



Procesamiento Empaque Automatización

A satellite view of the Earth, centered on the Americas. The image shows the continents of North and South America, surrounded by the Atlantic and Pacific Oceans. The Earth's surface is covered in green land and blue water, with white clouds scattered across the scene.

YOUR MEDIA CONNECTION TO THE LATIN AMERICAN MANUFACTURING MARKETPLACE

MundoPMMI.com



A NEW WAY TO MARKET TO MANUFACTURERS IN MEXICO AND LATIN AMERICA

Position your brand and products in front of your best customers in Mexico and Latin America with Mundo PMMI. Reach industry professionals who package, process and automate.

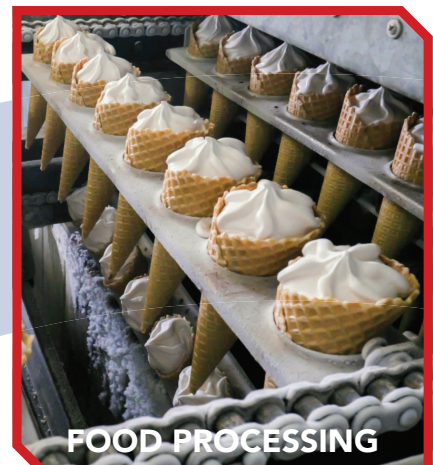
Mundo PMMI is your connection to the Latin American marketplace, featuring:

- print and digital ad products to promote awareness
- permission-based lead generation
- an engaged audience, eager for business information and original editorial content



EDITORIAL COVERAGE OF INDUSTRIAL AUTOMATION, FOOD PROCESSING AND PACKAGING:

Mundo PMMI's Latin American Media Director Lilián Robayo is based in Colombia and has 20 years of experience covering industry. Original features from Lilián, plus content from PMMI Media Group's leading titles in industrial automation, food processing and packaging enable Mundo PMMI to deliver timely, relevant information to engage Latin American manufacturers.



To learn more contact your PMMI Media Group sales representative or Wendy Sawtell at wsawtell@pmmimediagroup.com or visit **PMMIMediaGroup.com**.

Browse our editorial coverage at **MundoPMMI.com**

MUNDO PMMI AUDIENCE:

• 65,000+ total database*

professionals in Mexico, Guatemala, Costa Rica, Columbia, Argentina, Chile, Venezuela, Peru, El Salvador, Honduras and other Latin American countries.

Job functions

CEO/Gen Manager/Senior Management	38%
Engineering	14%
Production/Operations/Quality	13%
Procurement	11%
Package Design or Development/Brand Management	9%
Logistics/Supply Chain Management	3%
Plant Management	2%
Regulatory Affairs, Validation/Compliance	2%

Company Size

Over 250 employees	18%
51 - 250 employees	19%
11 - 50 employees	53%
1-10 employees	10%

Industries including:

- food and beverage products
- pharmaceutical and other healthcare
- other packaged products
- suppliers of raw materials and machinery

See industry details at zigma.pmmi.org/mundo/

* Circulation as of February 2021. Visit zigma.pmmi.org/mundo/ for additional details and updated figures. Percentages are based on subscribers who responded to that question.

PRINT AND DIGITAL MEDIA OFFER BRANDING AND LEAD GENERATION:

Newsletters and e-blasts

Deliver your message to 65,000 professionals in Latin America, with permission-based lead generation.

- **E-newsletters** – ask about content tailored to your customers' interests (industrial automation / manufacturing; food and beverage processing; packaging, etc.) Multi-sponsor and exclusive sponsor editions available.
- **E-blasts** - Videos, white papers, etc. delivered with the Mundo PMMI template
- **Banner ads** - Retargeting campaigns are available
- **Líderes en Latinoamérica** - Comprehensive year-round exposure in our annual print issue and on mundopmmi.com

