



Plastics
Technology
MÉXICO

2025
Media Guide



AUDIENCE
TARGETING



BRAND
AWARENESS



THOUGHT
LEADERSHIP



DEMAND
GENERATION



LEAD
GENERATION



MARKET
INTELLIGENCE

**MARKETING SOLUTIONS
FOR REACHING BUYERS**



Celebrating 10 years
of connecting you
with the leading
plastics processors
of Mexico and Latin
America.



Our Audience is Your Business

Audience intelligence for reaching your ideal customer profiles.

Gardner Business Media Total Industrial Reach

2,600,000 Digital Profiles 680,000 Known Profiles

PT Plastics Technology MEXICO

110,000

PT Plastics Technology

160,000

AM ADDITIVE MANUFACTURING

125,000

PF PRODUCTS FINISHING

85,000

Modern Machine Shop

295,000

PRODUCTION Machining

55,000

MoldMaking TECHNOLOGY.

65,000

CW CompositesWorld

175,000

Modern Machine Shop Mexico

75,000

Unmatched Industrial Reach

Build your brand and your business by targeting customers and prospects across plastic manufacturing's most informed and engaged industrial network.



AUDIENCE

Influential buyers actively engaging and requesting content



CONTENT

Unbiased, original content that attracts and informs real buyers



CHANNEL

Integrated, always-on content and advertising environments



TECHNOLOGY

Marketing technology and data analytics that deliver results



RESULTS

Bigger-impact, higher-return on your marketing investment



Plastics
Technology
MÉXICO

Marketing is Our Business

Proven strategies for exceeding your brand
and business marketing goals.



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THE LEADING MEDIA BRAND FOR REACHING THE MEXICAN PLASTICS CONVERTERS AUDIENCE

Explore the multiple solutions that our wide variety of channels offer.

653,000+ total annual audience impact



Magazine



Website



E-Newsletters

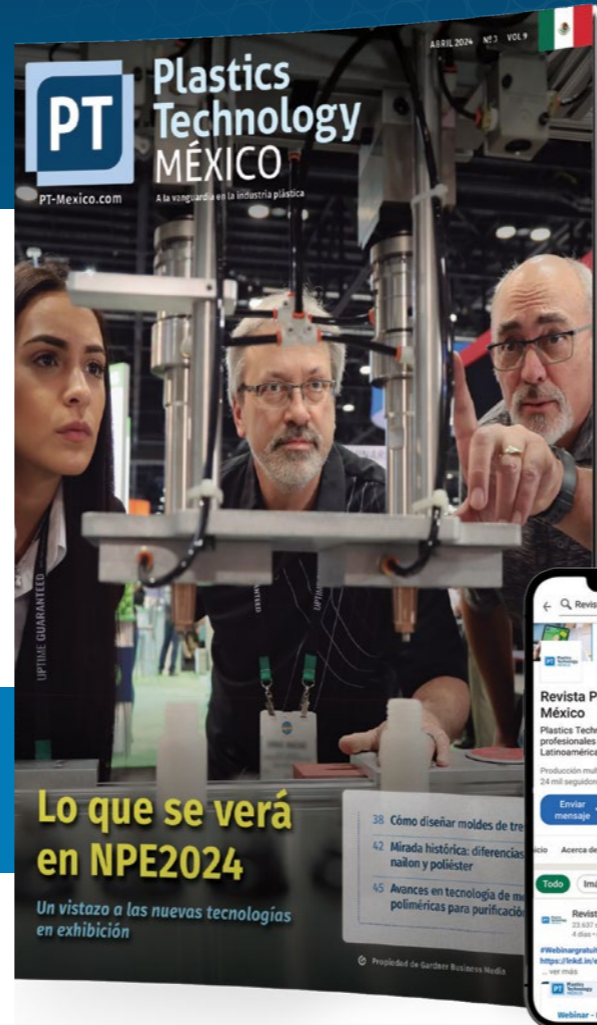


Social Media



Events

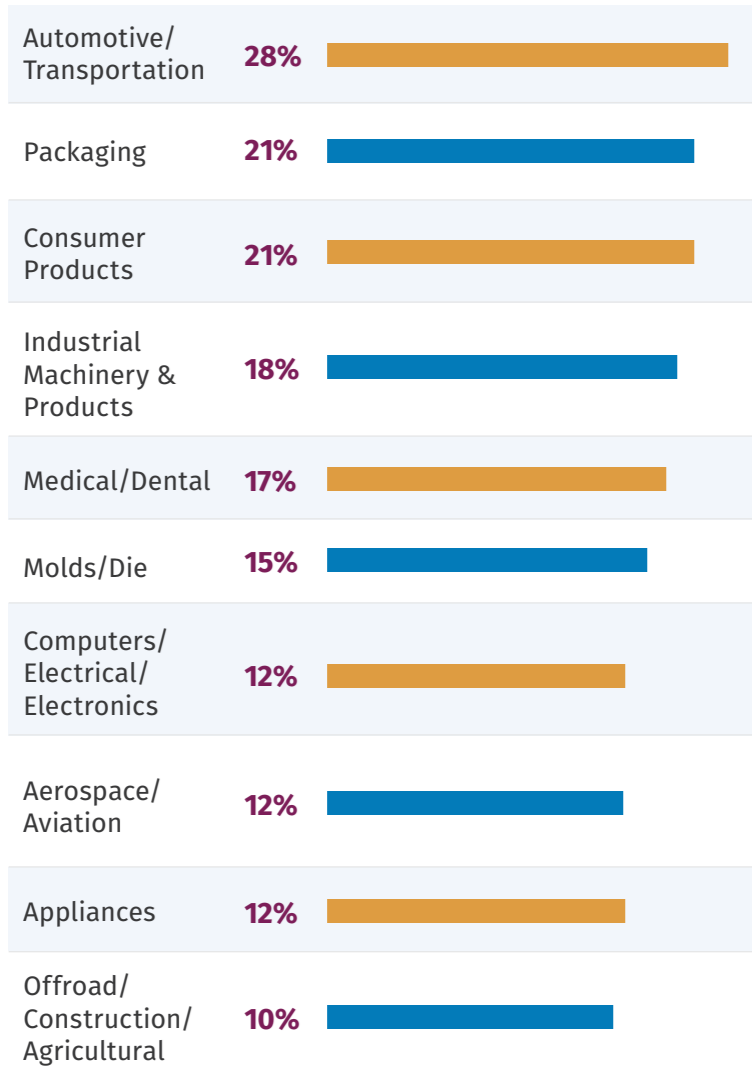
Our audience grew 12% in the last year



MEET OUR AUDIENCE

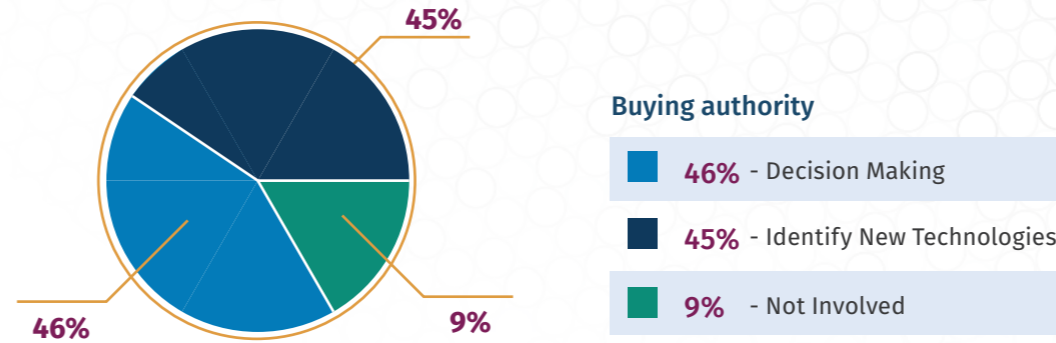
Leading industries reached

From injection molders recyclers to global OEM, *Plastics Technology México* reaches all industries in the plastics supply chain.



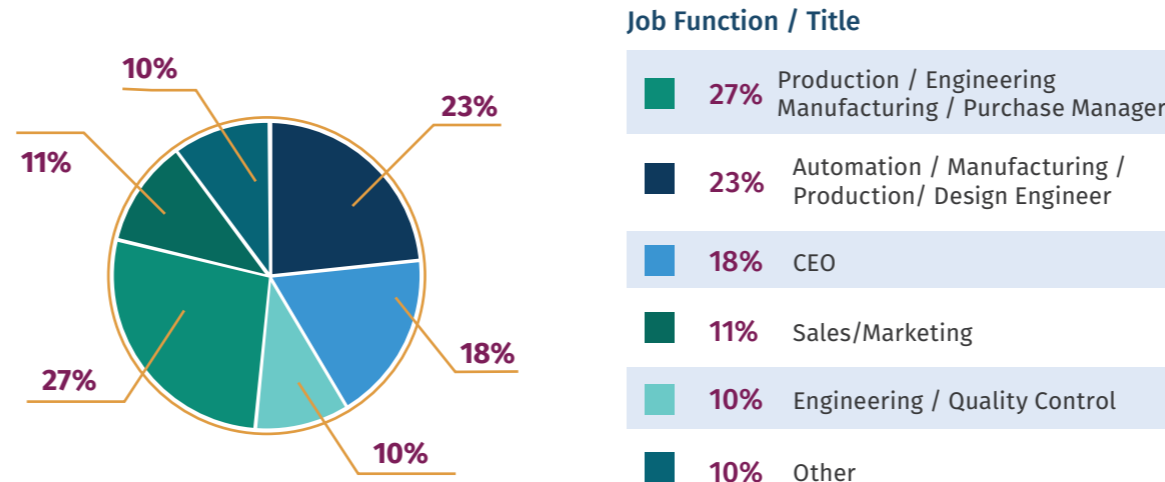
Influencing the entire buying team

Reaching the right people at the right time across the right channels is challenging, we do the work for you!



Reaching the hard to reach

We specialize in two-areas reaching the valuable but difficult to reach small to mid-size independent manufacturing enterprise and reaching those with ultimate purchase power.



OUR IMPACT OVER THE INDUSTRY

Beyond the pages of our magazine, our audience members engage with content across our multiple media channels.



We lead the conversation on social media with content that generates true engagement



93% of our audience can positively influence their opinion of a company that advertises in *Plastics Technology México*

Real-life active profiles



Envase Primo Cuevas

- Technical Manager
- Magazine and Digital Magazine subscriber
- Plásticos a la Vanguardia subscriber
- Plastics Recycling LATAM attendee
- Attended 3 webinars



Organización Reynera

- Operations Manager
- Magazine and Digital Magazine subscriber
- Al día en Reciclaje subscriber
- Plastics Recycling LATAM attendee

Testimonial

“Plastics Technology México is an essential reference for the plastics sector in Mexico due to the quality and relevance of its content, particularly the one focusing on plastic injection. The process and best practice reports are clear, genuine, and enjoyable to read.”

ABELARDO PÉREZ CASTILLO
OPERATIONS DIRECTOR AT GRUPO PERPLAST



Get deeper insights on our audience, content and marketing solutions

BRANDS THAT TRUST PT MÉXICO TO DELIVER THEIR MESSAGE



BRANDS THAT TRUST US 7

Testimonials

“For a decade, *Plastics Technology México* magazine has been an invaluable tool for the plastics industry, providing technical knowledge and information on innovations, as well as trends and details in the market. Their hard and passionate work has allowed this industry to grow and for experts and specialists to emerge in the area. For us, it is a symbol of excellence and commitment that is constantly growing and adapting to always provide spaces for opinion, alliances and dissemination of the actions we carry out as an industry for Mexico and the environment. We appreciate their contribution to the success of our association and congratulate them on this tenth anniversary.”

LIC. RAÚL MENDOZA
DIRECTOR OF THE NATIONAL ASSOCIATION OF PLASTIC INDUSTRIES (ANIPAC)

“Congratulations to *Plastics Technology Mexico* magazine on its tenth anniversary. It is a great magazine that always has top-notch technical content and the latest trends. They really bring very good information to the growing injection molding sector in Mexico and Latin America. Their contributions are necessary for an expanding sector.

I appreciate the publication of my columns in Spanish. I wish them the best.”

SUHAS KULKARNI
SUHAS KULKARNI, PRESIDENT OF FIMMTECH AND EXPERT CONSULTANT IN INJECTION MOLDING



BRAND AWARENESS SOLUTIONS



MAGAZINE DISPLAY ADVERTISING

Attract buyers with high-impact ads placed in trusted and contextual environments.

Print Advertising

13,500 +
Total magazine subscribers

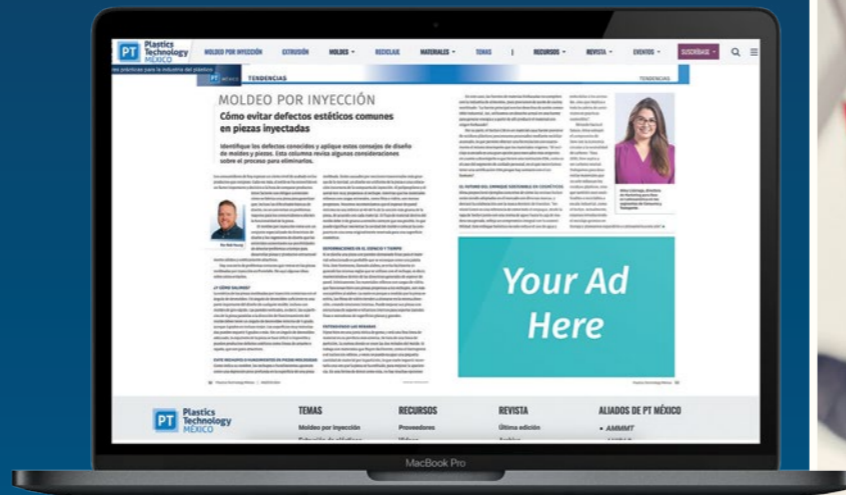
Digital Edition

18,500 +
Subscribers

Digital Edition Sponsorships

Exclusive sponsorship of the digital and latest issue landing page

78% of our subscribers continue to share PT México's content with 2 or more colleagues



MAGAZINE OPPORTUNITIES 8



ADcentral
Ad specifications are available at gardnerweb.com/adcentral

2025 EDITORIAL CALENDAR

| MONTH <i>Ad Closing Date</i> | EMPHASIS TOPICS | SPOTLIGHT TOPICS | SHOW COVERAGE |
|--|---|---|--|
| JANUARY/FEBRUARY <i>December 6th, 2024</i> | <ul style="list-style-type: none"> Robots and Automation in the Production Floor Plastics: Training and Education Initiatives | <ul style="list-style-type: none"> Auxiliary Equipment Compounding | BONUS! |
| MARCH <i>January 30th, 2025</i> | <ul style="list-style-type: none"> Women in the Plastics Industry Plastimagen Special Preview | <ul style="list-style-type: none"> Blow Molding Purging | Plastimagen Mexico 2025 Mexico City, Mexico March 11-14, 2025 |
| APRIL <i>February 28th, 2025</i> | <ul style="list-style-type: none"> Packaging and Sustainability New Trends in Injection Molding | <ul style="list-style-type: none"> New Trends in Labels and Sleeves: Sustainability, Recyclability and Digital Features Material Handling | |
| MAY <i>March 31st, 2025</i> | <ul style="list-style-type: none"> Chemical Recycling Additive Manufacturing | <ul style="list-style-type: none"> Purging Compounds Injection Molding | |
| Special Focus - Recycling: Drivers, Technologies and Best Practices | | | |
| JUNE/JULY <i>April 29th, 2025</i> | Plastics Technology México 10th Anniversary Special Issue | | Plastics Recycling LATAM Mexico City, Mexico June 24-25, 2025 |
| AUGUST <i>June 30th, 2025</i> | <ul style="list-style-type: none"> Plastics and Automotive Industry State of the Art of Recycling in Mexico and Latin America | <ul style="list-style-type: none"> Rotomolding Resin Drying | BONUS! |
| SEPTEMBER <i>July 30th, 2025</i> | <ul style="list-style-type: none"> Mold Manufacturing in Mexico Bioplastics | <ul style="list-style-type: none"> Thermoforming Molds and Components | Meximold 2025 Queretaro, QRO, Mexico October 22-23, 2025 |
| OCTOBER <i>August 29th, 2025</i> | K Show Special Issue Latest developments on: Injection, Materials, Extrusion, Recycling, Molds and More | | K Show Dusserldorf, Germany October 8 - 15, 2025 |
| NOVEMBER/DECEMBER <i>September 29th, 2025</i> | 2026 BUYER'S GUIDE Connecting Mexican Industrial Equipment Buyers with Qualified Technology Suppliers | | For more information click here |



BONUS: MARKETING SURVEY!

ONLY JAN/FEB AND AUGUST ISSUES

What does the market think about your brand? Receive feedback and a database of customers who are interested in your solutions.





WEBSITE DISPLAY ADVERTISING

Reinforce your brand's leadership by being present among their most used media channels.



Average of 99,900+ monthly users

- A** SUPER LEADERBOARD
- B** BILLBOARD
- C** MEDIUM RECTANGLE



E-NEWSLETTER DISPLAY ADVERTISING

(Weekly)
Plásticos a la Vanguardia
 14,700+ Subscribers

27% OPEN RATE

More information

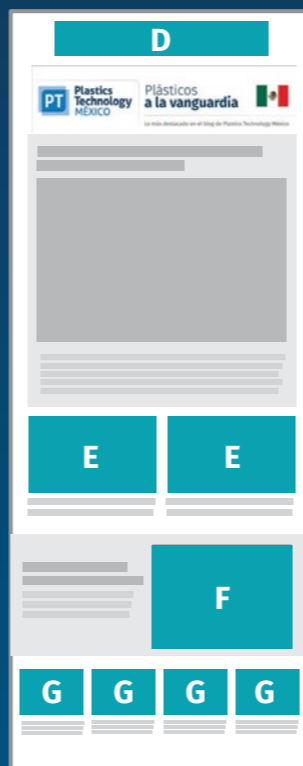
(Monthly)
Al Día en Reciclaje
 10,000+ Subscribers

27% OPEN RATE

More information

(Monthly)
El Moldero
 11,700+ Subscribers

28% OPEN RATE



- D** LEADERBOARD AD
- E** VIDEO AD
- F** TECHNOLOGY SOLUTIONS AD
- G** BANNER PLUS AD



ADcentral

Ad specifications are available at gardnerweb.com/adcentral

DIGITAL DISPLAY ADVERTISING



Offsite video remarketing

Extend your brand reach to the *PT México* audience with increasingly popular video content.

You receive:

- A video campaign on *PT México*'s YouTube channel subscribers and Google's Video Network
- A monthly activity report including number of impressions, views and clicks



Offsite display remarketing

Amplify your brand and marketing message by reaching *pt-mexico.com* visitors as they navigate away from the site and continue their browsing experience.

You receive:

- Banner ad campaign
- Monthly activity report including number of impressions and clicks

Benefits of remarketing campaigns:

- Boost traffic to your website, landing page, or any digital destination
- Increase engagement with an audience that resonates with your solutions
- Build trust and credibility as potential customers see your products or services in action

How does it work?



Prospect



Visits
PT-Mexico.com



Prospect
is Tracked



Prospect
leaves



Your ads
follow the
prospects



LEAD GENERATION



GATED CONTENT

Promote your e-book, whitepaper, case studies, and more to our audience for registration-based download.

You receive:

- Landing page on pt-mexico.com that hosts your content
- Promotion campaign in PT México website
- Special mentions in PT México weekly newsletter “Plásticos a la Vanguardia”
- Contact information of customers who are interested in your solutions

Your benefits:

- Place your message in front of qualified professionals
- Target your ideal customers and prospects
- Build trust with potential leads



200+
AVERAGE LEAD
PER MONTH



WEBINARS

Showcase your expertise in a live broadcast seminar to an audience interested in your solutions.

You receive:

- Promotion on *PT México* channels
(Full page print ad, direct mail, website and social media campaign)
- Lead and activity report
- Technical support

Your benefits:

- Build loyalty among the audience as a topic expert
- Brand exposure to the Plastics industry leaders
- Continue to gather leads after your webinar



350+

Average leads per event

Based on topic, leads may vary



Target Multiple Spanish Speaking Countries

[Contact your sales rep for more information](#)



DIRECT TRAFFIC

Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

You receive:

- Targeted paid promotion campaign in social media channels
- Custom e-print delivered to your demographically selected audience
- Sponsored content advertisements in *Plastics Technology México* e-newsletters

Your benefits:

- Amplify the impact and visibility of your marketing message
- Engage with a solution-seeking audience
- Reinforce your leadership in the industry



E-PRINTS

Place your brand in a direct email to a targeted selection of *Plastics Technology México's* qualified readers.

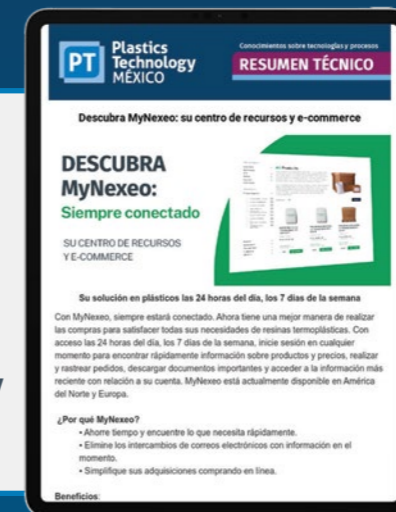
Select your audience based on industry, geography, facility size, job title and/or operations performed.

You receive:

- Customizable content
- The option to personalize your selection of audience
- Performance report including total delivered, open rate and click-through rate

Your benefits:

- Increase the industry's trust in your brand
- Lead the conversation on your topic of expertise
- Raise awareness of your company to a demographically selected audience click-through rate





SPONSORED CONTENT MARKETING

Deliver your brand's story and your product technology's solution through a feature style article.

You receive:

- Feature-style content marketing editorial placement
- Integrated digital marketing program including email, search, social and web
- Monthly performance report including pageviews and engagements

Your benefits:

- Place your brand as a topic expert among the industry
- Enhance the audience's perception and comprehension of your solutions
- Build trust among active solution-seeking professionals



CONTENT BOOST

Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

You receive:

- Featured content placement on related articles across GBM brand sites
- Dynamic digital marketing program including organic and paid social media
- Custom call to action embedded within the article





NEW PRODUCTS!

VIDEO CONTENT MARKETING



Spotlight Video

Bring your solutions or product release to life. We do the work to turn your PR into a brief but dynamic, narrated video hosted on our site and YouTube channel.

You receive:

- 30- to 60-second video product release in horizontal and vertical formats
- Video published alongside your product release as sponsored content on *PT México's* website
- Featured content placement
- Integrated digital marketing program including email, social media and web



Solution Showcase

We'll visit your facility, showroom or tradeshow booth for an up-close product demonstration that emphasizes your unique value to the end user.

You receive:

- 3-5 minute video hosted as sponsored content on *PT México's* YouTube channel and website.
- 30-second social media teaser and B-roll footage
- Integrated digital marketing program including email, social media, website



Video Amplification

Already have a video? Boost your story to a personalized targeted audience, using a multiplatform campaign to position your solutions.

You receive:

- Offsite video remarketing
- Social media paid campaigns
- Placement of video in website personalization

Your benefits:

- Monthly activity report including impressions and clicks
- Build trust to influence buying decisions
- Boost your social media engagement and traffic

PLASTICS RECYCLING LATAM® 2025

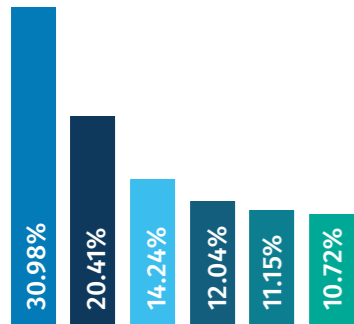
June 24-25, World Trade Center,
Mexico City, Mexico

Plastic recycling conference and exhibition that
gathers professionals involved in the entire value chain.

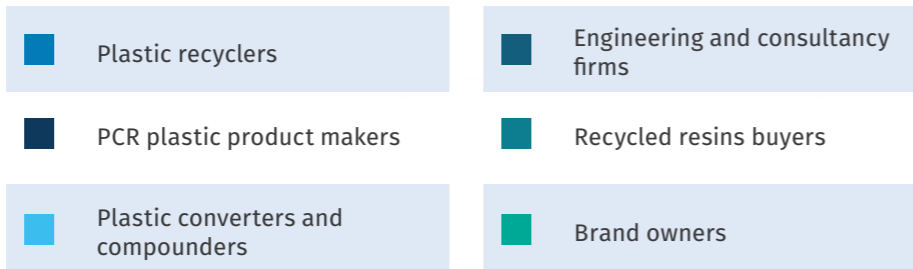
400+
Attendees

40+
Exhibitors

25+
Conferences



Attendee profile



Testimonial

“We had a very positive experience. This is a great forum to have these kinds of much-needed conversations between all the players in the recycling value chain.”

JAVIER SALINAS
COMMERCIAL COORDINATOR OF PCR AT BRASKEM IDESA.



For more information click here

Attendees joined from 13
Mexican states and 10 Latin
American countries

meximold 2025

6th Edition

Queretaro Centro de Congresos
Queretaro, Mexico

OCTOBER 22th-23th, 2025

THE ONLY SHOW IN MEXICO ENTIRELY
DEDICATED TO THE MOLD, TOOLING AND
DIE INDUSTRY.



4,000+ visitors
+800 CEOs among
attendees



4 pavillions
+130 exhibitor
floor plan



**Conference
rooms**
2 Tracks



B2B Meetings
Vendors and
buyers meeting area



VIP Cocktail
Meximold's
networking party

Testimonial

"The focus of this fair is fantastic because it is clearly focused on the mold manufacturing industry. Through our participation in the five editions of the event, the quality of the visitors has been really good and for that reason it has become a strategic and important exhibition for us"

CHRISTOPH PISCHEL
HEAD BUSINESS DEVELOPMENT MANAGER ASIA & AMERICAS
HASCO HASENCLEVER GMBH



For more information click here

Booth packages starting
as low as **\$373 USD/m²**



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