

Media Guide 2026



**MARKETING SOLUTIONS
FOR REACHING BUYERS**



AUDIENCE
TARGETING



BRAND
AWARENESS



THOUGHT
LEADERSHIP



DEMAND
GENERATION



LEAD
GENERATION



MARKET
INTELLIGENCE



Our Audience is Your Business

Audience intelligence for reaching your ideal customer profiles.

Gardner Business Media Total Industrial Reach

2,000,000 Digital Profiles 780,000 Known Profiles

 Plastics Technology MEXICO 196,000	 Plastics Technology 292,000	 ADDITIVE MANUFACTURING 162,000	 PRODUCTS FINISHING 213,000	 Modern Machine Shop 394,000
	 PRODUCTION Machining 119,000	 MoldMaking TECHNOLOGY 123,000	 CW CompositesWorld 383,000	 Modern Machine Shop Mexico 136,000

Unmatched Industrial Reach

Build your brand and your business by targeting customers and prospects across plastic manufacturing's most informed and engaged industrial network.



AUDIENCE

Influential buyers actively engaging and requesting content



CONTENT

Unbiased, original content that attracts and informs real buyers



CHANNEL

Integrated, always-on content and advertising environments



TECHNOLOGY

Marketing technology and data analytics that deliver results



RESULTS

Bigger-impact, higher-return on your marketing investment

Marketing is Our Business

MARKETING IS OUR BUSINESS

3

Proven strategies for exceeding your brand
and business marketing goals.



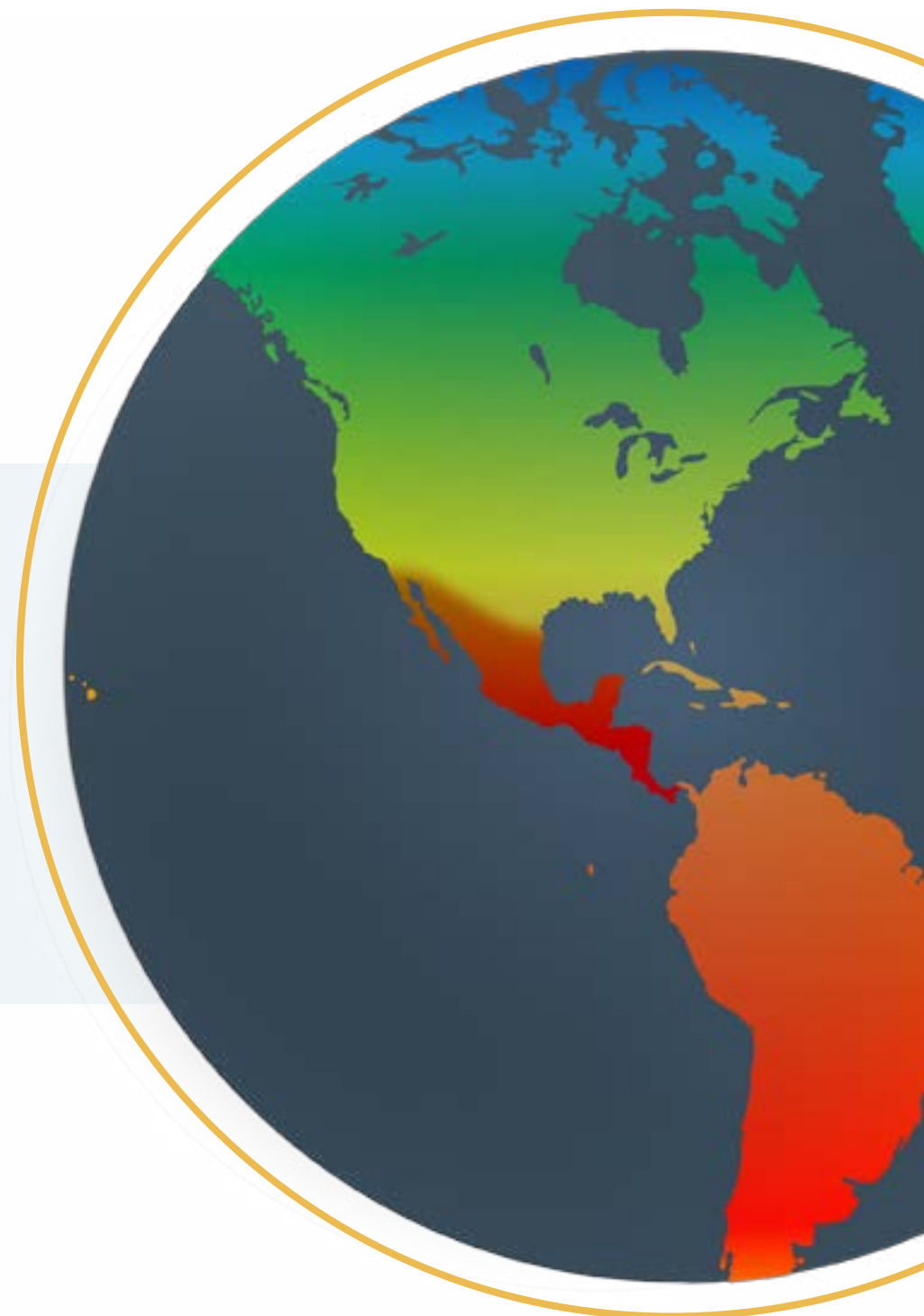
**GARDNER BUSINESS MEDIA MÉXICO
ENSURES YOUR MESSAGE REACHES
THE RIGHT AUDIENCE.**



740,000 USERS
ACROSS ALL OUR PLATFORMS

THE LEADING MEDIA BRAND
FOR REACHING MEXICO,
CENTRAL AND
SOUTH AMERICA
PLASTICS PROCESSING
PROFESSIONALS

**COVERING ALL OF
SPANISH-SPEAKING
LATIN AMERICA.**



More than **270 brands** are engaging with **745 000+** plastics professionals through *PT México*.

BRANDS THAT TRUST US

5



Join them and showcase your solutions to the **most active audience** in the market.

AUDIENCE PROFILE

WE IDENTIFY, YOU CONNECT

We provide the tools and reach to ensure your marketing campaigns connect with the right audience - from key decision makers and industry leaders to professionals in the manufacturing sector. With our team's expertise, you can target specific groups, maximize engagement, and capture high-quality leads that drive real business growth.



EVENTS



WEBSITE



E-NEWSLETTER



WEBINARS



MAGAZINE



No one knows your target audience like we do.

First-party data that pinpoints the best prospects ready to recommend and buy your technology.

AUDIENCE PROFILE

6

The Audience Behind the Data

(Profile 1)

 **DIRECTOR OF OPERATIONS AT A MULTINATIONAL PLASTICS MANUFACTURER**

- ◆ Subscriber of *Plásticos a la Vanguardia* newsletter
- ◆ *PT México* magazine reader (print +digital)
- ◆ Regular consumer of **pt-mexico.com** news

(Profile 2)

 **MANAGER AT A NATIONAL INJECTION MOLDING OPERATION**

- ◆ Subscribed to *El Moldero* newsletter
- ◆ Attendee at *Meximold* tradeshow
- ◆ Downloads technical eBooks

(Profile 3)

 **OPERATIONS MANAGER AT A LEADING RECYCLING COMPANY**

- ◆ Subscribed to *Al Día en Reciclaje* newsletter
- ◆ Frequent visitor of **pt-mexico.com** recycling articles
- ◆ Attendee of *Plastics Recycling LATAM* event

BUILD YOUR AUDIENCE

A SELECT YOUR TARGET AUDIENCE FROM OUR COMMUNITY

STEP 1	STEP 2	STEP 3	STEP 4
REGION	INDUSTRY	OPERATIONS	JOB TITLE
☐ MEXICO	☐ AUTOMOTIVE/TRANSPORTATION	☐ INJECTION MOLDING	☐ COMPANY MANAGEMENT / PURCHASING
☐ COLOMBIA	☐ DIE/MOLD	☐ THERMOFORMING	☐ MANUFACTURING PRODUCTION
☐ PERU	☐ PACKAGING	☐ SCRAP REPROCESSING	☐ MANUFACTURING ENGINEERING
☐ ECUADOR	☐ CONSUMER PRODUCTS	☐ PIPE/CONDUIT/PROFILE/TUBING	☐ PRODUCT DESIGN, R&D, QUALITY CONTROL
☐ ARGENTINA	☐ INDUSTRIAL MACHINERY & EQUIPMENT	☐ BONDING/WELDING	☐ AUTOMATION/SYSTEMS ENGINEER
☐ CHILE	☐ AEROSPACE/AVIATION	☐ ROTATIONAL MOLDING	☐ EDUCATIONAL OR GOVERNMENT
☐ SPAIN	☐ APPLIANCE	☐ CAD/CAM	☐ OTHER
☐ COSTA RICA	☐ COMPUTERS/ELECTRICAL ELECTRONICS	☐ MOLD MAKING	
☐ BOLIVIA	☐ MEDICAL/DENTAL BUILDING & CONSTRUCTION	☐ COMMERCIAL PLASTICS RECYCLER	
☐ GUATEMALA	☐ OFFROAD/CONSTRUCTION/AGRICULTURAL	☐ TOOL REPAIR & MAINTENANCE	
☐ PANAMA	☐ FURNITURE	☐ EXTRUSION BLOW MOLDING	
☐ EL SALVADOR	☐ OIL & GAS	☐ 3DP/ADDITIVE MANUFACTURING	
☐ BRAZIL	☐ RENEWABLE ENERGY (WIND ENERGY, SOLAR, ETC.)	☐ INJECTION BLOW MOLDING	
☐ UNITED STATES (SPANISH SPEAKERS)	☐ MILITARY/DEFENSE	☐ ROBOTICS & AUTOMATION COMPOUNDING	

B CONNECT WITH THEM IN THEIR PREFERRED PLATFORMS

(Select all that apply)

☐ Events

☐ Digital

☐ Email

☐ Print

☐ Webinars



GATED CONTENT



LEAD GENERATION

Turn white papers, case studies or editorial content into qualified Leads with promotion across web, email and social.

DELIVERED BY THE #1 INDUSTRIAL MEDIA BRAND.



NEW 2026 FORMAT OPTIONS

OPTION A

Self-Produced
Content

Full narrative control

Thought-leadership
spotlight

Multi-channel promotion across
PT México (web, email, social)

Editorial guidance to
maximize performance

Unlimited Leads

OR

OPTION B

Exclusive Sponsorship
of *PT México* Content

Zero production work

Trusted editorial voice
alongside your brand

Multi-channel promotion across
PT México (web, email, social)

Exclusive positioning within
a relevant editorial topic

Unlimited Leads

[For more info, click here](#)

GATED CONTENT

8



WEBINAR

Generate leads and position your brand as a knowledge authority through *PT México's* webinar program.

NEW 2026 FORMAT OPTIONS

Pick the option that better fits your goals:



Target Multiple
Spanish-Speaking
Market

Contact your sales rep
for more information.

OPTION A	OR	OPTION B	OR	OPTION C
Self-Produced Content		Sponsored Editorial Content		Sponsored Email Invitation
Full narrative control		Zero production Work + Trusted editorial voice		Invitation-only branding limited placement
Multi-channel promotion across <i>PT México</i> (web, email, social)		Banners in emails + shared 15-sec video during webinar		Logo placement in 1 invitation email
Unlimited Leads		Unlimited Leads		25 qualified leads

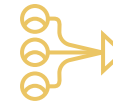


SCAN THE QR CODE
AND FIND MORE
INFORMATION ABOUT
SPECS AND RATES

For more info, click here



DIRECT TRAFFIC



DEMAND GENERATION
SOLUTIONS

Attract high-intent visitors straight to your digital platforms.

Through smart audience targeting and multi-channel campaigns, our Direct Traffic product sends qualified professionals straight to your website, landing page, or marketplace ready to engage, and take action.



You receive:

- Precision-targeted audience through our social media channels
- Custom monthly e-print delivered to your ideal demographic profile
- Sponsored content advertisements in *Plastics Technology México's* e-newsletters
- Performance report including impressions, opens and clicks

Your benefits will be:

- Drive qualified, high-intent traffic to your online assets
- Engage with experts in search of innovative answers
- Generate faster visibility, stronger connections, and higher conversions
- Strengthen your reputation as a trusted industry leader



Target the right audience to increase trust and brand visibility.

Connect with a targeted audience of *Plastics Technology México*’s qualified readers reaching decision-makers, and key operators who rely on our publication for trusted information.

You receive:

- Customizable content
- Detailed performance report including total delivered, open rate and click-through rate
- Personalize your audience selection for maximum impact

Your benefits will be:

- Strengthen brand credibility in the industry
- Lead the conversation on your topic of expertise
- Increase brand visibility with a demographically selected audience, supported by click-through metrics

SELECT YOUR TARGET AUDIENCE

Select your audience based on industry, geography, facility size, job title and/or operations performed.

STEP 2
INDUSTRY

☒ Automotive

☒ Die/Mold

☐ Packaging

☒ Furniture

☐ Appliance

☒ Military/Defense

☐ Oil & Gas

STEP 1
REGION

☒ México

☒ Colombia

☐ Peru

☒ Ecuador

☐ Argentina

☒ Chile

☐ Spain

STEP 3
OPERATIONS

☐ Company Management

☒ Manufacturing Production Management

☒ Manufacturing Production Department



PRINT AND DIGITAL MAGAZINE DISPLAY



BRAND AWARENESS
SOLUTIONS

BEST OF BOTH WORLDS ONE MESSAGE, TWO AUDIENCES.

1 PT México Printed Magazine



Audience Reach
10,300 +
TOTAL MAGAZINE SUBSCRIBERS



2 PT México Digital Edition



Audience Reach
14,600 +
TOTAL SUBSCRIBERS

Our magazine travels through gatekeepers and secured emails servers to **reach decision-makers** with your message.

86%

of our subscribers continue to share **PT México's** content with 2 or more colleagues.

BONUS

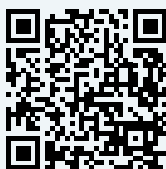
MARKETING SURVEY

What does the market think about your brand?

Recive feedback and a database of customers who are interested in your solutions.



JUNE / JULY ISSUE



SCAN DE QR CODE
TO CHECK PRINT
AD SPECS.

For more info, [click here](#)

CONTENT CALENDAR

DIGITAL			PRINTED & DIGITAL			
PT MÉXICO GATED CONTENT	PT MÉXICO CONTENT WEBINARS	MONTH	EVENTS COVERAGE	FEATURE COVERAGE	TECH TOPICS	APPLIED TECHNOLOGY
February Tips & Techniques for Injection Molding	Plastics Business Intelligence February Women in Manufacturing March	FEB / MAR AD CLOSING DATE: JAN 30 MATERIAL DEADLINE: FEB 6	PTXPO 2026 Rosemont, IL, United States March 17th - 19th Expo Plasticos Guadalajara, JAL, Mexico March 24th - 26th	Women in the Plastics Industry	Material Handling	Purging
April Tips & Techniques for Extrusion	Extrusion April Recycling May	APR / MAY AD CLOSING DATE: MAR 30 MATERIAL DEADLINE: APR 6	Plastics Recycling LATAM Mexico City, Mexico May 19th - 20th	State of the Art of Recycling in Mexico and Latin America	Recycling Systems & PCR materials	Hotrunner Systems
	Automotive June	JUN / JUL AD CLOSING DATE: MAY 29 MATERIAL DEADLINE: JUN 5		Plastics and Automotive Industry	Processing Aids and Additives	Blow Molding
BONUS JUNE - JULY EDITION FULL PAGE ADVERTISERS ONLY						
August Tips & Techniques for using Hotrunner systems	Inyección 360° Summit OnLine September	AUG / SEP AD CLOSING DATE: JUL 30 MATERIAL DEADLINE: AUG 6	Meximold Queretaro, QRO, Mexico October 14th - 15th	Mold Manufacturing in Mexico	Molds & Components	Plastics in Agriculture
November Tips & Techniques for Plastics Recycling	Packaging November	OCT / NOV AD CLOSING DATE: SEP 29 MATERIAL DEADLINE: OCT 6	Plastimagen Mexico City, Mexico November 10th - 13th	Packaging and Sustainability	Extrusion	Thermoforming
		DEC / JAN AD CLOSING DATE: NOV 30 MATERIAL DEADLINE: DEC 7	2027 BUYER'S GUIDE Connecting Mexican Industrial Equipment Buyer with Qualified Technology Suppliers			

BONUS Marketing Survey | Turn your full-page ad into market research and qualified leads.



NEWSLETTER



BRAND AWARENESS
SOLUTIONS

Engage new audiences through exclusive e-newsletters that deliver trusted content, industry insights, and measurable connections with your best prospects.

NEW IN 2026

Tailor your newsletter strategy to the audiences and objectives that matter most to your brand.



NEWSLETTER COVERAGE

Use the calendar below to help you target several sectors with more precision messaging.

WEEKLY

Plásticos a la Vanguardia

(Plastics at the Forefront)

Latest news from the plastics industry that are relevant for the sector in Mexico and Latin America.

14,600+
SUBSCRIBERS

MONTHLY

Al día en Reciclaje

(Recycling today)

Briefing on plastics recycling—covering mechanical/chemical innovations, PCR materials, and regulations.

10,200+
SUBSCRIBERS

MONTHLY

Packaging a la Vanguardia

(Packaging at the Forefront)

What's next in plastic packaging: new materials, circular solutions, and industry breakthroughs

3,300+
SUBSCRIBERS

MONTHLY

Extrusión 360°

(Extrusion 360°)

Innovative technologies, trends and wide range of applications in extrusion.

2,200+
SUBSCRIBERS

MONTHLY

Mujeres en la Manufactura

(Women in manufacturing)

A newsletter for women in manufacturing. Supporting visibility in plastics, packaging, recycling, moldmaking, machining.

2,800+
SUBSCRIBERS

MONTHLY

Inyección 360°

(Injection 360°)

Latest innovations, applications, and trends in the injection molding process.

6,500+
SUBSCRIBERS

MONTHLY

El Moldero

(The Mold Maker)

Position your solutions to the fastest growing sector involved in complex manufacturing of molds and dies.

6,300+
SUBSCRIBERS

SPECIAL

Qué ver en Plastimagen

(What's new in Plastimagen)

The most relevant technologies, machinery, and materials to see at Plastimagen.

14,600+
SUBSCRIBERS

NEWSLETTERS

14

NEWSLETTER CALENDAR

Calendar reflects every month (From January to December)*

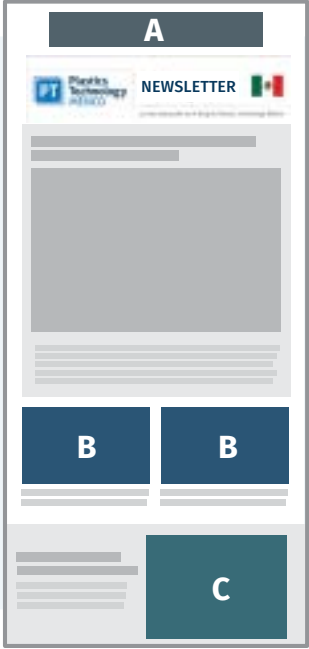
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1		 EXTRUSIÓN 360° (Extrusion 360°)			 PLÁSTICOS A LA VANGUARDIA (Plastics at the Forefront)
WEEK 2		 EL MOLDERO (The Mold Maker)	 PACKAGING A LA VANGUARDIA (Packaging at the Forefront)		 PLÁSTICOS A LA VANGUARDIA (Plastics at the Forefront)
WEEK 3		 MUJERES EN LA MANUFACTURA (Women in Manufacturing)			 PLÁSTICOS A LA VANGUARDIA (Plastics at the Forefront)
WEEK 4		 INYECCIÓN 360° (Injection 360°)	 AL DÍA EN RECICLAJE (Recycle today)		 PLÁSTICOS A LA VANGUARDIA (Plastics at the Forefront)

What's New in Plastimagen | 2 deliveries before the event + 4 deliveries during the show + 1 delivery after the event

Our trusted newsletters bypass high security servers to deliver information that support manufacturers in our community.

Choose from one of three high impact options to deliver your message.

- A LEADERBOARD
- B VIDEO OR IMAGE
- C TECHNOLOGY SOLUTIONS AD



SCAN THE QR CODE
TO CONSULT ALL
THE EMAIL BANNER
SPECS.

For more info, click here



WEBSITE DISPLAY ADVERTISING



BRAND AWARENESS SOLUTIONS

Boost awareness and credibility by consistently showcasing your brand across the channels your audience trusts most.

4 ADVERTISING SOLUTIONS

1 Homepage Premium

- Includes banner placements A, B, and C (Leaderboard, Billboard and Medium Rectangle)
- Visible on homepage + across other main sections
- Perfect for: maximum visibility and brand leadership

Homepage premium ad includes other highly visited pages on-site:

News, Products, Events, Trends.

2 Zone Premium

- Includes all three banner positions within one chosen zone
- Perfect for: reaching highly targeted niche audiences.

Available zones: Extrusion | Injection Molding | Additive Manufacturing | Molds and Tooling | Recycling | Robots & Automation | Additives

For more zones contact your Gardner consultant.

**Price includes choice of two zones.*

◆ WEB DISPLAY INCLUDES ALL FORMATS

A Super Leaderboard

B Billboard

C Medium Rectangle



49% of buyers include industry website in their research.
Think with Google, study

Maximize exposure with the **NEW PREMIUM+**

3 Homepage Premium +

- Everything in Homepage Premium
- Remarketing Campaigns (GAnalytics tracking + ads shown on other sites visited by the same audience).
- Perfect for: brands that want top exposure + extended digital presence beyond our site.

4 Zone Premium +

- Everything in Zone Premium
- Remarketing Campaigns (GAnalytics tracking + ads shown on other sites)
- Perfect for: targeting a specific zone + staying visible wherever your buyers go.

How does the **PREMIUM+** work?



OFFSITE VIDEO REMARKETING

Extend your videot reach to the *PT Mexico's* audience by adding offsite video remarketing.

YOU RECEIVE:

- A video campaign on *Plastics Technology México's* Youtube channel subscribers and Google's video network.
- A monthly activity report including number of impressions and views.



VIDEO CONTENT MARKETING

Video coverage at Meximold along with multi-channel promotions with industry leading voices, increasing your event investment into long lasting marketing impact.

BOOST YOUR EVENT ROI PICKING THE BEST PLAN FOR YOU

SPOTLIGHT	OR	MAGNIFY	OR	CENTER STAGE
30 minutes planning call		All Spotlight features +		All Magnify features +
30 minutes booth interview		2 pre-event social media posts on Meximold socials		1 min pre-event video interview
Published on pt-mexico.com		2 pre-event social media posts on PT México		E-print up to 1,000 targeted buyers
Share on PT México + Meximold social media		Editorial mention in a post-event e-newsletter		1 social media carousel during the event
Up to 2 min final video (Up to two spokespersons on the video)		Up to 3 min final video		Up to 4 min final video
VIDEO DELIVERY: 5 BUSINESS DAYS		VIDEO DELIVERY: 5 BUSINESS DAYS		VIDEO DELIVERY: DURING THE EVENT



Extend your Meximold reach with video packages

meximold
2026

Querétaro Centro
de Congresos

October 14th - 15th, 2026

6th Edition

The only show in Mexico entirely dedicated to the molds, tooling and die industry.



MEXIMOLD
BROCHURE

For more info, click here

PLASTICS RECYCLING LATAM® 2026

May 19-20, 2026

Hotel Sheraton María Isabel, Mexico City, Mexico

- Exhibit in one city and get visitors from 9 Latin American countries!
- PRLatam will let you live a deep experience with the event attendees, spending a rich time together, attending the conferences, having lunch together, discussing over a cup of coffee, toasting after a long day of business
- **For the first time! Extrusion Takes the Stage in PRLATAM**

300+

Attendees

30+

Exhibitors

20+

Conferences

We are returning to the hotel format!

According to past surveys, this has been the preferred setup for both attendees and exhibitors, offering high-quality networking opportunities.

In May 2026, we're bringing back the exclusive atmosphere and rich business opportunities that the plastics recycling industry needs.



**NEW
EXTRUSION
TRACK IN
2026**

Testimonial

“We were pleasantly surprised by the audience’s turnout and saw that the quality of their knowledge and understanding of what they were looking for was quite high, so we were more than satisfied.”

Borja Alonso

Sales Manager of Unidad de Reciclaje de Vecoplan AG.



**PRLATAM
BROCHURE**

For more info, click here

Our Visionary Founder

Time passes, conditions change, the world progresses – and those who are found keeping pace with the new order of things are those who are young enough in mind and spirit to recognize the value of the new and to make themselves a part of it.

DON G. GARDNER, Founder, Gardner Business Media, June 1928

**CONTACT US
TODAY!**

WOR Business Center
Av. Miguel Hidalgo y Costilla #330
Offices 5th floor, Col. Centro
Zip Code 64000
Monterrey, Nuevo León, Mexico



**EXECUTIVE DIRECTOR OF
INTERNATIONAL BUSINESS**
Claude Mas
cmas@gardner.media



EDITOR-IN-CHIEF
Natalia Ortega
nortega@gardner.media

MEXICO SALES REPRESENTATIVES



ASSOCIATE DIRECTOR
Guillermo Fernández
+1 305 308 7006
gfernandez@gardner.media



REGIONAL SALES MANAGER
Ricardo Pérez-Vertti
+52 442 141 1112
perezvertti@gardner.media

UNITED STATES AND CANADA REPRESENTATIVES



MIDWEST / CANADA
Jackie Dalzell
+1 513 338 2185
jdalzell@gardner.media



FLORIDA
Guillermo Fernández
Associate Director
+1 305 308 7006
gfernandez@gardner.media

INTERNATIONAL SALES REPRESENTATIVES



EUROPE
Simone Mas
European Sales Manager
+33 749 645 647
smas@gardner.media



ITALY
Roberto Pucceti
Globe Trotter SAS
+39 320 744 7807
roberto.pucceti@gtrotter.it



CHINA
Erica Cheng
Gedy Advertising
+86 185 1531 1075
erica@gedyinc.com



TAIWAN
May Hsiao
J&M Media Corporation
+866 422 353 959
may.jm@gmail.com



SPAIN/PORTUGAL
Guillermo Fernández
Associate Director
+1 305 308 7006
gfernandez@gardner.media