



2022 MEDIA GUIDE

Your media connection
to the Latin American
manufacturing marketplace

MundoPMMI.com

AUDIENCE OVERVIEW

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 in

- **Package**
- **Processing**
- **Automation**

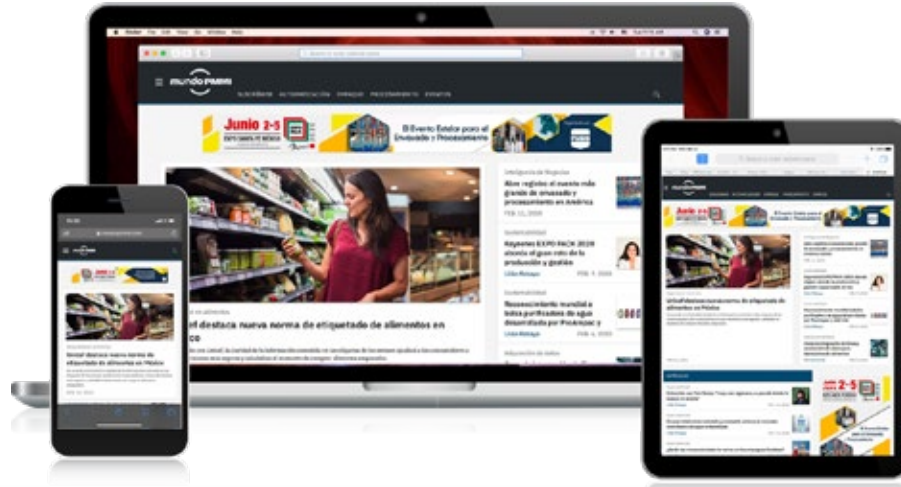
Job functions

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%

AUDIENCE OVERVIEW



**CONTENT EXPERT
LILIÁN ROBAYO**

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.

**A total reach of over 137,000
touchpoints across all channels.**

Each channel offers a distinct audience with relatively little overlap.

63K

engaged e-database
contacts

96% from Mexico

15K

monthly website visitors

Learn more at Zigma.pmmi.org/aw

BRANDING SOLUTIONS / DIGITAL & PRINT

Reach manufacturing professionals in Mexico and Latin America year-round.

Líderes en Latinoamérica offers suppliers print and digital branding, year-round. Decision-makers can access your company profile on mundopmmi.com and in the inaugural Mundo PMMI Leaders issue.

Participating suppliers appear in the Leader's Supplier Index on our homepage and – more importantly – on article page search results that display suppliers whose product categories match the content in the article

Free to qualifying print advertisers, program participants receive:

- Year-round company listing in the Supplier Index throughout MundoPMMI.com
- Supplier Index listing is linked to a pop-up data card with supplier's logo, key contact, descriptive copy, featured videos and links to the online Company Profile and website



BRANDING SOLUTIONS / DIGITAL & PRINT

New for 2022!:

- **Real-time reporting** through our new enhanced Editorial Engagement Reports [see next page]. See profile views and clicks, plus category activity Access through your Leadworks dashboard
- **If you have a 3D Tour listing on our machine.tours website**, your tour will show up in the top “Industry Leaders” section of the search results
- **Coming March 2022 - Additional Converge features/upgrade** [See page 10]:
 - The ability to export your data
 - The ability to set up notifications when new data comes in



TRADE SHOW ENGAGEMENT / **PRINT**

EXPO PACK Mexico Showcase

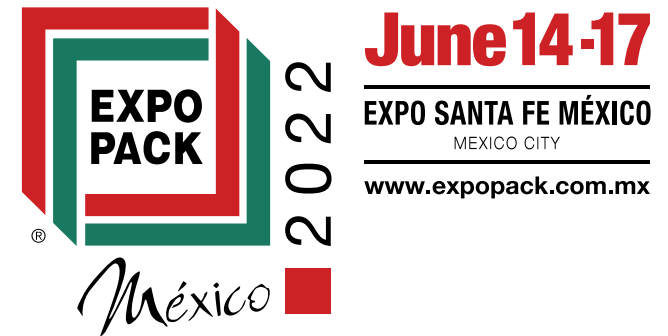
Leverage your exhibit at EXPO PACK and reach packaging and processing professionals in Latin America with the *Showcase*, printed pre-show planner and exhibitor profiles. Get in front of buyers from over 30 countries.

Distribution includes:

- **8,500 professionals**, including pre-registered attendees, will receive the printed Showcase before the show opens.
- **65,000 contacts** in Mundo PMMI's Latin American e-database will receive the Showcase digital edition via email, before the show opens
- **8,500 copies** of the Showcase will be distributed at EXPO PACK, via literature bins

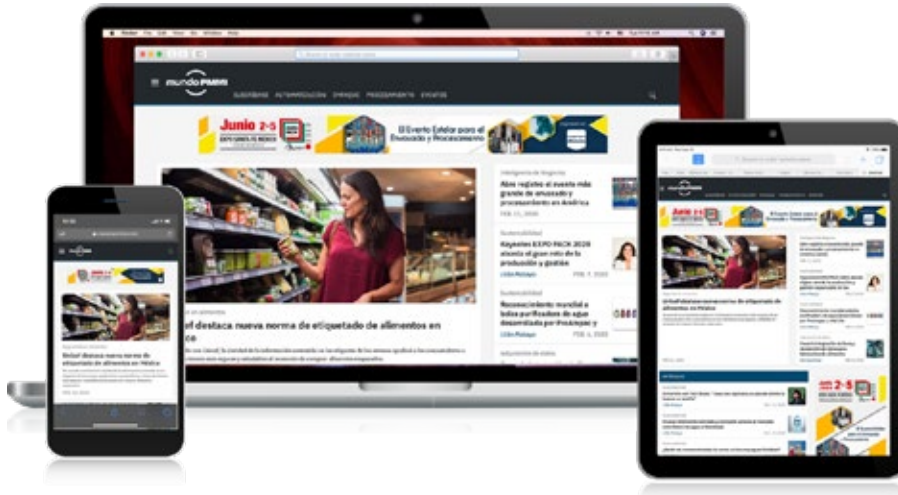
Key markets include:

- Food
- Beverage
- Pharmaceutical
- Personal care
- Cosmetics
- E-Commerce
- Graphic arts
- Chemical
- Electronics



Showcase Company Profiles feature your company and product information, images, and contact info. Translation included at no additional charge.

LEAD GENERATION AND TRAFFIC DRIVING SOLUTIONS



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

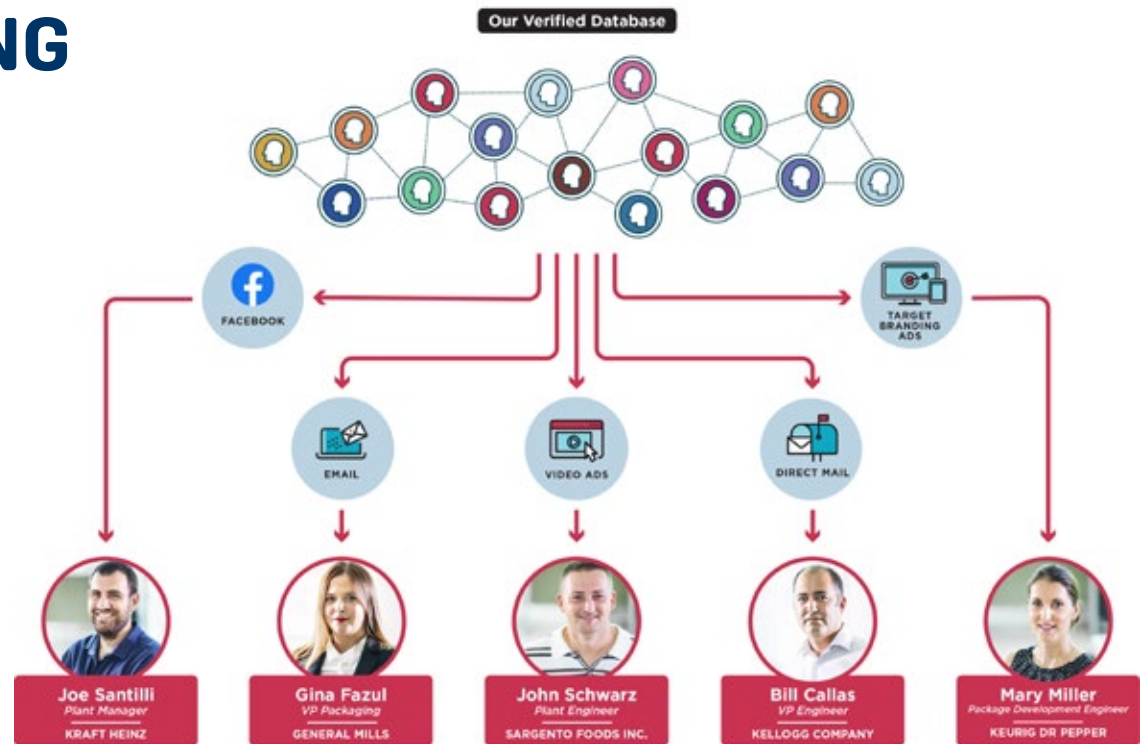
Banner ads

Retargeting campaigns are available

AUDIENCE TARGETING

With no wasted impressions, targeted marketing has become the gold standard. The efficiency of smaller, more precise audiences also enables a greater frequency of touches, moving your prospects further along the sales funnel.

With the data-rich PMMI Audience Network (PAN), marketers can identify highly-defined market and industry segments, based on multiple demographics, including first-party data, only available from PMMI.



See targeted audience counts here »

REACH YOUR TARGET AUDIENCE IN MULTIPLE WAYS

- **Facebook** - Sponsored Posts, Video
- **Targeted Branding Ads** across 100k brand safe websites
- **Direct Mail** - including Targeted Covers on *Packaging World*

LEAD GENERATION SOLUTIONS / CONTENT CREATION

Case Study Content Marketing - Case studies are a powerful draw, driving significant leads and clicks compared to general product information. We'll interview your customer or someone from your company with knowledge of the application and we'll deliver an attractive PDF.

Video Content Marketing - Video is the next-best substitute for when face-to-face meetings are not possible. Our video content marketing experts will help you create engaging, high-definition (4K) videos inexpensively and easily using a smartphone or computer. Your team can even collaborate on development from multiple locations.

Webinar Brief - Whether you work with us or host your own webinar, we can create a well-written PDF summary that you can continue to use as content in various ways.

Webinars - Webinars are a powerful way to share your industry expertise and position your company as a thought leader. Simply prepare 45 minutes of content and our team will provide an expert moderator and rehearse with you to ensure a smooth presentation.

- **3D Machine Tours (see next page)**

- **Banner ad design**



NEW! 3D MACHINE TOURS AND COMPETITOR BLOCKING

Easily give remote prospects the next best experience to being in front of your equipment with a 3D Machine Tour.

With the aid of 3D photography, you can provide potential buyers with detailed views of your equipment like never before, allowing viewers to self-guide and navigate around the entire machine.



Here's how it works:

- A photographer will come to your plant to shoot every angle of your machine.
- We will put the finished image/tour together and provide a URL that can be plugged into any channel you wish to promote it like email, your own website, virtual demos, etc.

Permission Builder allows you to control who accesses your premium digital content.

Thanks to our new privacy tool, Permission Builder, you can finally control those who can – and can't – see information about your product online and do so in a timely, automated fashion.

Here's how it works:

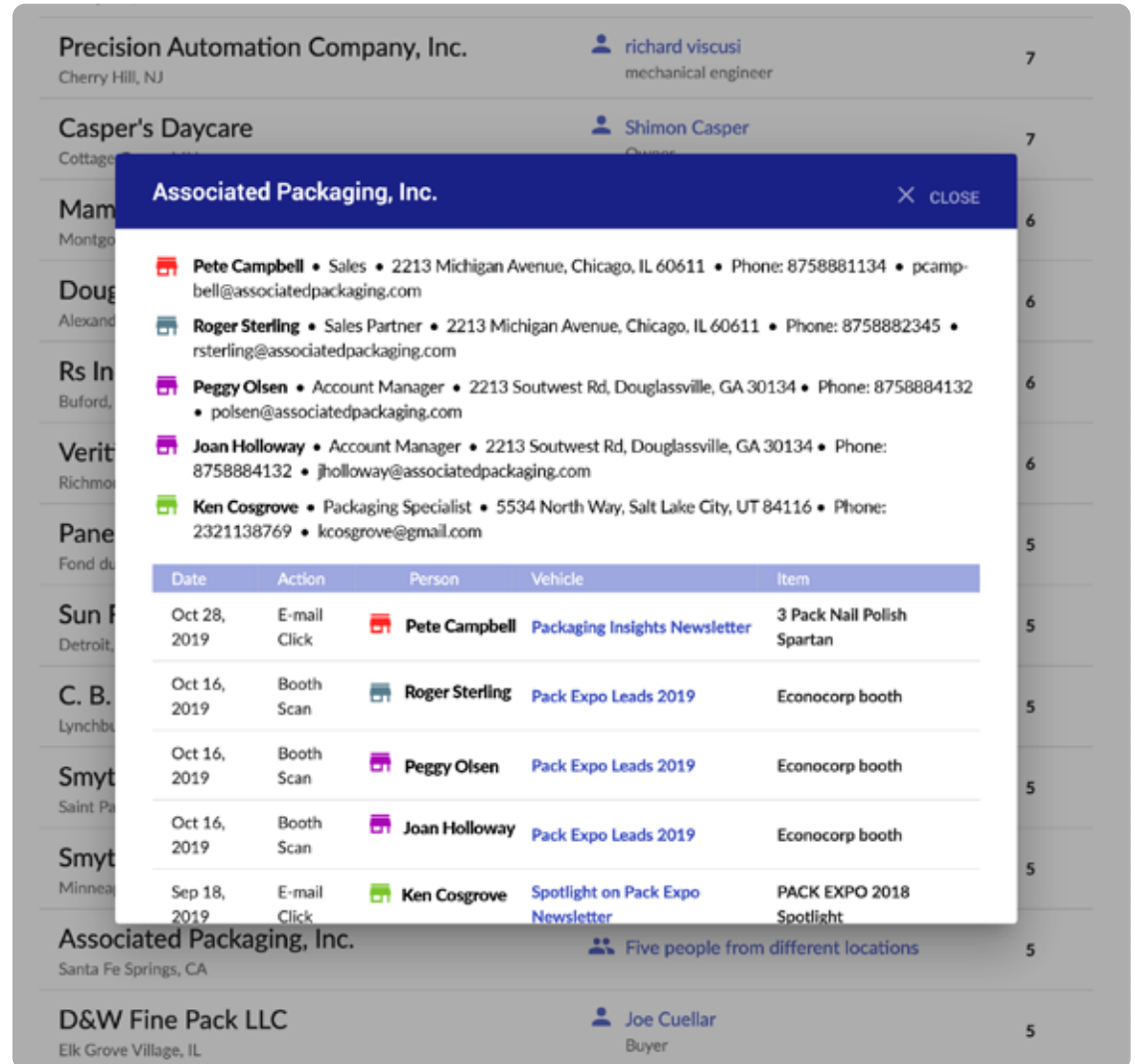
- Simply post your content, either a video or 3D Machine Tour, onto a dynamically created landing page
- A form on the page compares data entered and IP address of the prospect against our identity resolution algorithm
- Validated end-users are seamlessly allowed access, while competing suppliers (and others blocked by domain, email address, etc.) are denied

SUCCESS METRICS

As an advertiser, we make it easy for you to track your success! Monitor your campaigns, analyze results and share metrics with others on your team. Our state of the art marketing tools, include:

Leadworks - Our leads management platform delivers convenience, customization and campaign analysis. Ask about our API integration capabilities.

Converge - Gain superior audience insights with Converge. See multi-channel behavioral data and better understand who is responding to your digital campaign at the contact, company and company location level. Ask about employing our **Scout** beacon to learn who is visiting your site and what content they are viewing.



Precision Automation Company, Inc.
Cherry Hill, NJ
richard viscusi
mechanical engineer 7

Casper's Daycare
Cottageville, MD
Shimon Casper 7

Mam
Montgo 6

Doug
Alexand 6

Rs In
Buford, GA 6

Verit
Richmo 6

Pane
Fond du 5

Sun F
Detroit, MI 5

C. B.
Lynchbu 5

Smyt
Saint Pa 5

Smyt
Minneap 5

Associated Packaging, Inc.
Santa Fe Springs, CA
Five people from different locations 5

D&W Fine Pack LLC
Elk Grove Village, IL
Joe Cuellar
Buyer 5

Associated Packaging, Inc. [X] CLOSE

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Date	Action	Person	Vehicle	Item
Oct 28, 2019	E-mail Click	Pete Campbell	Packaging Insights Newsletter	3 Pack Nail Polish Spartan
Oct 16, 2019	Booth Scan	Roger Sterling	Pack Expo Leads 2019	Econocorp booth
Oct 16, 2019	Booth Scan	Peggy Olsen	Pack Expo Leads 2019	Econocorp booth
Oct 16, 2019	Booth Scan	Joan Holloway	Pack Expo Leads 2019	Econocorp booth
Sep 18, 2019	E-mail Click	Ken Cosgrove	Spotlight on Pack Expo Newsletter	PACK EXPO 2018 Spotlight



For additional information on how our audience and products can serve your marketing goals, please contact:

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CONTACT US

PMMI Media Group is your best media partner for connecting with buyers in packaging, food manufacturing and industrial automation.

*Packaging World | ProFood World | Healthcare Packaging
Automation World | OEM | Mundo PMMI*

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For information on PMMI trade shows, visit PMMI.org

