page-views per issue
- 2,030+ average click-throughs per issue
- Click-through rate (CTR): 31%

\* Stats from Jun '07-Jul '08



4

## WEB PORTAL

- 25,080 subscribers
- 19,800+ average unique visitors per month
- 26,200+ average total visits per month
- 69,600+ average page-views per month

\* Stats from Jan-Sep '08

## ...ONE TRUSTED SOURCE OF INFORMATION!

"I receive Tecnología del Plástico with its great articles and content. It's very important for me to receive it always. I want to congratulate the entire magazine team."

**Julio Cesar Pereira de Oliveira**  
Gómez Artezao  
Brazil

"The magazine is very good and I have always liked it. In all the companies I have worked there is always someone that has a subscription and gets the magazine. ¡Congratulations for your product!"

**Yobany Puentes**  
Proenfar  
Colombia

"Reading the magazine means staying up-to-date. Through the magazine I learn the latest developments in machinery and materials, and we depend on that to start the design of our plant and processes in the short term."

**Mauro Tama**  
President  
Rabe S.A., Ecuador

"There is a large diversity of articles about technology, materials, events and industry news in Tecnología del Plástico. What I like the most are topics related to state-of-the-art equipment. You are always reporting the most interesting news about products launched at worldwide industry trade shows and about the latest products."

**Héctor Méndez**  
President  
Conarsa, Argentina

Month/Issue	Closing Date	Injection Molding	Extrusion	Other Processes	Auxiliary Equipment	Materials	Special Reports & Directories	Industry	Show Specials	Event Coverage and/or Bonus Distribution	
Jan/Feb '09 Issue 24-01	Nov 28/08	Market Focus: Medical applications	Cast Film and Sheet: Extrusion & Post-Extrusion Equipment	Thermoforming: Troubleshooting & New Markets Research	Feeding & Conveying	Additives: Colorants and Special Effects	Centers for Plastics Training in Latin America	Plastics Industry in Mexico Statistic figures, interviews with main characters, perspectives	Show Preview: Expoplasticos '09	Expoplasticos '09 Monterrey, Mexico Feb. 3-5, 2009 Plastec West '09 Anaheim, CA, USA Feb. 10-12, 2009	
Mar '09 Issue 24-02	Jan 26/09	Special Applications: Water and gas assisted injection molding	Pipes and Profiles: Processing Machinery & Peripheral Equipment	Post-Industrial Recycling: Integrating regrind in the production	Testing & QC	Resins for Rigid Packaging: Developments and New Applications	Plastics in Agriculture	Plastics Industry in Perú Statistic figures, interviews with main characters, perspectives			
Supplement Mar '09 Issue 24-02		<b>Special Supplement - Blow Molding</b> Case Studies, Practical Applications, Business Opportunities and New Technologies. Addressed to Blow Molding Processors									
Apr '09 Issue 24-03	Feb 23/09	Design and Simulation: Software Available and Machinery Optimized Through Simulation Processes	Blown Film: Equipment for Extrusion, Blowing, Cooling and Bubble Calibration	Blow Molding: Troubleshooting & New Markets Research	Hotrunner Systems	Reinforced Resins: Developments in Fiber Reinforced Resins & Nanocomposites	<b>Directory of Distributors:</b> Listing of Agents, Distributors and Local Offices for direct contact between buyers & local suppliers	Plastics Industry in Chile Statistic figures, interviews with main characters, perspectives	Show Preview: Brasilplast NPE 2009		
May '09 Issue 24-04	Mar 20/09	Small to Medium tonnage machines: Packaging molding applications	Compounding: Developments in Compounding Equipment and Twin Screw Extruders	PET Processing: New Technologies for Preforms, Blowing and Barrier Applications	Drying	Additives: Processing aids & property modifiers	Latin American Pipe & Profile Processors: Industry Performance & Business Outlook	Plastics Industry in Brazil Statistic figures, interviews with main characters, perspectives	E-Exhibitor Product Profiles: Brasilplast 2009 For advertisers only	Brasilplast '09 Sao Paulo, Brazil May 4-8, 2009	
Jun/Jul '09 Issue 24-05	Apr 24/09	NPE 2009 Show Preview: New Developments and Technologies in Injection, Extrusion, Auxiliary Equipment and Raw Materials						Latin American Rigid Plastic Packaging Manufacturers: Industry Performance & Business Outlook	Plastics Industry in Argentina Statistic figures, interviews with main characters, perspectives	E-Exhibitor Product Profiles: NPE 2009 For advertisers only	NPE '09 Chicago, IL, USA June 22-26, 2009 Expo Pack '09 Mexico City, Mexico June 24-26, 2009 Plásticos '09 Buenos Aires, Argentina June 29-July 2, 2009
Supplement Jun/Jul '09 Issue 24-05		<b>Special Supplement - Rotomolding</b> Case Studies, Practical Applications, Business Opportunities and New Technologies. Addressed to Rotational Molding Processors									
Aug/Sep '09 Issue 24-06	Jun 26/09	Market Opportunities: Design & Marketing	Tooling: Screws, Heads and Post-Extrusion Equipment	Welding/Joining technology	Automation	Biopolymers: Developments & Commercial Applications	Latin American Sheet & Film Processors: Industry Performance & Business Outlook	Plastics Industry in Central America Statistic figures, interviews with main characters, perspectives			
Supplement Aug/Sep '09 Issue 24-06		<b>Special Supplement - Thermoforming</b> Case Studies, Practical Applications, Business Opportunities and New Technologies. Addressed to Thermoforming Processors									
Oct/Nov '09 Issue 24-07	Aug 28/09	Machinery: Electrical & Hybrid Technology	Wood-Plastic Composites: Machines, additives and applications update	Post-Consumer Recycling: Technologies for recovering plastics	Molds and components	Resins for Flexible Packaging: Developments & New Applications	Latin American Injection Molding Processors: Industry Performance & Business Outlook	Plastics Industry in Colombia, Ecuador and Venezuela Statistic figures, interviews with main characters, perspectives			
Supplement Oct/Nov '09 Issue 24-07		<b>Special Supplement - Recycling</b> Case Studies, Practical Applications, Business Opportunities and New Technologies. Addressed to companies dedicated to the recycling industry or companies that include recycling processes in their own facilities									
Dec '09 Issue 24-08	Oct 23/09	<b>2010 Source Book/Buyer's Guide &amp; 2010 Industry Forecast</b> Directory of machinery, equipment and consumables for the Latin American plastics industry Contact your sales representative for information regarding special advertising packages designed to highlight your company in the various product-category sections for which your company qualifies									

### A. PRINT AD SPECS

**Resolution:** 300 ppi (pixels per inch)  
**Color:** CMYK  
**Fonts:** Subset Embedded 100%. Natives Files should be sent with the fonts used or the fonts converted into curves.  
**OPI:** Do not use OPI (Open Prepress Interface)  
**Acceptable software and file media:** Photoshop, InDesign, QuarkXpress, Page Maker, Illustrator, Acrobat Professional. You can upload your files into our FTP site, please compress the fonts, or send them in CD/DVD.  
**For FTP instructions please contact:**  
production@b2bportales.com

AD SIZES	cm	Inches
Double page spread (Trim size)	41 x 27.5 cm	16 5/16" x 10 27/32"
1 Page (Trim size)	20.5 x 27.5 cm	8 1/16" x 10 27/32"
1/2 Vertical	8.6 x 25.5 cm	3 3/8" x 10 1/32"
1/2 Horizontal	18.5 x 12.7 cm	7 1/16" x 5"
1/2 Island	11.8 x 19.1 cm	4 5/8" x 7 1/2"
1/3 Vertical (1 column)	5.7 x 25.5 cm	2 1/4" x 10 1/32"
1/3 Horizontal (3 column)	18.5 x 8.6 cm	7 1/16" x 3 3/8"

AD SIZES	cm	Inches
1/3 Square (2 column)	11.8 x 12.7 cm	4 5/8" x 5"
1/4 Vertical (1,5 column)	8.6 x 12.7 cm	3 3/8" x 5"
1/4 Vertical (1 column)	5.7 x 19.1 cm	2 1/4" x 7 1/2"
1/4 Horizontal (3 column)	18.5 x 6.5 cm	7 1/16" x 2 3/8"
1/4 Square (2 column)	11.8 x 9 cm	4 5/8" x 3 9/16"
1/6 Vertical (1 column)	5.7 x 12.7 cm	2 1/4" x 5"
1/6 Horizontal (2 column)	11.8 x 6.5 cm	4 5/8" x 2 3/8"

Safety Margins for Full Page bleed ads: Must be increased at least +1/4" (or +0.5 cm) from trim size on all sides. Texts must also be at least -1/4 (or -0.5 cm) from the trim size for a safety margins.

### B. INTERNET AD SPECS

**Portal Headline Banner:** 468x60 pixels, max. weight 20K  
**Newsletters Headline Banner:** 468x60 pixels, max. weight 20K  
**Regular or Newsletter Banner:** 150x60 pixels, max. weight 10K  
**Please include "clicktag" and "getURL" code**

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Latin America's Plastics  
Publication for 23 Years!

## YOUR TOTAL COMMUNICATIONS PARTNER IN LATIN AMERICA!

### Print Magazine

Top-quality technical and business content delivered 8X per year to 14,153 BPA audited plastics professionals across 20 countries in Latin America!

### E-Magazine

Reach an increasing number of internet savvy subscribers who find in our digital magazine a more dynamic and interactive reading experience. Deploy powerful messages that include Flash animated ads with optional voice messages, add video messages to your ads and/or enhance your lead capture via live URL and email links in your print ads.

### E-Mail Advertising

Reach all or a targeted segment of our subscriber list via **"personalized"** email messages. Capture qualified online sales leads via the inclusion of live links or reply options that generate call-to-action.

### E-Showrooms

NEW VIDEO OPTIONS!

Create a fully customized mini-site to cater specifically to Latin America by featuring the product portfolio chosen for the region and by communicating to this market in the local language spoken: Spanish and/or Portuguese. The Showroom features up to 30 products including photos or **videos**, brief descriptions and downloadable spec-sheets per product; a trade show calendar page; a newsroom page to feature up to 5 press releases; a company profile page including a history of your company, a photo or optional **video** and contact information that includes your entire Latin American sales network; and an RFI/RFQ module that captures all the needed information for proper lead follow-up.

### "Personalized" Magazine Covers

Reach all or a targeted segment of our subscriber list with a **"personalized"** message in the cover of the magazine. This product includes a **"personalized"** inside-front cover ad, both featured on a twin-cover overlaid on top of the magazine covers to reach your selected audience.

### "Personalized" Info-Letters

Produce 4-color one-to-one marketing pieces using the power of **"personalization"**, and deliver them inserted in the magazine to a selected audience, based on the subscriber's title, country and company activity and/or size.

### Product Catalog Inserts in Spanish

A turn-key solution to create powerful and fully customized product catalogs to cater specifically to the Latin American markets. The service includes translation, production layout, printing and distribution of the product catalog. Distribute your catalog to the full circulation or to a targeted audience, based on your company needs. Overruns are available for collateral marketing activities.

### Market Research Services

**Instant Research** allows you to uncover unique market opportunities in the region by launching E-market surveys among our entire subscriber list, or to a targeted segment based on your needs. **Instant Research** will help you better understand your company's position in Latin America by implementing Branding, Market Share and/or Buying Intention surveys, customized to the specific needs of your company.

For detailed information on our product portfolio contact your Sales Representative or visit:

[www.plastico.com/productcatalog](http://www.plastico.com/productcatalog)

## A. PRINT AD RATES (GROSS)

4-COLOR DISPLAY RATES	8X	5X	3X	1X
Full page	\$5,310	\$5,490	\$5,670	\$ 5,850
1/2 Page Island	\$3,540	\$3,660	\$3,770	\$3,900
1/2 Page	\$3,320	\$3,430	\$3,530	\$3,650
1/3 Page	\$2,460	\$2,550	\$2,620	\$2,700
1/4 Page	\$2,020	\$2,080	\$2,150	\$2,200
1/6 Page	\$1,580	\$1,620	\$1,660	\$1,710
2 Page Spreads	\$10,000	\$10,380	\$10,750	\$11,110

OTHER COLOR COMBINATIONS	PMS	3C or less
Applicable markup/discount	+10%	-10%

SPECIAL POSITION RATES (Including 4-Color Charges)	8X	4X	1X
Inside Front Cover	\$5,660	\$5,930	\$6,440
Inside Back Cover	\$5,400	\$5,650	\$6,150
Back Cover	\$5,930	\$6,190	\$6,720
Center Spread (Earned rate plus)	\$710	\$740	\$790
Other positions (Earned rate plus)	\$200	\$200	\$210

CLASSIFIED RATES B&W	8X	5X	3X	1X
1col x 1"	\$190	\$200	\$220	\$230
1col x 2"/ 2col x 1"	\$380	\$410	\$430	\$460
1col x 3"/ 3col x 1"	\$550	\$560	\$620	\$670
1col x 4"/ 2col x 2"	\$760	\$790	\$830	\$860

CLASSIFIED RATES - COLOR	1 COLOR	2 COLORS	3 COLORS	4 COLORS
Applicable markup	10%	15%	20%	25%

INFOFILES	each
Equivalent to a 1/6 of a page 4C ad	\$900

## B. INTERNET AD RATES (GROSS)

DIGITAL MAGAZINE (Rates per Issue per Unit)	8X*	4X*	1X
Theme Tab	\$90	\$110	\$130
Flash animated ads	\$360	\$380	\$400
Digital Magazine sponsorship	\$500	\$530	\$560
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100	\$120

SHOWROOM* (Banner: max size 770x80 pixels / 50k animated gif file)*	12Mo.	6Mo.
Basic Showroom	\$450	\$550
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100
<b>Set up Fee (one time charge)</b>	<b>\$300</b>	

HEADLINE ANIMATED BANNERS* (468 x 60 Pixels / 12K)	12Mo.	6Mo.	3Mo.
Headline banner	\$270	\$355	\$450

### SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS

ALPHABETICAL LISTINGS	1X
Yellow Highlighting	\$160
4-Color Logo	\$220

PRODUCT CATEGORY LISTINGS	6+ Ads	3-5 Ads	2-1 Ads
Platinum Listing Package	\$1,600	\$1,780	\$1,980
Gold Listing Package	\$1,250	\$1,390	\$1,540
Silver Listing Package	\$320	\$350	\$410

### SPECIAL INDUSTRY-SEGMENT REPORT SPONSORSHIP

Includes sponsorship mention, logo, first full-page 4C ad in the section and letter+brochure mailing to 100 top companies in this segment	\$6,570
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### DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL

	Price/Unit
"Personalized" Magazine Covers + Inside Front Cover ad	\$2.45
"Personalized" Info-Letter (2-sided): Standard / 4C / 90 gram / 100% variable digital print & postage	\$1.50
"Personalized" Info-Letter (1-sided): Standard / 4C / 90 gram / 100% variable digital print & postage	\$0.90
Inserts (turn-key): 4-Page / 4C / 90-gram / standard / translation / layout / printing / postage & handling	\$1.00
Inserts (mailing only): 4-Page / 4C / 90 gram / standard / postage & handling	\$0.60
1/2 Wrap-around over cover glued to advertisers' ad	\$0.65

### CD/DVD INSERTS WITH OPTIONAL "PERSONALIZATION" OF PAPER JACKET

	Price/Unit
CD - Includes CD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$3.05
CD - Includes CD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$8.25
DVD - Includes DVD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$6.64
DVD - Includes DVD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$11.84

SIDE BANNERS* (150 x 60 Pixels / Animated = 6K / Static = 3K)	12Mo.	6Mo.	3Mo.
Side banner	\$135	\$190	\$250

NEWSLETTER ADVERTISING* (Banner Sponsorship)	24X	12X	6X	3X
Headline & Subject (468x60 pixels/12K Animated)	\$315	\$380	\$450	\$530
Message Body (150x60 pixels / 6K Animated or 3K Static)	\$245	\$270	\$325	\$380
Supplier News Modules (Include logo, title, text, photo and contact info)	\$245	\$270	\$325	\$380

### E-MAIL ADVERTISING

E-mail Advertising	\$0.50	Per e-mail delivered
Setup Fee (one-time):	\$100	
Distributor e-mail blast	\$750	Includes setup

\* FULL PAYMENT MUST BE RECEIVED BEFORE LAUNCH OF INTERNET ADVERTISING PROGRAM  
A 20% SURCHARGE WILL BE APPLIED FOR NON-PRINT ADVERTISERS

## BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

### Geographical Breakdown

North America	BPA	ACT%
United States of America	49	0.3%
Mexico	4,612	32.5%
<b>Subtotal</b>	<b>4,661</b>	<b>32.9%</b>
Caribbean		
Cuba	25	0.2%
Dominican Republic	47	0.3%
Puerto Rico	38	0.3%
<b>Subtotal</b>	<b>110</b>	<b>0.8%</b>
Central America		
Costa Rica	161	1.1%
El Salvador	84	0.6%
Guatemala	153	1.1%
Honduras	54	0.4%
Nicaragua	24	0.2%
Panama	36	0.3%
<b>Subtotal</b>	<b>512</b>	<b>3.6%</b>
South America		
Argentina	1,903	13.4%
Bolivia	165	1.2%
Brazil	915	6.5%
Chile	589	4.2%
Colombia	2,724	19.2%
Ecuador	385	2.7%
Paraguay	60	0.4%
Peru	1,227	8.7%
Uruguay	149	1.1%
Venezuela	776	5.5%
<b>Subtotal</b>	<b>8,893</b>	<b>62.7%</b>
<b>Grand Total</b>	<b>14,176</b>	<b>100.0%</b>



Source:  
BPA Worldwide  
June 2008 Statement

Number of registered  
e-mail addresses:  
**20,960+**

### Business/industry

	Total Qualified	Percent of Total
Injection Transformation	4,543	32.0%
Extrusion Transformation	3,560	25.1%
Blow Molding Transformation	822	5.8%
Thermoforming Transformation	584	4.1%
Rotational Molding	300	2.1%
Other Types of Plastic Transformation	117	0.8%
Manufacturers of Machinery for Plastic Industry	370	2.6%
Suppliers of Machinery for Plastic Industry	590	4.2%
Manufacturers of Raw Materials for Plastic Industry	588	4.1%
Suppliers of Raw Materials for Plastic Industry	955	6.7%
Mold Manufacturers	458	3.2%
Plastic Packaging Users	44	0.3%
Plastic Recycling	950	6.7%
Educational Centers, Associations and Libraries	295	2.1%
99. Others Allied to the Field	0	0.0%
<b>Total Qualified Circulation</b>	<b>14,176</b>	<b>100.0%</b>

TECNOLOGIA DEL PLASTICO is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 13 magazines and web portals covering several sectors. B2Bportales' Latin American BPA-audited databases reach over 190,000 key people from Mexico down to Argentina. Its parent company, Carvajal S.A., is a 105 year-old Latin American multinational leader in publishing, printing and packaging, with over 20,000 employees in 17 countries. For more information, visit [www.b2bportales.com](http://www.b2bportales.com).

For more information on Tecnología del Plástico visit [www.plastico.com/mediakit/sales\\_reps](http://www.plastico.com/mediakit/sales_reps)

## SALES REPRESENTATIVES



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