



2026 MEDIA KIT

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



UPDATED 8.7.25



Contents

ABOUT US	3
AUDIENCE	6
BUYING CYCLE STUDY	11
COMPETITIVE ANALYSIS REPORTS	12
OFFERINGS OVERVIEW	16
DATABASE ORGANIZATION	19
MUNDO LÍDERES	20
TRADE SHOW OFFERINGS	23
CUSTOM RESEARCH	24
MEET THE TEAM	26



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*.

PACKAGING
WORLD®

PROFOOD
WORLD™

Healthcare+
PACKAGING®

OEM
PACKAGING · PROCESSING · AUTOMATION

mundo EXPO
PACK
Procesamiento Empaque Automatización

CONTRACT
Manufacturing + Packaging™

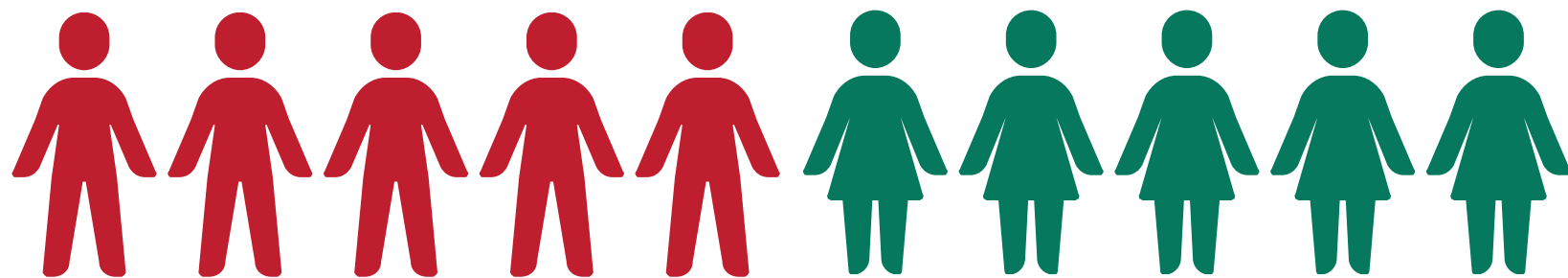




PMMI Media Group's universal audience breakdown

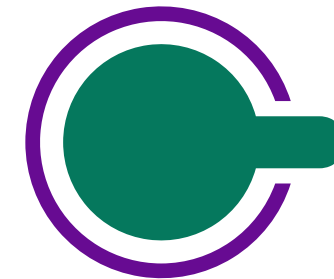
PMMI Media Group's operating
database consists of:

150K



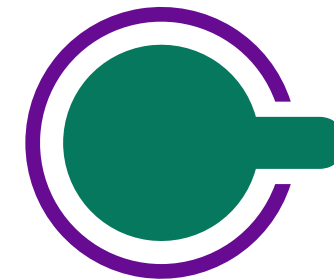
Verified/validated end users

This is a self-cleaning database based on a series of pre-defined engagement rules. If a reader stops engaging with our emails or stops attending our shows/events, they are dropped from the database automatically after a period of time.



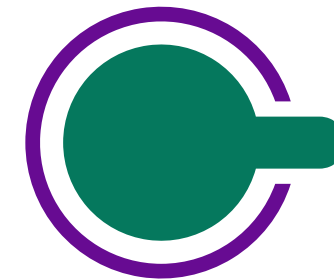
PACKAGING

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



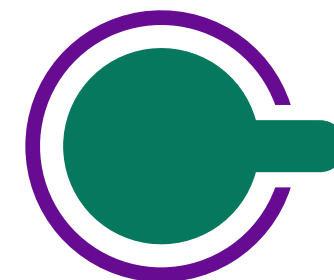
HEALTHCARE PACKAGING

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



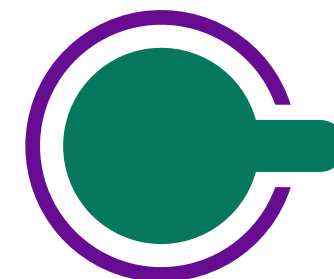
FOOD & BEVERAGE PROCESSING

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

CUSTOMER TESTIMONIALS



“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.”



Rodrigo Sanfuentes, Director General, Serac



“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.”

Nicholas Shiraishi, Marketing Coordinator, Columbia/ Okura LLC.



We partnered with PMMI Mundo for different social media campaigns, which had an amazing reach throughout LATAM but especially Mexico. This helped us establish both RYSON and now APOLLO Mexico in the market.

Amand Hawlik, lobal Digital Marketer, Ryson Royal Apollo Group

Mundo EXPO PACK Audience

We know your audience. Let us help them discover you.





AUDIENCE
NETWORK

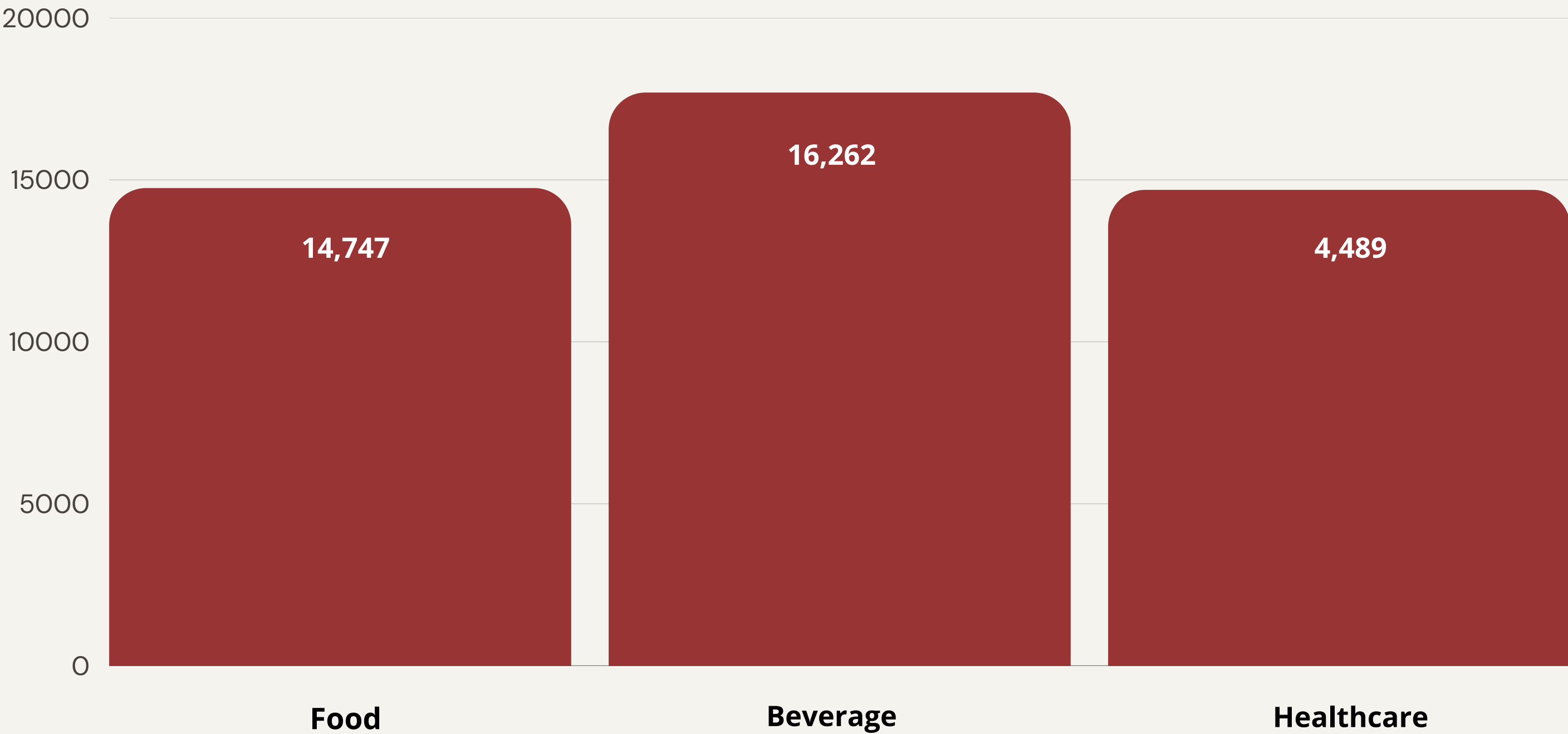
You choose the
audience, we serve
the message.

Are you looking to
reach a different
Audience segment?
See full list here:



Top Audience Segments - Target via Social & Web

General Categories



Circulation



66K

Engaged Email Subscribers



5K

Monthly Web Visitors



10K

Print Subscribers

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

47%

Engineering

20%

Production/Operations/Quality

16%

Procurement

13%

Package Design or Development / Brand Management

8%

Logistics / Supply Chain Management

4%

Plant Management

3%

Company Size

250+ Employees

25%

51 - 250 Employees

20%

11 - 50 Employees

34%

1 - 10 Employees

20%

Circulation

Engaged Email Subscribers - 73,600+

Monthly Web Visitors - 8,000+

Print Distribution - 10,500+ (Mexico only)

Events - 27,600+

View full buying
cycle survey results



Buying Cycle Survey

Want to better understand the equipment buying cycle of your best prospects? Through PMMI Media Group’s exclusive end user research, you will discover key insights to help propel your brand forward.

Why Organizations Buy New Equipment

What prompts businesses to consider a new equipment purchase?



COMPETITIVE ANALYSIS REPORTS

REQUEST A CAR REPORT FOR YOUR CATEGORY



See How Your Competition is Gaining Market Share - Request Report

Our competitive analysis reports provide key insights into your competitors, reach by product category, and marketing performance.

Download a report from the following categories:

- Processing Equipment
- Conveying, feeding and handling
- Bagging, pouching and wrapping
- Coding, labeling and printing
- Filling, capping and closing
- Inspection/Testing Equipment
- Cartoning, multipacking and case packing
- Palletizing and Load Stabilization
- Flexible packaging and labeling
- Latin American Suppliers



OUR READERS

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

Marketing Manager
BluePrint Automation



THE
PACK EXPO
DIFFERENCE

Our first-party data includes all PACK EXPO attendees



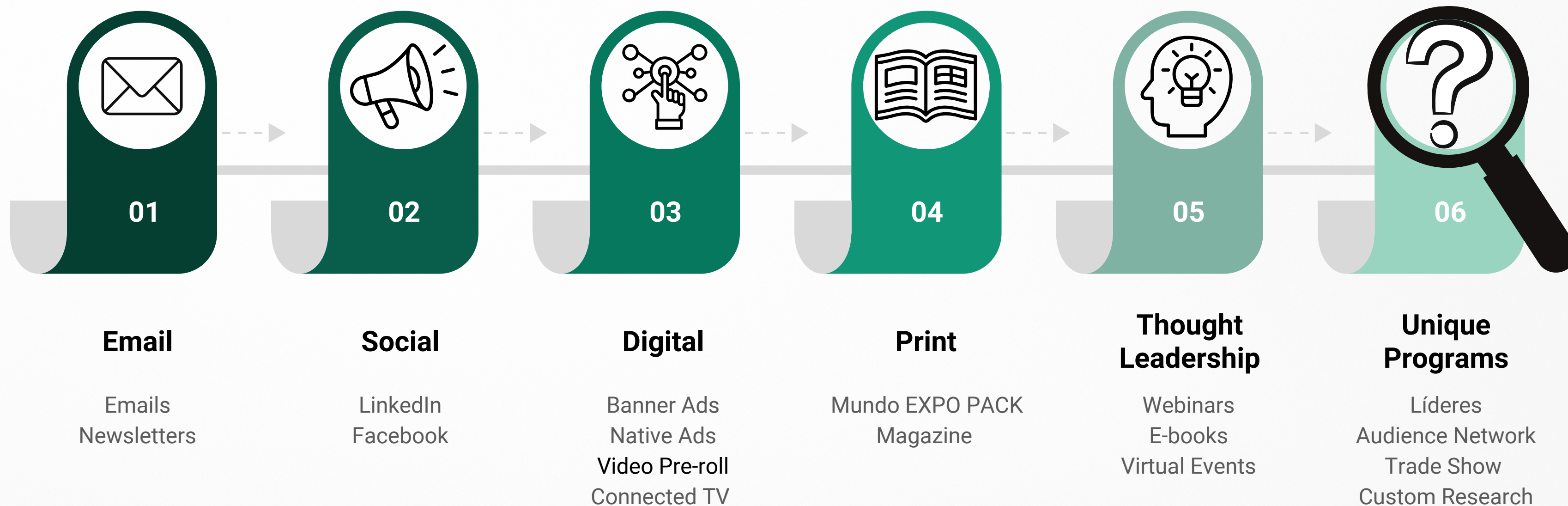
- PACK EXPO keeps our audience fresh with a **43% first-time attendee rate**
- We target PACK EXPO attendees year-round based on the buying interest indicated when they registered for the show



Omnichannel Reach

Transform this audience from prospect to customer when you engage them through web, social, email, & print campaigns.

OFFERING OVERVIEW





TARGETED
OUTREACH

Find your Audience
Segment



PMMI Media Group Audience Network

Reach the right prospects, including key decision makers, with PMMI Media Group’s targeted audience network. Our database is carefully vetted by our audience engagement team to ensure you receive both quantity and quality for your lead generation.

Channels:

- Social Media (LinkedIn, Facebook)
- Banner ads
- Native Ads



Something's not quite right here. Can you find the flaw?

85%

PMMI Member
Suppliers Listed their
top priority as finding
new customers

95%

But most (95%)
primarily using
in-house lists

If you're wondering **where new leads are coming from, you're right!** By primarily emailing to in-house lists, suppliers limit their chances of acquiring new leads.

Here's how we keep our database up-to-date

New names we are proactively targeting



PMMI Database Organization

PRE-ENGAGED: awaiting interaction; transition to active upon engagement.

OPERATING: Recently active

SUNSET: Long-term inactive

Líderes en Latinoamérica

Complete your 2026 marketing with this year-round, multi-channel program:

- **Enhanced Visibility:** Promoted listing on MundoEXPOPACK.com homepage and alongside relevant editorial.
- **Contextually triggered listings** alongside relevant Mundo EXPO PACK editorial.
- **Performance Tracking:** Access real-time profile views and clicks.
- **Print Presence:** Profile and product ad in the 2026 Annual Resource Guide.
- **Extended Reach:** Banner ads served to MundoEXPOPACK.com visitors on 3rd-party sites.



“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

• • •

WEBINARS

“ —

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

Learn More:



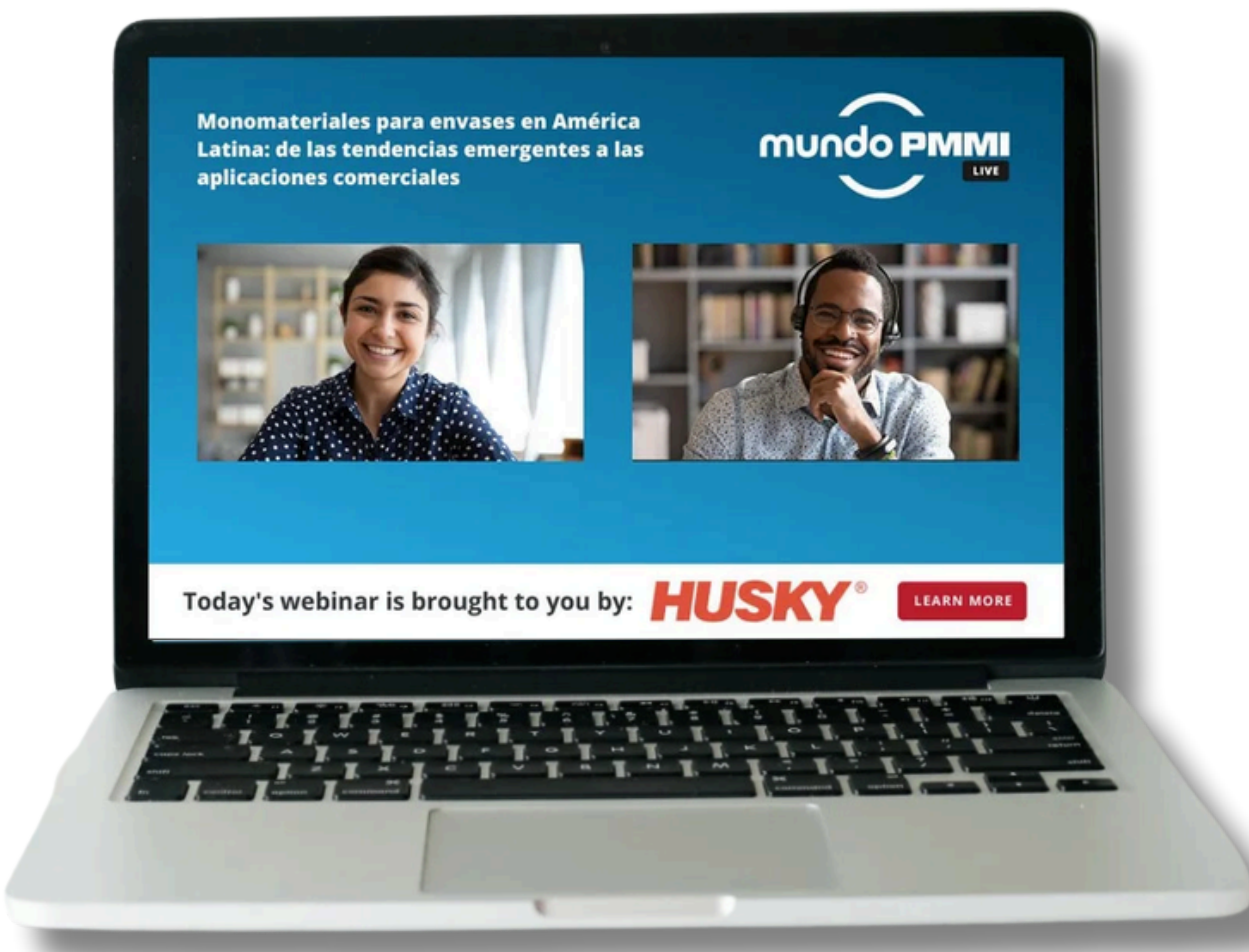
Engage Your Best Prospects

Sponsor a Mundo EXPO PACK Webinar

Leverage our expertise and audience. Provide your logo and overview for prominent visibility. Collect attendee contact information.

Host a Webinar

Lead the conversation with editorial support and comprehensive promotion. Collect attendee contact information.



Sponsored Webinars

Closing 2.24.26	Closing 6.30.26	Closing 9.25.26	Closing 10.20.26
Meet the Next Generation of Cobots for Palletizing	New Game Changing AI Driven Tools for Optimizing your Packaging and Processing Operations	Upgrading your Packaging Machine to Tackle New Bio, Mono and Paper Packaging Materials	Revolutionary New AI Tools for your Packaging Design and Development

Engage Your Best Prospects

E-Books: Increase your high quality lead generation by connecting with manufacturers investing in packaging solutions through targeted, topic-based Mundo EXPO PACK E-Books.



E-Books

Closing 4.10.26

Meet the Next Generation of Cobots
for Palletizing

Closing 9.18.26

Upgrading your Packaging Machine to Tackle
New Bio, Mono and Paper Packaging Materials

“—

Game Plan has been very helpful because it enables PACK EXPO attendees to choose our company from a set list of categories and designate our booth as a "must visit" when planning for the show.- add packexpo quote

Quality/Marketing Manager,
Precision Automation
Company

Help Attendees Find your Booth

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. (Readers study performed on issue.)

Newsletters

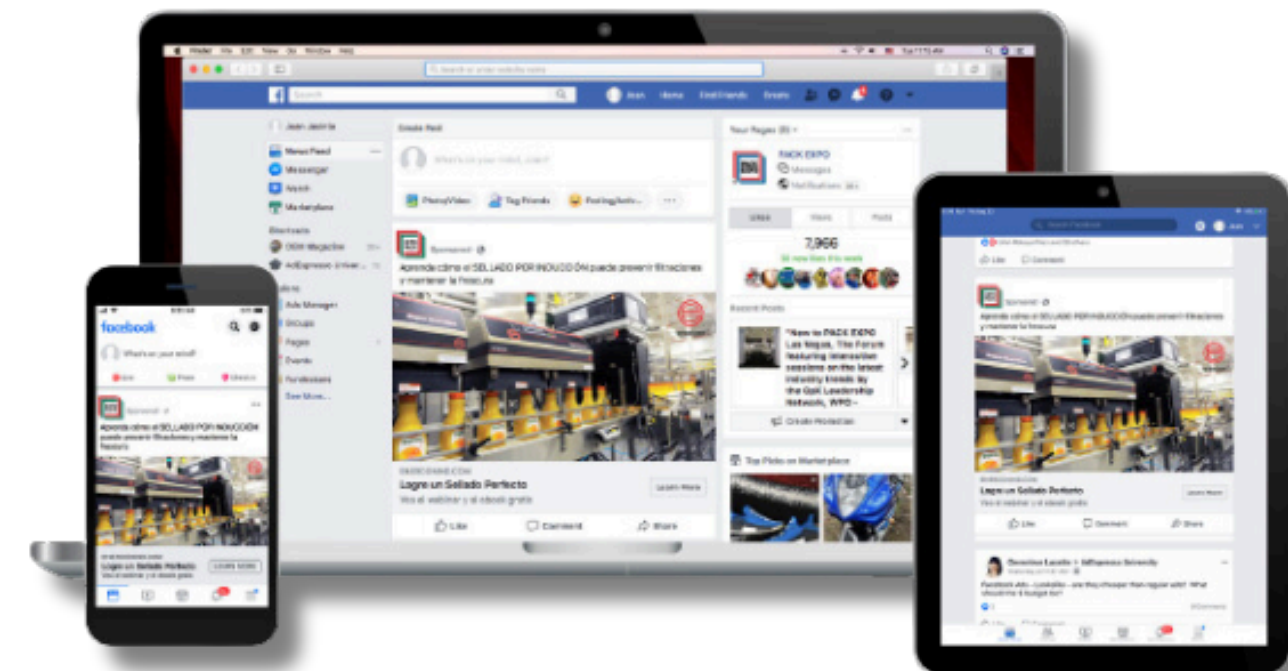
Reach attendees before and after the show through single or multi-sponsored newsletters.

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.





CUSTOM RESEARCH

Learn More:



We're Here to Help

PMMI Media Group Custom Research: Gain invaluable audience insights through tailored research, including market perceptions, pain points, and thought leadership. We combine in-person and online research, workshops, and focus groups, leveraging our proprietary customer database for unparalleled access to key decision-makers.





LEAD MANAGEMENT TOOLS

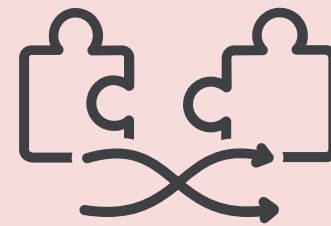
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



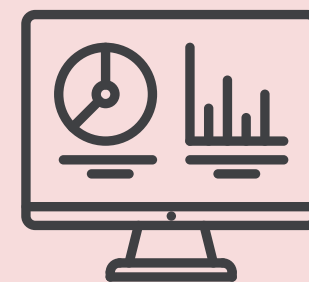
Converge

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



Scout

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



Content Engagement Reports

Profile engagement metrics, content performance. Plus, Leaders in Packaging profile insights.

MEET THE ACCOUNT TEAM

Contact your Account Executive or Sales@pmmimediagroup.com



Wendy Sawtell
Director of Business
Development
wsawtell@pmmimediagroup.com



Christine Smallwood
Director of Strategic
Accounts
csmallwood@pmmimediagroup.com



Leo Guenther
Account Executive
lguenther@pmmimediagroup.com



Brian Gronowski
Account Executive
bgronowski@pmmimediagroup.com



Patrick Young
Account Executive
pyoung@pmmimediagroup.com



Aleks Dorcean
Account Executive
aapkarian@pmmimediagroup.com



Jake Brock
Account Executive
jbrock@pmmimediagroup.com



Faith Zucker
Account Executive
zuckerf@pmmimediagroup.com



Rosa Ott
Business Development
Representative
rott@pmmimediagroup.com



Raquel Serrano Sargent
Business Development
Representative
rserranosargent@pmmimediagroup.com



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



sales@pmmimediagroup.com



PMMIMediaGroup.com



500 W. Madison st.,
Suite 1000, Chicago, IL 60661

For information on PMMI trade shows, visit PMMI.org

Packaging World
ProFood World
Healthcare Packaging
OEM
Mundo EXPO PACK
Contract Manufacturing and Packaging

