



Plastics
Technology
MÉXICO

2024 Media Guide

Plastics Technology México reaches technically minded decision-makers looking to increase processing efficiencies.

pt-mexico.com



Going far beyond the magazine pages and far beyond your expectations



INDUSTRIAL MANUFACTURING EVENTS



INDUSTRY EXTENSIONS



EVENT PARTNERSHIPS



ASSOCIATION PARTNERS



We started out 95 years ago with one magazine and a boundless passion for sharing the expertise, innovations and stories that move manufacturing forward. Since then, we've grown and gained a distinct mastery in explaining industrial technologies and processes that are celebrated by, and in, our vertical products and services, spread widely across the markets that deeply impact our world every day.

Today, Gardner Business Media is an award-winning full-service marketing network of progressive industrial media brands, events and experiences. Our team will help you build a uniquely powerful strategy from our comprehensive menu of marketing services and solutions, and work directly with you to reach your goals and stay within your budget.

While we'll never forget our single-magazine origins or cease to honor the legacy of our past, the dedicated, talented team at Gardner Business Media is committed to vitalizing the future, YOUR future, and ensuring we always make the best and freshest opportunities for you to succeed and rise straight to the surface.



Modern Machine Shop published June 1928 by Gardner Business Media



**Plastics
Technology
MÉXICO**

The Industrial Media Network for Serious Industrial Buyers

Plastics Technology México provides high-value industrial sales and marketing solutions that deliver meaningful ROI for your business

Audience + Content + Channels = Results



Qualified professionals actively requesting and engaging with our content.



Unbiased information and insights that attract, educate and influence.



Integrated media channels that are known, trusted, shared and visited.



More leads that convert into a bigger and better return from your investment.





**Plastics
Technology
MÉXICO**



MEET THE M2M BUYER

4

A MARKET WITH A DIFFERENT MINDSET

Meet the M2M Buyers

Standard marketing tactics that work well in the B2C and B2B world aren't guaranteed to hit the mark with the M2M (Manufacturer to Manufacturer) audience. Research conducted specifically about M2M decision makers reveals consistent behaviors and preferences beyond basic demographics. To effectively reach this unique audience of hands-on industrial engineers, entrepreneurs and executives, you need to understand how these individuals make purchasing decisions and the right way to communicate with them.

Your Buyer



Conducts up to 45% of research offline



Conducts research using at least three types of media



Values advertising but dislikes feeling they are being "sold to"

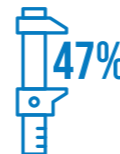
Your Buying Team



Consists of three or more team members



Includes alternate vendors in 94% of purchases



Is motivated by technology need in 47% of purchases

Media Preferences



Favors non-sponsored search returns from known online sources



Likes how-to and demo videos but dislikes ads that cannot be skipped



Gravitates toward known, trusted and unbiased information sources



LEARN MORE ABOUT YOUR BUYER

Download the latest results from our Industrial Buyer Survey.

gardnerweb.com/manufacturing-insights/ibi

**Let Us
Help**

Gardner Business Media understands your buyers, and we also have the data, expertise and approach to provide you with the right solutions to reach your goals.

Let's Get Started

Successfully reaching and convincing industrial buyers requires an ongoing marketing strategy that is informed, coordinated and sustainable. We are here to help and support you on your marketing journey. No matter what your marketing goals are, *Plastics Technology México* and Gardner Business Media have the right solutions for you



Brand Awareness

Build recognition for your company's distinct products, services and reputation

Magazine and Digital Display Advertising

Magazine and Website Advertising
Offsite Retargeting
e-Newsletter Display Advertising



Demand Generation

Identify qualified decision makers who have real purchasing intent and lead them straight to your website

Performance Digital Program and Events

e-Prints
Direct Traffic Program
Tradeshows and Conferences



Lead Generation

Produce quality prospective buyers to be added into your actionable sales pipeline

Performance Digital Program and Events

Webinars
Gated Content Marketing
Tradeshows and Conferences



Thought Leadership

Become a trusted, respected authority in your industry to increase loyalty to your brand

Content Marketing Programs

Native Advertising
Sponsored Microsite
Content Boost



Market Intelligence

Collect truthful, unbiased industry data that informs your marketing and messaging plans

Gardner Intelligence

Custom Research
Industry Benchmarking
Audience Insights



CUSTOM SERVICES

Relying on the right media partner to consult with and learn from is a hallmark of every successful marketing program. You're not in this alone. Leverage the *Plastics Technology México* team of experts to help you accelerate your programs and realize faster, bigger and better results.

NEED AN EXTRA HAND? WE CAN HELP!

- Content Creation
- Video Production
- Event Promotion
- Graphic Design Services

Contact your Gardner sales representative to learn more.

An Intense Passion for the Industry

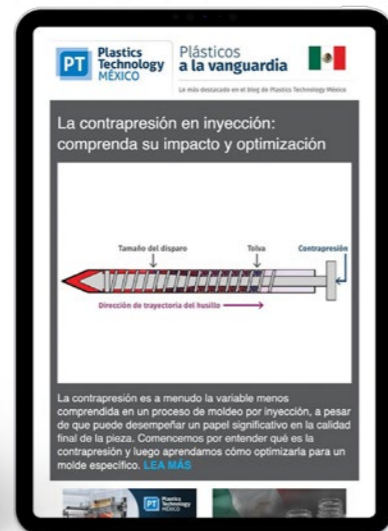
Our professional team of sales, marketing and digital products and services professionals are standing by to help you craft your custom program. On the following pages, learn how *Plastics Technology México* is poised to help you best reach and connect with your prospects and convert them into customers.

THE LEADING MEDIA BRAND FOR REACHING THE MEXICAN PLASTICS CONVERTERS AUDIENCE

Explore the multiple solutions that our wide variety of channels offer



Magazine



E-Newsletters

Website



Events



Social Media



TOTAL IMPACT

6

582,500+ total annual audience impact

ONLINE AUDIENCE

Our active online audience can be found in more than 25 countries including Mexico, Colombia, Peru and more

498,000 +
Annual users

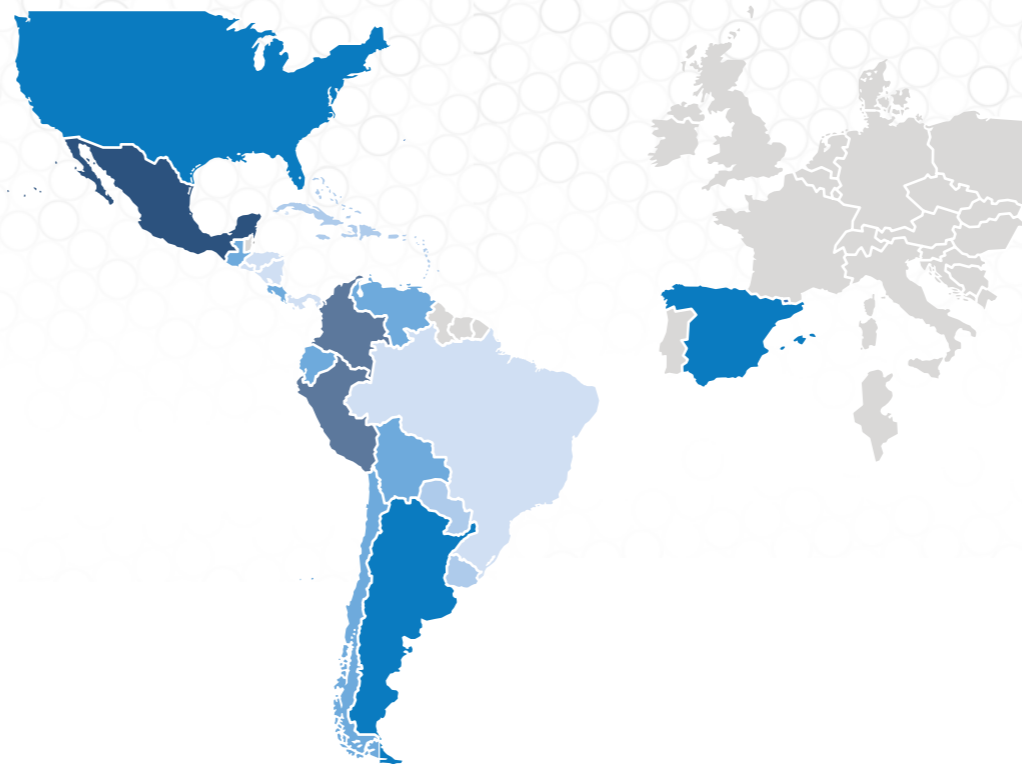
987,000
Annual page views

41,500 +
Unique monthly users

82,200 +
Page views per month



Our Audience by Country



Ad Impressions

	AVERAGE PER MONTH		AVERAGE PER MONTH
Home Page	47,600+	Extrusion	3,300
News	41,500	Blow Molding	2,700
Suppliers	23,700	Heating & Cooling	2,600
Commodity Resins	11,600	Biopolymers	2,500
Recycling	11,100	Hot Runners	2,300
Injection Molding	9,400	Additives	1,800
Recycled Materials	4,500	Automotive	1,800
Molds & Tooling	4,200	Additive Manufacturing & 3D Printing	1,700
Mold Maintenance	3,800	Drying	1,700
Packaging	3,600	Automation	1,000
Engineering Resins	3,500		

Technology Zone Pages

COUNTRY	USERS	COUNTRY	USERS	COUNTRY	USERS
Mexico	70%	Chile	3%	Uruguay	1%
Colombia	5%	Venezuela	3%	Honduras	1%
Peru	5%	Bolivia	3%	Brazil	1%
Argentina	4%	Costa Rica	3%	Paraguay	1%
Spain	4%	Guatemala	3%	Cuba	1%
United States	4%	El Salvador	1%	Nicaragua	1%
Ecuador	3%	Panama	1%	Dominican Republic	1%

*Percentage value per country *Source: Google Analytics

E-MAIL AUDIENCE

Know which companies are part of our audience that actively receive one or more of our e-newsletters: "Plásticos a la Vanguardia"

17,000+
Subscribers



Domains with Active Subscriptions



Appliances

mabe.com.mx
gtglobal.com
criser.com.mx
samsung.com
whirlpool.com
pmstamping.com



Automotive / Aerospace / Transportation

bocar.com
abcgrp.com
furmex.com
valeo.com
mann-hummel.com
preh.com



Consumer Products

laminex.com.mx
rotoplas.com
bicworld.com
azor.com.mx
rehrigpacific.com
plasticoscarcal.com



Computers / Electrical / Electronics

flex.com
trendtechnologies.com
emerson.com
jabil.com
bticino.com
torkmexico.com.mx



Medical / Pharmaceutical / Dental

formulaplastics.com
tdi-sa.com
fphcare.mx
ceccan.com.mx
phillipsmedisize.com
ormco.com



Packaging

grupoarcoiris.com.mx
orox-co.com
citrulsa.com
inix.mx
grahampackaging.com
berryglobal.com



Recycling

alpla.com
envases.mx
mx.indorama.net
petone.com.mx
tder.mx
plasticospimsa.com

*Source: Omeda

SOCIAL MEDIA AUDIENCE

45,900+ Followers



LinkedIn

@pt-mexico-revista



Facebook

@plasticsmexico



YouTube

@plasticstechnologymexico



Instagram

@pt_mexico_

E-MAIL AUDIENCE

8

Distribute your stories and solutions through trusted platforms

MAGAZINE AUDIENCE

Discover the different demographics of the Plastics Technology México audience



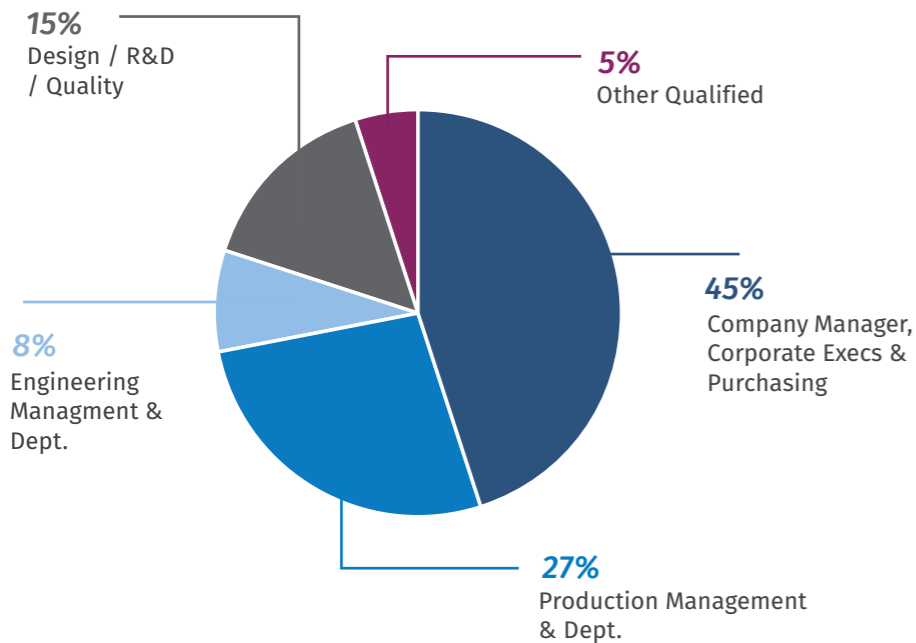
13,300 +
Total Subscriptions

8,000 +
Total Facilities

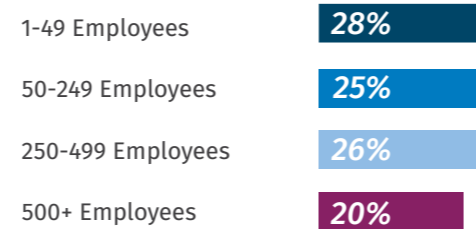
Audience Profile

Know more about the audience

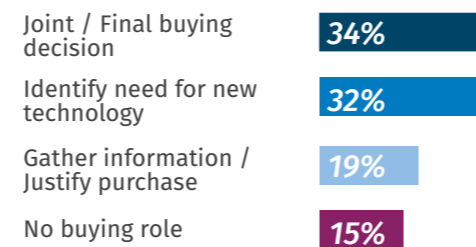
Job Titles



Company Size



Buying Authority



*Source: Ad Appeal Survey

Connect with the audience!

94% of our subscribers consider that advertising companies generate trust and credibility.

PT México is a shared experience!

76% of our subscribers continue to share PT México's content with 2 or more colleagues.



YOUR STORY DELIVERED BY PLASTICS TECHNOLOGY MÉXICO

Discover the perfect product combination and a customizable audience to deliver your message. Our integrated media approach ensures that we present your brand to its engaged audience through their preferred channels – be it magazines, digital platforms, e-mail inboxes, or in-person interactions



Manufacturing Engineer
Moldrom

Digital Edition Subscriber
Plásticos a la Vanguardia Subscriber
El Moldero Subscriber
Meximold Attendee



R&D Manager
Envasa

Magazine Subscriber
Plásticos a la Vanguardia Subscriber
Al Día en Reciclaje Subscriber
Attended 7 Webinars



Production Manager
Plazteca

Magazine Subscriber
Al Día en Reciclaje Subscriber
PR LATAM Attendee
115 visits in the last 6 months



Methods and Procedures Manager
Envases Primo Cuevas S.A. De C.V.

Magazine Subscriber
Attended 11 Webinars
31 visits in the last 6 months
PR LATAM Attendee



Engineering the extraordinary

Engineer
Medtronic México S. de R.L. de C.V.

Digital Edition Subscriber
Plásticos a la Vanguardia Subscriber
Al Día en Reciclaje Subscriber
Attended 8 Webinars



Product Design/R&D Department
Industrial de Plásticos Arma S.A. de C.V.

Magazine Subscriber
Al Día en Reciclaje Subscriber
16 visits in the last 6 months
PR LATAM Attendee



Technical Department
Plásticos Ojara S.A.

Digital Edition Subscriber
El Moldero Subscriber
34 visits in the last 2 months
Meximold Attendee



Manufacturing and Engineering
Management
Seisa Medical

Magazine Subscriber
Digital Edition Subscriber
Plásticos a la Vanguardia Subscriber
Attended 8 Webinars



Purchasing Department
Grupo Plástico Metropolitano S.A. de C.V.

Digital Edition Subscriber
El Moldero Subscriber
Attended 11 Webinars
25 visits in the last 6 months

Testimonials

"Plastics Technology México is a significant source of information on topics related to the plastic industry, offering solutions, new technologies, and market trends. It's an excellent tool for continuous growth and networking to unite the industry and make a greater impact."

SANDRA MORENO

GENERAL MANAGER OF CITRULSA DE MÉXICO

"Plastics Technology México is an essential reference for the plastics sector in Mexico due to the quality and relevance of its content, particularly the one focusing on plastic injection. The process and best practice reports are clear, genuine, and enjoyable to read. Furthermore, the features highlighting Grupo Perplast have filled us with satisfaction, providing visibility in the market by showcasing our efforts and contributions to the plastic injection sector in our country."

ABELARDO PÉREZ CASTILLO

OPERATIONS DIRECTOR AT GRUPO PERPLAST

"Plastics Technology México plays a crucial role in the growth of the Mexican industry, providing information and updates on innovations and technologies within the plastic industry. By achieving this, the magazine accelerates industry growth."

SERGIO CALDERÓN

DIRECTOR OF MUNCHMEYER-CALDERÓN

"In Plastics Technology México, I discovered a compass of knowledge. Each edition offers a window into innovation in materials, processes, and circular economy trends. The magazine and its online portal provide an essential guide to addressing daily challenges on the production floor. It's a fundamental tool for professional growth within the industry."

MARLENE FRAGOSO

FOUNDER AND DIRECTOR OF WINTECH CONTENEDORES AND ROTOMOLDEO S.A. DE C.V.

BRANDS THAT TRUST PT MÉXICO TO DELIVER THEIR MESSAGE





INDUSTRY PROFESSIONALS SAY PRINT IS...



Influential

Manufacturing buyers in advertising 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 2023, Gardner Business Media, Inc.

2024 EDITORIAL CALENDAR

	EMPHASIS TOPICS	SPOTLIGHT TOPICS	SHOW COVERAGE
JAN/FEB AD CLOSE DATE: 12/06/2024 MATERIALS DUE DATE: 12/13/2024	<ul style="list-style-type: none"> Robots and Automation in the Production Floor New Trends in Mechanical Recycling 	<ul style="list-style-type: none"> Auxiliary Equipment Compounding 	*AdAppeal Survey
MAR AD CLOSE DATE: 01/30/2024 MATERIALS DUE DATE: 02/06/2024	<ul style="list-style-type: none"> Women in the Plastics Industry Additive Manufacturing for Mold Manufacturing 	<ul style="list-style-type: none"> Blow Molding Purging 	
APR AD CLOSE DATE: 02/28/2024 MATERIALS DUE DATE: 03/06/2024	NPE 2024: Exclusive New Technology Coverage Injection Molding - Extrusion - Materials - Auxiliaries		NPE 2024 Orlando, FL, USA May 6-10, 2024
MAY AD CLOSE DATE: 03/29/2024 MATERIALS DUE DATE: 04/05/2024	<ul style="list-style-type: none"> Packaging and Sustainability New Trends in Injection Molding: Latest Innovations and Developments 	<ul style="list-style-type: none"> Bioplastics Materials Handling 	
JUN/JUL AD CLOSE DATE: 04/29/2024 MATERIALS DUE DATE: 05/06/2024	<ul style="list-style-type: none"> Chemical Recycling Latest Developments and Trends in Engineering Plastics 	<ul style="list-style-type: none"> Compounding Injection Molding 	*AdAppeal Survey
AUG AD CLOSE DATE: 06/28/2024 MATERIALS DUE DATE: 07/05/2024	<ul style="list-style-type: none"> Plastics and Automotive Industry State of the Art of Recycling in Mexico and Latin America 	<ul style="list-style-type: none"> Hotrunner Systems Resin Drying 	Plastics Recycling LATAM Conference - 3rd Edition Mexico City, Mexico September 10-11, 2024
August Special Supplement - Recycling: Drivers, Technologies and Best Practices			
SEPT AD CLOSE DATE: 07/30/2024 MATERIALS DUE DATE: 08/06/2024	<ul style="list-style-type: none"> Mold Manufacturing in Mexico Latest Developments Processing Aids and Additives 	<ul style="list-style-type: none"> Thermoforming Molds and Components 	Meximold 2024 Queretaro, QRO, Mexico October 9-10, 2024
OCT AD CLOSE DATE: 08/30/2024 MATERIALS DUE DATE: 09/06/2024	<ul style="list-style-type: none"> New Trends in Labels and Sleeves: Sustainability, Recyclability and Digital Features 3D Printing & Additive Manufacturing with Polymeric Materials 	<ul style="list-style-type: none"> Recycling Extrusion 	Expo Plásticos Guadalajara, JAL, Mexico Noviembre 5-7, 2024 *AdAppeal Survey
NOV/DEC AD CLOSE DATE: 09/27/2024 MATERIALS DUE DATE: 10/04/2024	2025 BUYER'S GUIDE Connecting Mexican Industrial Equipment Buyers with Qualified Technology Suppliers		FOR MORE INFORMATION CLICK HERE



Editorial Webinars

MARCH

Additive Manufacturing and Plastics Industry

AUGUST

Recycling Trends and Best Practices

*AdAppeal Survey

FIND OUT WHAT OUR AUDIENCE HAS TO SAY ABOUT YOUR AD!

For more information please contact your PT México representative.

PERFORMANCE DIGITAL SOLUTIONS

Plastics Technology México's knowledge of the industry's audience and our Performance Digital Programs are at your service to bring your products and services to market.



Offsite Video Retargeting

One of the fastest growing mediums in marketing, how-to and demo videos are increasing in popularity for buyers to find products and process information.

You receive:

- Pre-roll advertising campaign on YouTube targeting *Plastics Technology México* channel subscribers and website visitors.
- Monthly activity report including number of impressions, views and clicks.



E-Prints

When you want to send a direct email message to a targeted selection of *Plastics Technology México's* qualified readers, ePrints are the answer.

You receive:

- Custom ePrint delivered to your demographically selected audience.
- Audience selection by industry, geography, facility size, job title and/or operations performed.
- A performance report including data about total delivered, open rate and click-through rate.



Direct Traffic Campaigns

Significantly increase your web traffic through this multi-channel demand generation program designed to drive a targeted audience to your website.

You receive:

- Co-Branded landing page on PT-Mexico.com.
- Sponsored content advertisements in *Plastics Technology México* e-newsletters.
- Targeted paid social media promotion.



Gated Content Programs

Feature your solution-based content on PT-Mexico.com and fill your sales pipeline with qualified leads who show interest in your products and solutions.

You receive:

- Co-Branded landing page on PT-Mexico.com.
- A digital marketing program targeting your selected audience.
- Registrant information including name, company, email address, phone number and country.

CONTENT MARKETING PROGRAMS

Rely on high-quality editorial content crafted to engage your audience, and help you rise to the top in brand awareness. Your story, presented by Plastics Technology México

Position your brand as an authority



Thought Leadership



Brand Awareness



Lead Generation



Native Advertising

Submit your own story or work with Gardner's editorial team to educate and engage the plastics industry audience.

- Exclusive positioning in the sidebar ad well alongside your article.
- Multi-channel promotion including featured content placement on PT-Mexico.com, e-newsletter advertising and paid promotion in search engines and social media channels.
- A monthly performance report including page views and engagements.



Content Boost

Bring new life to existing Plastics Technology México's story, we'll deploy a campaign to drive readers.

- Your call to action embedded within the article.
- Digital marketing promotion including featured content placement and paid social media promotion.
- A monthly performance report including page views and engagements.



WEBINARS

Present yourself as a leader on a topic and connect with prospects engaged with it. Collect leads before and after the webinar

350+

Qualified Leads on Average

*Based on topic, leads may vary

With your investment in a *PT México* webinar you'll receive:

Multi-Platform Promotion Campaign



E-prints



E-newsletter
Display Advertising



Full page ad
in magazine



Social Media

LEADS!

LEADS!

LEADS!



Editorial Webinars Calendar

MARCH

Additive Manufacturing and
Plastics Industry*

AUGUST


Recycling Trends
and Best Practices*

*Sponsor opportunities available.





Target other Spanish
speaking countries

Top attending countries outside Mexico:


 1. Colombia

 4. Peru

 2. Ecuador

 5. Spain

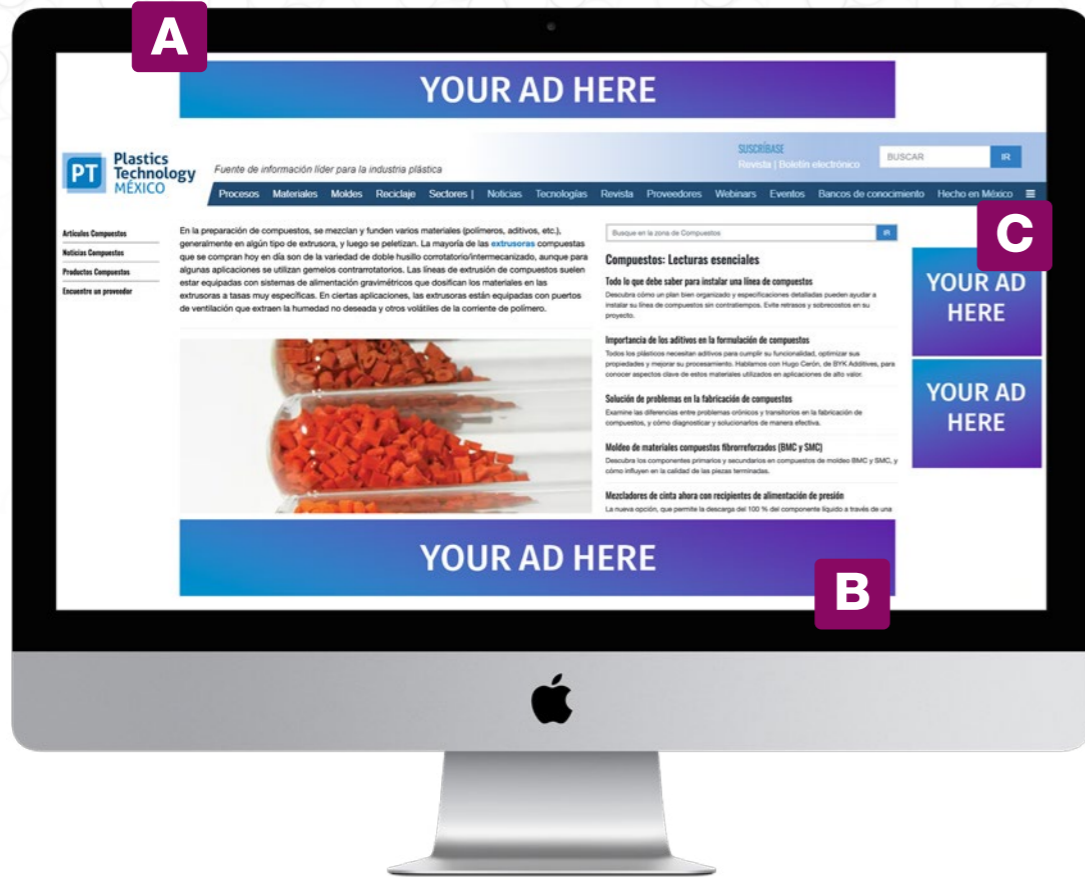
 3. Argentina

 6. Guatemala

Contact your *PT México* representative for assistance.

DIGITAL DISPLAY ADVERTISING

Feature your message on the *Plastics Technology México* homepage or in a specific technology zone next to contextually related articles



PACKAGE OPTIONS	AD FORMATS	LOCATION
HOME PREMIUM (Limit: 12)	A 1 Super Leaderboard B 1 Billboard C 1 Medium Rectangle	• HOME PAGE • RUN OF SITE
ZONE PREMIUM (Limit: 4 per zone)	A 1 Super Leaderboard B 1 Billboard C 1 Medium Rectangle	• ONE ZONE (Your choice)
ZONE BASIC (Limit: 8 per zone)	C 1 Medium Rectangle	• ONE ZONE (Your choice)



Offsite Display Retargeting Opportunity

RECOMMENDED TO ADD WITH BANNERS

Amplify your brand and marketing message by reaching pt-mexico.com visitors after they navigate away from the site and continue their browsing experience.

You receive:

- Extend reach to *Plastics Technology México* audience through web display advertising.
- Monthly activity report including number of impressions and clicks.

E-NEWSLETTER

"PLÁSTICOS A LA VANGUARDIA"

Keep your brand next to the freshest Plastics Technology México content

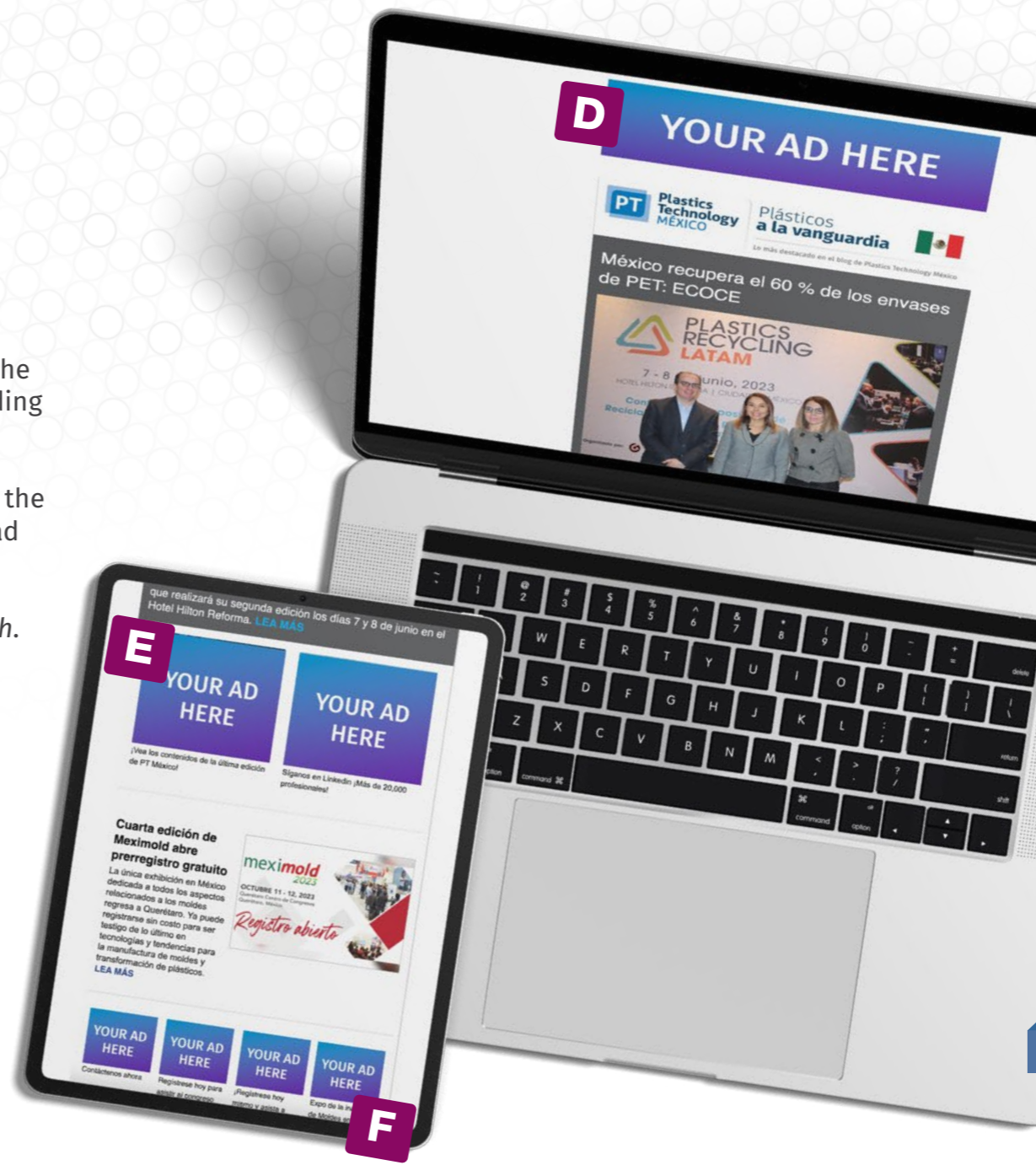
"Plásticos a la Vanguardia" is a weekly e-mail recap created by the PT México editorial team, making it the premier resource for finding the latest news, technologies and case studies in the industry.

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).

See your ads all month, or the first or last two weeks of the month.

20,000 *Subscribers*

AD OPTIONS	INVENTORY
D LEADERBOARD	1 available (per e-newsletter)
E VIDEO AD	2 available (per e-newsletter)
F BANNER + PLUS	16 available (per e-newsletter)



BONUS

When buying 1 full month of any type of banner (D, E, F): get a **FREE** Medium Rectangle Banner in the PT-Mexico.com Blog Zone (41,500 + ad impressions per month).

PT MÉXICO EXCLUSIVE DIGITAL EDITION SPONSORSHIP

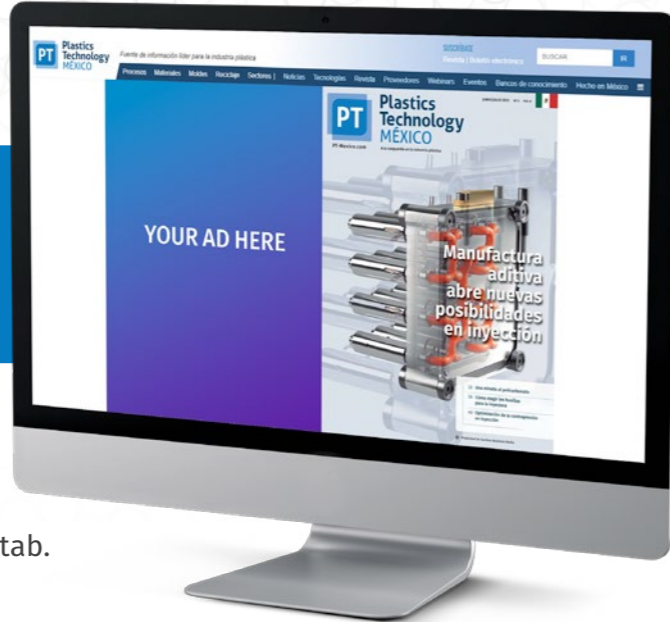
Carry your brand online with Plastics Technology México

13,200

Digital issue page views per month on average.

Digital Edition Sponsorship 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

Digital editions are promoted through email and social media and featured on PT-Mexico.com.

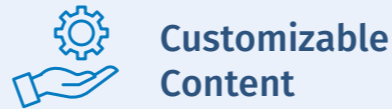
Archived editions remain available on the site indefinitely.



E-PRINTS

Target Plastics Technology México's database of opt-in buyers

E-Print includes:



Customizable Content



Demographic Targeting

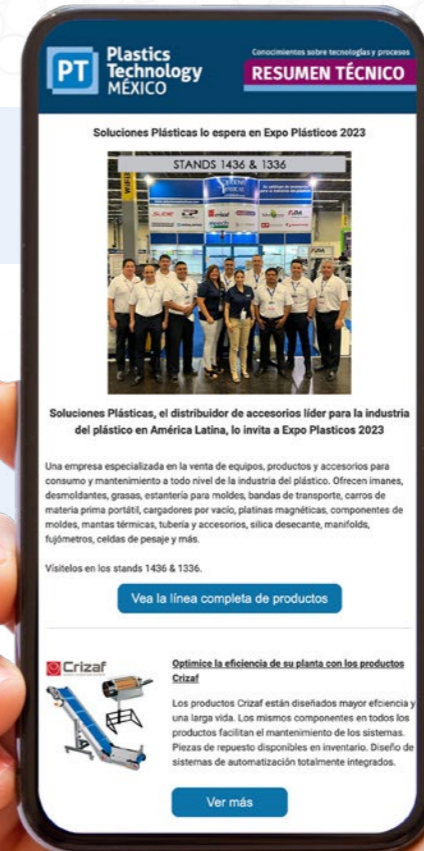


Analytic Reporting



Support

24%+ open rate



PLASTICS RECYCLING LATAM® 2024

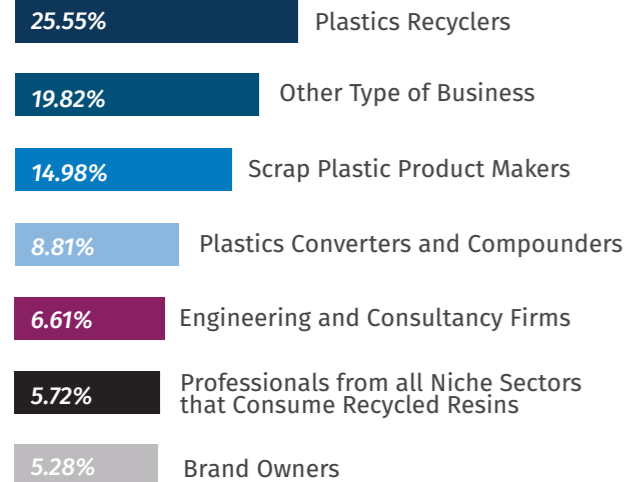
3TH EDITION

PLASTICS RECYCLING CONFERENCE AND
EXHIBITION FOR MEXICO AND LATIN AMERICA

Top Attending Countries Outside Mexico:

- | | |
|--|---|
|  Colombia |  Honduras |
|  United States |  Costa Rica |
|  Ecuador |  El Salvador |
|  Guatemala |  Brazil |

Top Industries



FOR MORE INFORMATION ABOUT
THE EVENT CLICK HERE

FOR MORE INFORMATION ABOUT
OUR PACKAGES CLICK HERE



"We had a very positive experience. This is a great forum to have these kinds of much-needed conversations between all the players in the recycling value chain. Here we came as suppliers of resins, but there are also brands, converters, suppliers of additives, of machinery. We've seen a lot of value in being able to start those conversations in a forum that's specifically designed for that. It is very important for us from the point of view of product development, of business development, to be able to have a platform where we can present and talk about our solutions before an audience that is eager to hear precisely about this."

JAVIER SALINAS

COMMERCIAL COORDINATOR OF PCR AT BRASKEM IDESA

plasticsrecyclinglatam.com

E-NEWSLETTER

"AL DÍA EN RECICLAJE"

Plastics Technology México presents the new "Al Día en Reciclaje" e-newsletter which supports and targets one of the most rapidly growing sectors, which today encompasses all markets and materials: Plastics Recycling.

"Al Día en Reciclaje" will be sent monthly to a targeted audience of 8,400 subscribers and will highlight trends, technologies, and news to support this vibrant industrial segment.

8,400

Subscribers

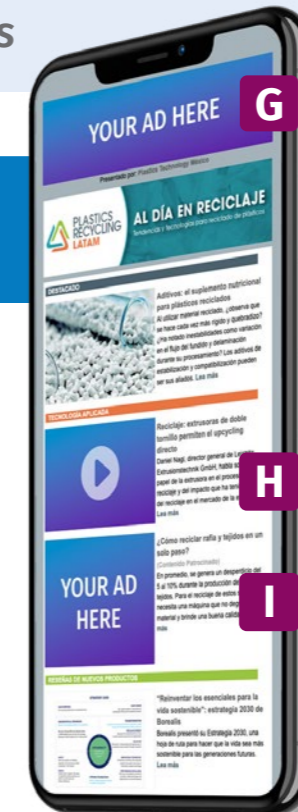
Subscribers database doubled its size within a year!

AD OPPORTUNITIES

G **LEADERBOARD**
1 available
(per e-newsletter)

H **VIDEO AD**
2 available
(per e-newsletter)

I **TECHNOLOGY SOLUTIONS AD**
9 available
(per e-newsletter)



PR LATAM 2024 / MONTHLY E-NEWSLETTER 20

FOR MORE INFORMATION
CLICK HERE

MEXIMOLD 2024

5TH EDITION

QUERÉTARO CENTRO DE CONGRESOS
QUERETARO, MEXICO

MEXIMOLD IS THE ONLY SHOW IN MEXICO
ENTIRELY DEDICATED TO THE MOLD,
TOOLING AND DIE INDUSTRY

Four Pavilions

- ◆ Moldmaking
- ◆ Mold Maintenance
- ◆ Mold Manufacturing
- ◆ Injection Molding

Meximold by the Numbers

- 130** exhibitors
- 70%** of visitors have a relevant role in the purchasing process of their company.
- 4,000** visitors
- 817** CEOs among Meximold visitors, every year.
- 30** specialized conferences
- 1,200** purchasing managers among Meximold visitors, every year.

2023 EDITION

SOLD OUT

Contact your PT México representative for assistance.

FOR MORE INFORMATION ABOUT
THE EVENT CLICK HERE



"The focus of this fair is fantastic because it is clearly focused on the mold manufacturing industry. Through our participation in the three editions of the event, the quality of the visitors has been really good and for that reason it has become a strategic and important exhibition for us."

CHRISTOPH PISCHEL

HEAD BUSINESS DEVELOPMENT MANAGER
ASIA & AMERICAS, HASCO HASENLEVER GMBH

meximold.com

E-NEWSLETTER

"EL MOLDERO"

"El Moldero" is the premier monthly e-newsletter with content curated by the MMS México and PT México editors for the latest insights and innovations in one of the fastest growing markets in Mexico: tool & die.

Connect your brand
and stories with

13,500

Subscribers!

AD OPPORTUNITIES

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1 available (per e-newsletter)
- K VIDEO AD**
2 available (per e-newsletter)
- L TECHNOLOGY SOLUTIONS AD**
9 available (per e-newsletter)



Digital programs that include "El Moldero"
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Plastics Technology México offers solutions to reach technology and process decision-makers



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MARKETING



NATIVE
ADVERTISING



LEAD
GENERATION

INCREASE BRAND AWARENESS

As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

BUILD BRAND PREFERENCE

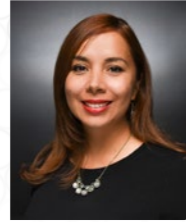
Content marketing establishes your brand as a knowledge leader in your industry, strengthening your relationships with buyers.

IMPROVE ENGAGEMENT

Get buyers more deeply involved with your brands and products.



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