



2027 MEDIA KIT

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



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About Us

Mundo EXPO PACK is a Spanish language media brand tailored to packaging, food and beverage processing and industrial automation professionals in Latin America. Mundo EXPO PACK also supports PMMI's EXPO PACK México and EXPO PACK Guadalajara trade shows. Mundo EXPO PACK offers the ways to reach engaged buyers of packaging and processing solutions in México and Latin America.

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 and EXPO PACK portfolio of trade shows.

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

PACKAGING
WORLD®

PROFOOD
WORLD™

Healthcare+
PACKAGING®

OEM
PACKAGING · PROCESSING · AUTOMATION

mundo EXPO
PACK
Procesamiento · Empaque · Automatización

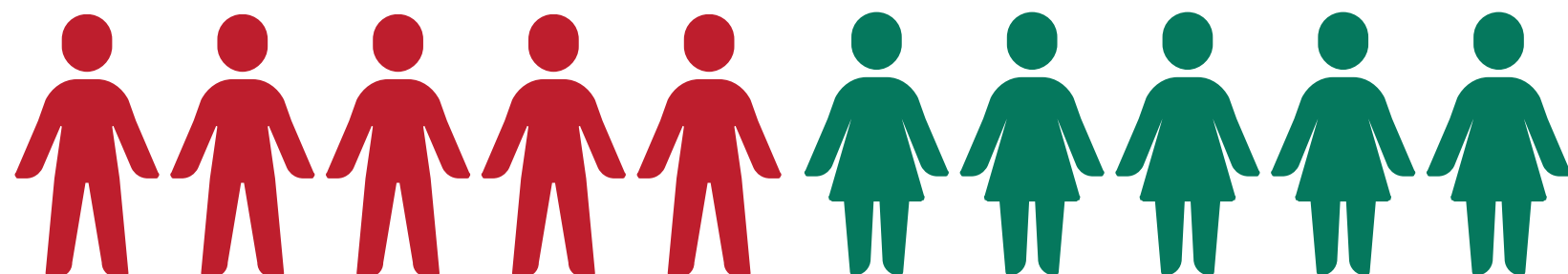




PMMI Media Group's universal audience breakdown

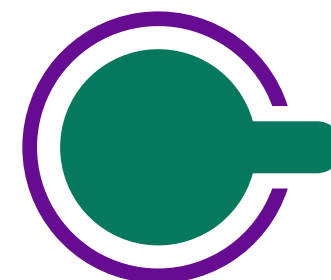
PMMI Media Group's operating
database consists of:

150K



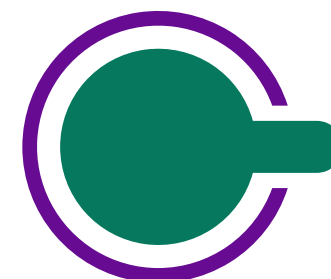
Verified/validated end users

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.



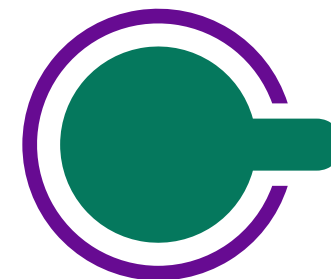
PACKAGING

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



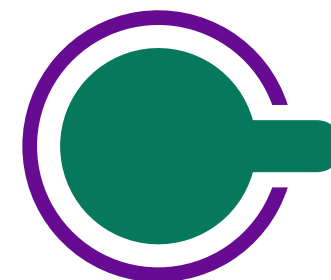
HEALTHCARE PACKAGING

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



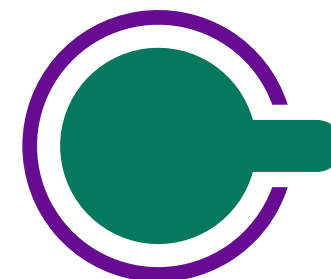
FOOD & BEVERAGE PROCESSING

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



MEXICO/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



A great resource to promote DISPAC’s latest technological innovations. Mundo PMMI has especially helped us build a recognized brand in the design, manufacturing, and integration of machinery for the food, beverage, cosmetics, pharmaceutical, integrators, logistics, metalworking, paper, plastics, and chemical industries.

Efrén Islas Trejo,
Diseñador Grafico Senior, DISPAC



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

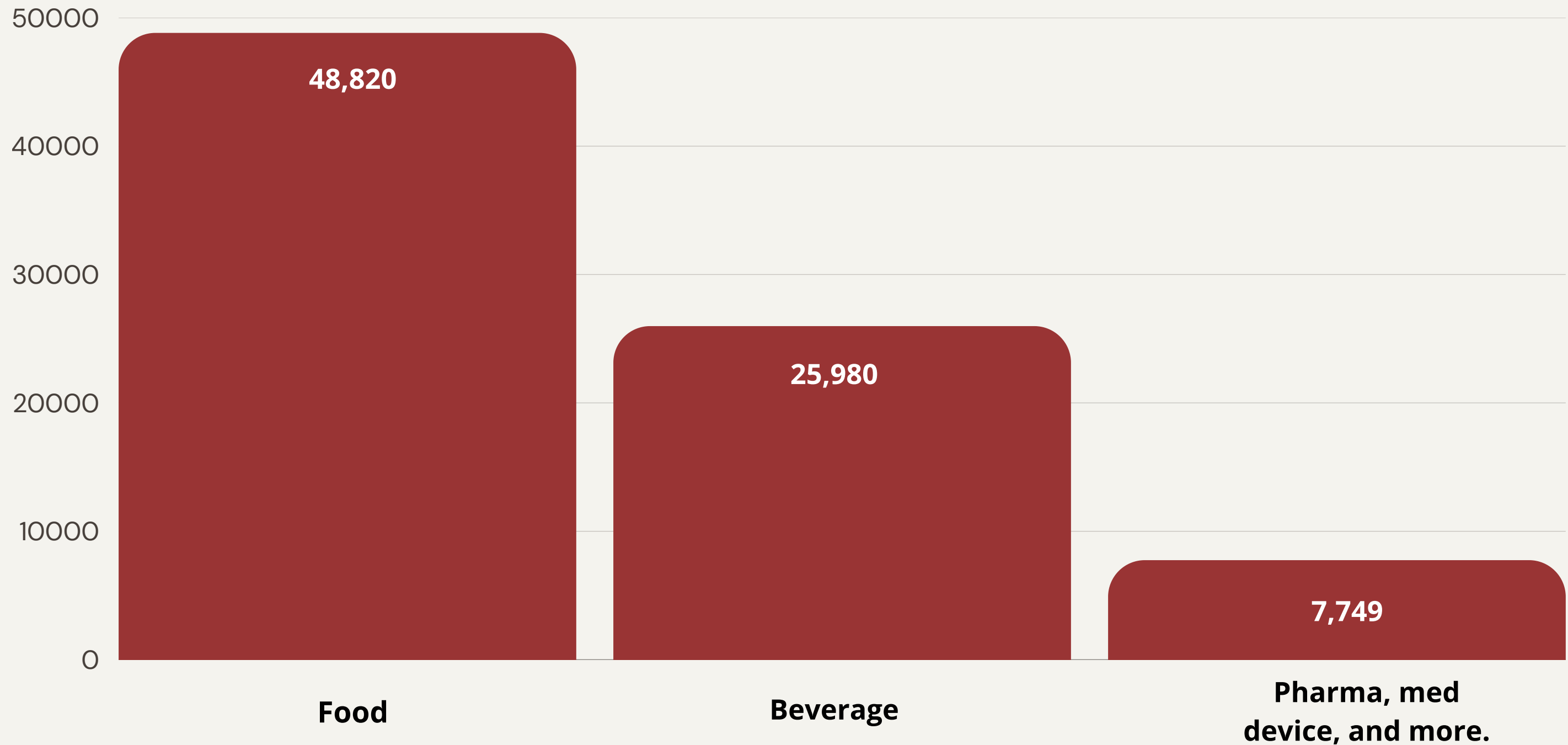
You choose the
audience, we serve
the message.

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



Top Audience Segments - Target via Social & Web

General Categories



Circulation



71K

Engaged Email Subscribers



27K

Social Media Followers



25K

Event Attendees

Audience Breakdown

Industries: Packaging / Processing / Automation

Job Duty

CEO/Gen Mgr/ Other Senior Mgmt

51%

Engineering

21%

Production/Operations/Quality

16%

Procurement

14%

Package Design or Development / Brand Management

8%

Logistics / Supply Chain Management

4%

Plant Management

3%

Company Size

250+ Employees

26%

51 - 250 Employees

21%

11 - 50 Employees

33%

1 - 10 Employees

21%

Circulation

Engaged Email Subscribers - 71,000+

Monthly Web Visitors - 5,000+

Print Distribution - 10,500+ (Mexico only)

Events - 22,300+

View full buying
cycle survey results



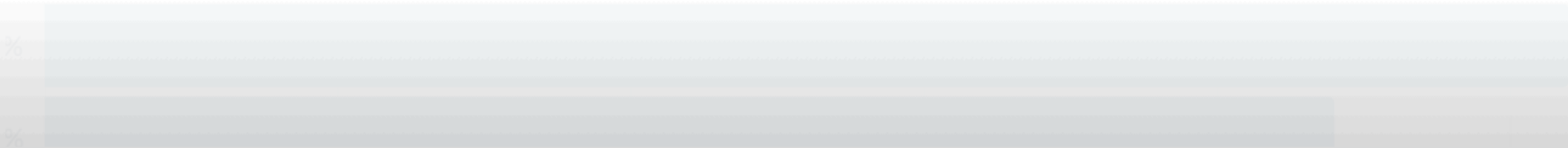
Buying Cycle Survey

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?

- Production limitations (throughput)
- Need for new machine capabilities
- Lacking efficiency:
- Machine obsolescence:
- Labor shortages
- Regulatory changes
- Other



COMPETITIVE ANALYSIS REPORTS (CAR)

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 has been the best source of qualified leads!

Brooke Kuzmich,
Marketing & Trade Show Manager
Econocorp



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THE PACK EXPO DIFFERENCE

Our first-party data includes all PACK EXPO attendees



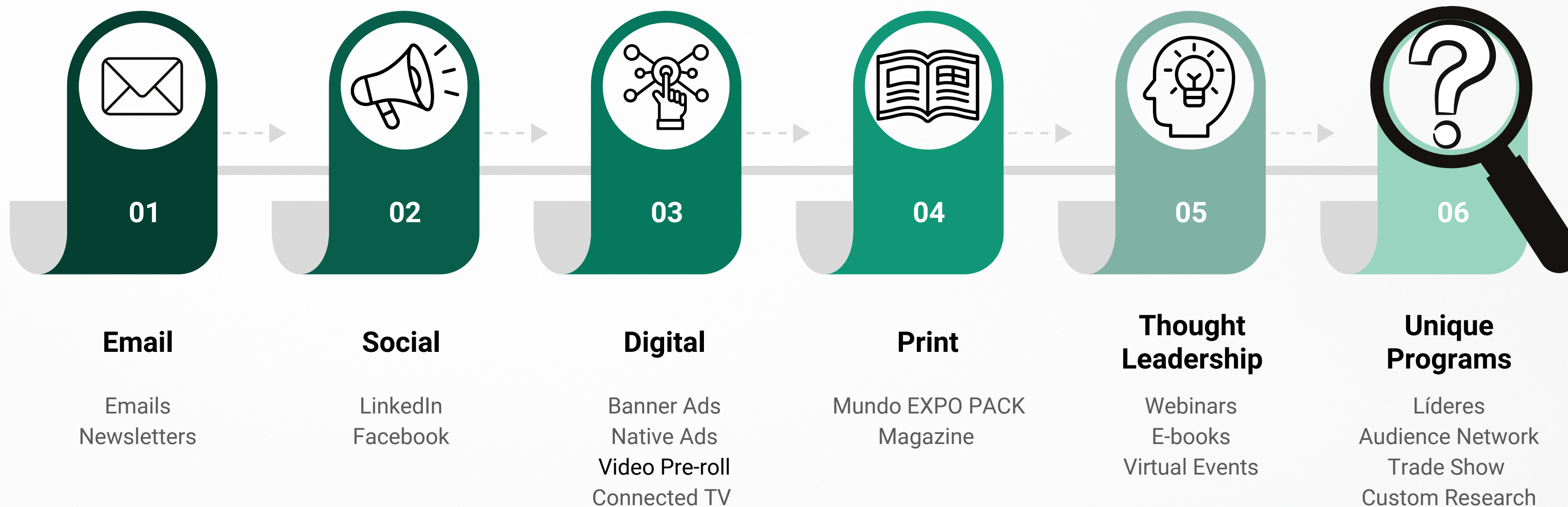
- EXPO PACK keeps our audience fresh with a **62% first-time attendee rate**.
- We target EXPO PACK attendees year-round based on the buying interest indicated when they registered for the show



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.

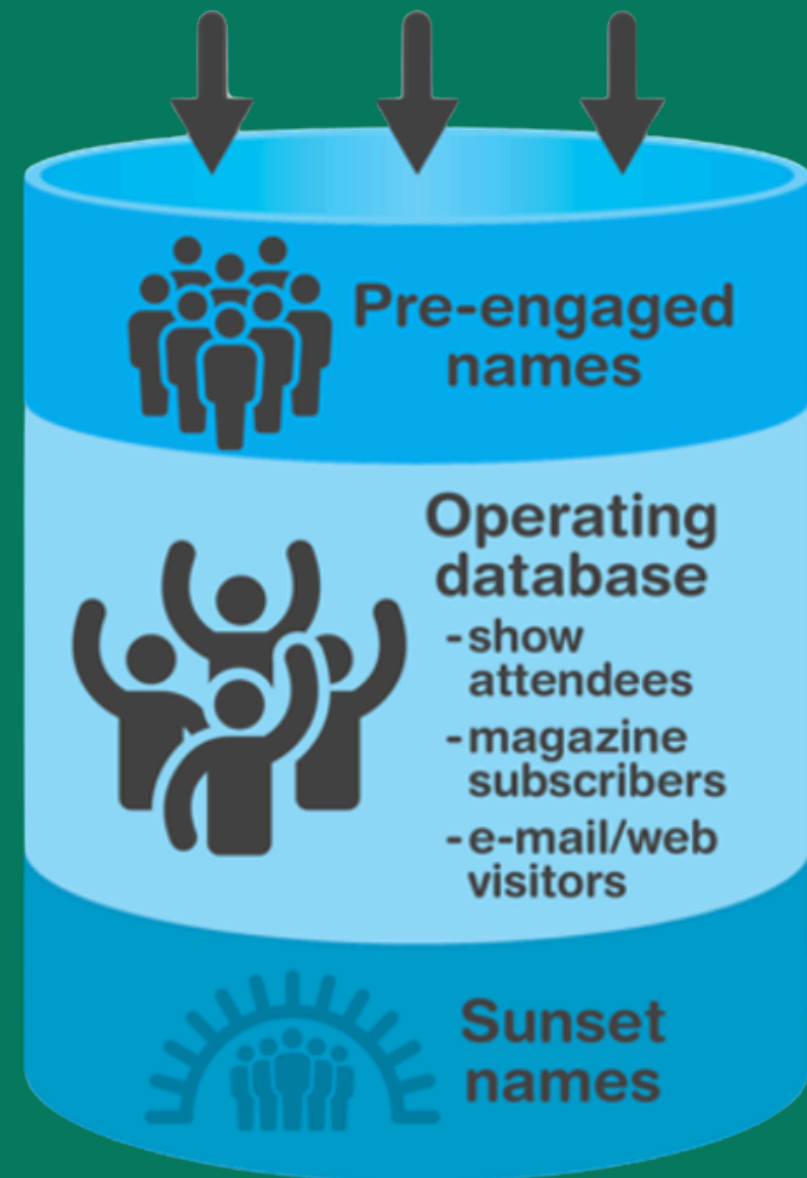
Channels:

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



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.

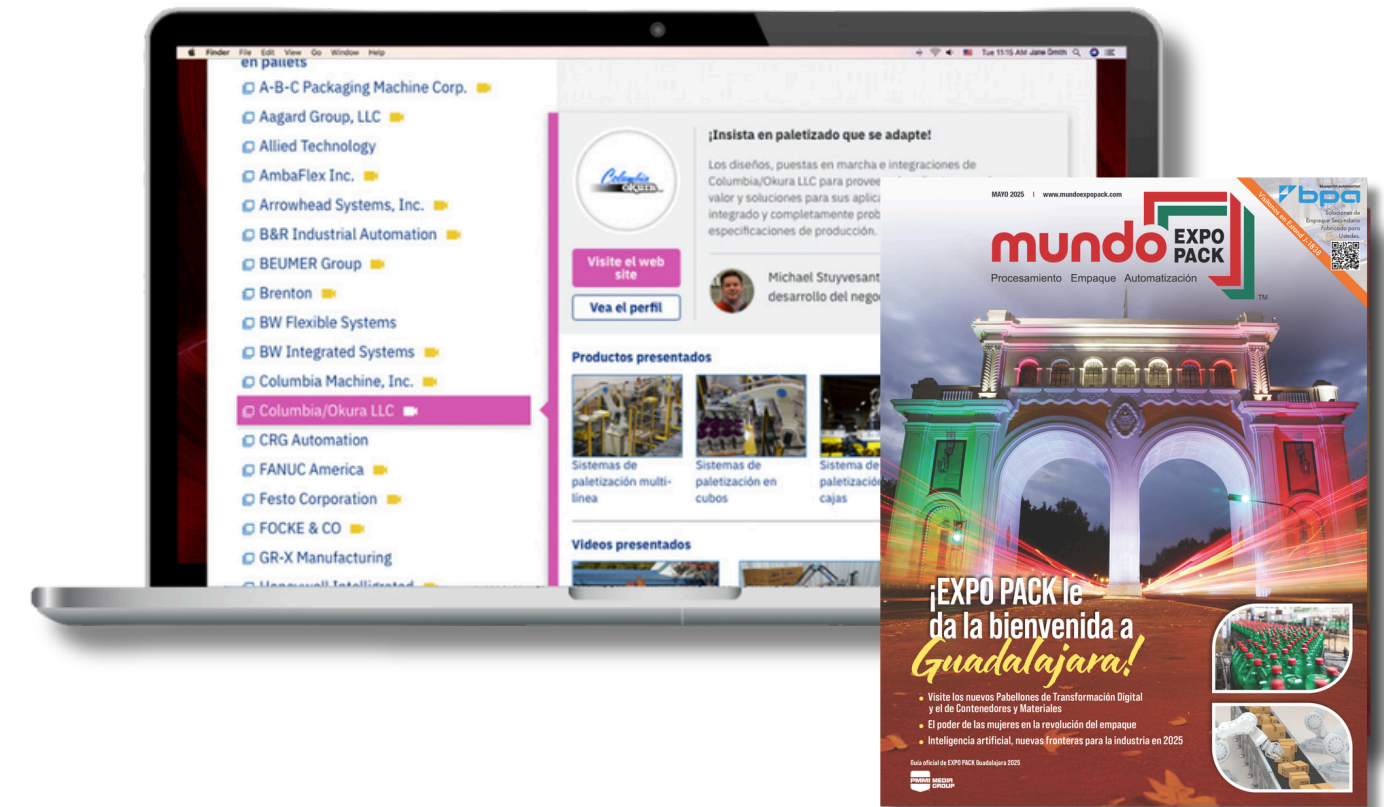
OPERATING: Recently active

SUNSET: Long-term inactive

Líderes en Latinoamérica

Complete your 2027 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 2027 Annual Resource Guide.
- **Extended Reach:** Banner ads served to MundoEXPOPACK.com visitors on 3rd-party sites.



PMMI's marketing programs offer a multifaceted approach to connecting with our end-users, and the user-friendly online lead dashboards provide clear visibility into the effectiveness and impact of each campaign.

Scott Dilner
Director of Marketing,
Fristam Pumps

• • •

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:



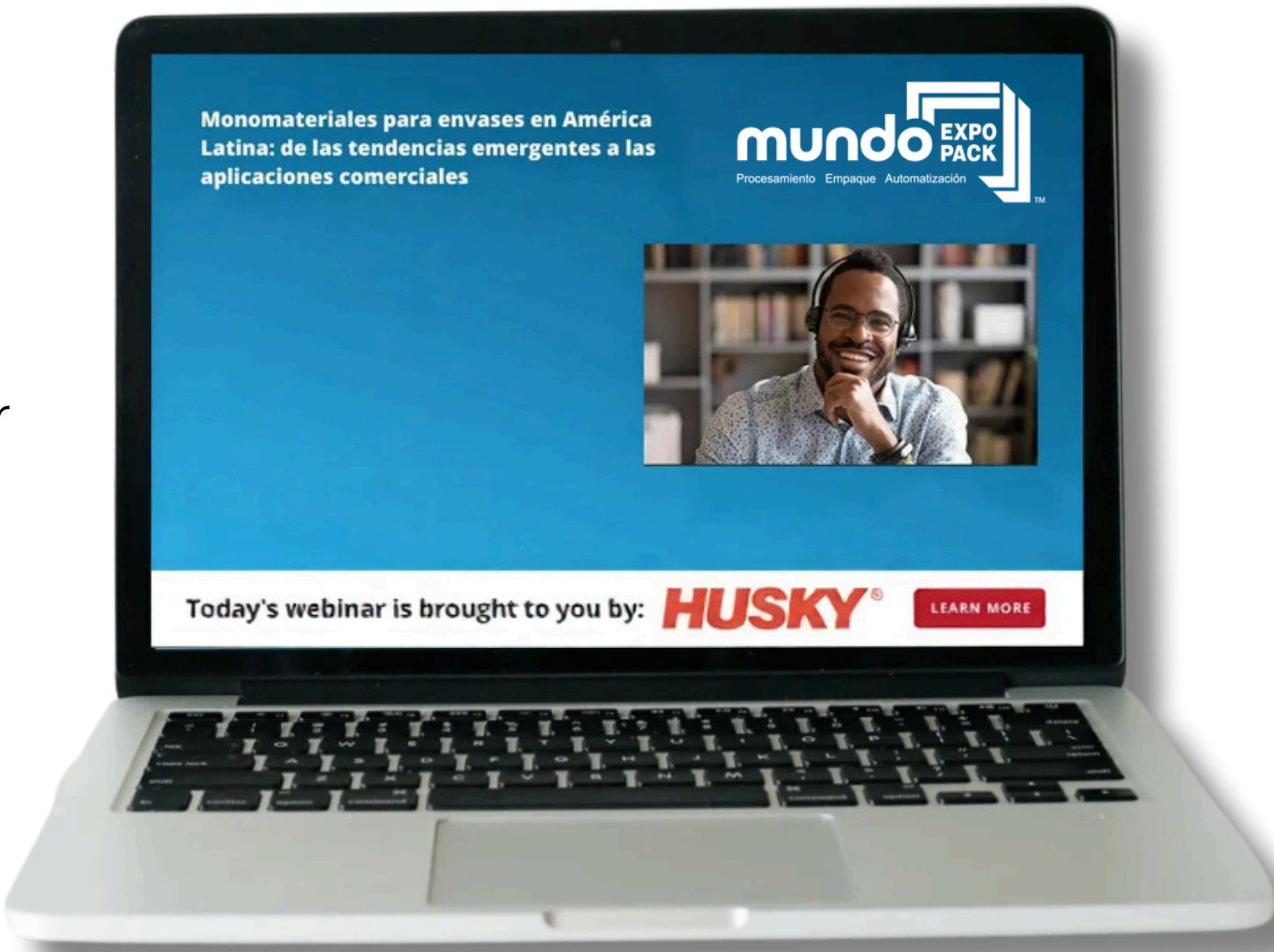
Engage Your Best Prospects

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 TBD Released 3.9.27 Intelligent Automation: What is a Connected Plant in 2027?	Closing TBD Released 4.6.27 Digitization and 2D Codes: Prepare Your Packaging for the New Data Architecture	Closing TBD Released 5.4.27 Collaborative Robots in Packaging Operations: Where They Deliver Value Today	Closing TBD Released 6.15.27 Training Your Workforce for Automation, Robotics, and Data Analytics: New Challenges

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-Book Topics

March | Closing 3.25.27

Intelligent Automation: What is a
Connected Plant in 2027?
(E-Book)

April | Closing 4.22.27

Digitization and 2D Codes:
Prepare Your Packaging for
the New Data Architecture
(E-Book)

May | Closing 5.26.27

Collaborative Robots in
Packaging Operations
(E-Book)

June | Closing 6.16.27

Training Your Workforce for
Automation, Robotics, and
Data Analytics
(E-Book)

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

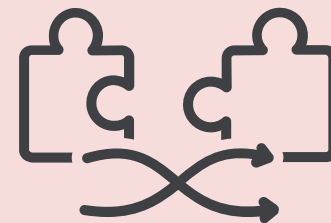
Turn Prospects into Customers

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



Leadworks

Lead management, campaign performance, reporting and more.



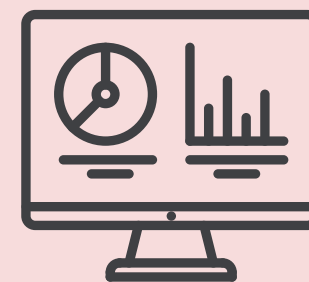
Converge

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, Mundo Líderes profile insights.

MEET THE ACCOUNT TEAM

Contact your Account Executive or Sales@pmmimediagroup.com



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



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For information on PMMI trade shows, visit PMMI.org

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