



Procesamiento Empaque Automatización

2025 MEDIA KIT

A B2B marketer's guide
to brand building and
audience targeting



UPDATED 2.27.25

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About Us

Mundo EXPO PACK is a Spanish language media brand edited for packaging, food and beverage processing and industrial automation decision makers in Latin America. Mundo PMMI also supports PMMI's EXPO PACK México and EXPO PACK Guadalajara trade shows. Mundo PMMI offers the EXPO PACK Showcase (or other printed show planner) in conjunction with the trade show.

PMMI Media Group is owned by PMMI, The Association for Packaging and Processing Technologies, a trade association representing more than 1000 North American manufacturers and suppliers of packaging and processing equipment, components, and materials. PMMI further unites the industry as producer of the world-class PACK EXPO portfolio of trade shows.

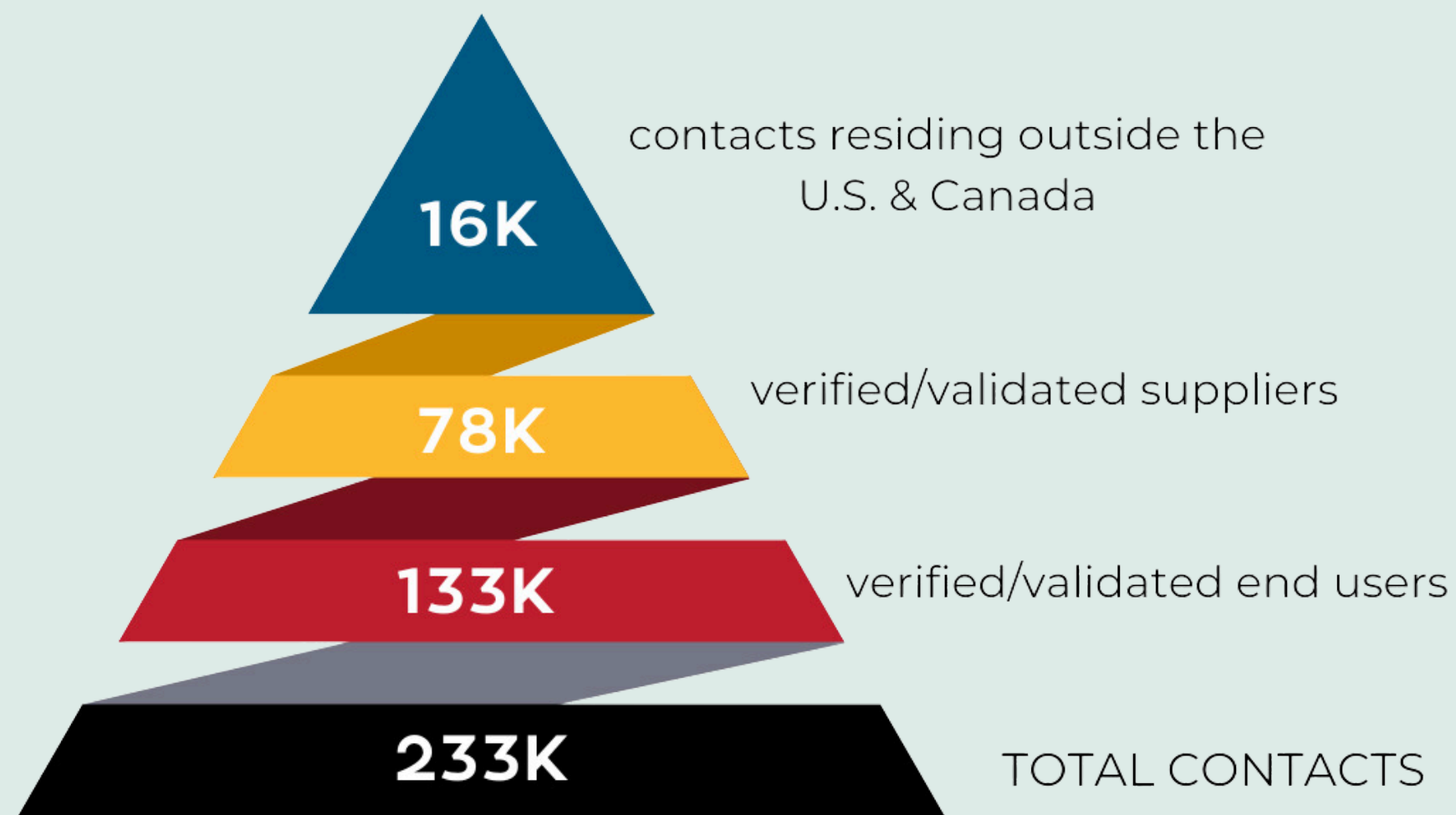
PMMI Media Group publications include *Packaging World*, *ProFood World*, *Healthcare Packaging*, *OEM*, *Contract Manufacturing and Packaging*, and *Mundo EXPO PACK*.



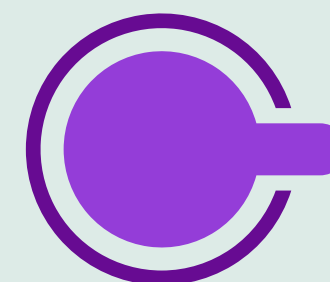


PMMI Media Group's universal audience breakdown

PMMI Media Group's operating database consists of:

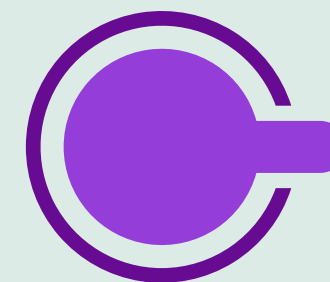


This is a self-cleaning database based on a series of pre-defined engagement rules, which amounts to, if you stop reading our emails and stop attending shows and go dark, you drop out of the database automatically after a period of time, we don't keep or count ghosts! (Unique in publishing)



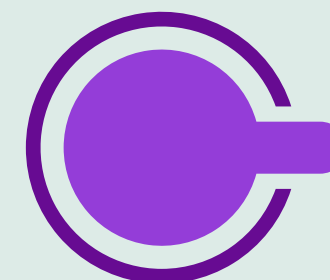
PACKAGING

packaging equipment, strategies and material innovations for all end-user markets



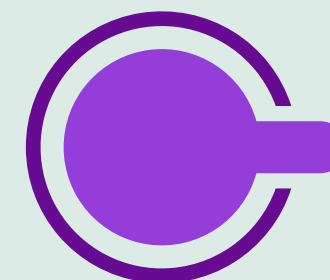
HEALTHCARE PACKAGING

packaging and logistics for pharmaceuticals, biologics, medical devices and nutraceuticals



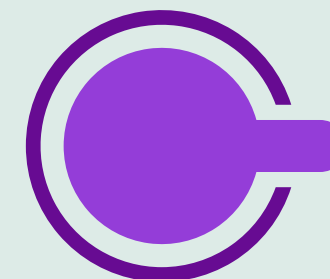
FOOD & BEVERAGE PROCESSING

equipment, materials and processes for food manufacturers across all market segments



MACHINE BUILDERS

controls, components and technology for manufacturers of packaging and food processing equipment



LATIN AMERICA

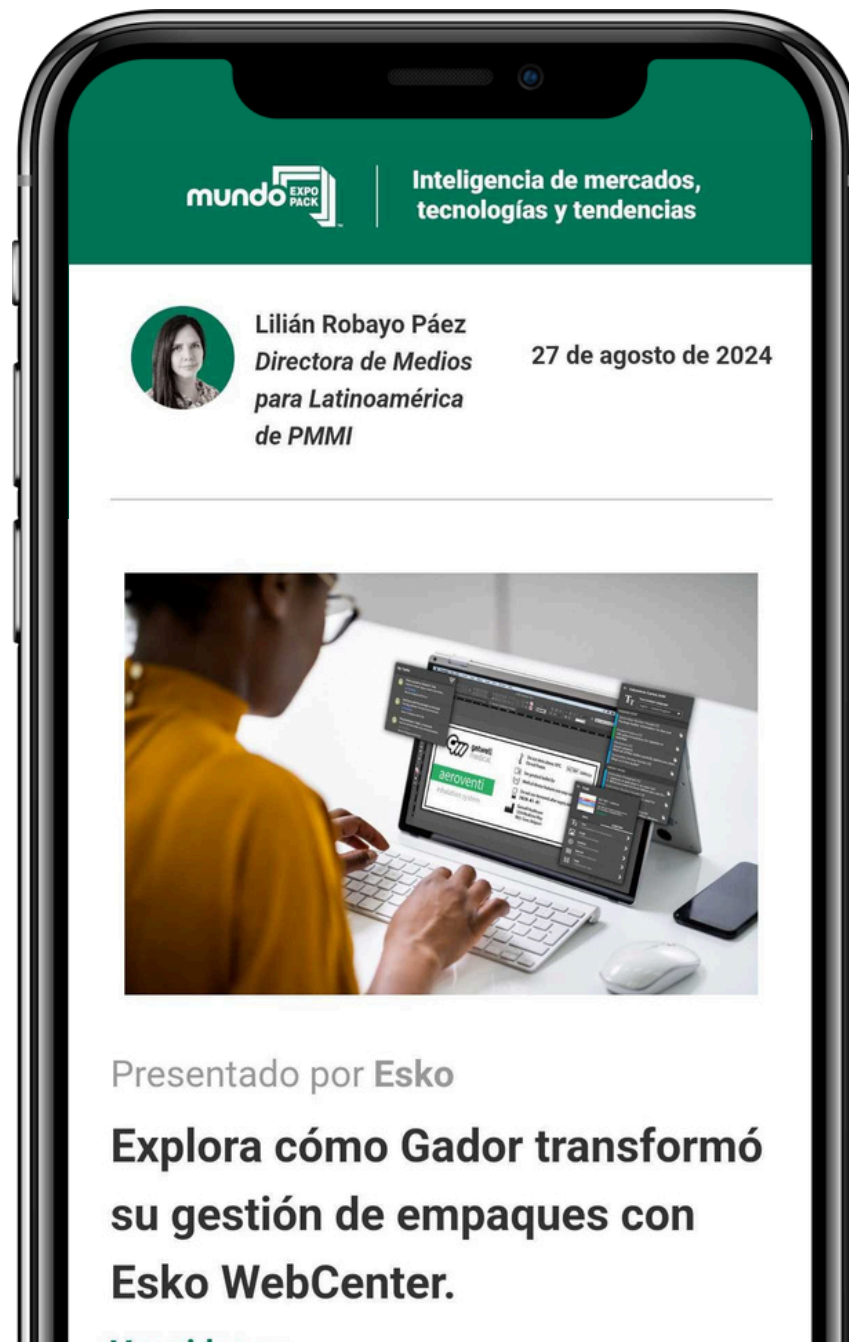
controls, components and technology for manufacturers of packaging and food processing equipment

We know your audience.

Let us help them discover you.

“PMMI Media Group sets the industry standard for audience quality. None can surpass the caliber of their audience.

Marketing Manager
BluePrint Automation



Drive engagement with high-value content, from the most-interested audience in Latin America



Audience Email Reach by Country



Mexico
93%



United States
2%



Colombia
1%



Guatemala
1%



Argentina
.5%

Audience Breakdown

Industries: Packaging / Processing / Automation

Job Duty

CEO/Gen Mgr/ Other Senior Mgmt

32%

Engineering

14%

Production/Operations/Quality

11%

Procurement

9%

Package Design or Development / Brand Management

6%

Logistics / Supply Chain Management

3%

Plant Management

2%

Company Size

250+ Employees

25%

51 - 250 Employees

20%

11 - 50 Employees

35%

1 - 10 Employees

20%

Circulation

Engaged Email Subscribers - 79,300+

Monthly Web Visitors - 10,800+

Print Distribution - 10,500+ (Mexico only)

Events - 27,600+

WHAT DOES A PARTNERSHIP WITH PMG MEAN?

See what customers have to say about our services:



“Our collaboration with Mundo PMMI has played a key role in increasing our brand’s visibility across the Latin American region. Through their platforms, we’ve successfully generated awareness about the recent opening of our new office in Mexico as Serac MidAm, and it has served as a good resource for promoting Serac’s latest technological innovations. Mundo PMMI has been particularly helpful in assisting us to build a recognizable brand within the packaging industry along the LATAM Region.”

-Director General, Serac



“What I love the most about working with PMMI Media Group is that I can reach my target audiences in effective, diverse ways while working with people who know the industry and know my business. We have a partnership that you just don't find in most advertising and client relationships. We've grown for decades utilizing PMMI Media Group as a large part of our marketing mix.”

-Director, Marketing & Business Strategy,
Morrison Container Handling Solutions



The help we received from PMMI for all the latin American trade shows (for us Expo Pack Mex and Andina Pack Bogota) was great. We always stay in the PMMI pavilions because of the great service. We then don't have to worry about anything and can fully concentrate on the trade show.

-Global Digital Marketer,
Ryson Royal Apollo Group

Drive traffic to your website
from our entire Mundo EXPO PACK
database

Digital Solutions



Email

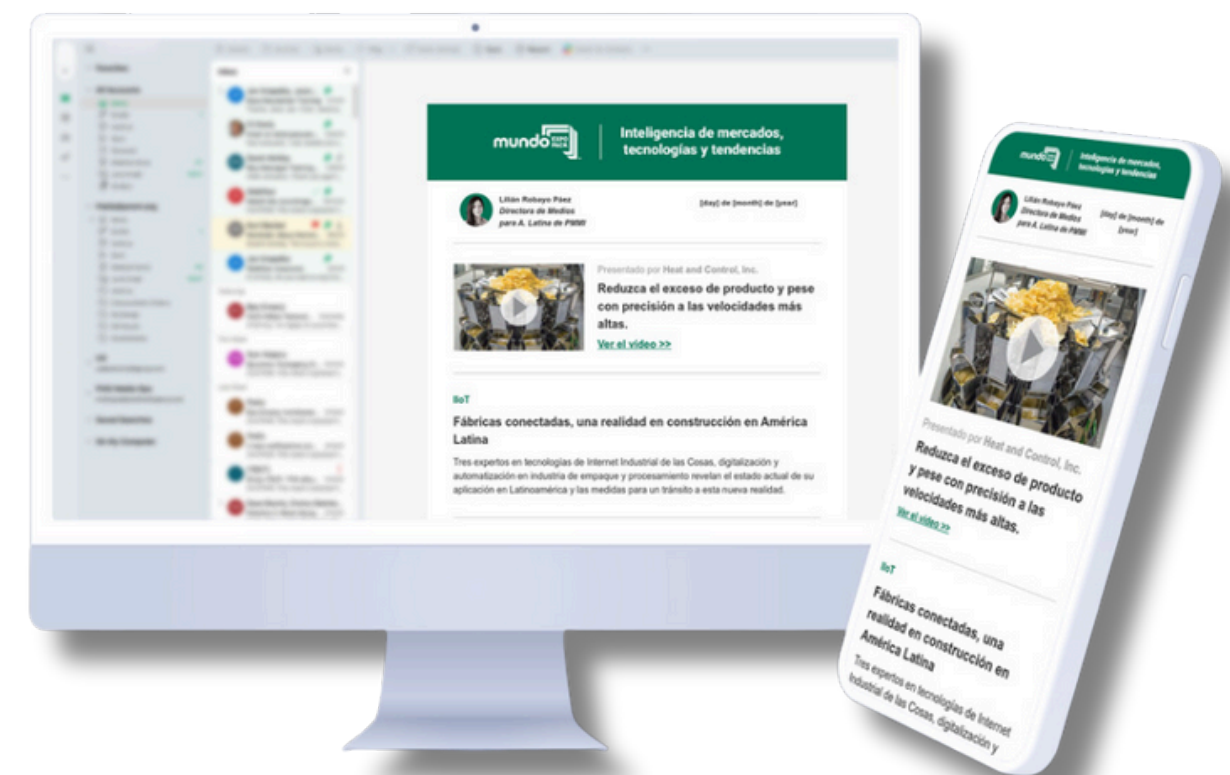
Mundo EXPO PACK emails reach over 79,000 engaged Latin American packaging and processing professionals. Choose from a variety of content types to reach this exclusive audience to generate leads for your sales pipeline.

Newsletter Sponsorship

Mundo EXPO PACK offers single sponsor newsletters featuring industry-focused content from our experienced editorial team. Multi-sponsor email opportunities also available.

Sponsored Email

Let your content take center stage while leveraging Mundo EXPO PACK's audience and authority. Promote your video, whitepaper, or other content by utilizing one of our templates or supply your own HTML.



Digital Solutions

“

PMMI Media Group sets itself apart from other advertisers by providing a wide range of audiences that can be easily segmented. This enables us to choose broad or specific targeting based on each campaign's requirements, ensuring we reach the right audience for maximum effectiveness.

Marketing Coordinator
Columbia/Okura LLC

Website Ads

Promote awareness of your brand across MundoEXPOPACK.com and a network of more than 100,000 verified websites.

Mundo EXPO PACK Website

Reach your target audience with highly visible ads across MundoEXPOPACK.com.

PMMI Audience Network

Targeted

Refine your reach and extend your message with PMMI Audience Network advertising. Leverage our first-party database of PMMI Media Group subscribers and EXPO PACK attendees to define your target audience by industry, role, or buying interest and reach them through **banner, native, or video pre-roll ads** across the web.



Social Media

Targeted

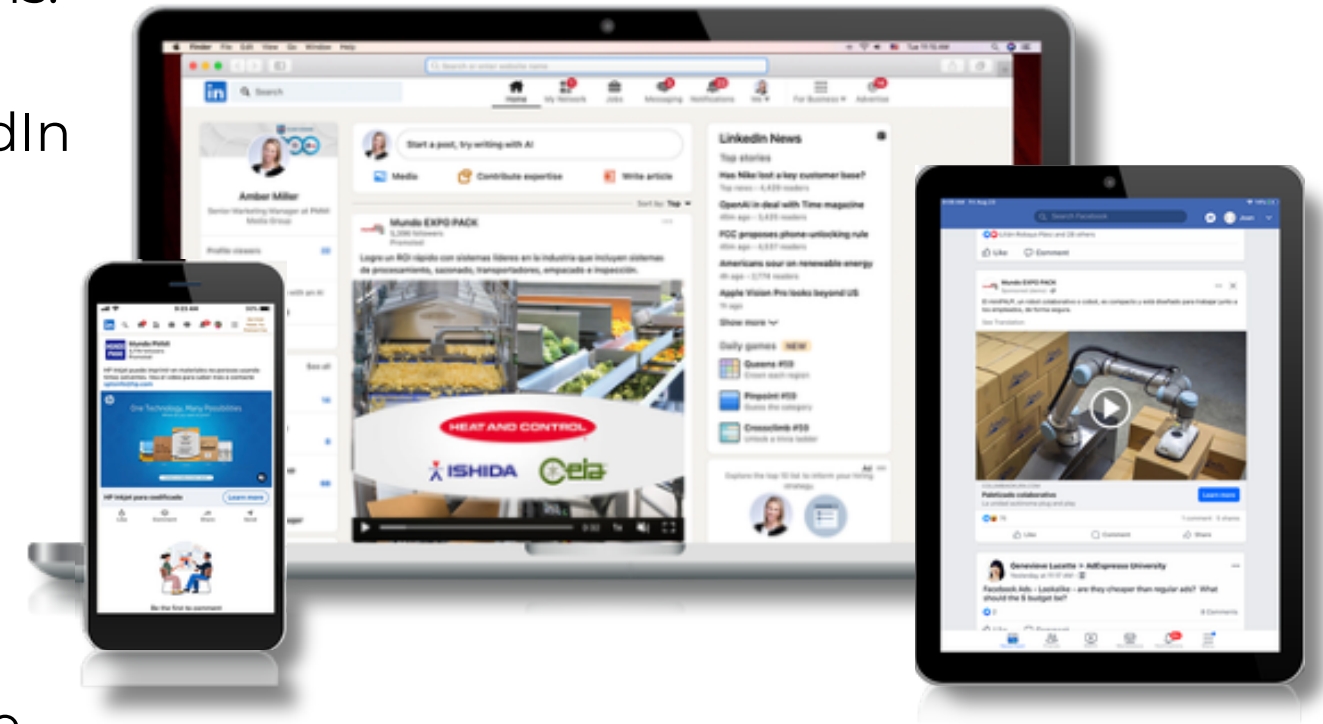
Further extend your message utilizing the PMMI Audience Network across social media platforms.

We create and manage the Facebook or LinkedIn ad campaign and build your ideal target audience directly from our first-party database by:

- Buying interest
- Vertical market
- Job title

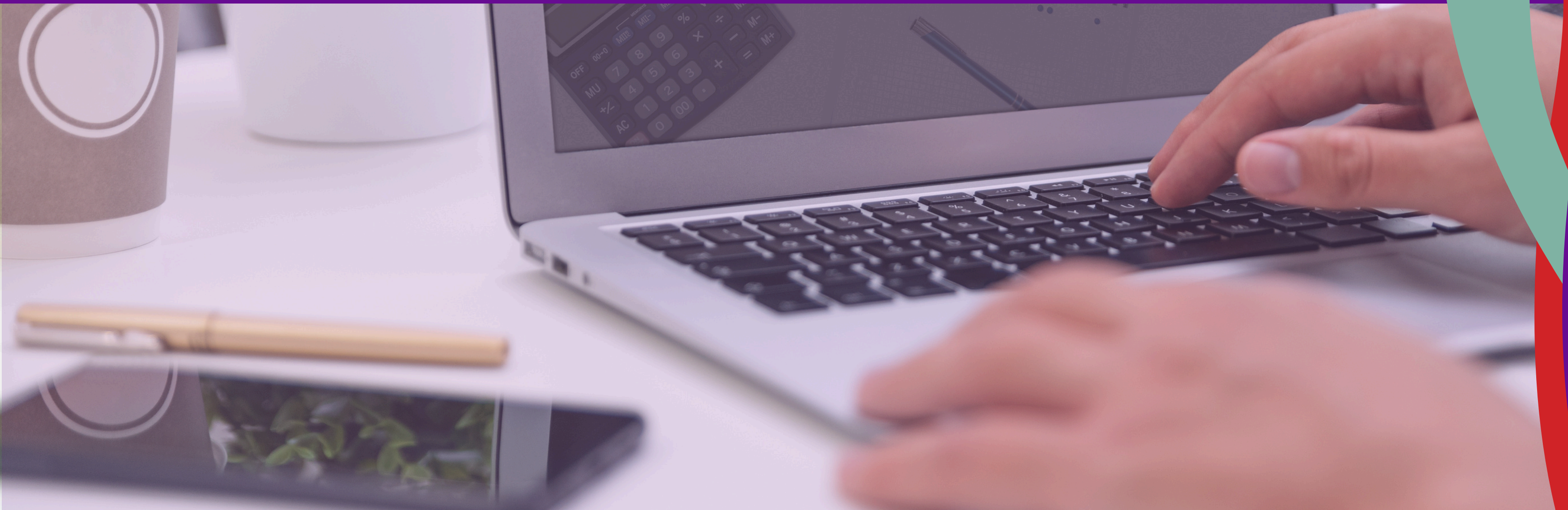
When you buy direct from the platform, you are not able to target by packaging buying interest or packaging plant processes. That unique first-party targeting data is only available for campaigns purchased through PMMI Media Group.

We'll provide the metrics that matter - clicks and impressions for static post or playthrough and impressions video posts.



Drive engagement from the most-interested audience with high-value content

Content



Content

Content creation

From assisting you in creating content for white papers, to recording and editing 4K videos, we are here.

Custom research

Based on your needs, we conduct a tailored mix of in-person and online research, workshops, and focus groups with your targeted customers.



Content Offerings

Webinars

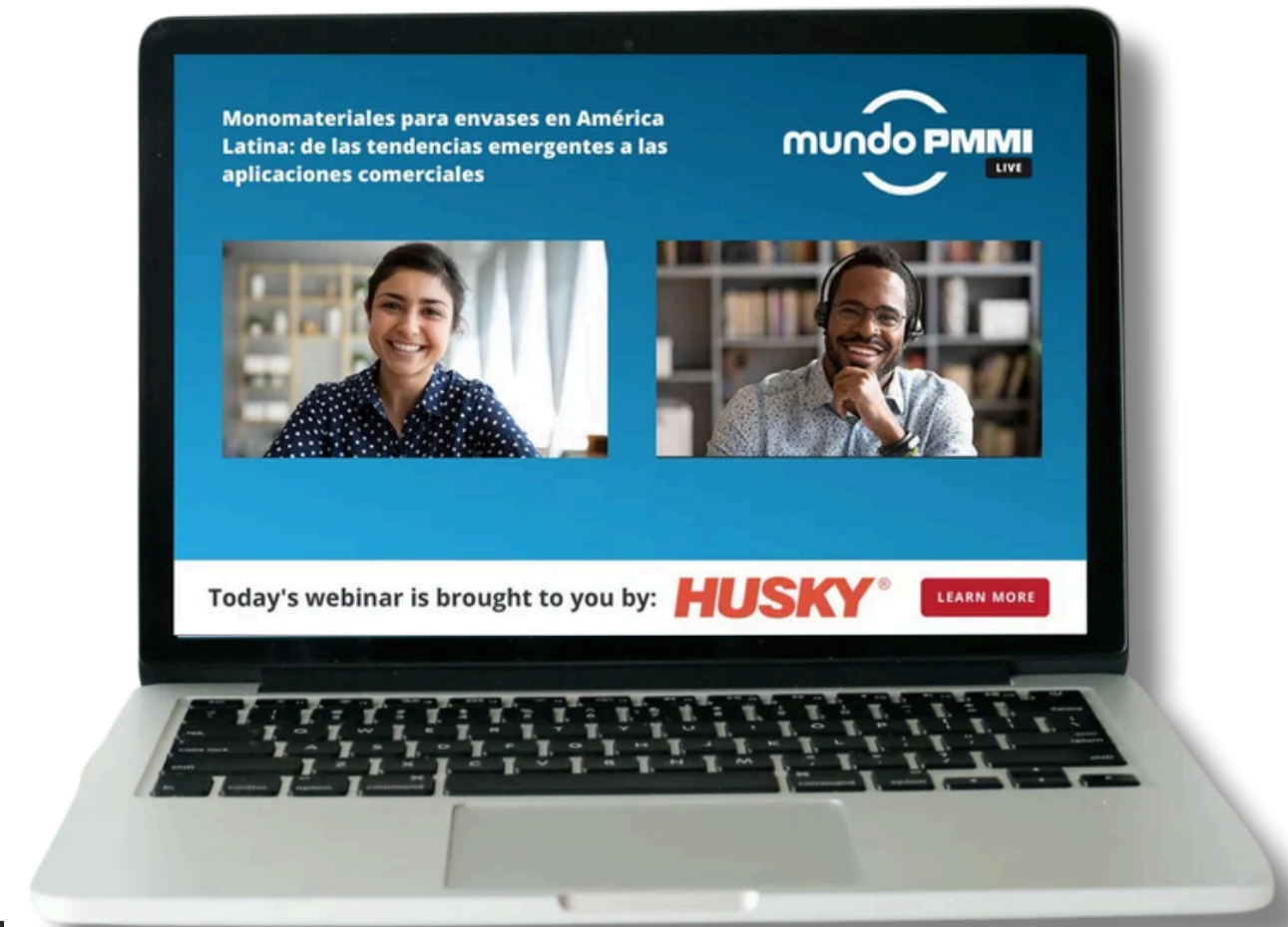
Align your brand with the hottest topics in the industry and engage prospects when you sponsor or host a webinar with Mundo EXPO PACK.

Mundo PMMI Webinar

Tap into our industry expertise and vast database of B2B end users when you sponsor a Mundo EXPO PACK webinar. All you need to do is supply a logo and company overview that will be featured during the webinar.

Supplier Webinar

Position your company as a thought leader when you conduct your own webinar—supported by one of our expert editors. Plus, enjoy all the leads from multi-channel promotion including newsletters, dedicated emails, web ads on Mundopackexpo.com and social media campaigns.



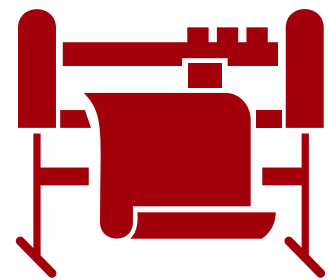
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Our webinars with PMMI Media Group put us in front of decision makers and companies seeking automation solutions, yielding tangible results.

Marketing Manager,
Brand and Channel
Vention

2025 Mundo EXPO PACK Webinar Topics

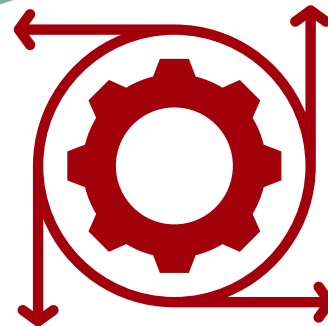
Q1



Digital Printing
Opportunities to Innovate
with Your Packaging

**Close Date &
Materials Due:
January 28**

Q2



Considerations for Running
New-Era Materials on
Existing or Older Equipment

**Close Date &
Materials Due:
April 29**

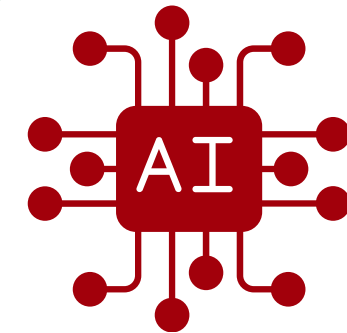
Q3



Panorama of Smart and
Connected Packaging in
Latin America

**Close Date &
Materials Due:
July 29**

Q4



How AI is
Revolutionizing
Packaging Robots

**Close Date &
Materials Due:
October 21**

eBooks

E-books offer a unique opportunity to directly target decision-makers seeking your products. Our E-Books are written by our editors and designed to attract Latin American manufacturers in targeted markets who have plans to invest in equipment, materials or services. Our expertly crafted content will draw in manufacturers with investment plans, ensuring you connect with the ideal audience at the right time.



2025 E-Books

Q3

Considerations for Running New-Era Materials on Existing or Older Equipment
Closing Aug. 28, 2025

Q4

El Robotics: How AI is Revolutionizing Packaging Robots
Closing Oct. 31, 2025

Create brand awareness and drive booth traffic when you reach attendees before, during and after the show

Trade Show



Trade Show Offerings

“Thanks to PMMI Media Group's Game Plan and Second Look, we were able to make the most of our investment at PACK EXPO. The pre-show guide drove targeted traffic to our booth, while the post-show guide helped us stay top of mind with our ideal attendees.

Marketing Manager
BluePrint Automation

Show Issue

Leverage your exhibit at EXPO PACK and reach packaging and processing professionals in Latin America with the Mundo EXPO PACK Show Issue—featuring printed pre-show planner and exhibitor profiles.

Newsletters

Reach attendees before and after the show through single or multi-sponsored newsletters.

Social media

Target pre-registered attendees before the show through Facebook and LinkedIn ads.

Web sponsorships

Build awareness for your exhibit among attendees via online 3rd party banner ads or 15-second video pre-roll ads as pre-registered attendees browse their favorite websites.



A multi-channel, year-round program
creating brand awareness and driving
traffic to your website

Líderes en Latinoamérica



Líderes en Latinoamérica

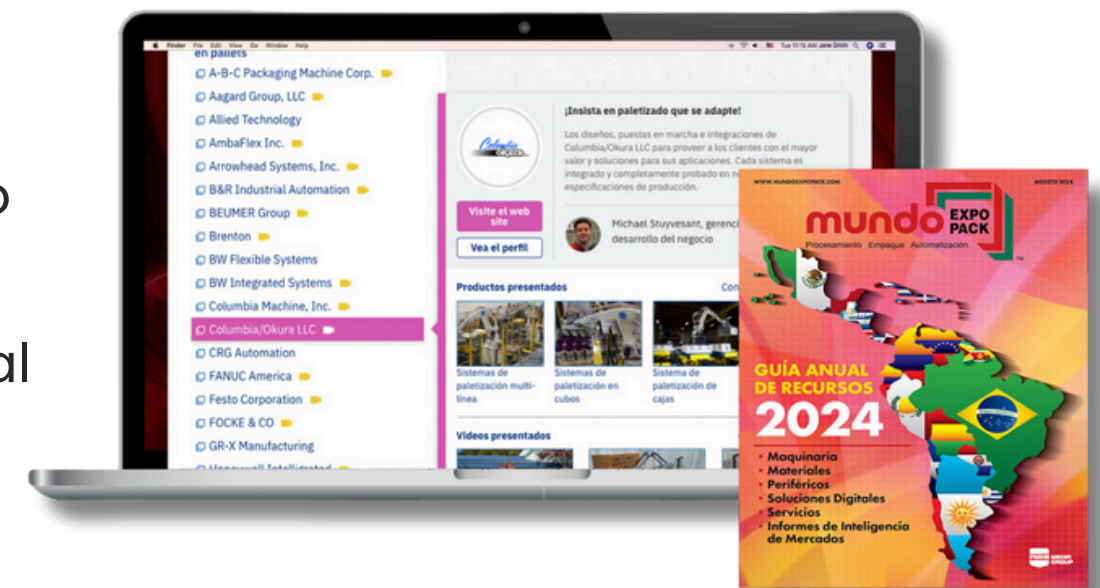
Líderes en Latinoamérica

This multi-channel, year-round program completes your 2025 marketing plan.

Key Features

Buyers of packaging and processing solutions won't miss you when your company is promoted through:

- Líderes en Latinoamérica featured listing on the MundoEXPOPACK.com homepage, appearing under (up to three) product categories relevant to your company's offerings.
- Listing alongside all MundoEXPOPACK.com editorial content associated with your chosen product categories.
- Print profile and product ad in the exclusive 2026 Annual Resource Guide.
- May 2025 Show Issue with a company profile and full-page ad, if you're exhibiting at EXPO PACK.



“PMMI Media Group is the only one-stop advertising option that allows us to reach all of our audiences in an authentic and effective way.

Director, Marketing and
Business Strategy
Morrison Container
Handling Solutions

Track and manage campaign and content metrics

Lead Management Tools



Campaign & Lead Management Tools

Take advantage of our complimentary lead management tools to track campaign engagement and success.

Leadworks

Lead management, campaign performance, reporting and more.

Scout

Track buyers who are part of the PMMI Audience Database on your website after they click..



Converge

Identified, engaged prospects across multiple channels and buying teams, in one dashboard.

Content Engagement Reports

Lideres profile engagement metrics, content performance and more.

MEET THE ACCOUNT TEAM

Contact your Account Executive or Sales@pmmimediagroup.com



Rosa Ott
Business Development
Representative
rott@pmmimediagroup.com



Christine Smallwood
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Faith Zucker
Account Executive
zuckerf@pmmimediagroup.com



PMMI Media Group knows your audience.
Let us help them discover you.



sales@pmmimediagroup.com



PMMIMediaGroup.com



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