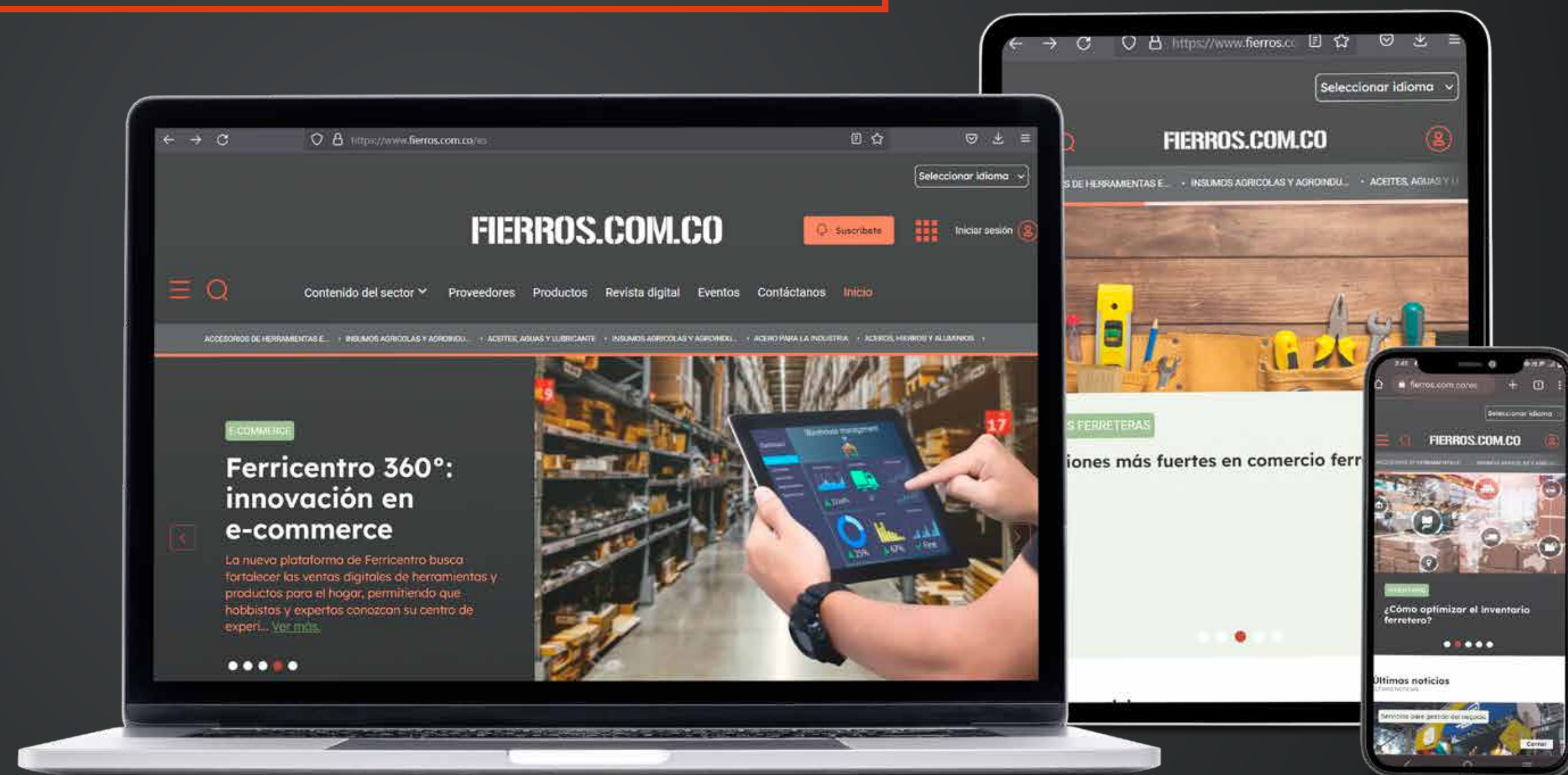


2023 MEDIA KIT

We promote your company in Colombia and Latin America



FIERROS.COM.CO

 WWW.FIERROS.COM.CO

A PUBLICATION BY

AXIOMA B2B
MARKETING

FIERROS IS PART OF AXIOMA B2B MARKETING

Axioma is the brand behind our Fierros 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.



Hardware Store Industry

FIERROS.COM.CO

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

Construction Industry

EN OBRA.COM

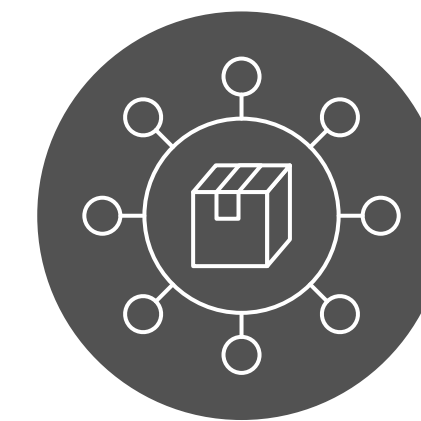
STRATEGIC B2B MARKETING MOMENTS

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



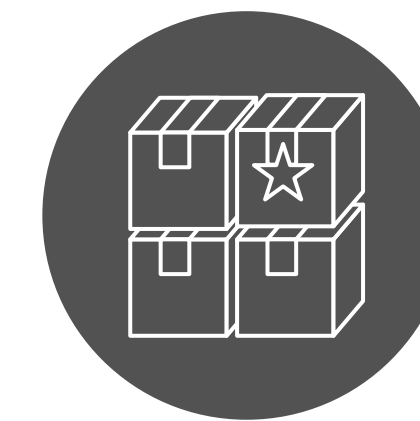
To Find

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

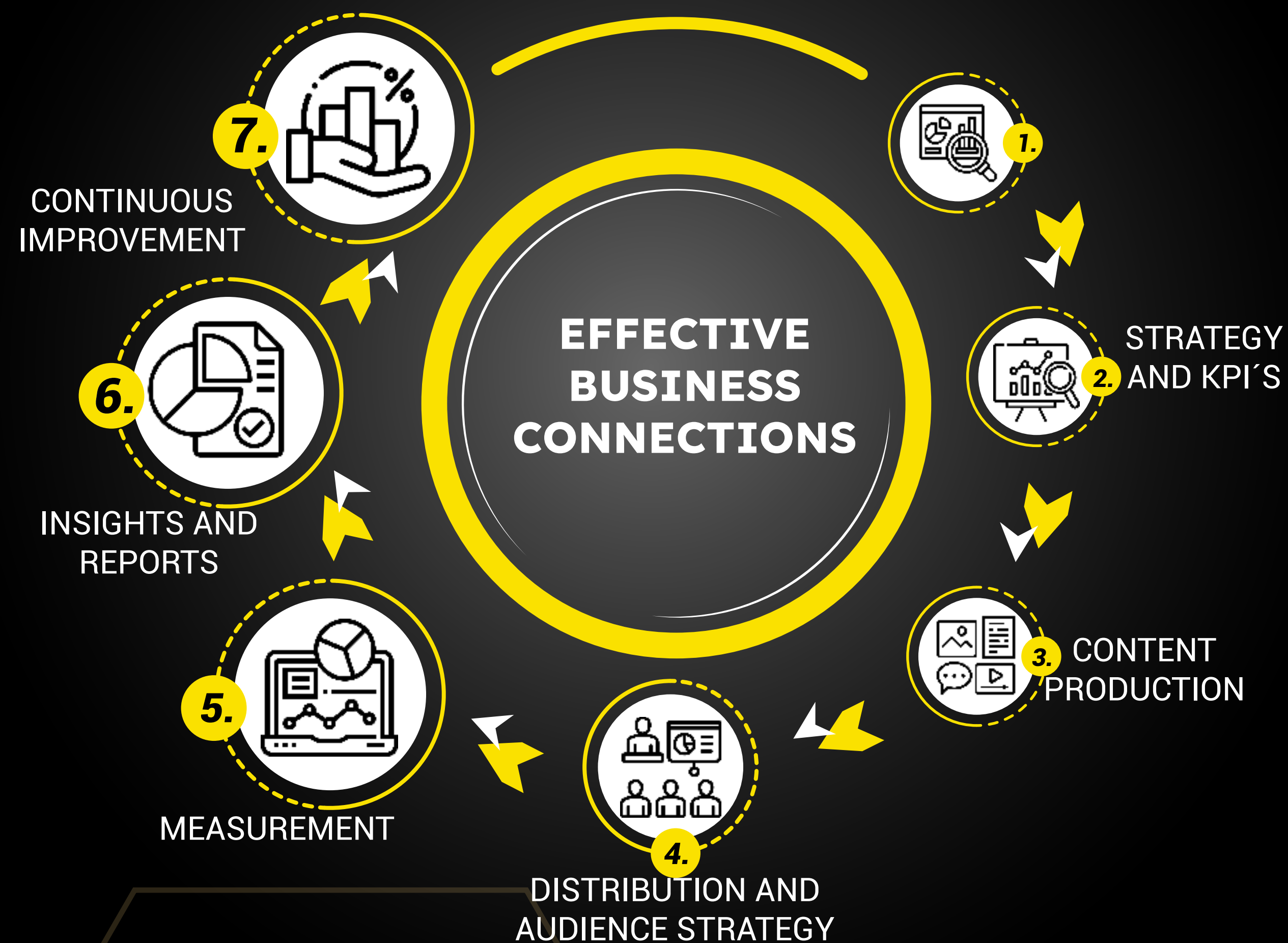
Formats

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

Formats

- Advertorials
- Digital Infographics
- Podcasts
- Whitepaper/ E-books
- Newsletters
- 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.

FIERROS

Effective Business Connections

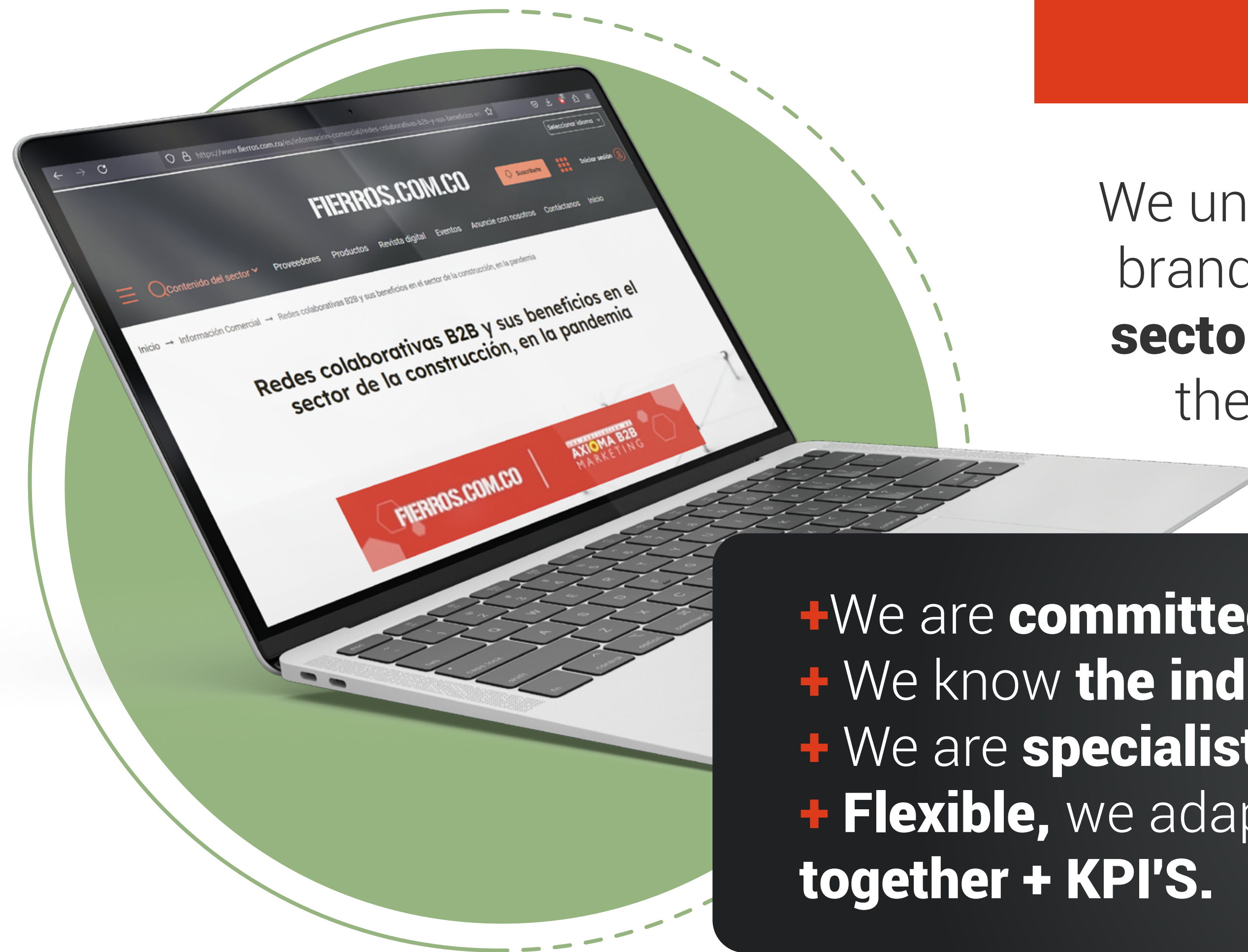
Fierros is a powerful marketing and communication tool that promotes your company among decision makers and purchasing influencers in the hardware industry in Colombia and Latin America.

14 years connecting the hardware 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.



*Audiencia total: Representa la sumatoria de los usuarios únicos promedio mensual de nuestro portal web, seguidores de redes sociales, los suscriptores a nuestro boletín mensual.



TAILORED STRATEGIES

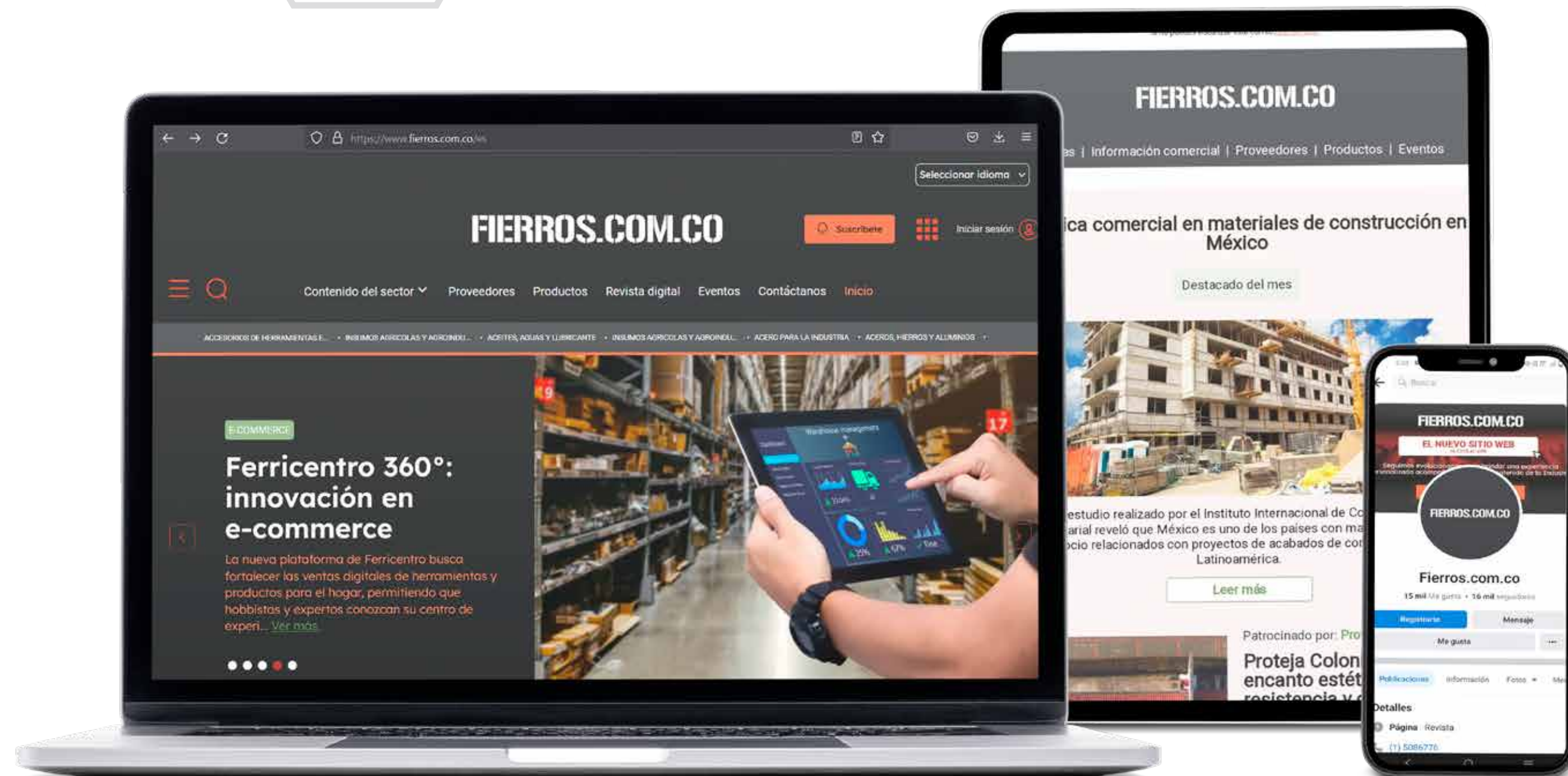
B2B MARKETING

We understand the needs and/or problems of your brand - product in the **construction and hardware sector** to help you 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



+17,000
NEWSLETTER



+40,000
WEB



+22,600
SOCIAL NETWORKS

QUALIFIED AUDIENCE

Subscribers segmentation

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



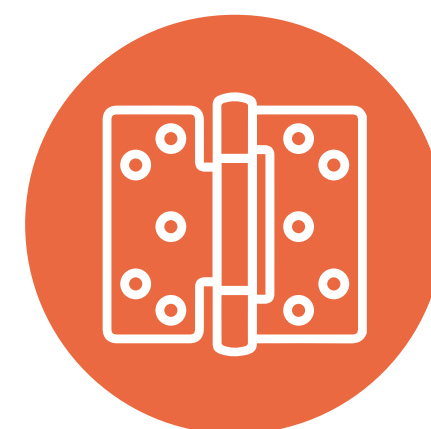
DEALERS



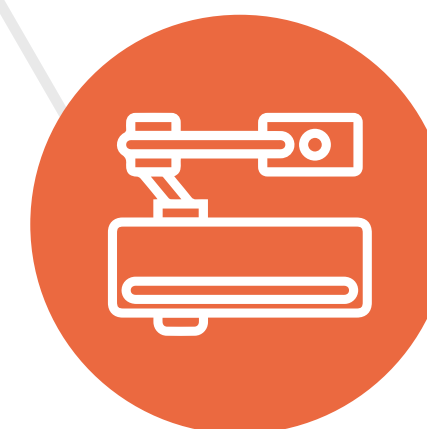
MISCELLANEOUS HARDWARE



SPECIALIZED STORE



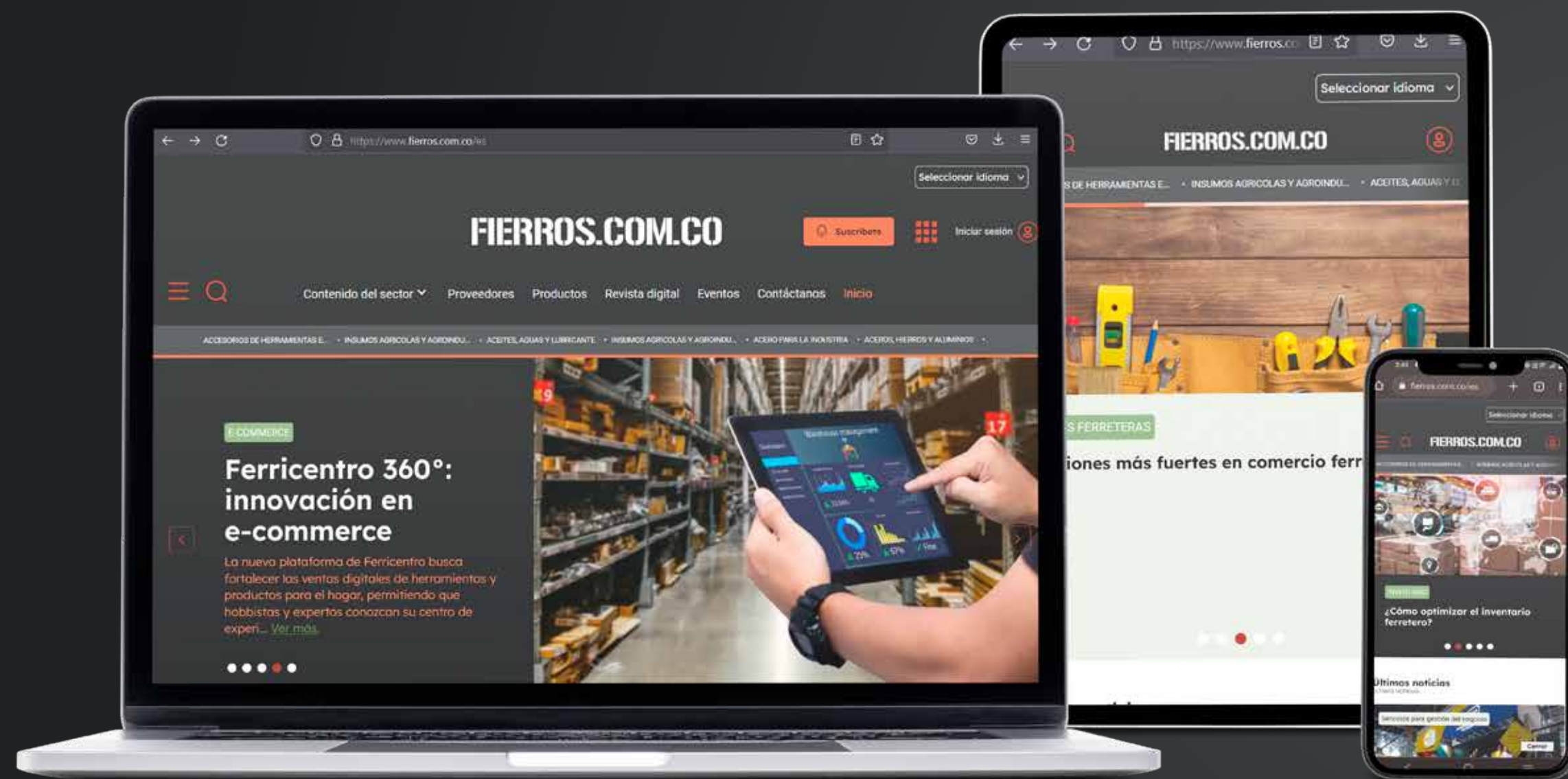
OTHER HARDWARE
ACTIVITIES



OTHER INDUSTRY
ACTIVITIES

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

DIGITAL MEDIA FIERROS



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



VISITORS PER MONTH
+40,000



PAGE VIEWS PER MONTH
+158,300

Colombia
52,02%



Mexico
15,08%



Peru
6,84%



Argentina
3,64%



Ecuador
3,32%



*Others
19,1%



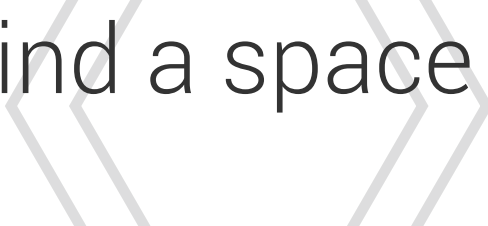
We are the top ranking industry site for Latin America.

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

Others Countries: El Salvador, Paraguay, Nicaragua, China, Uruguay, Chile, United States, Venezuela, Guatemala, Bolivia, Dominican Republic, Costa Rica, Honduras, Panama.



SPECIALIZED CONTENT **FIERROS**



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:

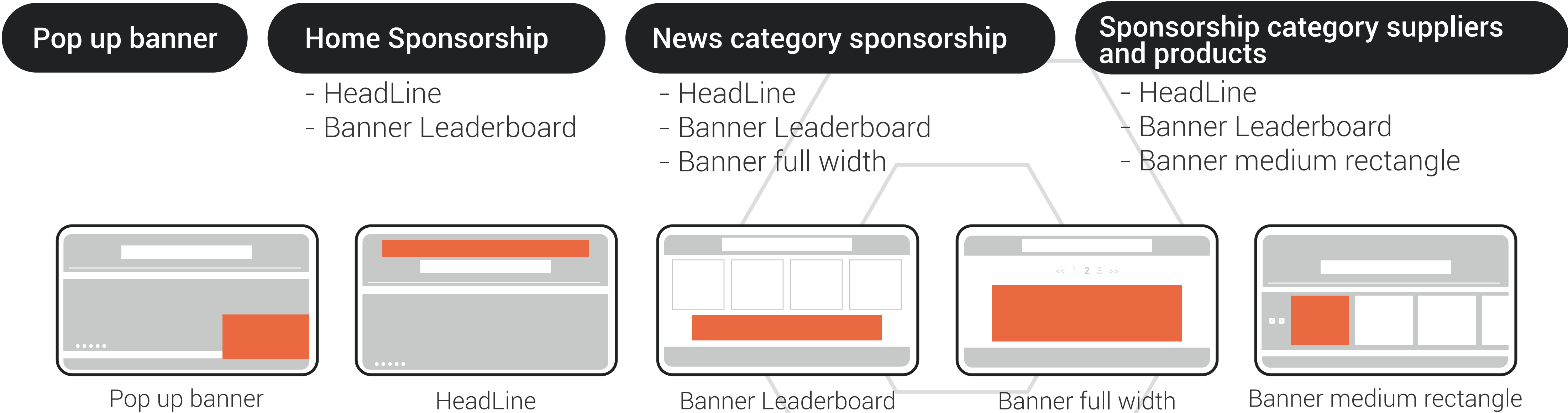
- Steels, irons and aluminum
 - Automotive
 - Distribution channel
 - Cement and concrete
 - Conduction and treatment of water and gas
 - Covered, roofs and tiles
 - Industrial endowment and safety
 - Electric and lighting
 - Electro Home
 - Tools and equipment
 - Gardening and agriculture
 - Other construction materials
 - Paintings
 - Subjection and fixation
 - Business Management Services
- 

Sponsor the categories associated to industry trends and news:

- 
- Plumbing
 - Electrician
 - Automotive
 - Electric stores
 - Painting stores
 - Building
 - Deposit of materials
 - Construction contractors
 - Wholesalers and distributors
 - Industrial ironmongery
 - Miscellaneous ironmongery
 - Gardening and agriculture
 - Remodeling and self-construction
 - Management
 - Shopping
 - Ominichanne
 - Digital transformation
 - Legislation and regulation
 - Events
 - E-commerce
 - Supply chain
 - Housing remodeling
 - Innovation and technologies
 - Inventory
 - DIY
 - Sustainability
 - Consumption trends
 - Savings and efficiencies
 - Mix of products
 - Training
- 

DIGITAL MEDIA DISPLAY

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



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 hardware 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.



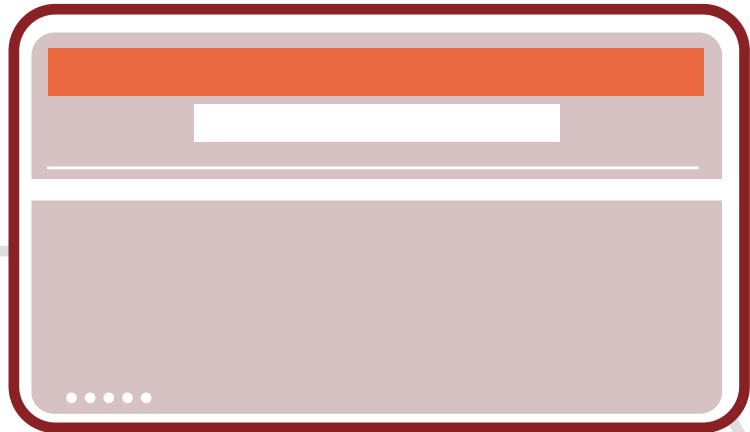
Newsletter and Commercial information

Get more professionals to recognize your brand by placing ads and sharing your company's news in our e-newsletters;



B2B Industry Benchmark:

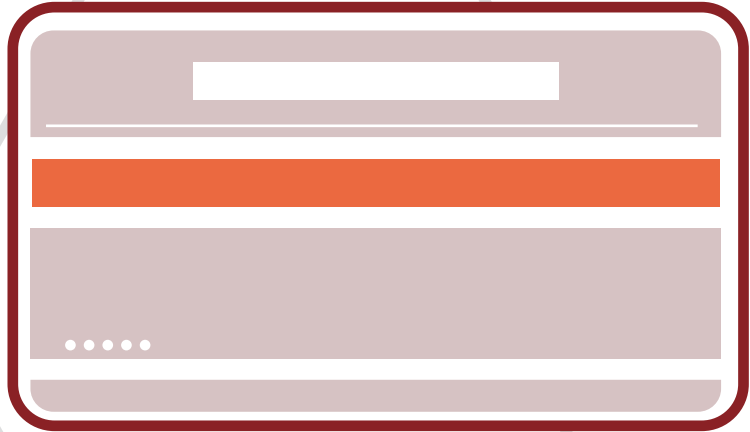
- Open rate: **20%**
- CTR: **3%**



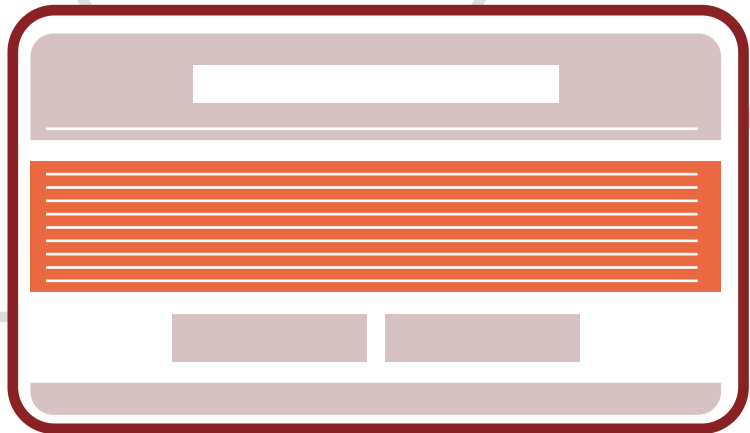
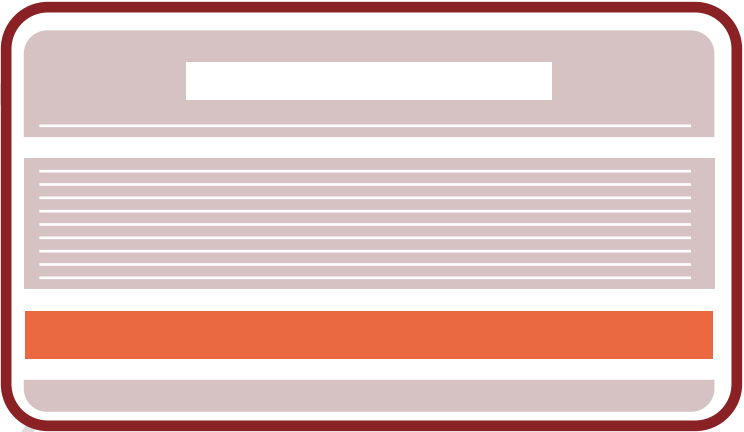
Banner premium



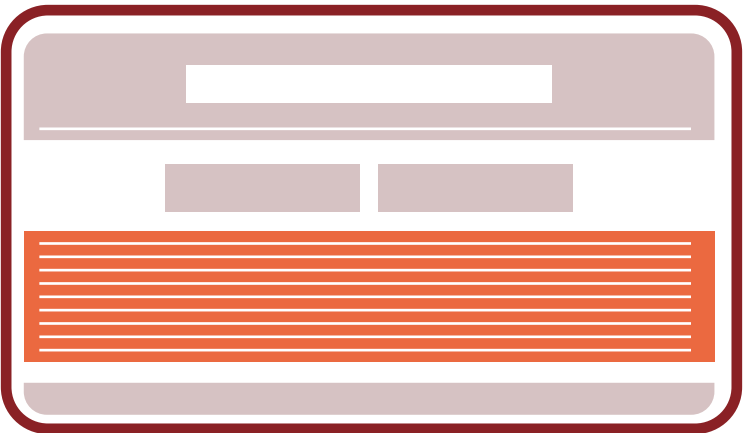
Banner prominent



Banner leaderboard



Sponsored editorial



OUR TEAM



FELIPE RIVERA
SALES LEADER

felipe.rivera@axiomab2b.com
+57 313 306 5757



FARUT VARON
SALES EXECUTIVE

farut.varon@axiomab2b.com
+57 314 291 1689



DIANNY NIÑO
EDITOR IN CHIEF

dianny.nino@axiomab2b.com
+57 300 557 6682



PAULA BLANCO
PROJECT MANAGER

paula.blanco@axiomab2b.com
+57 312 368 3569



ANA PATIÑO
TRAFFICKER

ana.patino@axiomab2b.com
+57 314 369 9842

FIERROS.COM.CO

CONTACT OUR SALES TEAM

NORTH AMERICA AND COLOMBIA

Farut Varon

+57 314 291 1689
farut.varon@axiomab2b.com

Juan Felipe Rivera

+57 313 306 57 57
felipe.rivera@axiomab2b.com

MEXICO

Carmen Bonilla

+52 (81) 1378-1703
carmen.bonilla@axiomab2b.com

Stella Rodriguez

+52 1 (55) 1882-4802
stellar@prodigy.net.mx

EUROPE

Martina Lerner

+49 (6) 226 - 971515
lerner-media@t-online.de

FRANCE, SPAIN, PORTUGAL AND INDIA

Eric Jund

+33 (0) 493 - 58774 3
eric.jund@axiomab2b.com

ASIA

China

maggieliu@ringiertrade.com

Hong Kong

octavia@ringier.com.hk

Taiwan

sydneylai@ringier.com.hk

SALES LEAD MANAGER

Angélica Duque

+57 3015191310
angelica.duque@axiomab2b.com