



2019 MEDIA KIT



CATÁLOGO DEL

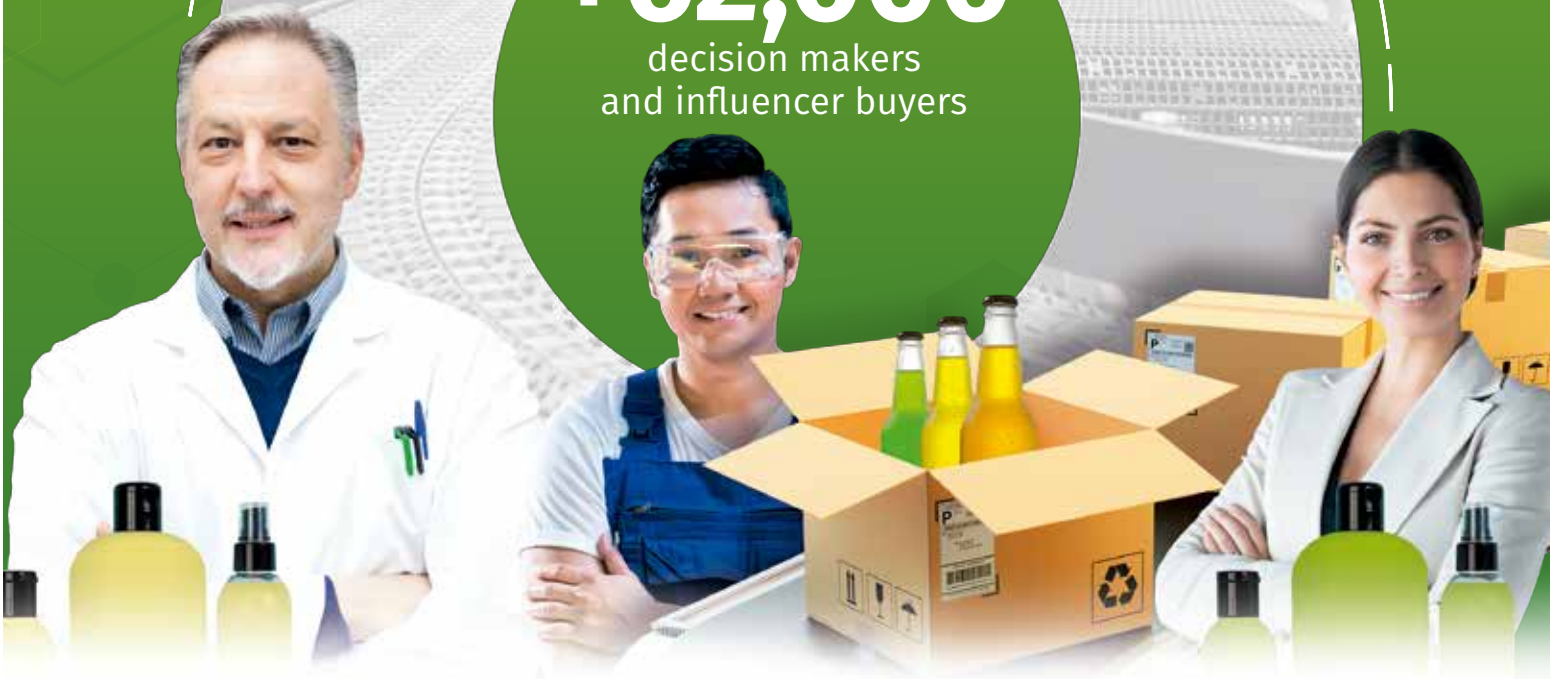
**EMPAQUE**

PRINT

DIGITAL

EVENTS

**+62,000**  
decision makers  
and influencer buyers



[www.catalogodelempaque.com](http://www.catalogodelempaque.com)

**AXIOMA B2B**  
MARKETING

B2B Marketing experts for niche industries

CATÁLOGO DEL  
**EMPAQUE**

**Empaque**  
Conversión

ALIMENTOS

**Plástico**

REPORTERO INDUSTRIAL

METALMECANICA

**LA BARRA**  
La comunidad de expertos para recursos, ventas y datos

elHospital

**FIERROS**

**EN OBRA**

**EN OBRA**  
CONTRATISTAS

CATÁLOGO DE  
**LOGÍSTICA**

CATÁLOGO DE  
PROVEEDORES PARA  
**LA SALUD**

Salón

GreatIdea

Contact us: | [servicioalcliente@axioma.com.co](mailto:servicioalcliente@axioma.com.co)

@catalogoempaque  
CATÁLOGO DEL EMPAQUE

**CATÁLOGO DEL EMPAQUE** is an Axioma B2B Marketing publication that develops and manages business communities in Colombia through integrated printed and digital B2B Marketing solutions with the intention of promoting the exchange of goods and services among suppliers and professionals and companies in the packaging sector in Colombia.

Through our publication, we reach more than 62,000 decision makers and key influencers in the buying process.

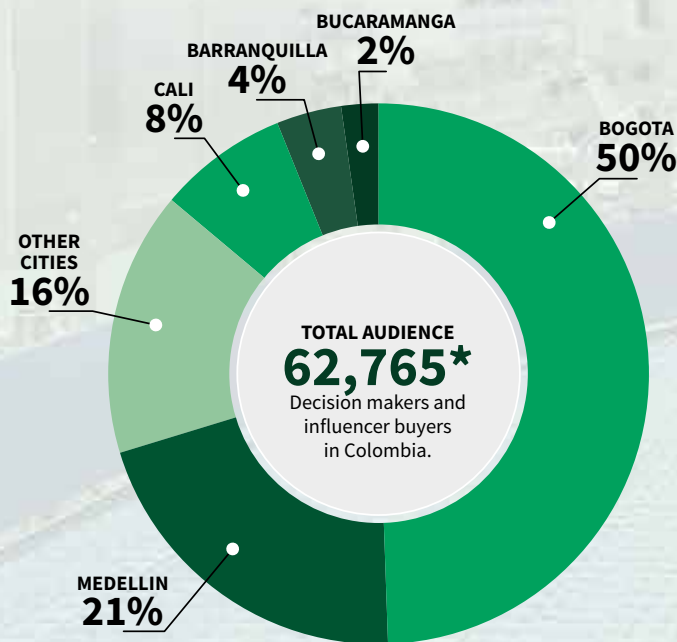


**\* PRINT AND DIGITAL AUDIENCE 100% AUDITED BY OUR CIRCULATION DEPARTMENT**



**PRINT MEDIA**

**19,000**  
MAGAZINES  
IN COLOMBIA



**DIGITAL MEDIA\***

[www.catalogodeempaue.com](http://www.catalogodeempaue.com)

**146,058**

PAGE VIEWS

**47,792**

VISITS

**38,739**

UNIQUE VISITORS

\*Monthly average  
January- June 2018



**MORE THAN 1.280 PROVIDERS OF THE SECTOR OFFERING THEIR SOLUTIONS:**

- Packaging and components.
- Machinery and equipment..
- Raw materials.



**DISTRIBUTED AMONG THE MAIN DECISION MAKERS OF:**

- Food and beverage.
- Chemical products, pharmaceuticals and personal care.
- Textile, leather, and footwear.
- Metal and plastic products
- Packaging
- Paper, cardboard and editorial
- Electrical and/or electronic products
- Building
- Automotive and auto parts.
- Agroindustry.
- Rubber, glass, and wood.



**ORGANIC TRAFFIC**

**95%**  
2018

- We are the gateway to expand your presence on Internet, leverage your brand through our reputation in search engines.

► **Our reputation in search engines grows day by day.**



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

**1,574**  
VE/MO

- Monthly leads average in 2018
- Data reported by Omniture Jan-Jul 2018.

► **More exposure and sales lead generation for your brand.**

\* **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.

BUSINESS AND INDUSTRY BREAKDOWN	PRINT	PRINT + DIGITAL	TOTAL PRINT	DIGITAL	E-NEWSLETTER	TOTAL
Agroindustry	61	176	237	89	265	326
Food and beverage	994	2,313	3,307	969	3,282	4,276
Automotive and auto parts	106	274	380	96	370	476
Suppliers	438	1,219	1,657	510	1,729	2,167
Packaging	381	904	1,285	154	1,058	1,439
Paper, cardboard and editorial	210	540	750	434	974	1,184
Construction products	99	264	363	86	350	449
Rubber products	55	132	187	57	189	244
Plastic products	277	602	879	403	1,005	1,282
Glass products	11	42	53	59	101	112
Electrical and/or electronic products	174	545	719	162	707	881
Metal products	361	1,030	1,391	365	1,395	1,756
Chemical, pharmaceutical, and personal care products	555	1,361	1,916	620	1,981	2,536
Textile products, leather, and footwear	446	1,152	1,598	472	1,624	2,070
Wood products	79	199	278	37	236	315
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,247</b>	<b>10,753</b>	<b>15,000</b>	<b>4,513</b>	<b>15,266</b>	<b>19,513</b>

TITLE BREAKDOWN		PRINT	PRINT + DIGITAL	TOTAL PRINT	DIGITAL	E-NEWSLETTER	TOTAL
<b>ADMINISTRATION AND PURCHASE DEPARTMENT</b>	Manager / Administrative Director	451	1,101	1,552	521	1,622	2,073
	Manager / Purchasing Director	700	1,914	2,614	700	2,614	3,314
	Chief / Purchasing Coordinator	443	1,287	1,730	436	1,723	2,166
	<b>Subtotal</b>	<b>1,594</b>	<b>4,302</b>	<b>5,896</b>	<b>1,657</b>	<b>5,959</b>	<b>7,553</b>
<b>SENIOR MANAGEMENT</b>	Manager / General Director	1,106	2,751	3,857	1,544	4,295	5,401
	<b>Subtotal</b>	<b>1,106</b>	<b>2,751</b>	<b>3,857</b>	<b>1,544</b>	<b>4,295</b>	<b>5,401</b>
<b>PRODUCTION</b>	Manager / Director Design	52	141	193	85	226	278
	Manager / Director Packaging / Packaging	32	71	103	66	137	169
	Manager / Engineering Director	38	79	117	24	103	141
	Manager / E & D Director	41	79	120	51	130	171
	Manager / Operations Director	136	318	454	157	475	611
	Manager / Plant Director	144	295	439	74	369	513
	Manager / Production Director	319	884	1,203	333	1,217	1,536
	Manager / Product Manager	46	154	200	12	166	212
	Manager / Projects Director	32	124	156	39	163	195
	Packaging Engineer	23	31	54	25	56	79
	Chief / Design Coordinator	36	80	116	17	97	133
	Chief / Packaging Coordinator / Packaging	18	42	60	26	68	86
	Chief / Engineering Coordinator	27	46	73	12	58	85
	Chief / E & D Coordinator	20	58	78	18	76	96
	Chief / Operations Coordinator	179	422	601	87	509	688
	Head / Plant Coordinator	87	165	252	39	204	291
	Chief / Production Coordinator	247	540	787	202	742	989
	Chief / Product Coordinator	30	78	108	21	99	129
	Chief / Project Coordinator	40	93	133	24	117	157
<b>Subtotal</b>	<b>1,547</b>	<b>3,700</b>	<b>5,247</b>	<b>1,312</b>	<b>5,012</b>	<b>6,559</b>	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,247</b>	<b>10,753</b>	<b>15,000</b>	<b>4,513</b>	<b>15,266</b>	<b>19,513</b>	

CITY BREAKDOWN	PRINT	PRINT + DIGITAL	TOTAL PRINT	DIGITAL	E-NEWSLETTER	UNIQUE VISITORS	TOTAL
Bogota	1,876	4,476	6,352	1,848	6,324	21,286	8,200
Medellin	474	1,327	1,801	582	1,909	10,007	2,383
Cali	338	819	1,157	435	1,254	2,881	1,592
Barranquilla	176	424	600	257	681	1,181	857
Bucaramanga	136	328	464	119	447	685	583
Other cities	1,247	3,379	4,626	1,272	4,651	2,699	5,898
<b>TOTAL CIRCULATION</b>	<b>4,247</b>	<b>10,753</b>	<b>15,000</b>	<b>4,513</b>	<b>15,266</b>	<b>39,739</b>	<b>19,513</b>

- Data provided and audited by our Circulation Department (January - June 2018).
- The E-Newsletter subscribers are equivalent to the number of contacts available for sending e-mail marketing.

**EL EMPAQUE + CONVERSIÓN** magazine reaches professionals in the packaging industry in the 6 main economies in Latin America. Colombia has a circulation of 5,096 subscribers audited by BPA Worldwide, which guarantees the quality and reach of the audience, providing the safest and most reliable return on your investment.



## PRINT MEDIA



### CIRCULATION IN COLOMBIA

**5,096**  
MAGAZINES



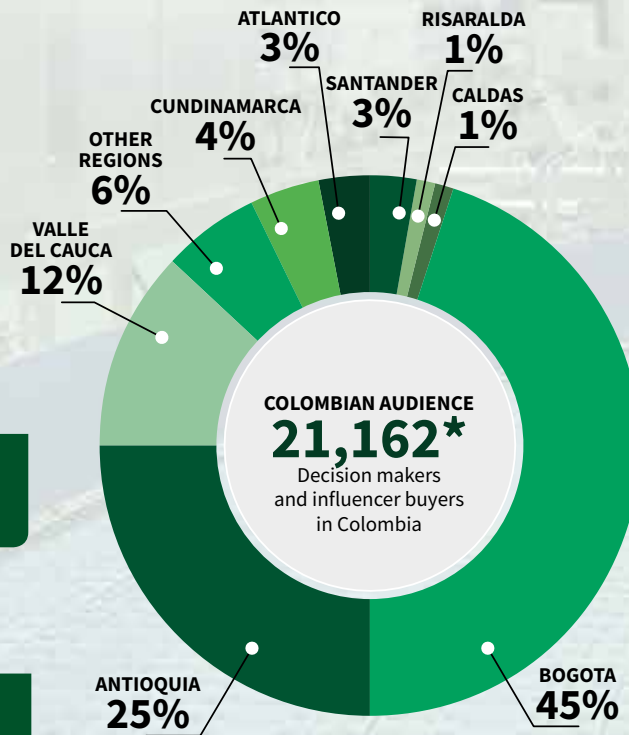
### CIRCULATION IN LATIN AMERICA

**22,500**  
MAGAZINES

	<b>MEXICO</b>	<b>40%</b>
	<b>COLOMBIA</b>	<b>22,6%</b>
	<b>ARGENTINA</b>	<b>16,4%</b>
	<b>CHILE</b>	<b>11%</b>
	<b>PERU</b>	<b>7%</b>
	<b>ECUADOR</b>	<b>3%</b>

The quality of our editorial content continues attracting a loyal and committed audience, this is evidenced in the 100% of direct subscribers reported by BPA Worldwide in June 2018.

**\* 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\*

www.empaque.com

### WEBSITE TRAFFIC IN COLOMBIA

**36,412**  
PAGE VIEWS

**12,709**  
VISITS

**10,646**  
UNIQUE VISITORS

### WEBSITE TRAFFIC IN LATIN AMERICA

**107,029**  
PAGE VIEWS

**55,605**  
VISITS

**42,777**  
UNIQUE VISITORS

\*Monthly average January- June 2018



## ORGANIC TRAFFIC

**84%**  
2018

We are the gateway to expand your presence on Internet, leverage your brand through our reputation in search engines.

More exposure and sales lead generation for your brand.



## E-NEWSLETTER IN COLOMBIA

**16,558**  
E-MAILS  
DELIVERED

**26%**  
AVERAGE  
OPENING

\* Monthly average January- June 2018

# COLOMBIAN SEGMENTED AUDIENCE

BUSINESS AND INDUSTRY BREAKDOWN	TOTAL QUALIFIED	PERCENTAGE	PRINT	DIGITAL MAGAZINE	E-NEWSLETTER
Meat/ Poultry/ Seafood	324	6,0%	317	17	232
Fruits/ Vegetables (Fresh Canned Frozen)	131	2,4%	128	3	109
Grains/ Seeds/ Beans/ Flour/ Nuts	371	6,9%	368	3	242
Cereales, comida para desayunar	41	0,8%	40	1	35
Baked Goods/ Cookies/ Crackers Pasta	178	3,3%	175	3	136
Confectionery Products/ Sugar	202	3,7%	196	6	178
Dairy Products	180	3,3%	170	10	175
Beverage Nonalcoholic	148	2,7%	145	3	125
Bebidas alcohólicas	65	1,2%	60	5	68
Fat Oils	88	1,6%	83	5	65
Pet Foods/ Animal Foods	77	1,4%	77	0	84
Other Food and Beverage Products	119	2,2%	114	5	119
<b>TOTAL FOOD AND BEVERAGE PRODUCTS</b>	<b>1,924</b>	<b>35,6%</b>	<b>1,873</b>	<b>51</b>	<b>1,568</b>
Pharmaceuticals/ Medical Products	162	3,0%	151	11	199
Cosmetics/ Toiletries/ Baby Products	72	1,3%	69	3	88
Plastic/ Rubber Products	347	6,4%	340	7	292
Soap Household Cleaners	43	0,8%	36	7	75
Chemicals Paints Adhesives	67	1,2%	65	2	98
<b>TOTAL CHEMICAL/DRUGS/PERSONAL CARE PRODUCTS</b>	<b>691</b>	<b>2,8%</b>	<b>661</b>	<b>30</b>	<b>752</b>
Paper/ Printer Products/ Office Supplies	125	2,3%	112	13	141
Other packaged products	93	1,7%	82	11	141
Electronic Equipment	61	1,1%	61	0	56
Packaging Machinery	30	0,6%	0	30	35
Metal/ Glass/ Wood Products	182	3,4%	179	3	162
<b>TOTAL OTHER PACKAGE PRODUCTS</b>	<b>491</b>	<b>9,1%</b>	<b>434</b>	<b>57</b>	<b>535</b>
Folding Cartons	202	3,7%	188	14	208
Flexible Packaging	1,004	18,6%	966	38	680
Labels	288	5,3%	278	10	289
Manufacturer of Machinery (Converters)	44	0,8%	42	2	35
Manufacturer of Raw Material (Converters)	75	1,4%	71	4	75
Suppliers of Machinery (Converters)	62	1,1%	58	4	58
Suppliers of Raw Material (Converters)	91	1,7%	83	8	92
<b>TOTAL PACKAGE PRINTING AND CONVERTING</b>	<b>1,766</b>	<b>32,7%</b>	<b>1,686</b>	<b>80</b>	<b>1,437</b>
Agent/Representative/Distributor	134	2,5%	115	19	188
Packaging Services	347	6,4%	309	38	458
Other Titled/ Institution/ Government/ Library Copies	48	0,9%	18	30	74
Others related whit the sector	-	-	-	-	107
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,401</b>	<b>100%</b>	<b>5,096</b>	<b>305</b>	<b>5,115</b>

TITLE BREAKDOWN	TOTAL QUALIFIED	PERCENTAGE	PRINT	DIGITAL MAGAZINE	E-NEWSLETTER
Operations Management	2,737	50,7%	2,663	74	2,261
Corporate Management	1,172	21,7%	1,116	56	1,065
Operations Personnel	1,003	18,6%	902	101	1,207
Purchasing/Commercial /Administrative Management	457	8,5%	411	46	484
Other Titled/ Government/ Library Copies	32	0,6%	4	28	98
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,401</b>	<b>100%</b>	<b>5,096</b>	<b>305</b>	<b>5,115</b>

REGION BREAKDOWN	TOTAL QUALIFIED	PERCENTAGE	PRINT	DIGITAL MAGAZINE	UNIQUE VISITORS	E-NEWSLETTER	TOTAL AUDIENCE	PERCENTAGE
Bogota	1,840	34,1%	1,701	139	5,715	1,922	9,477	44,78%
Antioquia	1,438	26,6%	1,380	58	2,697	1,235	5,370	25,38%
Valle del Cauca	830	15,4%	791	39	922	814	2,566	12,13%
Cundinamarca	351	6,5%	329	22	200	332	883	4,17%
Santander	218	4,0%	208	10	187	161	566	2,67%
Atlantico	208	3,9%	197	11	294	189	691	3,27%
Caldas	118	2,2%	105	13	64	86	268	1,27%
Risaralda	91	1,7%	88	3	85	82	258	1,22%
Other regions	307	5,7%	297	10	482	294	1,083	5,12%
<b>TOTAL</b>	<b>5,401</b>	<b>100%</b>	<b>5,096</b>	<b>305</b>	<b>10,646</b>	<b>5,115</b>	<b>21,162</b>	<b>100%</b>

- Data projected based on the total audience audited by BPA June 2018.
- The E-Newsletter subscribers are equivalent to the number of contacts available for sending e-mail marketing.

MONTH ISSUE	CLOSING DATE	FOCUS ON EQUIPMENT	INNOVATION ZONE	PACKAGING GALLERY	SHOW COVERAGE
<b>FEB MAR</b> Vol. 5 Issue 1	<b>JAN 8</b>	<ul style="list-style-type: none"> <li>• New solutions in cutting and rewinding</li> <li>• Box and tray sealers</li> </ul>	<ul style="list-style-type: none"> <li>• Solutions in interactive and smart packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Recent innovative packaging for food and beverages</li> </ul>	
<b>APR MAY</b> Vol. 5 Issue 2	<b>MAR 5</b>	<ul style="list-style-type: none"> <li>• Developments in thermoforming</li> <li>• Advances in lamination and coating</li> </ul>	<ul style="list-style-type: none"> <li>• Augmented reality and packaging: what's new?</li> </ul>	<ul style="list-style-type: none"> <li>• Top 2019 developments in sustainable packaging</li> </ul>	
<b>JUN JUL</b> Vol. 5 Issue 3	<b>MAY 7</b>	<ul style="list-style-type: none"> <li>• Recent releases in digital printing</li> <li>• Developments in surface treatment</li> </ul>	<ul style="list-style-type: none"> <li>• Industrial Internet of things and packaging in action</li> </ul>	<ul style="list-style-type: none"> <li>• Top innovative developments in packaging for home care products</li> </ul>	
<b>AUG SEP</b> Vol. 5 Issue 4	<b>JUL 5</b>	<ul style="list-style-type: none"> <li>• Solutions in weighing and filling</li> <li>• New labeling systems</li> </ul>	<ul style="list-style-type: none"> <li>• Electronic commerce and the transformation of packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Developments of truly innovative packaging for the health care market</li> </ul>	<ul style="list-style-type: none"> <li>• <b>IAlimentos</b> event review</li> <li>• <b>Andina Pack 2019</b> Pre-fair review</li> </ul>
<b>OCT NOV</b> Vol. 5 Issue 5	<b>SEP 6</b>	<ul style="list-style-type: none"> <li>• Revolutionary advances in band inspection systems</li> <li>• Flexo sheet generation developments</li> </ul>	<ul style="list-style-type: none"> <li>• Revolutionary materials for packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Latest innovative packaging for Cosmetic and personal care products</li> </ul>	<ul style="list-style-type: none"> <li>• <b>IAlimentos</b> event review</li> <li>• <b>Andina Pack 2019</b> Fair review</li> </ul>
<b>DEC JAN 2020</b> Vol. 5 Issue 6	<b>NOV 9</b>	<ul style="list-style-type: none"> <li>• Solutions in weighing systems and metals detection</li> <li>• Recent solutions in die-cut</li> </ul>	<ul style="list-style-type: none"> <li>• Latest developments in plastic materials for packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Innovations in glass and metal packaging</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Andina Pack 2019</b> Post-fair review</li> </ul>

**FOR MORE INFORMATION  
CONTACT OUR EDITORIAL DEPARTMENT:**

**Marcela Castro - Editor-in-chief: • E-mail: [marcela.castro@axiomab2b.com](mailto:marcela.castro@axiomab2b.com)**

PERMANENT CONTENT FEED	
<p>PLASTICS PACKAGING - RIGIDS AND FLEXIBLES</p>	<ul style="list-style-type: none"> <li>• Resins, additives, adhesives and inks for plastics packaging</li> <li>• Retortables innovations</li> <li>• New formats for plastics packaging</li> <li>• New presses technologies</li> <li>• Developments in multilayer films</li> <li>• Bag machinery manufacturing</li> <li>• Developments</li> </ul>
<p>LABELS AND NARROW WEB</p>	<ul style="list-style-type: none"> <li>• Shrink sleeves advances</li> <li>• New materials for labels</li> <li>• Innovations for labels presses</li> <li>• Finishing and decoration labels equipment</li> <li>• Quality inspection systems</li> <li>• Web control and guiding systems</li> </ul>
<p>FOLDING CARTON</p>	<ul style="list-style-type: none"> <li>• Offset for packaging</li> <li>• In-line finishing and decoration tech</li> <li>• Diecutting - Folding machinery</li> <li>• Embellishment technologies</li> <li>• Cardboard presses developments</li> <li>• New paper and cardboard materials</li> </ul>
<p>PACKAGING FOR FOOD AND BEVERAGES</p>	<ul style="list-style-type: none"> <li>• Trends in packaging for food and beverages</li> <li>• Design innovation</li> <li>• Caps, zippers and other gadgets</li> <li>• New filling technologies</li> <li>• New materials</li> <li>• Success case stories</li> </ul>
<p>HEALTH CARE PACKAGING</p>	<ul style="list-style-type: none"> <li>• Traceability</li> <li>• Brand protection technologies</li> <li>• New security materials</li> <li>• RFID, QRs, barcoding</li> <li>• New technologies for filling and packing</li> <li>• New materials</li> </ul>
<p>COSMETICS AND PERSONAL CARE PACKAGING</p>	<ul style="list-style-type: none"> <li>• Bottles and caps</li> <li>• Design innovation</li> <li>• Success case stories</li> <li>• Filling and packaging technologies</li> </ul>
<p>HOME CARE PRODUCTS PACKAGING</p>	<ul style="list-style-type: none"> <li>• Trends</li> <li>• Bottles and caps</li> <li>• Innovative design</li> <li>• Successful applications</li> <li>• New technologies for filling and capping</li> </ul>
<p>FLEXOGRAPHY</p>	<ul style="list-style-type: none"> <li>• Flexographic technologies for packaging and labels</li> </ul>

ONLINE MEDIA		FREQUENCY
WEB PORTAL	News, technical articles, product releases, events and industry news	Daily updates
DIGITAL MAGAZINE	Same as the printed publication in an easy-to-navigate on line format, and fully interactive	6 times a year - every 2 months
GENERAL E-NEWSLETTER	In-depth information on trends for packaging and converting industry focused on specific content areas, such as: Finished packaging & Components; Printing; Industry (one per month). Packaging processes; Sustainability and Materials (one per month)	12 times a year - once a month
MEXICAN E-NEWSLETTER	<b>Focus Mexico:</b> News and market features about the plastics industry in Mexico	12 times a year - once a month
COLOMBIAN E-NEWSLETTER	<b>Focus Colombia:</b> News and market features about the plastics industry in Colombia	12 times a year - once a month

**TECNOLOGÍA DEL PLÁSTICO** magazine reaches professionals in the plastics industry in the 6 main economies in Latin America. Colombia has a circulation of **1,966** subscribers audited by BPA Worldwide, which guarantees the quality and reach of the audience, providing the safest and most reliable return on your investment.



**PRINT MEDIA**



**DIGITAL MEDIA\***

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



**CIRCULATION IN COLOMBIA**

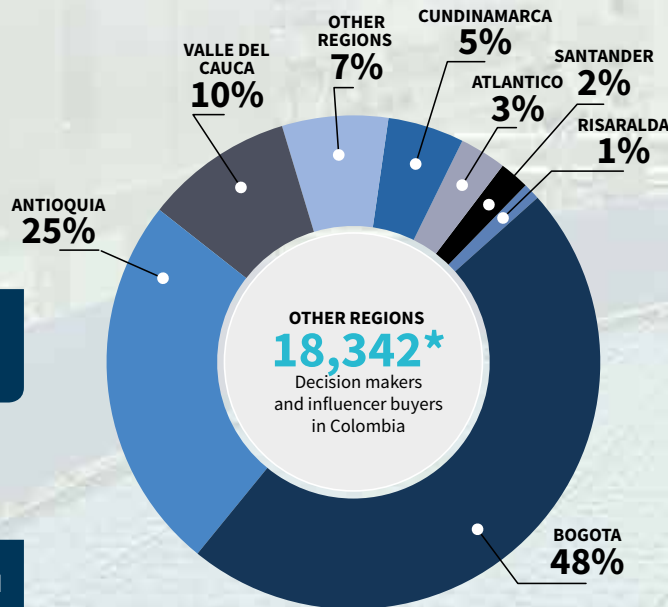
**1,966**  
MAGAZINES



**CIRCULATION IN LATIN AMERICA**

**19,000**  
MAGAZINES

	<b>MEXICO</b>	<b>62,5%</b>
	<b>COLOMBIA</b>	<b>10,3%</b>
	<b>ARGENTINA</b>	<b>10,6%</b>
	<b>CHILE</b>	<b>6,7%</b>
	<b>PERU</b>	<b>6%</b>
	<b>ECUADOR</b>	<b>3,7%</b>



**OTHER REGIONS**  
**18,342\***  
Decision makers and influencer buyers in Colombia



**WEB SITE TRAFFIC IN COLOMBIA**

**25,107**  
PAGE VIEWS

**14,095**  
VISITS

**11,528**  
UNIQUE VISITORS

**WEBSITE TRAFFIC IN LATIN AMERICA**

**169,471**  
PAGE VIEWS

**85,193**  
VISITS

**71,556**  
UNIQUE VISITORS

\*Monthly average  
January- June 2018

The quality of our editorial content continues attracting a loyal and committed audience, this is evidenced in the 100% of direct subscribers reported by BPA Worldwide in June 2018.

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**ORGANIC TRAFFIC**

**88%**  
2018

We are the gateway to expand your presence on Internet, leverage your brand through our reputation in search engines.

▶ **Our reputation in search engines grows day by day.**



# COLOMBIAN SEGMENTED AUDIENCE

BUSINESS AND INDUSTRY BREAKDOWN	TOTAL QUALIFIED	PERCENTAGE	PRINT	DIGITAL MAGAZINE	E-NEWSLETTER
Injection Transformation	753	34,5%	705	435	1,089
Extrusion Transformation	575	26,3%	529	335	835
Blow Molding Transformation	174	8%	161	102	240
Plastic Recycling	131	6%	119	84	181
Thermoforming Transformation	112	5,1%	108	56	177
Manufacturers of Raw Material	96	4,4%	83	58	180
Suppliers of Raw Material for plastic Industry	76	3,5%	52	56	139
Mold Manufacturers	60	2,7%	52	41	87
Rotational Molding	42	1,9%	36	25	54
Manufacturers of Machinery	47	2,2%	40	21	54
Suppliers of Machinery for plastic Industry	40	1,8%	29	33	81
Educational Centers Association Library	34	1,6%	16	30	92
Other types of plastic transformation	43	2%	36	26	83
Others related whit the sector	-	-	-	-	219
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,183</b>	<b>100%</b>	<b>1,966</b>	<b>1,302</b>	<b>3,511</b>

TITLE BREAKDOWN	TOTAL QUALIFIED	PERCENTAGE	PRINT	DIGITAL MAGAZINE	E-NEWSLETTER
Operations Management	1,105	50,6%	1,066	623	1,545
Corporate Management	604	27,7%	564	335	736
Operations Personnel	283	13,0%	245	183	519
Purchasing/Commercial /Administrative Management	182	8,3%	91	152	569
Other Titled/ Government/ Library Copies	9	0,4%	-	9	142
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,183</b>	<b>100%</b>	<b>1,966</b>	<b>1,302</b>	<b>3,511</b>








REGION BREAKDOWN	TOTAL QUALIFIED	PRINT	DIGITAL MAGAZINE	E-NEWSLETTER	UNIQUE VISITORS	TOTAL AUDIENCE	PERCENTAGE
Bogota	853	763	495	1,375	6,236	8,869	48%
Antioquia	518	478	312	847	2,860	4,497	25%
Valle del Cauca	283	245	188	438	879	1,750	10%
Cundinamarca	210	195	116	323	220	854	5%
Santander	49	49	22	68	259	398	2%
Atlantico	65	61	39	111	331	542	3%
Risaralda	46	40	32	59	88	219	1%
Other regions	159	135	98	290	690	1,213	7%
<b>TOTAL CIRCULATION</b>	<b>2,183</b>	<b>1,966</b>	<b>1,302</b>	<b>3,511</b>	<b>11,563</b>	<b>18,342</b>	<b>100%</b>

- Data projected based on the total audience audited by BPA June 2018.
- The E-Newsletter subscribers are equivalent to the number of contacts available for sending e-mail marketing.

MONTH ISSUE	CLOSING DATE	COVER STORY	TECHNICAL FOCUS	APPLIED TECHNOLOGY EXAMPLES	ZOOM	SPECIAL REPORTS & SHOW PREVIEWS	SHOW COVERAGE AND/OR SPECIAL DISTRIBUTION
<b>FEB MAR</b> Vol. 34 Issue 1	<b>JAN 8</b>	<b>Plastics in medicine</b> • Latest technological developments • Success stories	• Film & Sheet Extrusion • Additives, Processing aids and Compounding	Blow Molding	Drying	<b>Show Preview:</b> • Plastimagen 2019 • 3rd Latin American Packaging Innovation Summit	
<b>APR MAY</b> Vol. 34 Issue 2	<b>MAR 8</b>	<b>Plastics in automotive</b> • Latest technological developments • Success stories	• Cable Extrusion	Screws, barrels and tooling	Part inspection, quality control, testing and measuring	<b>Show Preview: Plastimagen 2018</b> Latin American Sheet & Film Processors: Industry Performance & Business Outlook	<b>Plastimagen Mexico 2019</b> Mexico City, Mexico April 2-5, 2019 <b>3rd Latin American Packaging Innovation Summit</b> Mexico City, Mexico May 14-15, 2019
<b>JUN JUL</b> Vol. 34 Issue 3	<b>MAY 7</b>	<b>Plastics in packaging</b> • Latest technological developments • Success stories	• Pipe & Profile Extrusion	Thermoforming	Decoration and surface treatment technologies	<b>Show Preview:</b> Expopack Guadalajara 2019 Latin American Rigid Plastic Packaging Manufacturers: Industry Performance & Business Outlook	<b>Expopack Guadalajara 2019</b> Guadalajara, Mexico June 11-13, 2018
<b>AUG SEP</b> Vol. 34 Issue 4	<b>JUL 5</b>	<b>Plastics in construction</b> • Latest technological developments • Success stories	• Recycling • Biopolymers	CAD/CAM software and simulation technologies	Molds and accessories, tempering systems, hotrunners, toolings	<b>Show Preview:</b> • K 2019 Industrial Report: Manufacturing of plastic autoparts in Mexico	
<b>OCT NOV</b> Vol. 34 Issue 5	<b>SEP 5</b>	<b>K Show 2019</b>	• Compounding • Technical Polymers	Technology for rigid packaging	Purging Rotomolding	<b>Show Preview:</b> • K 2019 • Andinapack 2019 Latin American Injection Molders: Industry Performance & Business Outlook	• <b>K 2019 Düsseldorf, Germany</b> October 16-20, 2019 • <b>Andinapack 2019</b> Bogota, Colombia November 19-22, 2019
<b>DEC JAN/20</b> Vol. 34 Issue 6	<b>NOV 8</b>	• Who is who in Latin American Plastics industry	<b>2019 Editor's pick on innovative technologies:</b> • Injection molding • Extrusion • Blow Molding • Recycling	<b>2019 Top 10 products consulted in plastico.com</b> • Injection molding • Extrusion • Blow Molding • Recycling • Auxiliary equipment		<b>Trends: Perspective from industrial leaders for 2020</b>	

## FOR MORE INFORMATION, CONTACT OUR EDITORIAL DEPARTMENT:

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PERMANENT CONTENT FEED	
 <b>INJECTION MOLDING</b>	<ul style="list-style-type: none"> <li>• Machinery: Hydraulic, Electric &amp; Hybrid Technology</li> <li>• Special Applications: GIT &amp; WIT Co-Injection, Foamed Injection</li> <li>• Molds and components</li> <li>• Applications: Packaging, Automotive, Medical</li> </ul>
 <b>EXTRUSION</b>	<ul style="list-style-type: none"> <li>• Blown Film &amp; Cast Film Extrusion Equipment</li> <li>• Machinery &amp; Peripheral Equip. for producing Pipes &amp; Profiles</li> <li>• WPC: Machines, additives and applications update</li> <li>• Screws, Heads and Post-Extrusion Equipment</li> </ul>
<b>BLOW MOLDING THERMOFORMING RECYCLING ROTOMOLDING</b>	<ul style="list-style-type: none"> <li>• Case Studies</li> <li>• New Technologies</li> <li>• Business Opportunities</li> <li>• Practical Applications</li> </ul>
 <b>AUXILIARY EQUIPMENT</b>	<ul style="list-style-type: none"> <li>• Material Handling Equipment</li> <li>• Hotrunner Systems</li> <li>• Drying</li> <li>• Automation</li> <li>• Plastic Welding</li> <li>• Decoration</li> </ul>
 <b>MATERIALS</b>	<ul style="list-style-type: none"> <li>• Additives, Processing aids and Property Modifiers</li> <li>• Polyolefins Engineering Resins</li> <li>• Reinforced Resins</li> <li>• Resins for Flexible Packaging</li> </ul>
 <b>SUSTAINABILITY</b>	<ul style="list-style-type: none"> <li>• Global Awards and Nominations</li> <li>• Energy Efficiency</li> <li>• Post-Industrial and Post-Consumer Recycling</li> <li>• Biopolymers: Developments &amp; Commercial Applications</li> </ul>
 <b>OTHER PROCESSES</b>	<ul style="list-style-type: none"> <li>• PET Processing</li> <li>• Compounding</li> </ul>
 <b>ADDITIVE MANUFACTURING</b>	<ul style="list-style-type: none"> <li>• Innovation in processes, materials and applications</li> </ul>

ONLINE MEDIA		FREQUENCY
<b>WEBSITE</b>	Industry news, technical articles, industry trends, product news, product catalogs (showrooms), case studies, special reports, events, associations, and archives of past digital editions and e-newsletters	Daily updates
<b>DIGITAL MAGAZINE</b>	The print issue in digital format for expanded coverage and service of more web-sawy readers	Every other month (6X/year)
<b>GENERAL NEWSLETTER</b>	In depth information about current trends and new technologies for the plastic industry, focused in specific content areas: Materials, Industry, Recycling & Sustainability (once a month); Injection Molding, Packaging, Extrusion (once a month)	12X per year once a month
<b>PRODUCT NEWSLETTER</b>	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	12X per year once a month
<b>MEXICAN NEWSLETTER</b>	<b>Focus Mexico:</b> News and market features about the plastics industry in Mexico	12X per year once a month

# E-NEWSLETTER

IN COLOMBIA - MONTHLY

16,558



DELIVERED E-MAILS

26%



OPENING AVERAGE

HEADLINE BANNER



SUPPLIER NEWS MODULE  
4 CLIENTS

CO-SPONSOR  
3 CLIENTS

\*Source: Extract Target  
Monthly average January-June 2018

## WEBINARS

THE SPACE WHERE YOUR BRAND IS THE PROTAGONIST!

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- Share the latest advances of your brand through video conference.

You propose the subject, we the audience.



 ClickMeeting

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100



AVERAGE ATTENDEES  
per webinar

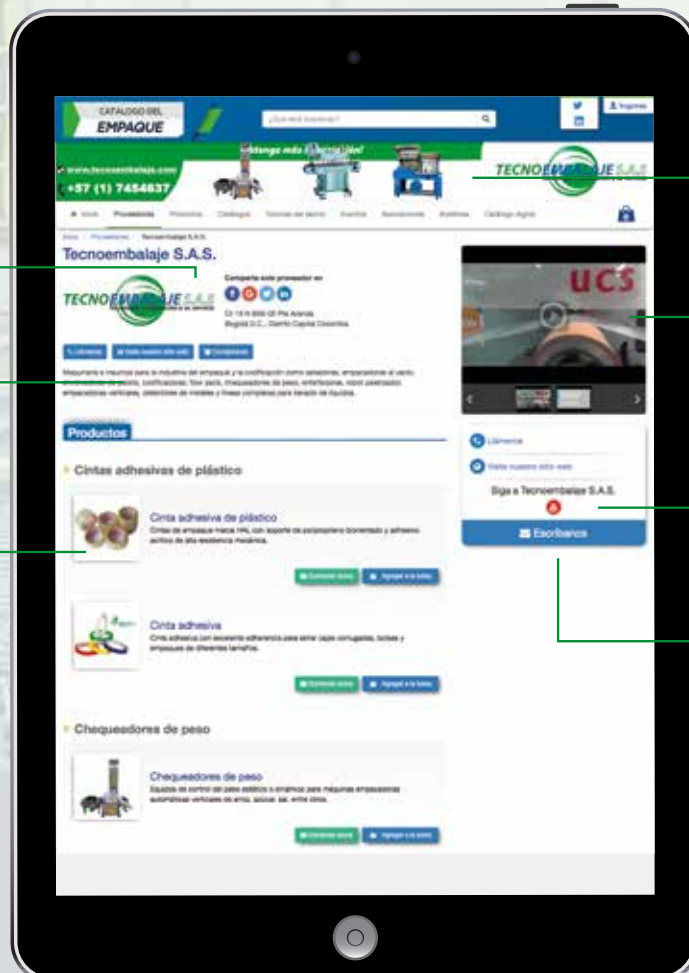
\*2018 Average

More than  
**250**



\* Qualified leads for  
your company

# SHOWROOMS



COMPANY  
INFORMATION

BUSINESS NAME  
AND COMPANY  
DESCRIPTION

PRODUCT CATALOG  
OF UP TO 30  
REFERENCES

HEADLINE  
BANNER

VIDEOS

SOCIAL MEDIA

CONTACT THE  
SUPPLIER  
BUTTON



## BENEFITS:

- ❖ Design your own product showcase within our websites and direct your communication to 100% qualified and segmented audience.
- ❖ Take advantage of the Internet positioning of our portal and impact to a larger audience.
- ❖ Take advantage of the SEO intervention of your Showroom for greater visibility on the Internet.
- ❖ Generate user interaction with your product through videos and photos.
- ❖ Easily update your information on the Internet.
- ❖ Measure the results of your investment effectively, request your report statistics.

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## BENEFITS

- 1.** Personalized communication with your target audience.
- 2.** E-blast tool with a certified domain.
- 3.** Intelligent reports in real time.
- 4.** Multiple functions (according to the communication goals).

## OUR DATA

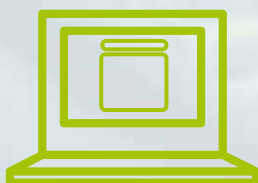


OPENING RATE  
AVERAGE  
**31%**



DECISION MAKERS  
SUBSCRIBERS  
**17,283**

## CHARACTERISTICS



- Custom HTML design delivered by the client.
- Segmentation of the audience 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 (customer attraction).
- Link to a website, showroom or product file of the client.

# WEBSITES



Navigation in the websites **catalogodelempaque.com**, **eempaque.com** and **plastico.com** by content area and product taxonomy aligns the specific needs of users and the exact supplier's solutions, generating an increase of effective contacts and an optimal return on your investment.



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**47,792**  
VISITS  
.....  
**38,739**  
UNIQUE VISITORS

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**Conversión**  
[www.eempaque.com](http://www.eempaque.com)

**36,412**  
PAGE VIEWS  
.....  
**12,709**  
VISITS  
.....  
**10,646**  
UNIQUE VISITORS

TECNOLOGÍA DEL  
**Plástico**  
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**14,095**  
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.....  
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