



# Plastics Technology MÉXICO

A la vanguardia en la industria plástica



## 2016 MEDIA GUIDE

PT-Mexico.com



**Integrated Media Solutions Connecting Buyers  
and Sellers in the Plastics Processing Market**



## Our History

*Plastics Technology* magazine is the premier North American publication for delivering technical information on machinery, materials, and methods for processing plastics. *PT* specializes in covering new developments and “how-to” information (troubleshooting, tips and best practices) for plastics processors serving all industries and markets.

*Plastics Technology* is published by family-owned and operated Gardner Business Media. The magazine began life more than 60 years ago as a monthly department in *Rubber World* magazine, published by Bill Communications. In February 1955, *Plastics Technology* emerged as an independent publication. It was acquired by Gardner in 2000.

Starting in January 2016, Gardner will launch a new sister publication, *Plastics Technology México*, led by Claude Mas as publisher (also of *Modern Machine Shop México*) and Maria Natalia Ortega as editor in chief.

Ms. Ortega brings a great deal of experience in reporting and writing about the plastics industry in México and Latin America for more than 12 years. She will use that experience to reach a processing audience of production managers, engineers, and manufacturing technicians engaged in the important and growing manufacturing sectors of México such as automotive, aerospace, medical, packaging and recycling.



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A la vanguardia en la industria plástica



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[PT-Mexico.com](http://PT-Mexico.com)

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# Investing IN MÉXICO



## THE PLASTICS INDUSTRY IS GROWING IN MÉXICO.

*Plastics Technology México is here to help as you expand your business in the thriving Mexican plastics marketplace.*

### MAJOR MARKETS IN MÉXICO



#### **Automotive**

México's auto sector has been particularly strong, experiencing double-digit export growth every year since 2010.



#### **Packaging**

Packaging continues to be a bright spot in México's plastics industry. Per volume, this market has a share of around 40% of plastics consumption.



#### **Consumer Goods**

Household and consumer goods are among the three markets in the plastics industry that reported growth in recent years.

## TRENDS IN THE PLASTICS INDUSTRY IN MÉXICO

### **Recycling**

Recycling of plastics in México is a thriving industry, essential to the plastics processing chain. México recycles about 60% of PET it consumes per year and is a world leader in bottle to bottle recycling.

### **Capital Investment**

Investments in capital goods in the plastics industry continue to be above \$1.6 billion annually, reinforcing the trend of modernization of the production capacity of plastic.

### **Consumption**

Thanks to the large volume of trade with North America, México ranks eighth in the world in consumption of plastics, surpassing countries like France and South Korea.

### **Processes**

Extrusion was one of the first processes used in the Mexican plastics industry and currently accounts for about 31% of the total volume of processed plastics. Injection molding represents another 30% and blow molding represents 27% of total production of plastics in México.

Source: ANIPAC, 2014 Report

**The plastics industry in México, which is valued at more than \$20 billion per year, has averaged 13.4% growth over the past five years.**

**México's manufacturing output is projected to increase between 4 and 4.5% for 2015 and 2016.**

Source: Forbes, April 8, 2015

# From the Editor

By offering the best in-depth content and technical analysis for plastics processors in the United States, *Plastics Technology* has been recognized as the leading publication in its field for more than 60 years.

Now, the seal of editorial excellence that has distinguished this global brand will be accessible, in Spanish, to the Mexican plastics sector through *Plastics Technology México*.

Guided by my 12 years of experience as Editor in the plastics industry in México and Latin America, as well as my genuine interest in the development of print and online media products for vertical communities, I assure you that *Plastics Technology México* will be a reliable source of high quality technical content with local success stories and innovation ventures.

You are welcome to share your technologies with the dynamic Mexican market and join us at *Plastics Technology México* in this amazing journey!



EDITOR-IN-CHIEF

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**PT**

# Plastics Technology MÉXICO



2016 EDITORIAL CALENDAR

ISSUE	FEATURE COVERAGE	INDUSTRY OUTLOOK	PRODUCT TECHNOLOGY SHOWCASE
<b>JANUARY/FEBRUARY</b> Ad Close: 12/18/15 Materials Due: 1/4/16	Injection Molding, Auxiliary Equipment	<b>Recycling</b>	Thermoforming
<b>MARCH</b> Ad Close: 1/25/16 Materials Due: 2/2/16	Extrusion, Additive Manufacturing	<b>Agriculture</b>	Hot Runners
<b>APRIL</b> Ad Close: 2/22/16 Materials Due: 3/1/16	Hot Runners / Tooling, Simulation & Injection Molding Engineering Thermoplastics	<b>Packaging</b>	Dosing & Feeding
<b>MAY</b> Ad Close: 3/23/16 Materials Due: 3/30/16	Extrusion, Injection Molding	<b>Automotive</b>	PET Processing
<b>JUNE/JULY</b> Ad Close: 4/25/16 Materials Due: 5/2/16	Molds & Tools, Blow Molding, Materials for Rigid Packaging	<b>Recycling</b>	Compounding
<b>JUNE/JULY SUPPLEMENT</b>	Drying Supplement – Practical Solutions on Materials, Equipment & Processing		
<b>AUGUST</b> Ad Close: 6/23/16 Materials Due: 6/30/16	Additives & Property Modifiers, Injection Molding Reinforced Materials & Fillers	<b>Medical</b>	Recycling
<b>SEPTEMBER</b> Ad Close: 7/25/16 Materials Due: 8/1/16	K Show Issue, Injection Molding	<b>Automotive</b>	Blow Molding
<b>OCTOBER</b> Ad Close: 8/24/16 Materials Due: 8/31/16	Energy Efficiency in Injection Molding, Recycling, Biopolymers	<b>Packaging</b>	Drying
<b>OCTOBER SUPPLEMENT</b>	Mold Maintenance & Repair Supplement		
<b>NOVEMBER/DECEMBER</b> Ad Close: 9/23/16 Materials Due: 9/23/16	<b>2017 BUYER'S GUIDE</b>		

# 15,000+ SUBSCRIBERS



PRINT

ONLINE

EMAIL

EVENTS

TIPS & TECHNIQUES	TROUBLESHOOTING	SHOW COVERAGE ISSUE	BONUS DISTRIBUTION
Compounding	Robotics/Automation	Plastimagen 2016 Preview	<b>Plastimagen 2016</b> México City, México / March 8-11, 2016
Blending & Color Management	Injection Molding	Plastimagen 2016 Special Report	<b>Plastimagen 2016</b> México City, México / March 8-11, 2016
Extrusion	Purging	ExpoPack México 2016 Preview	<b>ExpoINA México</b> México City, México / April 13-16, 2016 <b>ExpoPack México 2016</b> México City, México / May 17-20, 2016
Feeding	Recycling		<b>ExpoPack México 2016</b> México City, México / May 17-20, 2016
Injection Molding	Extrusion	K 2016 News Flash	<b>Amerimold 2016</b> Novi, Michigan, USA / June 15-16, 2016
Robotics/Automation Extrusion	Process Cooling	K 2016 News Flash	
Thermoforming	Extrusion	K 2016 Technology Preview	<b>K 2016</b> Düsseldorf, Germany / October 19-26, 2016
Extrusion	Hot Runners		

CONNECTING KEY PLASTICS INDUSTRY BUYERS WITH INDUSTRIAL SUPPLIERS

# PRINT RATES & SPECS

## Plastics Technology México Premier Discount Program

Your advertisements in *PT México* and with any other Gardner Business Media publications count towards your Total Ad Spend and help you achieve greater discounts!

TOTAL AD SPEND	DISCOUNT
\$10,000-\$24,999	10% Off
\$25,000-\$39,999	15% Off
\$40,000-\$59,999	20% Off
\$60,000+	25% Off

## Display Print Ads (All Rates 4-Color)

SPACE	RATE
Full Page	\$4,500 <b>A</b>
2/3 Page	\$3,990
1/2 page (Island)	\$3,500
1/2 Page	\$2,990
1/3 Page	\$2,400
1/4 Page	\$1,990
Spread	\$7,990

### **A** ALL FULL PAGE DISPLAY PRINT ADVERTISERS RECEIVE ADDED VALUE:

- 1/4 page Market Place Print Ad in the same issue as your full page (not available in Nov/Dec Buyer's Guide issue)
- Full page Corporate Profile included with your full page ad in the Nov/Dec Buyer's Guide issue
- PLUS, All Value Added benefits listed below

### **B** ALL DISPLAY PRINT ADVERTISERS RECEIVE ADDED VALUE:

- Product announcements in *PT México*:  
6x - 9x advertisers receive 2 product announcements (min.)  
1x - 5x advertisers receive 1 product announcement (min.)
- Expanded Online Showroom on PT-Mexico.com (12 mos.)
- Distributed by private delivery service to 15,000 Mexican subscribers
- Advertising message included in *PT México* digital edition emailed to 10,000 subscribers with live link from your ad to your site

## Cover Rates

SPACE	RATE
Back	\$1,000
Inside Front	\$700
Inside Back	\$500

**AGENCY COMMISSION:** 15% commission is allowed on display advertisements if materials are furnished to our specifications and payment is received within 30 days of invoice. No commission on production charges.

## Market Place (All Rates B&W)

SPACE	RATE
1/2 Page	\$1,100
1/4 Page	\$650
1/8 page	\$375

## PRINT AD REQUIREMENTS: How to submit files

### PLEASE PROVIDE THE FOLLOWING:

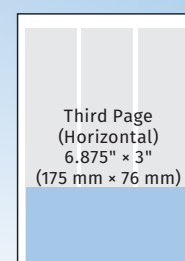
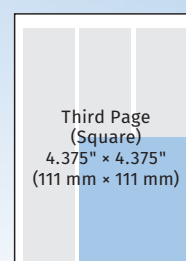
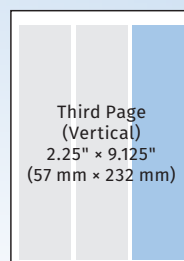
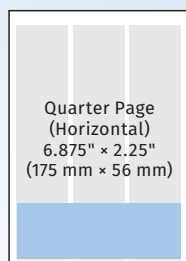
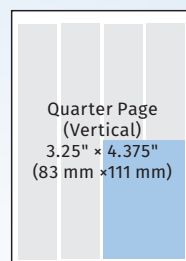
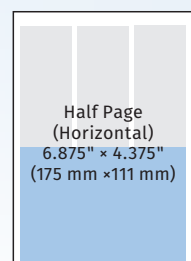
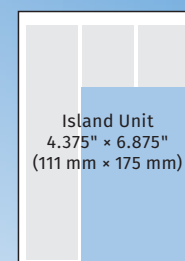
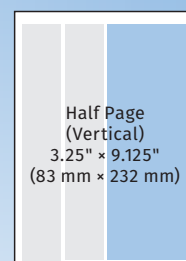
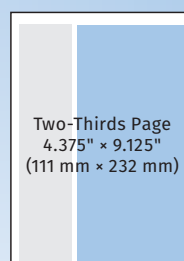
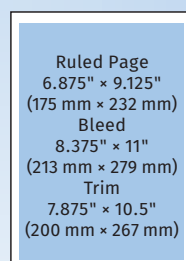
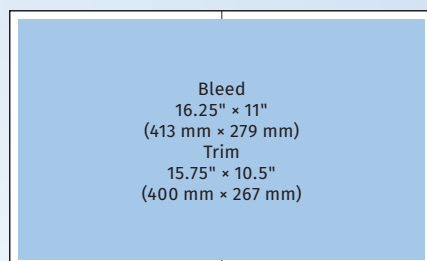
- For ads already designed in Spanish:
- Press Quality PDF File (Add .125 inch bleed for full page ads)
- For ads requiring Spanish translation:
- Adobe InDesign file(s)
  - PDF for position only
  - IDML file
  - All fonts used
  - All linked Images
  - Word document with text for translation

### INSTRUCTIONS:

1. Upload to:  
files.gardnerweb.com  
Upload recipient: Becky Helton
2. Email file to:  
bhelton@gardnerweb.com (5MB max)
3. Ship CD/proofs to:  
**Plastics Technology México**

All rates Gross, in USD

## Print Specs



# DIGITAL ADS & PACKAGES

## ZONE ADVERTISING LOCATIONS

### AVAILABLE ZONES:

- Home Page
- Injection Molding
- Extrusion
- Thermoforming
- Blow Molding
- Auxiliary & Peripheral Equipment
- Tooling
- Recycling
- Materials

### ALL ONLINE ADVERTISERS RECEIVE ADDED VALUE:

- Expanded Online Showroom on PT-Mexico.com for 12 months
- PLUS, up to 7 links to your company website

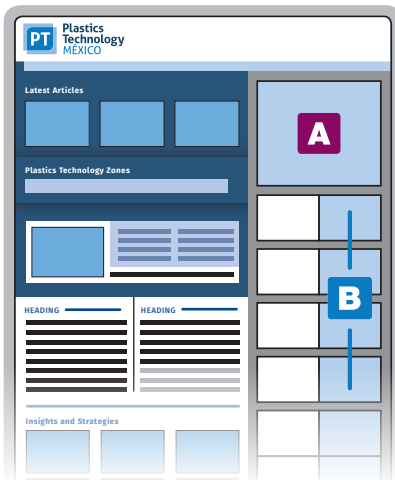
## PT-Mexico.com Online Ads (Gross, in USD)

BANNER ADS	AD PACKAGE	RATE	VALUE ADDED
Home Page	A + B	\$700	(BONUS banner ads): Latest Issue Page and Products Page (total of 3 ads)
Zone Ad	A + B	\$550	Banner ad in every editorial page tagged in that Zone
Two Zone Ads	A + B	\$800	
Home Page & Zone	A + B	\$1,000	All Value Adds for both Home Page & Zone Ads!

## PT-Mexico.com Showroom Ads (Gross, in USD)

ONLINE SHOWROOM	RATE	VALUE ADDED
Online Showroom	\$400	Complimentary with any ad program

## Online Specs



\*\*Our videos do not play in place. Advertisers need to create a static pre-launch ad. This pre-launch ad is a 300 x 250 pixel placeholder. GBM will add the grey "PLAY" button at center and a static video controller on the bottom.

### A FLASH AD\*

300 x 250 pixels; 40K  
Animated SWF/FLA file  
15 sec. max.  
25 frames/sec.  
LOCATION:  
Home and Zone Pages

\*Single ad rotation on page refresh

### Flash Ads Specs

40k; 2 loops max; Please submit both the source .FLA file and .SWF file

Audio: Audio is initiated by the user. Auto-play audio is not permitted in our flash ads. Please build your file with an OFF/ON sound button.

### A VIDEO AD\*\*

640 x 360 pxl  
SWF/FLA file  
29.97 frames/sec.  
30 sec. - 4 minutes  
LOCATION:  
Home and Zone Pages



### Video Static Pre-Launch Specs

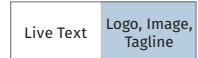
300 x 250 pixels; 40K; PNG, JPG or GIF

### Video Specs

640x360 (16:9); .wmv .avi .mov .mpeg2 .mpeg4; 29.97 Frame Rate - preserve native frame rate; >3Mbps bitrate; 50 MB Video ads will be hosted by GBM

URL Linking: By default, video ads link to your showroom within our website. If you would prefer to link to another URL, please provide your advertising manager with your desired active link.

### B LIVE TEXT HYBRID AD



- LEFT: Live Text to be entered by PT México Ad Mgr.; 120 characters max  
RIGHT: Logo/Image/Tagline; 150 x 100 pixels; 10K; GIF/JPG (static)

### B BRANDED HYBRID AD



- LEFT: 150 x 100 pixels; text or logo graphic on white background; 10K; GIF/JPG (static)  
RIGHT: Logo/Image/Tagline; 150 x 100 pixels; 10K; GIF/JPG (static)  
FINISHED SIZE: 300 x 100 pixels; 72 dpi, 20K Max

## Blog Zone and E-Newsletter Sponsorship Packages



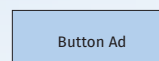
## PT-Mexico.com Blog Zone and E-Newsletter Ads (Gross, in USD)

BLOG & EMAIL PROGRAM	AD PACKAGE	RATE	VALUE ADDED
Blog Sponsorships 12 positions available	A + B + C	\$750 per month	Flash ad or Video ad (A) and Branded or Text Hybrid ad (B) on Blog Zone page. Button ad (C) in weekly Blog e-newsletter push in sponsored months (sent to more than 10,000 subscribers per week; total of 40,000 impressions per month)

## PT-Mexico.com Blog E-Newsletter Ad Specs

### C BUTTON AD

120 x 60 pixels; 10K; GIF/JPG (static); 72 dpi



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- *Modern Machine Shop México*