

# Conversión

20  
YEARS

PRINT & ONLINE MEDIA - DIRECT MARKETING SERVICES - EVENTS

## MEDIA PLANNER 2012



Total access to the top  
Package Printing &  
Converting industry  
decision makers in  
Latin America



Latin American Media Partner



Carvajal 

INFORMATION



[www.conversion.com/mediakit](http://www.conversion.com/mediakit)

## PRODUCT DESCRIPTION

CONVERSION (CP) is a 20-year old pan-regional multimedia marketing solution that promotes trade between suppliers of technologies (sellers) and Latin American package printing & converting professionals (buyers), who need these technologies to remain competitive in the global marketplace. CP is the only multimedia solution that targets key converting industry decision makers in 20 countries in Latin America and the Spanish-speaking Caribbean, making it your one-stop marketing communications tool for the entire region.

Through a single and focused multimedia investment strategy in CP, you can Reach 11,000 BPA Worldwide audited print subscribers and over 8,895 online unique users, across a vast array of package printing & converting segments, including professionals working on Flexible packaging, Unprinted Rolls/Sheets, Paper/Cardboard/Film/Foil, Labels Tags, Adhesive Tape, Corrugated Boxes and Cardboards and Folding Cartons, among others.

The Latin American package printing & converting industry community trusts CONVERSION as their primary source of information for new technology and the companies that supply them, giving CP advertisers a unique competitive advantage to increase their brand recognition and market share throughout the region.

## WHY INVEST IN LATIN AMERICA?

- Latin America has a population of over 590 million! (Almost twice the US)
- The region's combined GDP is USD 5.16 trillion
- The World Bank projects a solid growth of 4.5 % for 2011, 4.1 % for 2012 and 4.0 % for 2013 in the region.
- The World Economic Forum's 2011-12 Global Competitiveness Report said: *"With a growth rate of around 6 percent in 2010 and expected rates of 4.75 percent in 2011 and 4.25 percent in 2012, the region has closed the output gap and the excess of capacity generated during the recession years, outperforming most advanced economies. The region has managed to weather the global recession relatively well and has been growing steadily ever since".*

## THE LATIN AMERICAN & WORLDWIDE CONVERTING SECTOR IN NUMBERS

- The market for package printing is predicted to grow to USD 356.6 billion by 2013, showing a healthy future globally. The Latin American package printing industry is estimated at 5 % of the global market or USD 17.8 billion. Source: Pira International.
- Freedonia Group estimates annual growth of +5.3 % in the Latin American labels industry up to 2013, which is slightly larger than the percentage growth estimated for the global label demand.
- The global flexible packaging market is forecast to grow from USD 127.1 billion in 2009 to USD 137.5 billion in 2014. The digitally printed packaging and labels sector is projected to grow from 2009 to 2014 an overall 182 % and a healthy CAGR of 23 % to reach close to USD 6.8 billion Source: Pira International.

## LATIN AMERICAN IMPORTS BY PRODUCT CATEGORY

Latin America imported USD 674 million worth of package printing & converting machinery, equipment and consumables in 2010, based on the 9 product categories included in this report. After the recession of 2009, when imports fell 18.4%, the market is showing strong signs of recovery, as 2010 vs. 2009 grew 28%, surpassing the import levels of 2008.

### HARMONIZED CODES AND PRODUCT DESCRIPTIONS

### FIGURES IN USD ('000)

	2008	2009	2010
844316/84433 - Flexographic presses	\$134,096	\$70,291	\$146,318
84418 - Other machinery and apparatus for the work of the pulp, paper or paper board.	\$98,858	\$114,460	\$144,073
321511/321519 - Printing Inks	\$98,220	\$94,775	\$99,942
84413 - Box making machines	\$72,743	\$42,288	\$84,586
84411 - Cutters & Guillotines	\$90,296	\$95,906	\$76,038
84419 - Parts for above machinery	\$80,421	\$62,959	\$66,135
844317/84434 - Rotogravure presses	\$44,038	\$22,169	\$29,161
84412 - Bag & Envelope making machines	\$15,889	\$15,331	\$16,034
84414 - Paper molding machines	\$10,732	\$8,510	\$12,004
<b>TOTAL</b>	<b>\$645,293</b>	<b>\$526,689</b>	<b>\$674,291</b>
<b>Variation</b>		<b>-18.4%</b>	<b>28.0%</b>

• Partial data for Mexico (11 months) and Paraguay (7 months) • Figures represent thousands of USD Cost, Insurance, Freight (CIF).  
• Source: ALADI (The Latin American Integration Association)

### COUNTRY USD ('000) SHARE

USA	\$148,364	22.0%
Others Europe	\$128,486	19.1%
Italy	\$116,214	17.2%
Germany	\$106,313	15.8%
China	\$58,041	8.6%
Brazil	\$31,545	4.7%
Taiwan	\$27,992	4.2%
Others	\$17,310	2.6%
Japan	\$13,707	2.0%
Other LA	\$13,416	2.0%
South Korea	\$5,937	0.9%
Others North America	\$3,403	0.5%
Mexico	\$1,905	0.3%
India	\$1,626	0.2%
Others Asia	\$32	0.0%
<b>TOTAL</b>	<b>\$674,291</b>	<b>100%</b>

### TOP EXPORTERS BY COUNTRY

- USA leads as the top single country supplying package printing and converting technologies to Latin America with a 22% share of the total, followed by Italy and Germany. These 3 countries have a strong impact in the region, representing 55% of the total import share.
- As a region, Europe leads as the top Latin American supplier with 52% of the total import share (i.e. Germany, Italy & Other Europe).

#### Notes:

- Source: ALADI (The Latin American Integration Association).
- Figures represent thousands of USD Cost, Insurance, Freight (CIF).
- Figures include exports to: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, Uruguay & Venezuela. Partial export figures to Paraguay (9 months).
- Other Asia Includes: Singapore and Thailand.
- Other Europe Includes: Austria, Belgium, Denmark, Spain, France, Greece, Hungary, Luxembourg, Norway, Poland, Portugal, United Kingdom, Czech Republic, Russia, Sweden, Switzerland.
- Other Latin America Includes: Argentina, Bolivia, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Uruguay & Venezuela.
- Other North America includes: Canada and Puerto Rico.

### COUNTRY USD ('000) SHARE

Mexico	\$217,668	32.3%
Brazil	\$165,608	24.6%
Chile	\$80,177	11.9%
Argentina	\$51,833	7.7%
Venezuela	\$50,390	7.5%
Ecuador	\$30,618	4.5%
Peru	\$30,155	4.5%
Colombia	\$28,710	4.3%
Uruguay	\$7,934	1.2%
Bolivia	\$7,033	1.0%
Paraguay	\$4,165	0.6%
<b>TOTAL</b>	<b>\$674,291</b>	<b>100%</b>

### TOP LATIN AMERICAN BUYERS

- Mexico is the single largest importing country with a 32.3% share, followed by Brazil and Chile.
- The Spanish-speaking Latin American markets, including Mexico, imported over USD 508 million of package printing & converting technologies, representing 75.4% of the total import share and 3X the imports of Brazil.




#### Notes:

- Source: ALADI (The Latin American Integration Association).
- Figures represent thousands of USD Cost, Insurance, Freight (CIF).
- Figures include imports from: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, Uruguay & Venezuela.
- Partial data for Paraguay (9 months).

Targeting Latin America throughout the pan-regional reach of Conversion maximizes your marketing dollars ROI!

## ONLINE AUDIENCE

The online media solutions of CONVERSION offer an array of dynamic and interactive communication tools that grant Latin American package printing & converting professionals unlimited access to the latest technological innovations of industry suppliers. The two-way communication offered by our digital media promotes trade between global technology suppliers and the Latin American converting industry.

<b>WEB PORTAL</b>		<ul style="list-style-type: none"> <li>• 21,324 Average page views / month</li> <li>• 8,914 Average visits / month</li> <li>• 8,895 Average unique visitors / month</li> </ul>
<b>E-NEWSLETTER</b>		<ul style="list-style-type: none"> <li>• 25 – Bi-weekly issues per year</li> <li>• 13.739 Average e-mails sent/edition</li> <li>• 91 % Average delivery rate/edition</li> <li>• 4,427 Average opens/edition</li> <li>• 2,674 Average unique opens/edition</li> <li>• 930 Average clicks/edition</li> <li>• 21 % Clicks through rate (CTR)</li> </ul>
<b>DIGITAL MAGAZINE</b>		<ul style="list-style-type: none"> <li>• 6 issues per year</li> <li>• 23,362 Average page views /edition</li> <li>• 1,112 Average visits /edition</li> <li>• 1,083 Average unique visitors/edition</li> <li>• 501 Average clicks/edition</li> <li>• 2 % Clicks through rate (CTR)</li> </ul>

## ONLINE MEDIA SUBSCRIBERS

PORTAL SUBSCRIBERS	DIGITAL EDITION	E-NEWSLETTER
11,850	14,418	13,739

## PRINT CIRCULATION BY BPA WORLDWIDE

Conversion magazine reaches 11,000 converting professionals across 20 countries in Latin America. Its audience is the only one audited by BPA Worldwide in the region, enabling advertisers to evaluate in detail the demographic composition of the audience, while guaranteeing that the readers and distribution numbers are "real". Trust your advertising investment to our BPA Worldwide audited publication!

### COUNTRY BREAKDOWN

NORTH AMERICA	BPA Qualified	Percent
United States	55	
Mexico	4,129	
<b>SUB TOTAL</b>	<b>4,184</b>	<b>38%</b>
CARIBBEAN		
Cuba	15	
Dominican Republic	83	
Puerto Rico	19	
<b>SUB TOTAL</b>	<b>117</b>	<b>1.1%</b>
CENTRAL AMERICA		
Costa Rica	95	
El Salvador	111	
Guatemala	177	
Honduras	30	
Nicaragua	31	
Panama	25	
<b>SUB TOTAL</b>	<b>469</b>	<b>4.3%</b>
SOUTH AMERICA		
Argentina	1,326	
Bolivia	138	
Brazil	188	
Chile	647	
Colombia	2,215	
Ecuador	303	
Paraguay	89	
Peru	741	
Uruguay	183	
Venezuela	400	
<b>SUB TOTAL</b>	<b>6,230</b>	<b>56.6%</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,000</b>	<b>100 %</b>

### TITLE BREAKDOWN

	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Corporate and Executive Management	3,538	32.2 %
B. Operations Management	3,564	32.4 %
C. Operations Personnel	1,266	11.5 %
D. Administrative Management	2,585	23.5 %
E. Other Functions/ Government/ Library Copies	47	0.4 %
<b>TOTAL</b>	<b>11,000</b>	<b>100.0 %</b>

### BUSINESS AND INDUSTRY BREAKDOWN

	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Folding Carton	480	4.4%
B. Flexible Packaging	2,236	20.3%
C. Labels Tags and Adhesive Tape	1,996	18.1%
D. Unprinted Rolls or Sheets: Paper/Cardboard	2,490	22.6%
E. Paper and Office Products	1,452	13.2%
F. Manufacturers of Machinery	242	2.2%
G. Suppliers of Machinery	306	2.8%
H. Manufacturers of Raw Material	823	7.5%
I. Suppliers of Raw Material	886	8.1%
J. Educational Centers, Associations and Libraries	89	0.8%
<b>TOTAL</b>	<b>11,000</b>	<b>100%</b>

### REGISTERED COUNT FOR E-MAIL PROMOTION

Print & Digital: 14,418

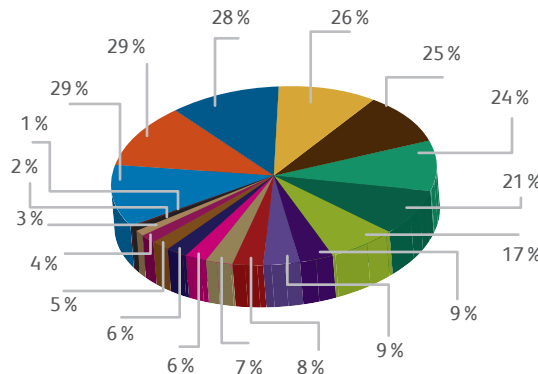


## 2012 CAPITAL INVESTMENT SURVEY RESULTS:

### ■ WHAT LATIN AMERICAN PROFESSIONALS PLAN TO BUY!

#### What type of products does your converting company manufacture?

- Paper labels without support - 29 %
- Folding cartons - 28 %
- Stationary products for office and/or school (blocks, notebooks, envelopes, etc.) - 26 %
- Paper labels with support - 25 %
- Auto adhesive film labels - 24 %
- Conventional flexible packaging (film, paper and/or foil) - 21 %
- Plastic bags - 17 %
- Corrugated cartons - 9 %
- Stand-up pouches - 9 %
- Pre-printed liner - 8 %
- Wrap-around labels - 7 %
- Shrink sleeve labels - 6 %
- Retortable packaging - 6 %
- Leaflet labels - 5 %
- In-mold labels - 4 %
- Paper napkins and/or tissue paper - 3 %
- Intelligent labels, with RFID technology - 2 %
- Intelligent packaging, with RFID technology - 1 %
- Others - 29 %

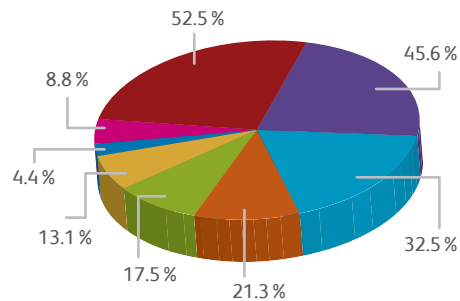


• Paper labels with and without support and Folding Cartons are the most widely produced. Only 1% of responses indicated producing Intelligent Packaging.

\*BASE: 160 Participants

#### Which printing processes does your company use?

- Sheetfed Offset - 52.5 %
- Flexographic Printing - 45.6 %
- Digital Printing - 32.5 %
- Screen Printing - 21.3 %
- Letterpress - 17.5 %
- Printing with a combination of different processes - 13.1 %
- Rotogravure - 4.4 %
- Other - 8.8 %



• 52.2% of the subscribers use Sheetfed offset in their printing process followed by Flexography (45.6%).

\*BASE: 160 Participants

## 2012 CAPITAL INVESTMENT SURVEY RESULTS:

### WHAT LATIN AMERICAN PROFESSIONALS PLAN TO BUY!

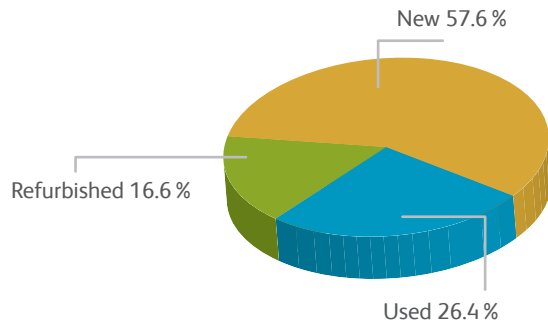
In which of the following machinery categories does your company plan to invest in 2012? How many units?

Question	Yes	Units
Does your company plan to purchase an OFFSET PRESS in 2012?	24%	54
Does your company plan to purchase a FLEXOGRAPHIC PRESS in 2012?	24%	50
Does your company plan to invest in CUTTERS/REWINDERS in 2012?	15%	31
Does your company plan to update the PREPRESS in 2012?	15%	57
Does your company plan to purchase a DIGITAL PRESS for labels and packaging in 2012?	14%	24
Does your company plan to invest in CARDBOARD DIE CUTTERS and/or CORRUGATED Cardboard in 2012?	11%	25
Does your company plan to invest in CARDBOARD FOLDERS - GLUERS in 2012?	9%	8
Does your company plan to invest in Film EXTRUSION LINES in 2012?	8%	31
Does your company plan to invest in LAMINATORS in 2012?	6%	11
Does your company plan to invest in HOT STAMPING FLAT PRESSES in 2012?	5%	9
Does your company plan to invest in COATING AND METALLIZING machines in 2012?	4%	6
Does your company plan to invest in DIE CUTTING, CARVING and PUNCHING ROTATIVE SYSTEMS in 2012?	4%	6
Does your company plan to invest in HOT STAMPING ROTATIVE SYSTEMS in 2012?	3%	6
Does your company plan to purchase a ROTOGRAVURE PRESS in 2012?	2%	4
Do not plan to invest	24%	--
<b>TOTAL</b>	<b>100 %</b>	<b>160</b>

- Offset Press (24%) and Flexographic Press (24%) reported the highest buying intention of the sample.
- Cutters/Rewinders (15%), Prepress (15%) and Digital press for label and packaging (14%) also showed positive numbers.

\*BASE: 160 Participants

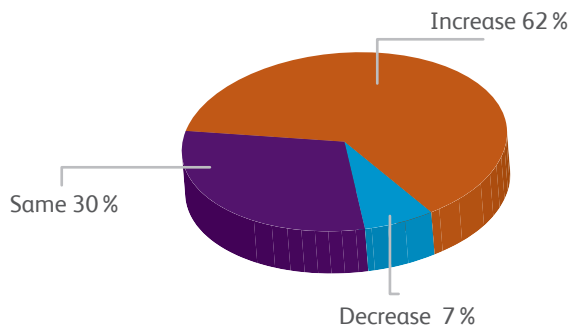
### In 2012 do you plan investing in new, used or refurbished equipment?



- 57.6% of the sample will acquire new equipment vs. 26.4% that will buy used equipment.
- 16.6% of the sample will invest in refurbished equipment.

\*BASE: 122 Participants

### Comparing to 2011, does your converting company plan to INCREASE, DECREASE OR MAINTAIN its investment in machinery and equipment in 2012?



- 62% of the participating companies plan to invest MORE in 2012, than in 2011. Latin America imports will grow!

\*BASE: 122 Participants

## Maximize your ROI by devising integrated campaigns that exploit the synergies of media, direct marketing and events, all working together!

Ask your Sales Representative for our special Multi-Product & Multi-Media Solutions

### PRINT PROMOTION — Branding, Online Traffic & Lead Generation

Print media generates loyal readers. Print media seeks readers and prompts them to inquire on technologies they read about in the magazine. Print media creates brand awareness, loyalty and is the ultimate online media traffic generator, making it the building platform of any successful multi-media program:

#### Magazine

- Deep technical and business trend articles
- Product and technology news
- Special Latin American Industry Reports
- Industry-Segment Supplements
- Annual Buyer's Guide



### ONLINE PROMOTION — Product Accessibility & Lead Generation

Reach internet savvy professionals via a media that enables online readership and facilitate supplier-buyer interaction:

#### E-Newsletters

- General Edition
- Product Focus Edition
- **(NEW)** All Newsletters and Supplier News Modules now have a dedicated Directory in chronological order on the site, facilitating multiple visits from users to significantly improve the probabilities of Supplier contacts from potential buyers!

#### E-Buyer's Guide

- Basic listings
- Enhanced listings
- E-Showrooms

#### E- Magazines

#### E-Banners in the portal and newsletters

#### E-mail Advertising

#### (NEW) Improved Global Search Engine capabilities:

Now all Global Searches on the site will render the information that potential buyers are looking for, classified in 5 main areas: *Articles, Showrooms, Product News, Companies (Buyer's Guide Listings), and Events*. Enhanced Buyer's Guide Listing, Showroom and Supplier News Module advertisers will enjoy a "preferential" position in our new Global Search engine, improving the probabilities of being contacted by potential buyers.



### DIRECT MARKETING SERVICES — One-to-One Communication & Lead Generation

Survey our subscriber list or take advantage of one-to-one marketing solutions that allow you to interact with our readers!

#### Instant Research

Develop and deploy customized market surveys to identify and tackle unique market opportunities for your business.

#### One-to-One Marketing (Print & Digital)

- Personalized Covers
- Personalized Info-Letters
- Industry Segment Report
- Product Catalog/Insert Mailings
- Wrap Around
- E-mail Advertising



## SEMINARS & WEBINARS — Personal / Virtual Interaction & Lead Generation

### SEMINARS

**NPE 2012 – Seminar in Spanish.  
Plastics Industry Business Trends, Opportunities, and Technologies  
April 2-3, 2012 - Orlando, Florida USA.**

Conversión and Tecnología del Plástico magazines, in conjunction with SPI (Society of the Plastics Industry), offer Latin American plastics industry professionals the 3rd edition of the seminar, in Spanish, within NPE 2012, the most important plastic showcase in the Americas. On this 3rd edition, the seminar will provide up-to-date information focusing on the Latin American markets, broken down into 3 relevant issues: How to Reach High-Value Markets; Biopolymers; and Sustainability; Rigid and Flexibles; Innovation in Packaging Solutions.



This seminar will provide Platinum sponsor suppliers a space to present success stories and/or case studies as part of the Conference Program, and to Gold sponsors the opportunity to interact with the audience via panel discussions monitored by our Editor, in conjunction with other industry suppliers.

In our 2 previous editions in 2006 and 2009, we have had the support of important sponsors including: Arburg, Arkema, Conair, DME Company, Gloucester Engineering Co, Macro Engineering & Technologies, Motan Inc, and Pillar Technologies.

**Seminar and Exhibit  
Sustainable Packaging 2012  
November 7-8, 2012, - Bogotá D.C. Colombia**

Global and local Sustainable Packaging leaders will gather in Colombia to promote and strengthen the sustainable packaging revolution in Latin America.

The format of our seminar and exhibition events seeks to attract an exclusive but highly qualified number of industry professionals, who participate in our events to receive the top-quality information and knowledge our line-up of internationally recognized guest-speakers bring to our conference programs.

Our exclusive commercial exhibit includes a limited number of leading companies whose technological value-offer is directly related with the sustainability issues discussed in the conference program. This format allows our attendees to perceive our exhibitors as an extension of the knowledge-base they are receiving from our guest speakers, making our event the right scenario for technology suppliers to network, position and sell their sustainable solutions.



This event is suitable for all companies involved in the packaging design, manufacturing and distribution value-chain: Brand owners; retail chains; rigid (plastic and glass) and flexible (film, paper, cardboard, and foil) packaging manufacturers; packaging machinery, equipment, and material manufacturers; as well as NGOs and government agencies.

In our former three editions of the event, we have had the support of more than 25 sponsoring companies including: Braskem, Carvajal Empaques, Clariant, Colombiana Kimberly Colpapel, Dupont, Eastman, EcoPure, HP, Innovia, Kodak, NatureWorks, OI Peldar, Resirene, and Tetra-Pak, among others.

In 2012, we will bring once more first-tier worldwide speakers and a conference program that will meet the expectations of the Latin American packaging industry.

Platinum Sponsors will have the opportunity to participate as Conference Speakers. Please contact your Sales Representative for further information on our Platinum, Gold and other available sponsorship opportunities.

### SUPPLIER SPONSORED WEBINARS

If your company is looking for an innovative way to present, position and sell a product or service, on-line seminars are the ideal platform to meet and exceed your company's objectives.

Conversion magazine has the technical platform, the logistical support and the audience you need to effectively and successfully present products/services to market, through this innovative and effective marketing tool. Suppliers interested in this opportunity only need to prepare the PPT presentation, select their speaker (in Spanish language) and the date of the Webinar. We will train the speaker and manage the Webinar and the promotion needed to meet your goals. Contact your Sales Rep for more info.

PERMANENT CONTENT FEED

<b>Flexible Packaging</b>	<ul style="list-style-type: none"> <li>Advances in retortable packaging</li> <li>Innovations in printing presses</li> <li>Developments in multilayer films</li> <li>Pouch making machinery</li> <li>Technological innovations in co-extrusion</li> <li>Resins and additives</li> <li>Developments in polymers for flexible packaging</li> </ul>
<b>Labels and Narrow Web</b>	<ul style="list-style-type: none"> <li>Advances in shrink sleeves</li> <li>New materials for labels</li> <li>Narrow web press innovations</li> <li>Finishing and decorating equipment for labels</li> <li>Quality inspection systems</li> <li>Web guiding and control systems</li> </ul>
<b>Folding Carton</b>	<ul style="list-style-type: none"> <li>Offset printing technology for packaging</li> <li>In-line finishing technologies</li> <li>Die cutting and folding gluing machinery</li> <li>Enhancement technologies</li> <li>Developments in cardboard presses</li> <li>New cardboard materials</li> </ul>
<b>Digital Printing Applications</b>	<ul style="list-style-type: none"> <li>Short &amp; medium size run solutions for labels and packaging</li> <li>High variable data (versioning) and customisation added value</li> <li>Inkjet industrial systems</li> <li>In-line finishing</li> </ul>
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>Recycling systems</li> <li>Biopolymers and other degradable materials</li> <li>Trends in sustainable packaging</li> <li>Latin American success case studies</li> <li>Standards, metrics and environmental management systems (ISO)</li> <li>Legislation</li> </ul>
<b>Prepress for Packaging</b>	<ul style="list-style-type: none"> <li>Digital workflow solutions, software &amp; tools</li> <li>Computer to Plate - Devices &amp; Plates - Flexo &amp; Offset</li> <li>Color management solutions</li> </ul>
<b>Brand Security</b>	<ul style="list-style-type: none"> <li>RFID technologies</li> <li>Latest developments in holograms</li> <li>Intelligent and smart packaging</li> <li>Anti-microbial packaging</li> </ul>
<b>Flexography (FTA Supplement)</b>	<ul style="list-style-type: none"> <li>Developments in flexographic printing technology</li> </ul>
<b>The Magazine (PIA)</b>	<ul style="list-style-type: none"> <li>Lean Manufacturing, benchmarking &amp; industry forecasts</li> </ul>

MEDIA MIX

PRINT MAGAZINE					
Month / Issue	Closing Date	General Technical Emphasis	Special Reports & Directories	Show Specials	Show Coverage and/or Bonus Distribution
Feb/Mar Vol. 21 Issue 1	Jan 16	<ul style="list-style-type: none"> <li>Flexo Presses: An Up-dated Report on Technology Advances</li> <li>Prepress Software and Plate Processing Technology for Packaging and Label Production</li> </ul>		<b>Show Previews:</b> FTA/FFTA Annual Forum Label Summit Latin America '12 CPP Expo '12	<b>Graphics of the Americas 2012 &amp; Fespa Americas</b> Miami Beach, FL, USA, March 01-03, 2012 <b>FTA/FFTA Annual Forum Infoflex 2012</b> San Antonio, TX, USA, March 18 - 21
Apr/May Vol. 21 Issue 2	Mar 09	<ul style="list-style-type: none"> <li>Innovative Developments in Rotogravure Package Printing</li> <li>Digital Label Printing</li> <li>Adding Value through Slitting/Rewinding</li> </ul>	<b>Directory of Distributors:</b> Listing of Agents, Distributors and Local Offices for direct contact between buyers & local suppliers	<b>Exhibitor Product Showcase:</b> Label Summit Latin America 2012 Show Preview: drupa 2012	<b>Label Summit Latin America 2012</b> Mexico, Guadalajara, April 17 - 18 <b>CPP Expo</b> Cleveland, OH, USA, April 18-19 <b>drupa 2012</b> Dusseldorf, Germany, May 03-16, 2012
Jun/Jul Vol. 21 Issue 3	May 09	<ul style="list-style-type: none"> <li>Film Converting Equipment</li> <li>Review of Flexo Plates and Sleeve Technologies</li> <li>Offset Presses for Packaging Specialists</li> </ul>	<b>Flexible Packaging Converters in Latin America:</b> Industry performance and business outlook	<b>Show Preview:</b> Label Expo Americas '12	
Aug/Sep Vol. 21 Issue 4	Jul 13	<ul style="list-style-type: none"> <li>Diecutting: Rotary, Flatbed and Puncture Equipment and Tooling</li> <li>Anilox Rolls and Doctor Blades: New Products</li> </ul>	<b>Labels Converters in Latin America:</b> Industry performance and business outlook	<b>Exhibitor Product Showcase:</b> Label Expo Americas '12	<b>Graph Expo</b> Chicago, IL, USA, October 07-11, 2012 <b>Label Expo Americas 2012</b> Chicago, IL, USA, Sep 11 - 13
Oct/Nov Vol. 21 Issue 5	Sep 10	<ul style="list-style-type: none"> <li>Enhancement Technologies: Foil Stamping, Embossing, Hologram Application, Coatings &amp; Special Applications</li> <li>Web Inspection Systems</li> </ul>	<b>Folding Carton Converters in Latin America:</b> Industry performance and business outlook		<b>Sustainable Packaging Seminar</b> Bogota, Colombia, November 7 - 8
Dec 11/ Jan 12 Vol. 21 Issue 6	Nov 16	<b>2013 Source Book/Buyer's Guide</b> <b>Directory of machinery, equipment and consumables for the Latin American converting industry</b> Contact your sales representative for information regarding special advertising packages designed to highlight your company in the various product-category sections for which your company qualifies			

### ONLINE MEDIA

Format	Description	Frequency/Date
Web Portal	News, technical articles, product releases, events and industry update	Daily updates
Digital Magazine	Same as print publication in an easy to navigate and fully-interactive online format	6X per year - every other month
Industry E-Newsletter	Latest news and technical articles for the package printing & converting industry	12X per year - once a month
Product Focus E-Newsletter	Latest product and tradeshow technology preview for the converting & package printing industry	12X per year - once a month

For more information contact our editorial department:  
 Editor-in-Chief : Carlos Silgado e-mail: csilgado@b2bportales.com

## PRINT RATES (GROSS)

4-COLOR DISPLAY RATES	4-6X	1-3X		
1 Full page	\$ 4,140	\$ 4,430		
2/3 Page	\$ 3,330	\$ 3,560		
1/2 Page Island	\$ 3,030	\$ 3,240		
1/2 Page	\$ 2,720	\$ 2,910		
1/3 Page	\$ 2,050	\$ 2,190		
1/4 Page	\$ 1,690	\$ 1,810		
1/6 Page	\$ 1,450	\$ 1,550		
2 Page Spread	\$ 7,510	\$ 8,040		
OTHER COLOR COMBINATIONS	PMS	3C or less		
Applicable markup/discount	+10%	-10%		
SPECIAL POSITION RATES (Including 4-Color Charges)	4-6X	1-3X		
Inside Front Cover	\$ 4,750	\$ 5,080		
Inside Back Cover	\$ 4,550	\$ 4,870		
Back Cover	\$ 4,960	\$ 5,310		
Center Spread (Earned rate Plus)	\$ 670	\$ 720		
Other positions (Earned rate plus)	\$ 200	\$ 210		
CLASSIFIED RATES - B&W	4-6X	1-3X		
1 col x 1"	\$ 140	\$ 150		
1 col x 2" / 2 col x 1"	\$ 260	\$ 280		
1 col x 3" / 3 col x 1"	\$ 390	\$ 420		
1 col x 4" / 2 col x 2"	\$ 500	\$ 540		
CLASSIFIED RATES - COLOR	1 Color	2 Colors	3 Colors	4 Colors
Applicable markup	10%	15%	20%	25%
INFO-FILES & EXHIBITOR PRODUCT SHOWCASES				each
I-F: Equivalent to a 1/6 of a page 4C ad				\$ 770
EPS: Equivalent to a 1/4-page 4C ad				\$ 1,030
SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS				
1. Alphabetical Listings				1X
Yellow Highlighting				\$ 160
4-Color Logo				\$ 250
2. Product Category Listings (Price per Unit)				1-3X
Platinum Listing Package				\$ 1,500
Gold Listing Package				\$ 1,280
Silver Listing Package				\$ 340
SPECIAL INDUSTRY-SEGMENT REPORT SPONSORSHIP				
Includes sponsorship mention, logo, first full-page 4C ad in the section				\$ 5,360
DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL				Price/Unit
"Personalized" Twin Magazine Cover + Inside Front Cover ad				\$ 2.50
"Personalized" Info-Letter (2-sided): Standard / 4C / 90-gram / 100% variable printing & postage				\$ 1.50
"Personalized" Info-Letter (1-sided): Standard / 4C / 90-gram / 100% variable printing & postage				\$ 0.90
Inserts (turn-key): 4-Page / 4C / 90-gram / standard / translation / layout / printing / postage & handling				\$ 1.00
Inserts (mailing only): 4-Page / 4C / 90 gram / standard / postage & handling				\$ 0.35
Personalized 1/2 wrap-around over cover glued to advertisers' ad				\$ 1.00
1/2 wrap-around over cover glued to advertisers' ad				\$ 0.65

## INTERNET RATES (GROSS)

DIGITAL MAGAZINE	4-6X	1-3X		
Theme Tab	\$ 140	\$ 170		
View Video Button (Audio/Video up to 5 mega - heavier files require a customized quote)	\$ 170	\$ 200		
View Presentation Button	\$ 280	\$ 330		
Digital Magazine Sponsorship	\$ 670	\$ 700		
<b>BUYER'S GUIDE: ENHANCED LISTINGS &amp; SHOWROOMS</b>	<b>12 Mo/each</b>			
Enhanced Listings (logo, 50 word description and preferential search results to the basic listing)		\$ 190		
Showrooms (includes logo, product catalog, related articles & news, downloadable spec sheets per product, supplier news and documents and preferential search results)		\$ 750		
- Setup fee basic showroom (1X charge)		\$ 330		
- Audio/Video Options (up to 5 mega - heavier files require a customized quote)		\$ 100		
<b>WEBINARS</b>	<b>Basic Fee</b>	<b>Fee x Visitor</b>		
Supplier Sponsored Webinars: Supplier provides speaker & content/Publisher provides IT Platform & audience	\$ 5,200	\$ 12		
<b>BANNERS &amp; SUPPLIER NEWS MODULES (SNM)</b>	<b>24X/ each</b>	<b>12 Mo/ each</b>	<b>6Mo/ each</b>	<b>3Mo/ each</b>
Portal: Headline banner (468x60 pixels / 12k Animated)	\$ 390	\$ 440	\$ 510	
Portal: Standard banner (150x60 pixels / 6k Animated / 3k Static)	\$ 190	\$ 250	\$ 320	
Newsletters: Headline banner (468x60 pixels / 12k Animated)	\$ 510	\$ 570	\$ 640	\$ 690
Newsletters: Standard banner (150x60 pixels / 6k Animated / 3k Static)	\$ 250	\$ 320	\$ 390	\$ 440
Product Newsletters Only: Headline Section banner (468x60 pixels/12k Animated)	\$ 520	\$ 570	\$ 630	
Newsletters: Supplier News Modules	\$ 440	\$ 510	\$ 570	\$ 640
<b>E-MAIL ADVERTISING</b>	<b>1X</b>			
E-mail Advertising	\$ 0.45 Per e-mail delivered			
Setup Fee (one-time):	\$ 100			
Distributor e-mail blast	\$ 950 Includes setup			

\*ALL INTERNET PROGRAMS MUST BE PAID IN ADVANCE OR IN 2 INSTALLMENTS - INTERNET ONLY ADVERTISING HAS A 25% SURCHARGE

## EVENTS

SEMINARS & EXHIBIT EVENTS: SUSTAINABLE PACKAGE (GROSS RATE)	BOGOTA-COL	NPE 2012
Platinum Sponsorship (consult your Sales Representative for detailed description of the package)	\$ 10,000	\$ 8,825
Gold Sponsorship (consult your Sales Representative for detailed description of the package)	\$ 6,470	\$ 7,060
Booth Space consult your Sales Representative for detailed description of the package)	\$ 4,700	n/a
Directory sponsorship (consult your Sales Representative for detailed description of the package))	\$ 6,470	n/a
Other Sponsorships (i.e. lanyard, lunch & coffee-break sponsorships, conference room chair cover branding, etc.)	Ask you Sales Representative	Ask you Sales Representative

# PRINT MAGAZINES MECHANICAL SPECS

## PRINT AD SPECS

### PDF Materials Ready For Print:

Resolution: 300 ppi (pixels per inch)  
 Color: CMYK Fonts: Subset Embedded 100 %  
 OPI: Do not use OPI (Open Prepress Interface)  
 Distiller (Job Options): If you need assistance about the configuration of the Distiller, contact us: [production@b2bportales.com](mailto:production@b2bportales.com)

### Safety Margins for Full Page Bleed Ads:

Safety margins must be increased at least +1/4" (or +5mm) from trim size on all sides. Text must also be at least -1/4 (or -5mm) from the trim size.

### Native Files:

Fonts: The native file should be sent with the fonts used in the design or the fonts converted into curves, should the design program allow this feature (e.g. Illustrator)

Images and Logos: Should be sent with a minimum resolution of 300 dpi and in CMYK color. EPS or TIFF formats are acceptable.

### Acceptable Software and File Formats:

Photoshop, InDesign, QuarkXpress, Page Maker, Illustrator. You can send your files in DVD, CD-ROM or upload them onto our FTP site. Please compress the fonts. You can use .zip, .sit, or DropZip. For FTP upload instructions contact: [production@b2bportales.com](mailto:production@b2bportales.com)

## CLASSIFIED AD SIZES

	Classified	cm	Inches
1	1 col. X 1 inches	5.5 cm x 2.5 cm	2 3/16" x 1"
2	1 col. X 2 inches	5.5 cm x 5.1 cm	2 3/16" x 2"
3	1 col. X 3 inches	5.5 cm x 7.6 cm	2 3/16" x 3"
4	1 col. X 4 inches	5.5 cm x 10.1 cm	2 3/16" x 4"
5	2 col. X 1 inches	11.5 cm x 2.5 cm	4 9/16" x 1"
6	2 col. X 2 inches	11.5 cm x 5 cm	4 9/16" x 2"
7	3 col. X 1 inches	17.7 cm x 2.5 cm	7" x 1"

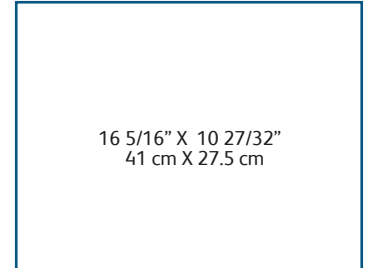
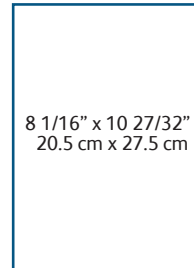
## PRINT DISPLAY AD SIZES

One Page (Trim Size)

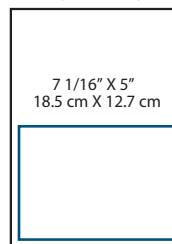
Double Page Spread (Trim Size)

**Text Box**  
 Text must also be at least -1/4" (or -5mm) from trim size for safety margins

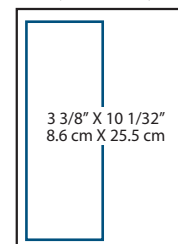
**Bleed Page**  
 Increase at least +1/4" (or +5mm) from trim size on all sides.



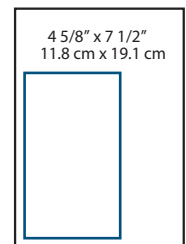
1/2 Page Horizontal (3 columns)



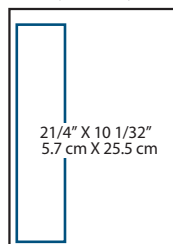
1/2 Page Vertical (1.5 columns)



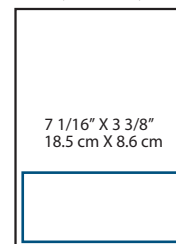
1/2 Page Island



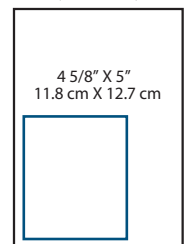
1/3 Page Vertical (1 column)



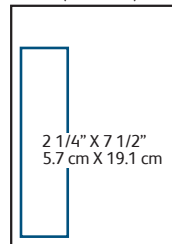
1/3 Page Horizontal (3 columns)



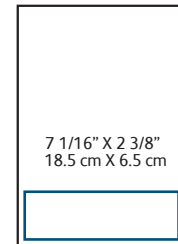
1/3 Page Square (2 columns)



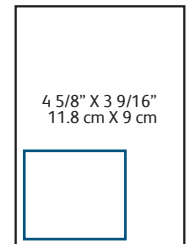
1/4 Page Vertical (1 column)



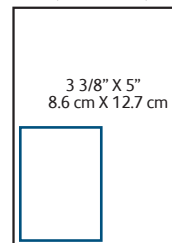
1/4 Page Horizontal (3 columns)



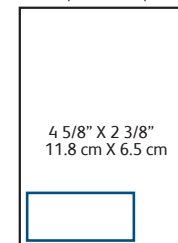
1/4 Page Square (2 columns)



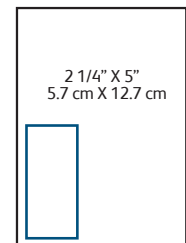
1/4 Page Vertical (1.5 columns)



1/6 Page Horizontal (2 columns)



1/6 Page Vertical (1 column)



## E-MAGAZINE

Our E-Magazines offer the same content available in the print magazine, but with the added value of an expanded circulation that reaches non-subscribers of the print version, as well as powerful audio, video and animation tools that add life to your print ads.



### View Presentation button:

- Submit your presentation in PowerPoint (PPT) format.
- All PPT presentations will be converted into Flash files.
- PPT presentations limited to 7 slides.
- PPT presentations can include animations and links. If audio is required it must be submitted as separate Wap., MP3 or MP4 files.

### View Video button:

- Video messages must be submitted in .mpeg or .avi format.
- Voice messages are restricted to 50 words or less. Copy must be submitted in Spanish. Translation services are available.
- Pre-recorded audio-only must be submitted in .wav or .mp3 format
- File sizes are limited to 5 mega. For larger sizes consult your sales representative.

## SHOWROOMS

Required Information:

- **Primary contact information:**  
Contact name, company name, address, telephone, fax, email and web site URL.
- **Secondary contact information:**  
List containing contact names, company names, addresses, telephones, faxes, emails and web site addresses of the entire Latin American sales network, including Agents, Representatives and local offices.
- **Product catalog information:**  
(submit files or URL address to procure the information)

The catalog section is limited to up to 30 products. The information must be submitted in the order in which you want the products to appear, meaning the first product included in your list will be the first product shown in the Showroom, and so on. Changes in the product list sequence will generate additional production charges to the client. Please submit the information in digital files or indicate the URL addresses to procure the following information for each featured product:

- **Basic product description:** Submit 150-200 words per product.
- **Two (2) photos of each product:** First photo in 100 pixels wide, second photo 400 pixels wide for zooming purposes Files must be submitted in gif, tiff or jpg formats.
- **Spec-sheets:** Ready to upload files must be submitted in 300 dpi PDF files already translated into Spanish Translation and production services are available at US \$65.00 per letter-size page.

- **Trade show/event calendar:** Submit a list containing the name of the trade show, the dates, your booth number and the Latin American sales contact name and email address.

### Supplier news section:

- Submit up to 5 press releases in 300 dpi PDF format.
- All press releases must be submitted in Spanish. Translation services are available at \$65 per letter-size page.



## E-BANNERS - (portal and e-newsletters)

Create brand-awareness, and generate traffic through your site or Showroom with our animated or static banners.

### Headline banners

- 468 x 60 pixels, max weight 20K, animated (gif, tiff or jpg).
- Include "clicktag" and "getURL" codes.

### Standard Banners

- 150 x 60 pixels, max weight 10K, animated (gif, tiff or jpg).
- Include "clicktag" and "getURL" codes.



## SUPPLIER NEWS MODULE (SNM)

**Title (required):** Up to 75 characters, spaces included.

**Subtitle (optional):** Up to 75 characters, spaces included.

**Text (required):** Minimum 150 words. Maximum 250 words.

**Contact information (optional):** Email address.

**Logo (optional):** JPG file to be published at a maximum of 230 pixels wide.

**Photo (optional):** JPG file to be published at a maximum of 230 pixels wide, with a "zoom" optional of a maximum of 480 pixels wide.



# ABOUT THE PUBLISHER

Carvajal Information SAS is a Latin American multinational publisher with operations in 9 countries and over 3,200 employees. It is one of the leading publishers of yellow-pages and B2B media in Latin America. Its B2B branch is headquartered in Miami, Florida, with in-country offices in Brazil and Colombia.

The B2B branch promotes trade between professionals in Latin America and global suppliers, through the generation of top quality business and technology information and its distribution via a comprehensive platform of print and online multimedia solutions, which are complemented with specialized events and direct marketing services.

B2B caters to the package printing and converting industry throughout Latin America via Conversion and in Colombia via its directory Catalogo del Empaque. B2B also reaches various sectors in Latin America through 10 other multimedia solutions.

Carvajal Information is part of an 108-year old Carvajal Group, a multinational organization, with presence in over 17 countries and more than 23,000 employees worldwide.

## Conversion

## Carvajal



INFORMATION

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