



Plastics Technology MÉXICO

A la vanguardia en la industria plástica

PT-Mexico.com

2021 MEDIA GUIDE

BUYING INFLUENCE CYCLE



MARKETING MIX

PUSH MEDIA

MAKES PULL MEDIA POSSIBLE

Delivers brand messaging and content marketing directly to buyers. Introduces, informs and conditions buyers.



WEBSITE
(TRADE MEDIA)



INDUSTRY
EVENTS



MAGAZINES



EMAIL



SOCIAL

PULL MEDIA

MAKES PUSH MEDIA POWERFUL

Provides prospects with deeper information on brands or solutions they're evaluating.



WEBSITE
(SUPPLIER/
VENDOR)



SEARCH
(GOOGLE/
BING)



VIDEO



WEBINAR



WHITE
PAPER

PLASTICS TECHNOLOGY MÉXICO OFFERS BOTH **PUSH** MEDIA AND **PULL** MEDIA TO HELP YOU DELIVER YOUR **MESSAGE** TO THE **RIGHT AUDIENCE**

THE BEST RESOURCES IN MEXICO FOR REACHING PLASTICS CONVERTERS WITH YOUR BRAND MESSAGE



MAGAZINE

15,500+
SUBSCRIBERS



WEBSITE

420,000+
USERS PER YEAR

*unique



EMAIL

16,500+
SUBSCRIBERS



SOCIAL MEDIA

27,500+
USERS



2021 EVENT



MISSION STATEMENT

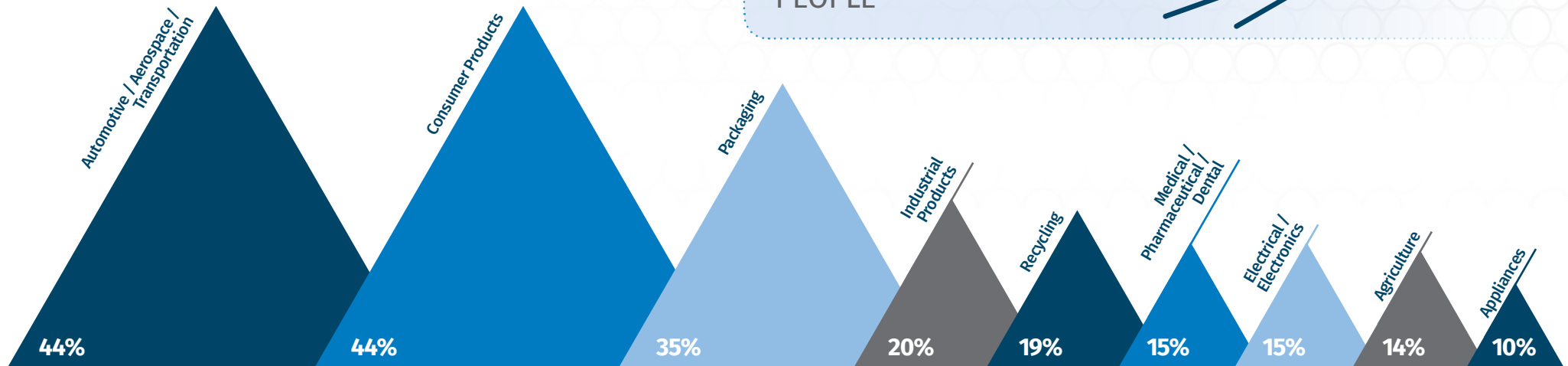
In this information age, communication between Buyers and Sellers is essential. *Plastics Technology México* provides your company critical access to an increasingly empowered manufacturing audience in Mexico. Our seasoned editorial and marketing teams develop and promote print and digital media, social networking, webinars and live events to provide first-rate resources to the Mexican manufacturing buying audience – an integrated communication strategy designed to grow sales and market share for your products and services.

PRINT AUDIENCE

15,500+ SUBSCRIBERS

INDUSTRIES SERVED*

PLASTICS TECHNOLOGY MÉXICO AUDIENCE HAS DEFINED ITS SUPPORT TO THE FOLLOWING INDUSTRIES:



PT MÉXICO REACHES EVEN MORE READERS!
74% OF OUR SUBSCRIBERS SHARE THEIR COPY OF PT MÉXICO WITH 2 OR MORE PEOPLE



AUDIENCE PROFILE*

TOTAL SUBSCRIPTIONS

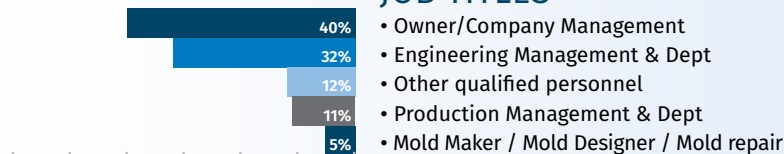
16,022

TOTAL FACILITIES

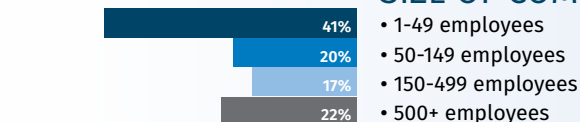
9,727

*Source: June 2020
Publisher's Count

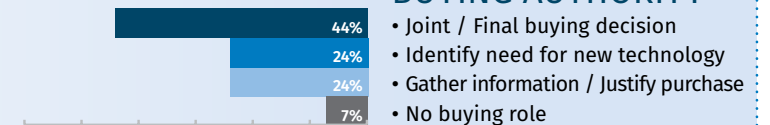
JOB TITLES



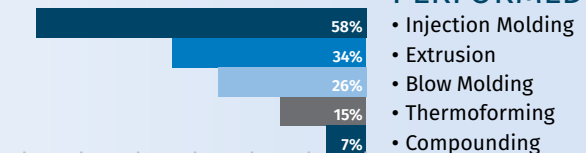
SIZE OF COMPANY



BUYING AUTHORITY



TOP 5 OPERATIONS PERFORMED



ONLINE AUDIENCE

420,000+

USERS PER YEAR *unique

46,000+

WEBSITE AVERAGE MONTHLY VISITS

70,000+

AVERAGE MONTHLY PAGE VIEWS



TOP 20 COUNTRIES

COUNTRY	USERS	COUNTRY	USERS
1. Mexico	281,054	11. Guatemala	3,028
2. Colombia	26,738	12. Costa Rica	2,750
3. United States	20,273	13. El Salvador	2,109
4. Spain	17,954	14. Dominican Republic	1,739
5. Peru	13,578	15. China	1,345
6. Argentina	13,127	16. Germany	1,259
7. Chile	7,363	17. Honduras	1,247
8. Ecuador	7,249	18. Panama	1,216
9. Venezuela	3,782	19. Brazil	1,053
10. Bolivia	3,244	20. Japan	979

*Source: Google Analytics

E-MAIL AUDIENCE

16,500+

SUBSCRIBERS

TOP / ACTIVE DOMAINS



APPLIANCES
 mabe.com.mx
 serviciosvistamex.com
 unicarmex.com
 koblenz-electric.com
 hultek.com.mx
 samsung.com
 whirlpool.com



MEDICAL / PHARMACEUTICAL / DENTAL
 trendtechnologies.com
 nypro.com
 phillipsmedisize.com
 bemismfg.com
 flex.com
 formulaplastics.com
 grupoarcoiris.com.mx
 ggivsa.com
 jabil.com



AUTOMOTIVE / AEROSPACE / TRANSPORTATION
 continental-corporation.com
 delphi.com
 faurecia.com
 federalmogul.com
 hella.com
 kostal.com
 moldingprecision.com
 bocar.com



PACKAGING
 amcor.com
 arcacontal.com
 directpackinc.com
 decoplast.mx
 tupperware.com
 cajaplax.com.mx
 aptar.com
 grupophoenix.com
 grahampackaging.com



CONSUMER PRODUCTS
 evenflo.com
 mx.estee.com
 us.panasonic.com
 victorinox.com
 alen.com.mx
 alpura.com
 mmm.com
 unilever.com



RECYCLING
 anguiplast.com
 converpet.com
 globaplast.com.mx
 plasticospimsa.com
 petone.com.mx
 jcpastics.com.mx
 brfolgueiras.com
 inplarsa.com.mx
 wow.com.mx
 petstar.mx
 greenmind.mx



INDUSTRIAL PRODUCTS
 adsmexicana.com
 alve.com.mx
 soliplas.com.mx
 fabco.mx
 tuboflex.com.mx
 gtglobal.com
 icusa.com.mx

*Source: Active Campaign

INDUSTRY PROFESSIONALS SAY PRINT IS...



INFLUENTIAL

Manufacturing buyers find advertising in industry sources 3 times more influential than advertising in non-industry outlets like Google & Facebook.



MEMORABLE

Print advertising yields a higher level of advertising recall, longer engagement & increased brain activity.



IMPACTFUL

More than 50% of industrial buyers use print magazines throughout their purchase process.



INFORMATIVE

More than 60% of industrial buyers consider magazine advertising informative.

*Source: Print Media & the Industrial Buyer Report 2020, Gardner Business Media, Inc.



PT MÉXICO ADVERTISER

DANIELA CALDERÓN
GENERAL MANAGER, HASCO NORMALIEN MÉXICO

"The magazine has highly valuable technical information, and it covers current issues and trends that reflect the challenges of the moment. It offers an excellent presentation and is an ally to reach our clients."



PT MÉXICO AUDIENCE

FRANÇOIS OUELLET
PLANT MANAGER, EXO-S MÉXICO

"I like to look for the most recent edition of the print magazine to understand what's going on in the market. Each issue brings current topics and detailed technical content, which helps us gain greater knowledge about the industry and the processes."

2021 EDITORIAL CALENDAR

ISSUE	JANUARY / FEBRUARY	MARCH	APRIL	MAY	JUNE / JULY
CLOSING DATE	11/30/20	1/29/21	2/26/21	3/30/21	4/30/21
FEATURE COVERAGE	Digitalization and Industry 4.0	Additive Manufacturing for Mold Manufacturing	Molding for Medical Applications	Trends in automation in Mexico and Latin America	Molds & Components
INDUSTRY OUTLOOK	Online Educational Programs for Plastics	Women in the Plastics Industry	Plastics & Agriculture	Recycling Industry in Mexico	Packaging
PRODUCT TECHNOLOGY SHOWCASE	Compounding	Additives and Processing Aids	Materials Handling	Injection Molding	Injection Molding
TIPS & TECHNIQUES	Auxiliary Equipment	Extrusion	Purging		Robots & Automation
SHOW COVERAGE ISSUE		Plastimagen Light	Expo Manufactura Chinaplas 2021		
BONUS DISTRIBUTION					Special Supplement - Plastics Recycling: Trends, Drivers and Best Practices

ISSUE	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER / DECEMBER
CLOSING DATE	6/29/21	7/30/21	8/30/21	9/29/21
FEATURE COVERAGE	Plastics and Circular Economy	3D Printing & Additive Manufacturing	Packaging and Sustainability	
INDUSTRY OUTLOOK	Automotive Industry	Mold Manufacturing in Mexico	Simulation for Injection Molding	2022 BUYER'S GUIDE
PRODUCT TECHNOLOGY SHOWCASE	Molds and Components	Extrusion	Blow Molding	Connecting Mexican Industrial Equipment Buyers with Qualified Technology Suppliers
TIPS & TECHNIQUES	Thermoforming	Mold Repair	Recycling	
SHOW COVERAGE ISSUE	Meximold 2021	Meximold 2021	Expo Plásticos 2021	
BONUS DISTRIBUTION		meximold Meximold 2021 Queretaro, QRO, Mexico October 21st - 22nd, 2021	EXPO PLÁSTICOS 2021 Expo Plásticos 2021 Guadalajara, JAL, Mexico November 10th - 12th, 2021 Special Supplement - Plastics Drying: Best Practices, Technologies and Tips	In all 2022 events



PRINT AD OPPORTUNITIES STARTING AS LOW AS \$2,050! (US Dollars)

For rates & specifications, please refer to pocket content

NEW - PT-MEXICO.COM OPPORTUNITIES

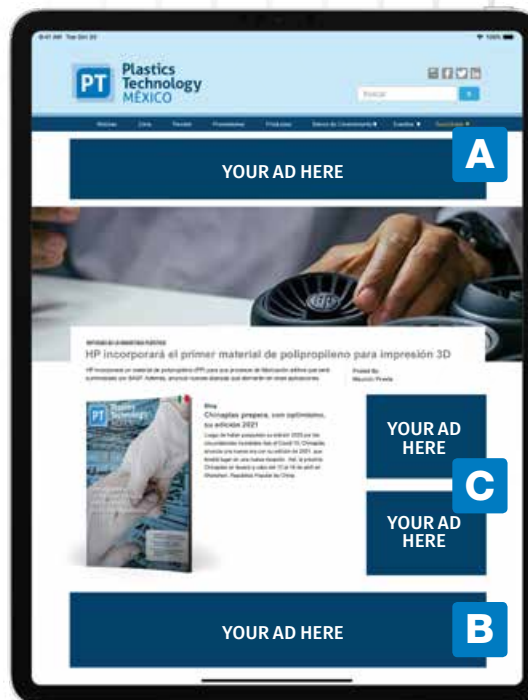
FEATURE YOUR MESSAGE ON THE PT MÉXICO HOMEPAGE OR IN SPECIFIC TECHNOLOGY ZONES NEXT TO CONTEXTUALLY RELATED ARTICLES

NEW PACKAGES WITH IMPROVED CONTENT INTEGRATION TO BETTER ENGAGE YOUR AUDIENCE

PACKAGE OPTIONS	AD FORMATS	LOCATION
HOME PREMIUM (Limit: 12)	A 1 Super Leaderboard B 1 Billboard C 1 Medium Rectangle	<ul style="list-style-type: none"> • HOME PAGE • RUN OF SITE
ZONE PREMIUM (Limit: 4 per zone)	A 1 Super Leaderboard B 1 Billboard C 1 Medium Rectangle	<ul style="list-style-type: none"> • ONE ZONE (Your choice)
SPECIAL OFFER	AD FORMATS	LOCATION
ZONE EXCLUSIVE (Limit: 1)	A 1 Super Leaderboard B 1 Billboard D 1 Banner 300x600	<ul style="list-style-type: none"> • ONE ZONE (Based on availability)

PACKAGES STARTING AS LOW AS **\$950!** (US Dollars)

For rates & specifications, please refer to pocket content



*Home page example



*Zone page example

AVAILABLE ZONES JUST FOR YOU!
CHOOSE A ZONE THAT TARGETS YOUR DESIRED AUDIENCE.

To get the complete list of available zones please contact your sales rep (refer to back cover).



PT MÉXICO ADVERTISER

ALEX VIDAL

VICE PRESIDENT OF DEVELOPMENT OF NEW BUSINESSES FOR LATIN AMERICA, NOVATEC

"The website allows us to further extend our reach. There, we present the 'Knowledge Centers', where our clients find detailed information and answers to frequently asked questions about drying and conveying of resins."



PT MÉXICO AUDIENCE

SANDRA MORENO

GENERAL MANAGER, CITRULSA DE MÉXICO

"The portal is a great tool and a reliable source of information. They are always at the forefront and with open access for consultation. At Citrusla, we follow the news they publish about fairs, trends of the market and new technologies."

E-NEWSLETTER

“PLÁSTICOS A LA VANGUARDIA”

KEEP YOUR BRAND NEXT TO THE FRESHEST PLASTICS TECHNOLOGY MÉXICO CONTENT.

“Plásticos a la Vanguardia” is a weekly e-mail recap created by the PT México editorial team, making it the premier resource for finding the latest news, technologies and case studies in the industry.

Placing an ad in “Plásticos a la Vanguardia” gives your company the opportunity to market your brand to an active audience who read our content once a week (sent every Friday).



DELIVERS WEEKLY TO **16,000+ SUBSCRIBERS**

AD OPPORTUNITIES STARTING AS LOW AS **\$700!** (US Dollars)

For rates & specifications, please refer to pocket content

AD OPTIONS INVENTORY

- E** Leaderboard 1 available (per E-newsletter)
- F** Video ad 2 available (per E-newsletter)
- G** Banner + Plus 16 available (per E-newsletter)



PT MÉXICO ADVERTISER

EDGAR CALDERÓN
NATIONAL SALES MANAGER,
ARBURG MÉXICO

“With the e-newsletter we reach clients from various sectors of the industry who consult the news every week. Arburg is at the forefront of new technologies, and that is why we are delighted to collaborate with a reliable medium for the sector.”



PT MÉXICO AUDIENCE

MARGARITA VELÁZQUEZ
GENERAL MANAGER,
PLASTIHEAT

“The e-newsletter is an important source of information for Plastiheat, because it helps us navigate the challenges of the market with articles on new trends and solutions in the industry. It is recommended to all entrepreneurs in the field.”

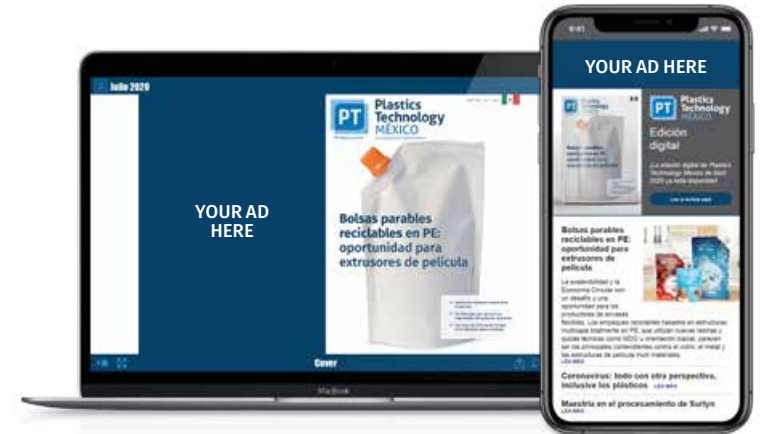
NEW - PT MÉXICO EXCLUSIVE DIGITAL EDITION BUNDLE

CARRY YOUR BRAND ONLINE WITH PLASTICS TECHNOLOGY MÉXICO

DIGITAL EDITION BUNDLE INCLUDES:

- Full page ad on the opening tab
- Exclusive leaderboard in the digital edition email
- Advertising on the PT-Mexico.com Latest Issue landing page

Availability: **1 per issue**



DELIVERS TWICE A MONTH TO 16,400+ SUBSCRIBERS. THAT IS **32,800+ IMPRESSIONS**

OVER 120,000 DIGITAL ISSUE PAGE VIEWS ON THE LAST YEAR!

Digital editions are promoted through email and social media and featured on PT-Mexico.com. Archived editions remain available on the site indefinitely.

AD OPPORTUNITIES STARTING AS LOW AS **\$1,200!** (US Dollars)

For rates & specifications, please refer to pocket content

KNOWLEDGE CENTERS

MAKE YOUR BRAND A PART OF THOUGHT LEADERSHIP

A CO-BRANDED, CATEGORY-SPECIFIC **MICROSITE** featuring non-commercial applications and technical-based content.

KNOWLEDGE CENTERS ARE SUPPORTED BY AN INTEGRATED **PROMOTIONAL PROGRAM** and include multimedia content and lead-generation opportunities.

KNOWLEDGE CENTERS PROVIDE:

- An integrated promotional program including a strong online e-newsletter and print presence
- Perception of industry expertise
- Exclusivity by content focus
- Interaction with interested technology buyers

OPPORTUNITIES STARTING AS LOW AS \$3,000! (US Dollars)



For rates & specifications, please refer to pocket content

NEW - EPRINTS

REACH ACTIVE AND QUALIFIED BUYERS WITH PT MÉXICO EPRINTS.

Plastics Technology México ePrints provide targeted email outreach to opt-in subscribers.

Instead of being presented as an unsolicited advertisement, *PT México* ePrint advertisers appear as technology providers and thought leaders.

EPRINTS INCLUDE:

CUSTOMIZABLE CONTENT

Up to 5 content sections: the feature, the custom sections and the learn more /company section.

DEMOGRAPHIC TARGETING

Audience selection limited to *PT México* opt-in subscribers, but customizable.

ANALYTIC REPORTING

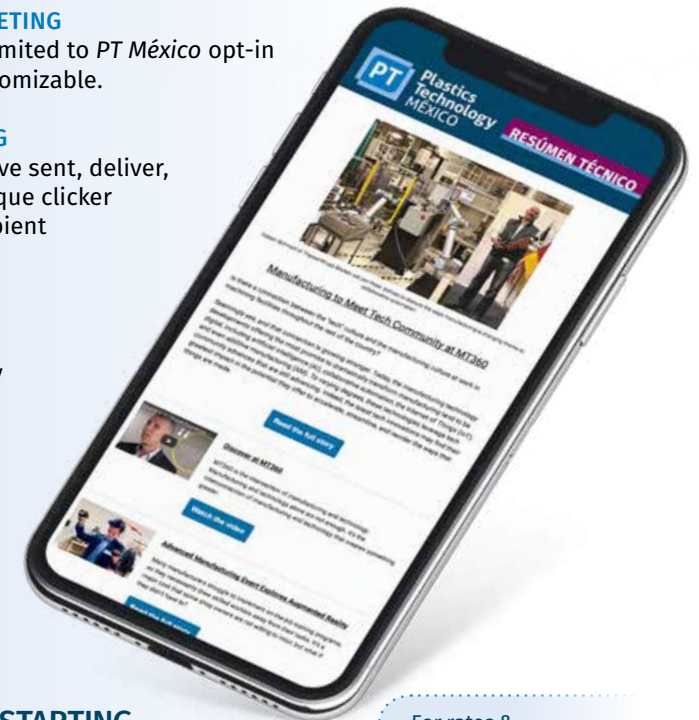
Advertisers will receive sent, deliver, open, total click, unique clicker and CTOR data. Recipient contact data will not be included.

SUPPORT

HTML email coded by *PT México* staff; advertisers only required to submit copy and imagery.

OPPORTUNITIES STARTING AS LOW AS \$2,500! (US Dollars)

For rates & specifications, please refer to pocket content



CONTENT MARKETING

BUILD BRAND AND GENERATE LEADS

WHAT IS CONTENT MARKETING?

Your message, presented by *Plastics Technology México*. Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader.

WHY CONTENT MARKETING?

INCREASE BRAND AWARENESS

As buyers search on our website for answers to their questions, your brand is front and center with solutions to their problems.

BUILD BRAND PREFERENCE

Content marketing establishes your brand as a knowledge leader in your industry, strengthening your relationships with buyers.

IMPROVE ENGAGEMENT

Get buyers more deeply involved with your brands and products.



OPPORTUNITIES STARTING AS LOW AS \$3,500 / MONTH!
(US Dollars)

For rates & specifications, please refer to pocket content

NEW - RETARGETING

BUILD BRAND AND DRIVE DEMAND WITH INCREASED WEB DISPLAY VIEWS

WHAT IS RETARGETING?

An opportunity to reinforce your brand and your message by engaging with our site visitors as they navigate away from our site and continue their browsing experience.



BENEFITS OF RETARGETING

BRAND DEVELOPMENT

Continue your brand development to our qualified audience.

DEMAND GENERATION

Use creative and call-to-action messaging that encourages viewers to visit your site.

AUDIENCE EXTENSION

Only way to connect with our web traffic offsite

OPPORTUNITIES STARTING AS LOW AS \$2,500! (US Dollars)

For rates & specifications, please refer to pocket content

USE CASES:

- Drive traffic to your website
- Announce a special offer – a free demo, consultation, discount
- Introduce a new product or service

WEBINARS

PT MÉXICO WEBINARS SHOWCASE YOUR COMPANY'S KNOWLEDGE AND LEADERSHIP ON IMPORTANT INDUSTRY TOPICS AND SECURE VALUABLE LEADS!

"PT MÉXICO WEBINARS GENERATE OVER 200 QUALIFIED LEADS ON AVERAGE"

WITH YOUR INVESTMENT IN A PT MÉXICO WEBINAR YOU'LL RECEIVE:

EMAIL

Invitations sent to the *PT México* audience.

E-NEWSLETTER

Event promotion within *PT México* "Plásticos a la Vanguardia" e-newsletter.

PRINT

Event promotion within *Plastics Technology México* magazine.

ONLINE

Archived webinar sessions on PT-mexico.com for six months.

SOCIAL MEDIA

Invitation to your webinar on our Facebook page and Twitter and LinkedIn accounts.

LEAD GENERATION

Customized lead reports including all registrants.

TECH SUPPORT

Webinar hosting and support.

EXPERT MODERATOR

Live webinar moderated by a *PT México* editor.



WE DON'T ONLY REACH MEXICO! TOP 5 FOREIGN COUNTRIES THAT REGISTER FOR OUR WEBINARS

-  Colombia
-  Peru
-  United States
-  Brazil
-  Dominican Republic

OPPORTUNITIES STARTING AS LOW AS \$4,900! (US Dollars)

For rates & specifications, please refer to pocket content

LIMITED OPPORTUNITY!!! DO YOU WANT TO SPONSOR A PT MEXICO WEBINAR AND RECEIVE THE SAME BENEFITS?



EDITORIAL WEBINARS CALENDAR

MARCH 2021
PACKAGING & SUSTAINABILITY

MAY 2021
RECYCLING TRENDS & BEST PRACTICES

AUGUST 2021
NEW TRENDS IN MOLDS & COMPONENTS

OCTOBER 2021
RESIN DRYING CHALLENGES & SOLUTIONS



PT MÉXICO ADVERTISER

JENNIFER DENISE MENDIETA
REGIONAL MARKETING MANAGER LATIN AMERICA,
UNIVERSAL ROBOTS

"It is a very good marketing tool to catch leads. Undoubtedly, we will continue with this product. It is an excellent way to bring our solutions to the market."



PT MÉXICO AUDIENCE

ALEXANDER TORRES RODRÍGUEZ
SUSTAINABILITY MANAGER NORTH REGION,
CARVAJAL EMPAQUES S.A. DE CV

"The webinar was up-to-date with the current industry focus. The level of the presentation was excellent, and my expectations were very satisfied. Thank you for helping to enrich knowledge on such an important and relevant topic for Carvajal Empaques."

MEXIMOLD 2021 2ND EDITION

QUERÉTARO CENTRO DE CONGRESOS | QUERETARO, MEXICO

OCTOBER 21 - 22, 2021

meximold.com

Gardner Business Media and AMMT (Mexican Association of Manufacture of Molds and Dies) present the second edition of the first event in Mexico fully dedicated to the mold and die industry.

Meximold is an event for the leading suppliers in additive manufacturing, moldmaking, maintenance and injection molding to display their products and present their services to the Mexican market.



MEXIMOLD ALSO OFFERS A 2-DAY COMPREHENSIVE CONFERENCE PROGRAM DIVIDED INTO 2 DIFFERENT TRACKS:

- ➊ ADDITIVE MANUFACTURING/ MOLD MANUFACTURING
- ➋ INJECTION MOLDING

WHO PARTICIPATES IN MEXIMOLD?

JOB TITLES:

- Manager: 19%
- Purchase & Marketing: 19%
- Engineer: 19%
- Government: 12%
- CEO/Owner/President: 11%
- Other: 20%

INDUSTRIES VISITING MEXIMOLD

- Automotive: 50%
- Machinery: 22%
- Aerospace: 16%
- Electrical Appliance: 8%
- Construction: 4%

BOOTH PACKAGES STARTING AS LOW AS \$250/m²! (US Dollars)



DAVID FÉLIX TROCHE
PLASGROM FOUNDER,
MEXIMOLD VISITOR

"A great event, really amazing (...) high-level audience, very good exhibitors, excellent conferences. You can feel a vibrant atmosphere in the exhibition. You did a very good job, congratulations!"

For rates & specifications, please refer to pocket content

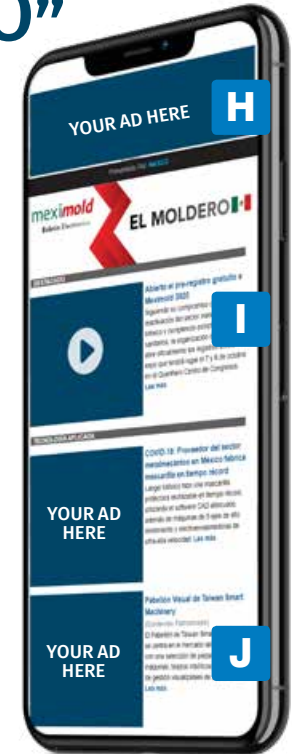
E-NEWSLETTER "EL MOLDERO"

TARGET YOUR REACH TO MOLD MAKERS

"El Moldero" is a monthly digital communication tool that supports and targets one of the fastest growing markets in Mexico: tool & die.

Through extensive efforts from our Audience Development Department, in combination with the support of associations across Mexico, "El Moldero" has a targeted audience of 10,000+ and growing rapidly.

Connect your brand and your message to this investing market today!



AD OPPORTUNITIES

H LEADERBOARD
(static image)

I VIDEO AD
(static image/live text/link to URL hosting your video)

J TECHNOLOGY SOLUTIONS AD
(static image/live text)

AD OPPORTUNITIES STARTING AS LOW AS \$700! (US Dollars)

For rates & specifications, please refer to pocket content

DON'T MISS THE OPPORTUNITY TO EXPOSE YOUR BRAND TO THIS GROWING MARKET!

TAKEAWAYS

1 | IDENTIFY YOUR AUDIENCE

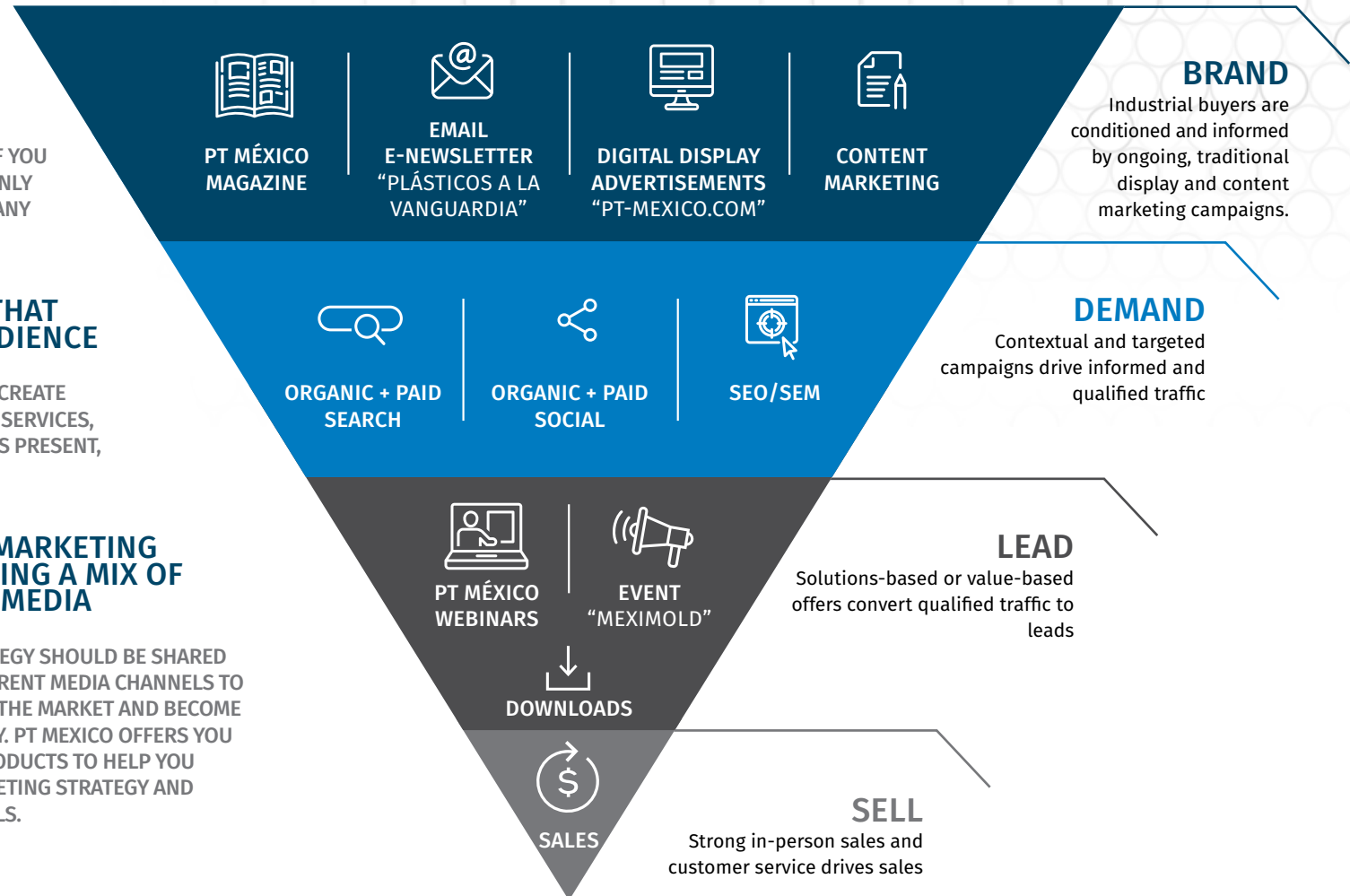
PT MEXICO REACHES OVER 420,000 PLASTICS CONVERTERS ACROSS ALL OF ITS CHANNELS. IF YOU ARE PART OF THIS INDUSTRY YOU WILL CERTAINLY REACH THE RIGHT AUDIENCE FOR YOUR COMPANY THROUGH OUR MANY PRODUCTS.

2 | CREATE THE MESSAGE THAT CONNECTS TO THAT AUDIENCE

BE SURE THE BRAND MESSAGE YOU CREATE TO INFORM THE AUDIENCE OF YOUR SERVICES, TECHNOLOGY AND/OR SOLUTIONS IS PRESENT, POSITIVE AND CONSISTENT.

3 | DEVELOP YOUR MARKETING STRATEGY BY USING A MIX OF PUSH AND PULL MEDIA

YOUR MARKETING STRATEGY SHOULD BE SHARED CONTINUOUSLY IN DIFFERENT MEDIA CHANNELS TO CREATE A BIG IMPACT IN THE MARKET AND BECOME A TOP OF MIND COMPANY. PT MEXICO OFFERS YOU DIFFERENT TYPES OF PRODUCTS TO HELP YOU IMPLEMENT YOUR MARKETING STRATEGY AND REACH YOUR SALES GOALS.



BRAND MESSAGE DRIVES **DEMAND**
DEMAND DELIVERS **LEADS**

**MEXICO CORPORATE
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• *Production Machining* • *Map Your Show* • *AutoBeat* • *CompositesWorld*
• *Modern Machine Shop México* • *Products Finishing México*