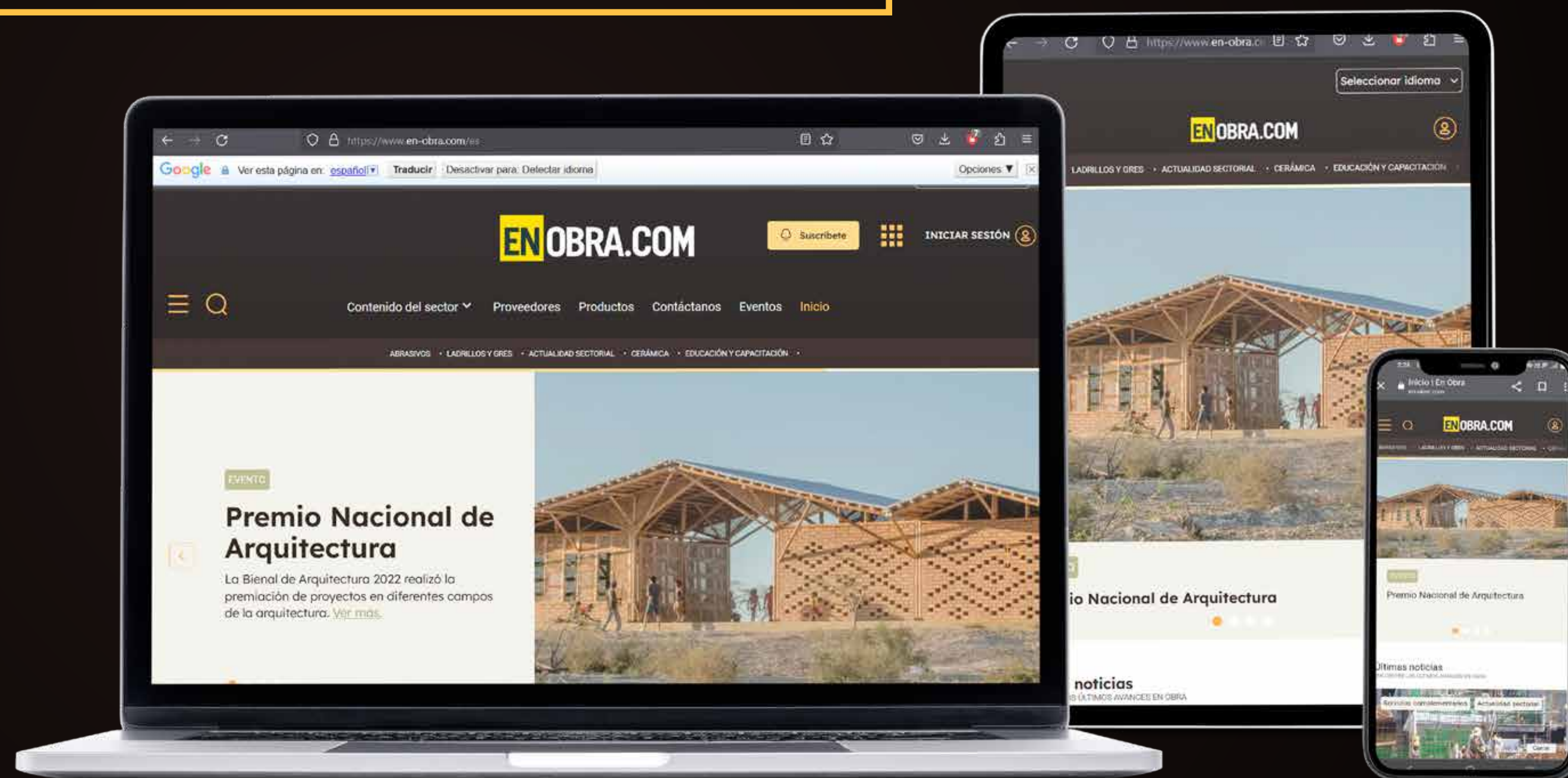


# 2023 MEDIA KIT

We promote your company in Colombia and Latin America



**EN OBRA.COM**

[WWW.EN-OBRA.COM/](http://WWW.EN-OBRA.COM/)

A PUBLICATION BY

**AXIOMA B2B**  
MARKETING

# EN OBRA IS PART OF AXIOMA B2B MARKETING

Axioma is the brand behind our En Obra publication. As Axioma, we have 21+ years of experience impacting professional decision makers from 9 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.



Construction Industry

**EN OBRA.COM**

Health Industry

**EL HOSPITAL.COM**

Plastic Industry

T E C N O L O G Í A D E L  
**PLASTICO.COM**

Packaging Industry

**ELEMPAQUE.COM**  
+Conversión

Manufacturing Industry

**MANUFACTURA**  
LATAM.COM

Metalworking Industry

**METALMECANICA.COM**

Food Industry

R E V I S T A  
**IALIMENTOS.COM**

Hospitality and Gastronomy Industry

R E V I S T A  
**LABARRA.COM**

Hardware Store Industry

**FIERROS.COM.CO**

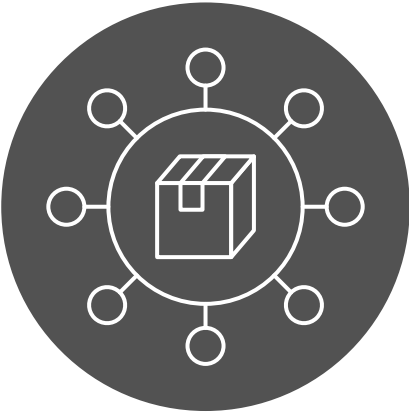
# STRATEGIC B2B MARKETING MOMENTS

We know the B2B Marketing moments 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

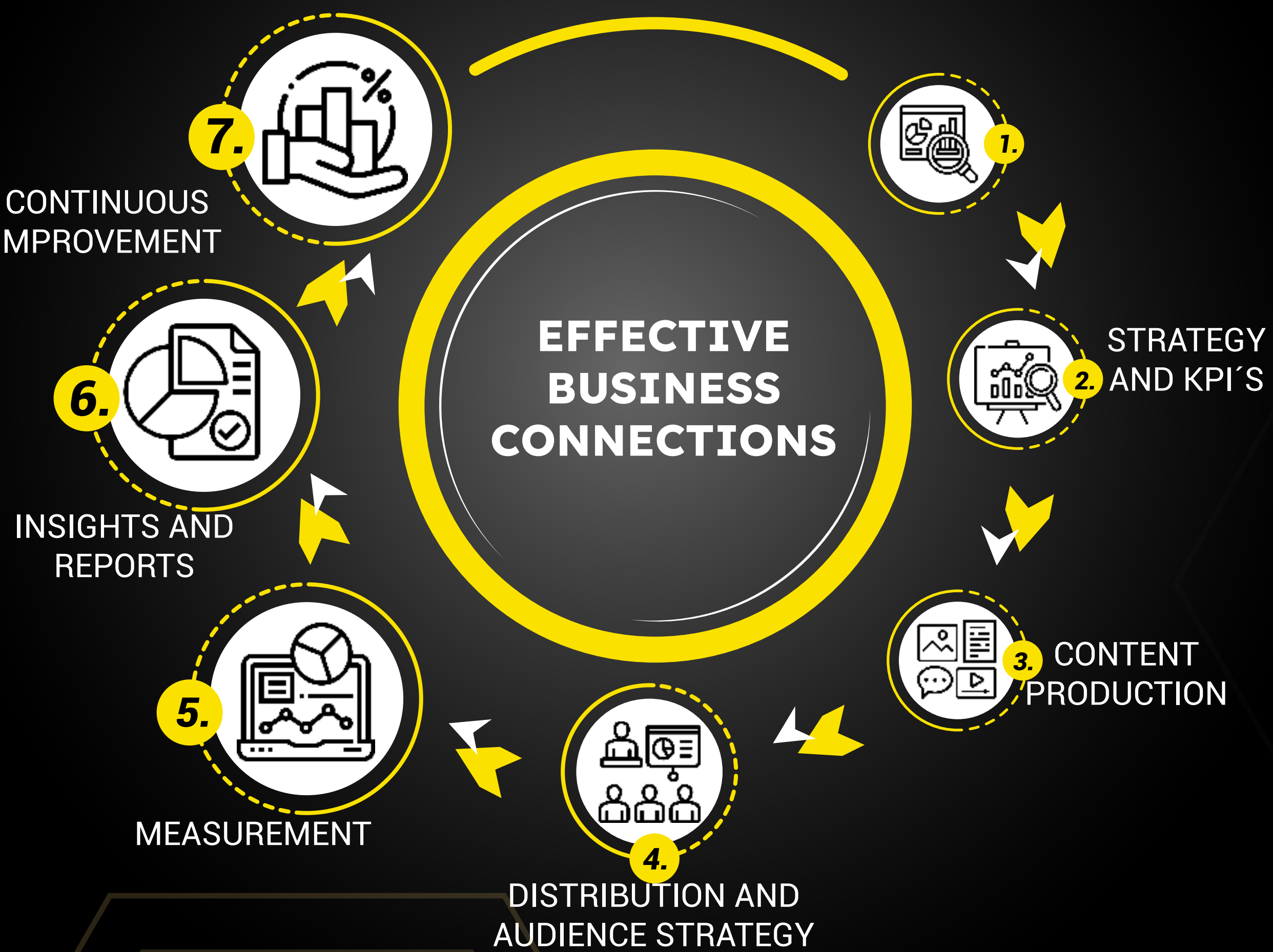
- Advertorials
- Podcasts
- Whitepaper/ E-books
- Newsletters
- Video
- Participation in live and virtual events
- Webinars

### Formats

- Advertorials
- Digital Infographics
- Podcasts
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- Video
- Participation in live and virtual events
- 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.

# EN OBRA

## Effective Business Connections

En Obra is a powerful marketing and communication tool that promotes your company among decision makers and purchasing influencers in the construction industry in Colombia and Latin America.

*15 years connecting the construction 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 sum of the monthly average unique users of our web portal, followers of social networks, subscribers to our monthly newsletter.





TAILORED STRATEGIES

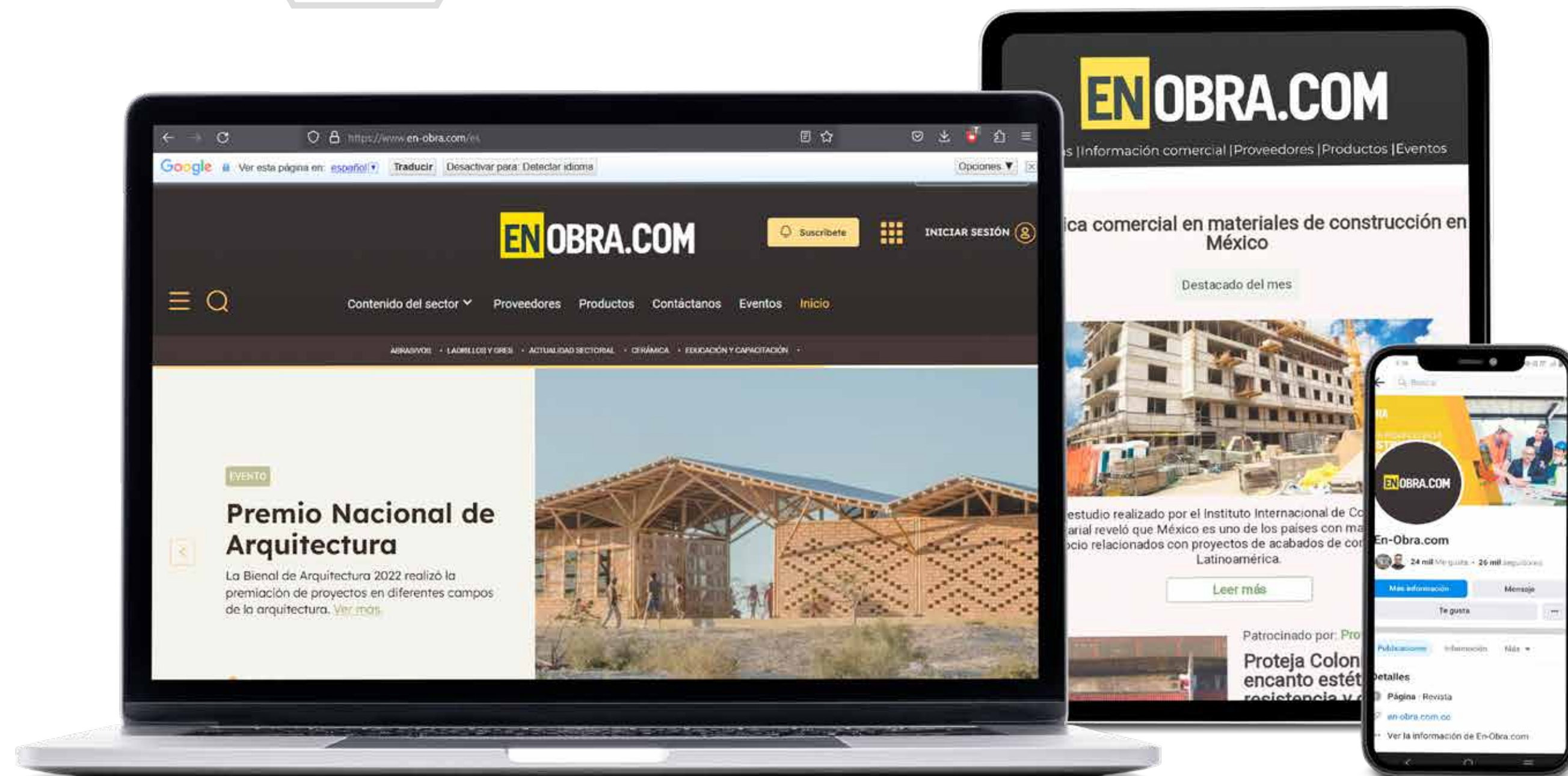
# B2B MARKETING

We understand the needs and/or problems of your brand - product in the **construction industry** to help identify opportunities and solve them through the methodology **AXIOMA B2B**

- +We are **committed** to the result
- +We know **the industry** and people
- +We are **specialists** in authoritative content
- +**Flexible**, we adapt and/or build your **strategy together**
- + **KPI'S.**

# QUALIFIED AUDIENCE

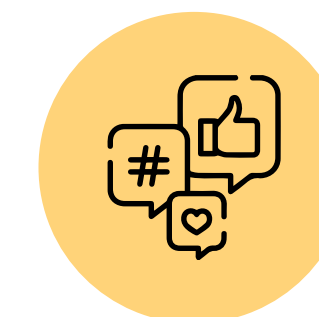
Website visitors and subscribers



**+20,600**  
NEWSLETTER



**+11,600**  
WEB



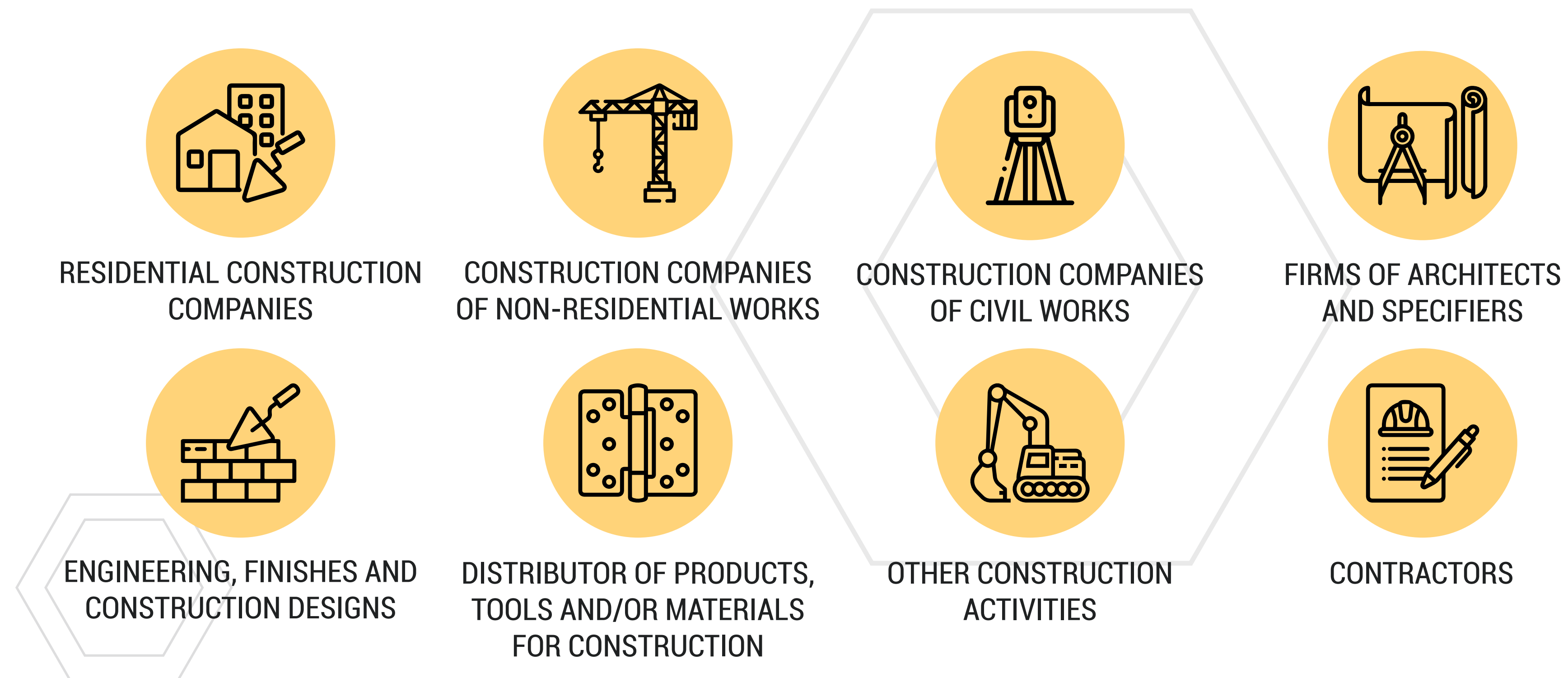
**+35,000**  
SOCIAL NETWORKS



# QUALIFIED AUDIENCE

Subscribers segmentation

**En Obra** is aimed at professionals who make decisions, who are constantly challenged to guarantee optimal supply within companies in the **construction sector** in **Colombia and LATAM**



*\*The segmentation of this audience is executed according to its target audience*



# QUALIFIED AUDIENCE

Contractor segmentation.



## CONTRACTORS

- General Contractor
- Plumber / Plumber
- Carpentry
- windows
- Blacksmithing / Metals
- Masonry
- Floors and covers
- paints and coatings
- Waterproofing and soundproofing
- Gardening
- Networks and telecommunications
- HVAC - Heating, Ventilation and Air Conditioning
- Structural
- Surveyor
- excavations and earthworks
- Civil work
- Foreman
- Independent specialist

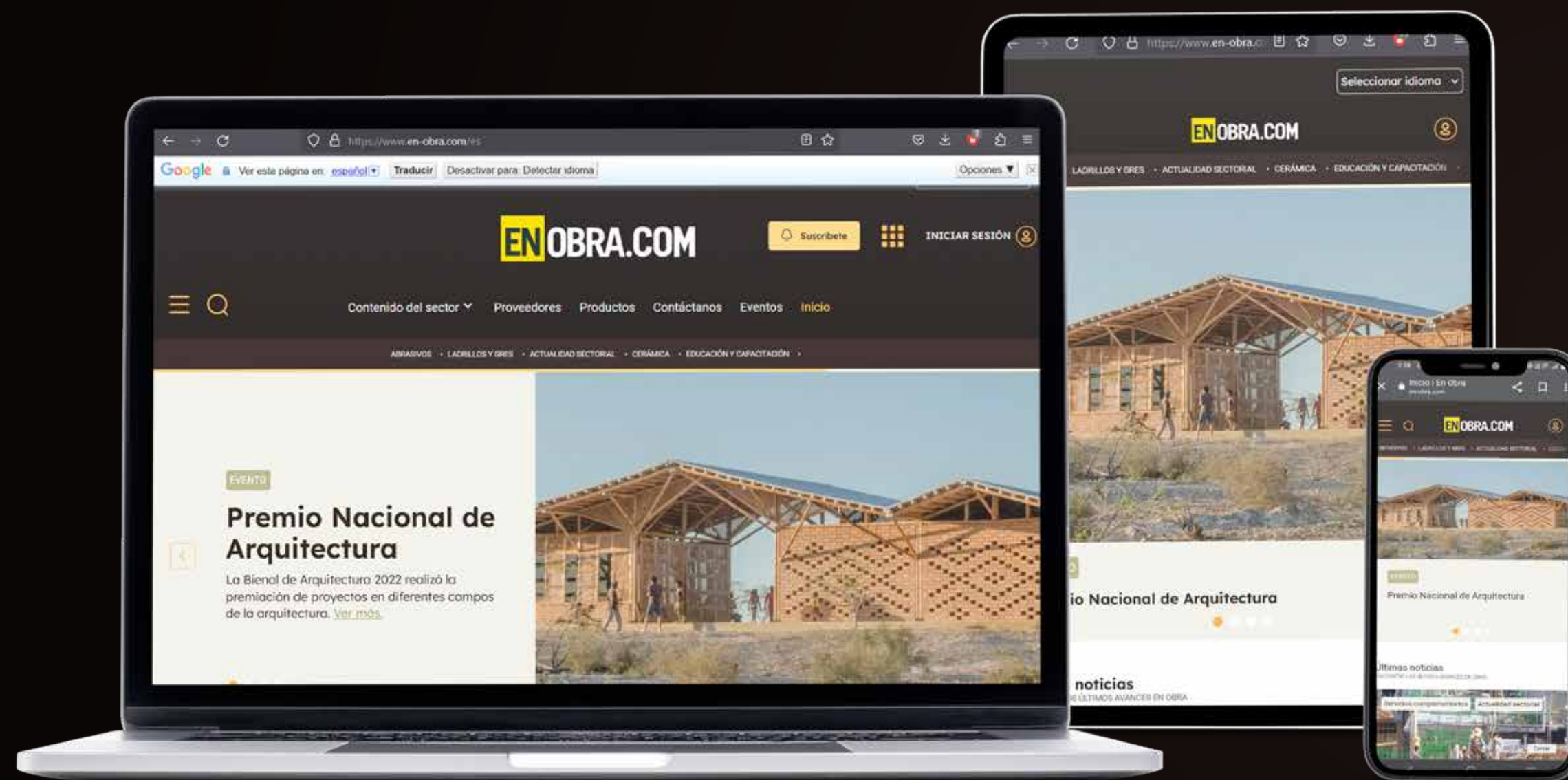
# DIGITAL MEDIA EN OBRA



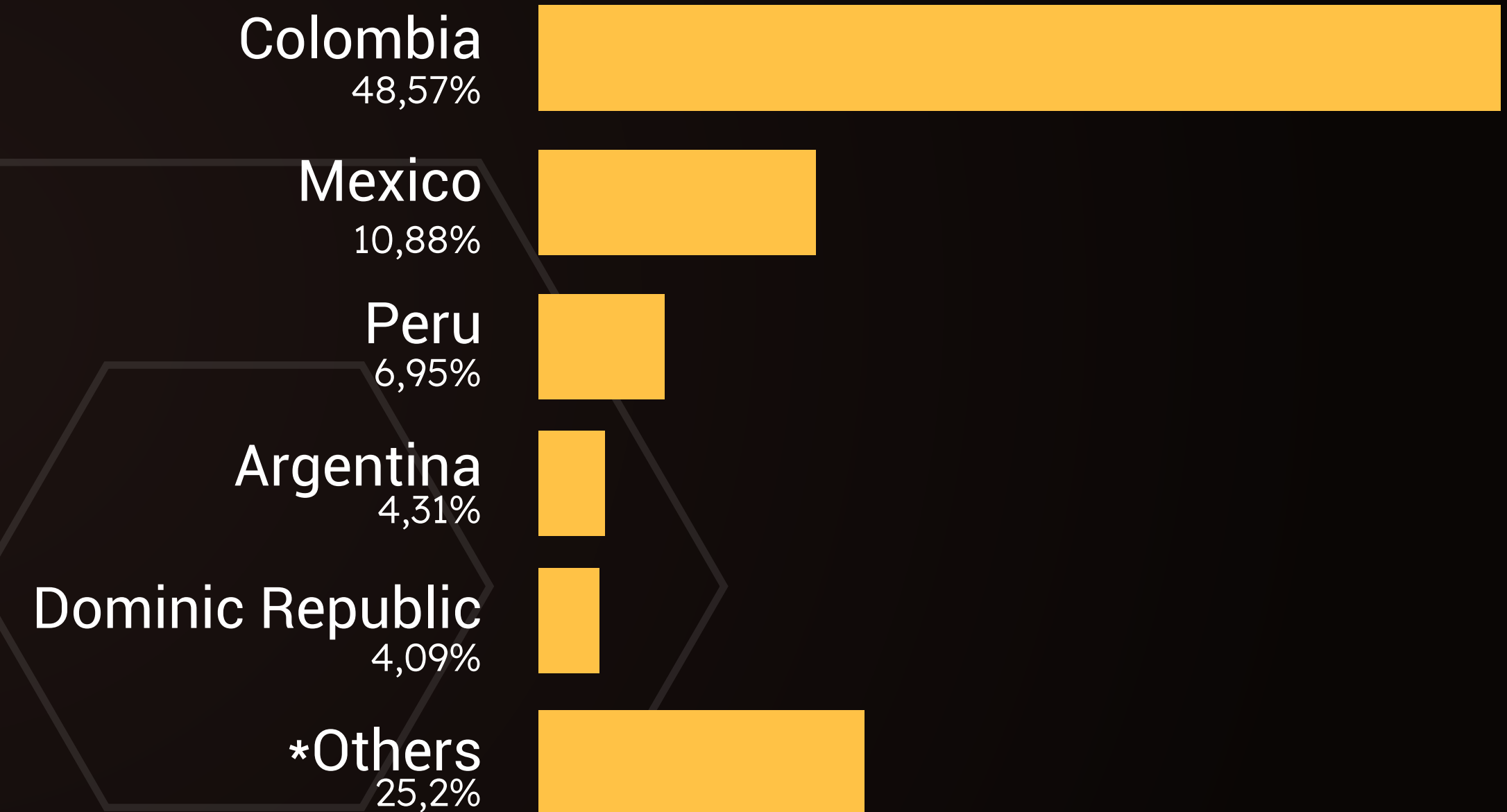
VISITORS PER MONTH  
**+11,600**



PAGE VIEWS PER MONTH  
**+49,400**



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



We are the top ranking industry site for Latin America.

*Data taken from [www.similarweb.com](http://www.similarweb.com) in june 20222.*

*\*Other Countries: Ecuador, Guatemala, Honduras, Chile, Spain, Costa Rica, Paraguay, Bolivia, El Salvador, Panama, Venezuela, Uruguay.*





# **SPECIALIZED CONTENT**


## **EN OBRA**

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:**

- Finishes and coatings
- Steels and metals
- Isolation
- Cement and concrete
- Enclosures
- Roofs and Roofs
- Material distributors
- Work execution
- Machinery, equipment and tools
- Materials
- Networks and facilities
- Complementary services
- Non-traditional construction system
- Software and technology

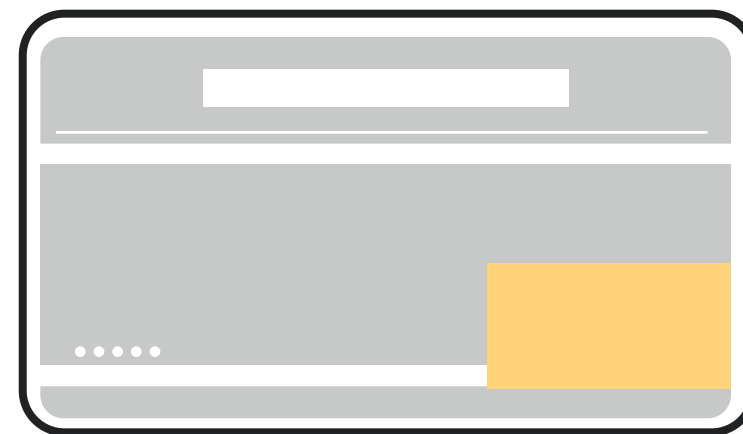
### **Sponsor the categories associated to industry trends and news:**

- Residential
  - Social Interest Housing VIS
  - Offices
  - Industrial
  - Infrastructure
  - Commercial
  - Spaces
  - Contractors
  - Project development
  - Market research
  - Architecture and design
  - Construction management
  - Normativity
  - Events
  - Sector news
  - Energy efficiency
  - Sustainability
  - BIM
  - Technology
  - Smart Building
  - Security
  - Structural
  - Bioclimatic
  - Flexible and functional spaces
- 

# DIGITAL MEDIA DISPLAY

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

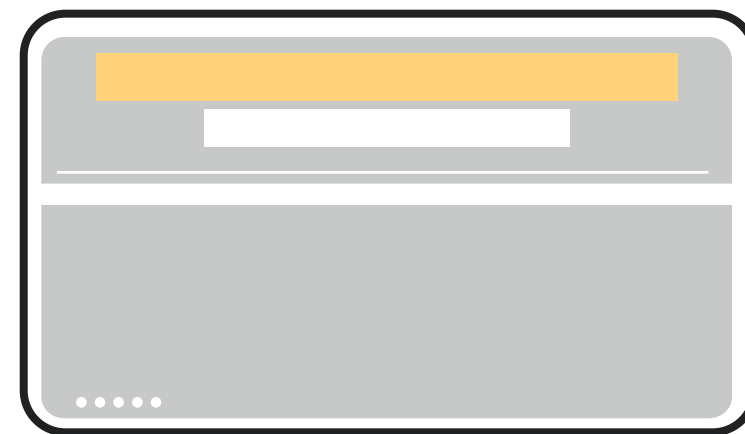
## Pop up banner



Pop up banner

## Home Sponsorship

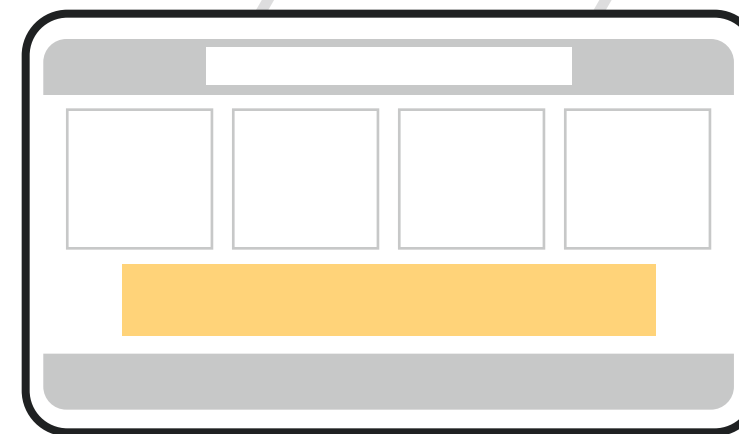
- HeadLine
- Banner Leaderboard



HeadLine

## News category sponsorship

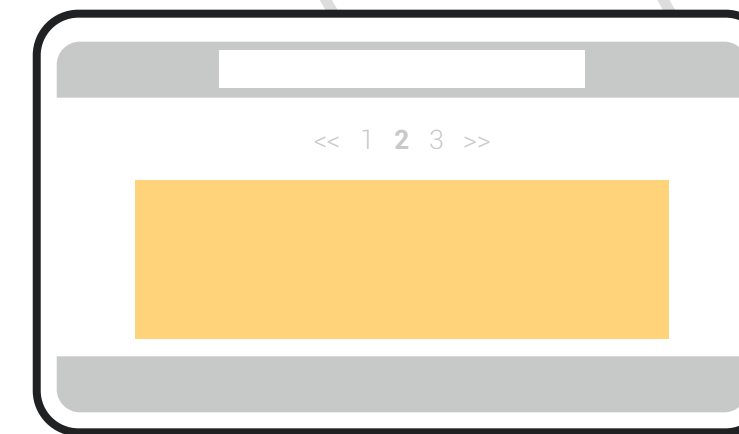
- HeadLine
- Banner Leaderboard
- Banner full width



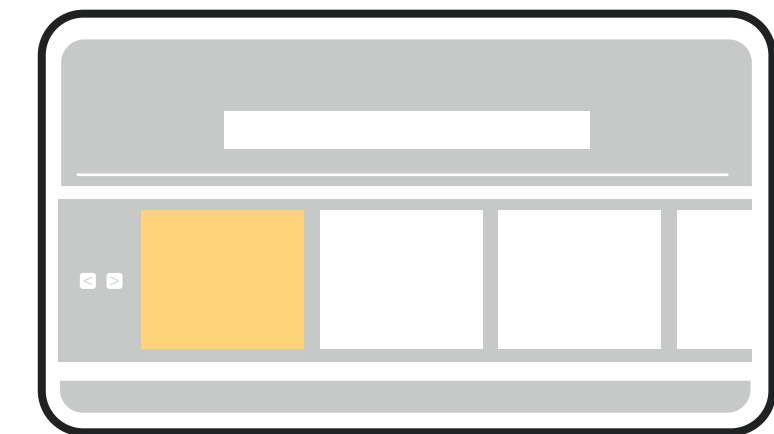
Banner Leaderboard

## Sponsorship category suppliers and products

- HeadLine
- Banner Leaderboard
- Banner medium rectangle



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

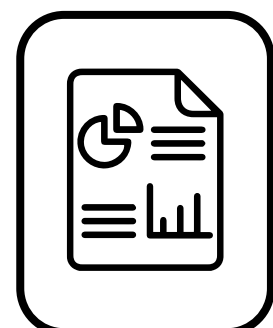
# DIGITAL MEDIA

We generate segmented campaigns based on our audiences and social media potential audiences.



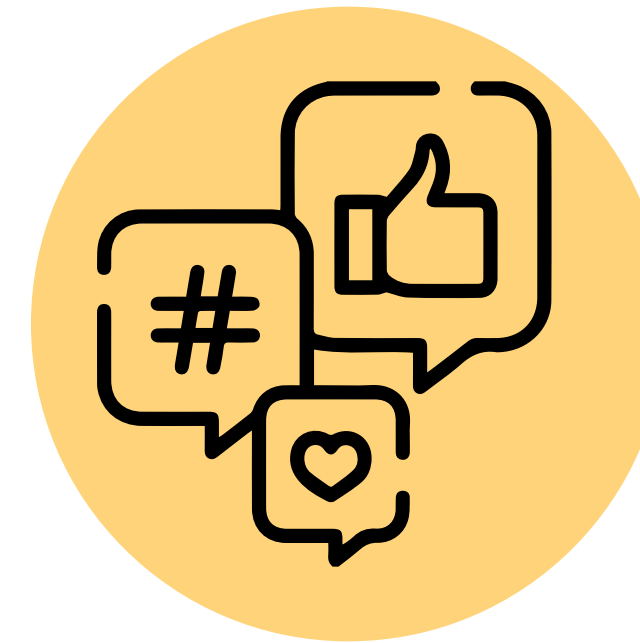
## Email Marketing

Increase brand visibility, attract leads, and promote your products and/or services by sending emails to our segmented construction industry database.



### B2B Industry Benchmark:

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



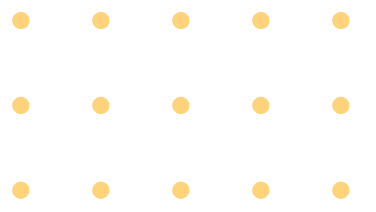
## Social Ads

Create a community with your targeted segmented audience and drive traffic to your business.



### B2B Industry Benchmark:

- CTR: **0.4%**





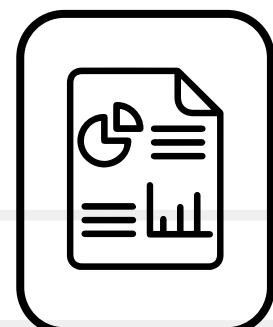
# DIGITAL MEDIA

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%**



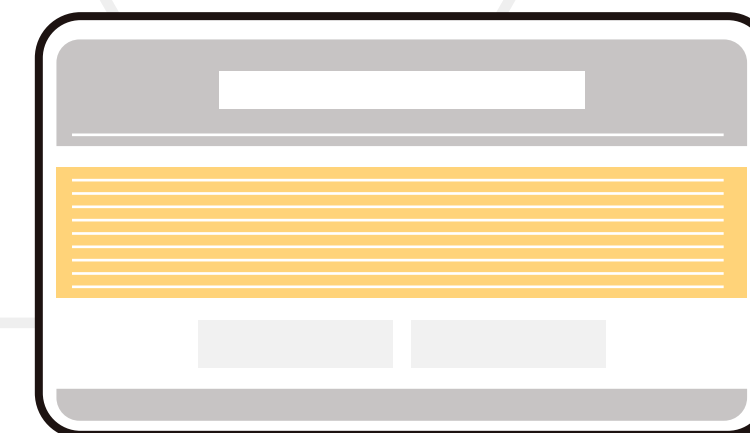
Banner premium



Banner prominent



Banner leaderboard



Sponsored editorial



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