

# Plástico

PRINT & ONLINE MEDIA - DIRECT MARKETING SERVICES - EVENTS

## MEDIA PLANNER 2012



Total access to the top  
plastics industry  
decision-makers in  
Latin America



Premier Latin American Media  
Partner of NPE 2012



Informative Branch of Anipac



**Carvajal**



INFORMATION

## PRODUCT DESCRIPTION

TECNOLOGÍA DEL PLÁSTICO (TP) is a 26-year old multimedia marketing solution that promotes trade between suppliers of technologies (sellers) and Latin American plastics professionals (buyers), who need these technologies to remain competitive in the global marketplace. TP is the only multimedia solution that targets key plastics 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 TP, you can Reach 13,500 BPA Worldwide audited print subscribers and over 25,078 online subscribers, across a vast array of plastics processing segments, including professionals working on injection and extrusion transformation, as well as blow molding, thermoforming and rotomolding, among others.

The Latin American plastics industry community trusts TECNOLOGÍA DEL PLÁSTICO as their primary source of information for new technology and the companies that supply them, giving TP 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 PLASTICS INDUSTRY SECTOR IN NUMBERS

- Mexico: The annual per capita consumption of plastics of this large economy is 48 Kgs/habitant. The apparent consumption of transformed plastics is 5,387,000 Tons. There are 150,961 employees in the plastics transformation sector.  
Source: National Association of the Plastics Industry (Anipac)
- Argentina: The annual per capita consumption of plastics is: 42.8 Kgs/inhabitant (+13.2 % compared to 2009). In 2010 Argentina consumed 1,628,773 tons of resins (+11.9 % compared to 2009).  
Source: Argentinean Chamber of Industry (CAIP)
- Colombia: The country has 43,458 employees in the plastics transformation sector in Colombia.  
Source: 2009 Annual Manufacturing Survey from DANE.  
The annual per capita consumption of plastics in Colombia is 19.7 kg/inhabitant and the apparent consumption of resins in thousands of tons was 859 for 2009 and 909 for 2010.  
Source: ACOPLASTICOS and National Producers. Source: 2009 Annual Manufacturing Survey from DANE

## TOP EXPORTERS TO LATIN AMERICAN BY COUNTRY

In 2010 Latin America imported USD 17 billion worth of plastics materials and USD 2.44 billion worth of plastics molds & machinery.

### RAW MATERIALS

COUNTRY	2010* ('000)	SHARE
USA	\$9,342,721	54.7 %
Brazil	\$1,483,431	8.7 %
Other L.A.	\$1,176,059	6.9 %
South Korea	\$848,926	5.0 %
China	\$706,719	4.1 %
Others Europe	\$693,741	4.1 %
Germany	\$480,154	2.8 %
Others	\$443,819	2.6 %
Mexico	\$443,468	2.6 %
Others North America	\$396,120	2.3 %
Taiwan	\$392,148	2.3 %
Japan	\$360,226	2.1 %
Italy	\$126,703	0.7 %
India	\$105,176	0.6 %
Other Asia	\$85,510	0.5 %
<b>TOTAL</b>	<b>\$17,084,921</b>	<b>100.0%</b>

- USA leads as the top single country supplying plastics materials to Latin America with a whopping 54.7 % share of the total, followed by a distant Brazil, South Korea and China.

### MOLDS AND MACHINERY

COUNTRY	2010* ('000)	SHARE
USA	\$542,110	22.2 %
Germany	\$319,341	13.1 %
Others Europe	\$301,885	12.4 %
China	\$282,968	11.6 %
Others North America	\$213,818	8.8 %
Italy	\$196,169	8.0 %
South Korea	\$186,627	7.6 %
Japan	\$167,792	6.9 %
Taiwan	\$78,402	3.2 %
Others	\$66,106	2.7 %
Brazil	\$49,464	2.0 %
Others L.A.	\$13,370	0.5 %
Mexico	\$10,270	0.4 %
Others Asia	\$6,871	0.3 %
India	\$4,984	0.2 %
<b>TOTAL</b>	<b>\$2,440,177</b>	<b>100.0%</b>

- USA leads as the top single country supplying molds and machinery to Latin America with a significant 22.2 % share of the total, followed by Germany, China and Italy.

## TOP LATIN AMERICAN BUYERS

### RAW MATERIALS

COUNTRY	2010* ('000)	SHARE
Mexico	\$9,490,227	55.5 %
Argentina	\$1,833,202	10.7 %
Chile	\$1,353,570	7.9 %
Peru	\$1,311,371	7.7 %
Colombia	\$1,285,548	7.5 %
Ecuador	\$682,564	4.0 %
Venezuela	\$513,927	3.0 %
Uruguay	\$322,721	1.9 %
Bolivia	\$202,297	1.2 %
Paraguay	\$89,494	0.5 %
<b>TOTAL</b>	<b>\$17,084,921</b>	<b>100.0%</b>

- Mexico is the largest single importing country in Latin America, with a significant share of 55.5 % of the total, followed by Argentina, Chile and Peru.

### MOLDS AND MACHINERY

COUNTRY	2010* ('000)	SHARE
Mexico	\$1,673,291	68.6 %
Argentina	\$186,790	7.7 %
Venezuela	\$175,445	7.2 %
Colombia	\$110,126	4.5 %
Chile	\$98,751	4.0 %
Peru	\$81,738	3.3 %
Ecuador	\$74,108	3.0 %
Uruguay	\$20,802	0.9 %
Bolivia	\$15,222	0.6 %
Paraguay	\$3,904	0.2 %
<b>Total</b>	<b>\$2,440,177</b>	<b>100.0%</b>

- Mexico is the largest single importing country in Latin America, with a significant share of 68.6 % of the total, followed by Argentina, Venezuela & Colombia.

The above figures refer to the following product categories:

### RAW MATERIALS

3901 - Polyethylene
3907 - PET
3920 - Other plates, sheets, foil and strip, of plastics non-cellular and not reinforced, laminated, supported or similarly combined with other materials.
3902 - Polypropylene
3921 - Other plates, sheets, foil and strip, of plastics
3919 - Plates, sheets, foil, tape, strip and other flat shapes, of plastics, even rolls.
3903 - Polystyrene
3904 - PVC
3906 - Acrylic Polymers
3909 - Amino-Resins
3910 - Silicones
3905 - Polymers of Vinyl Acetate
3908 - Polyamides
3915 - Waste of Plastics

### MOLDS AND MACHINERY

848071 - Molds for rbr/plast, injection/compression type
847710 - Injection Molding
847780 - Other
847790 - Parts
847720 - Extrusion
847730 - Blow Molding
848079 - Molds for rubber or plastics exc inject or compress
847740 - Vacuum Molding

## ONLINE AUDIENCE

The online media solutions of TECNOLOGÍA DEL PLÁSTICO offer an array of dynamic and interactive communication tools that grant Latin American plastics 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 plastics industry.

### WEB PORTAL



- 48,963 Average page views / month
- 18,022 Average visits / month
- 15,518 Average unique visitors / month

### E-NEWSLETTER



- 25 – Bi-weekly issues per year
- 23,171 Average e-mails sent/edition
- 94 % Average delivery rate/edition
- 7,066 Average opens/edition
- 4,498 Average unique opens/edition
- 1,619 Average clicks/edition
- 23 % Clicks through rate (CTR)

### DIGITAL MAGAZINE



- 6 issues per year
- 37,198 Average page views /edition
- 1,871 Average visits /edition
- 1,739 Average unique visitors/edition
- 887 Average clicks/edition
- 2 % Clicks through rate (CTR)

## ONLINE MEDIA SUBSCRIBERS

PORTAL SUBSCRIBERS

19,922

DIGITAL EDITION

25,078

E-NEWSLETTER

23.171

**PRINT CIRCULATION BY BPA WORLDWIDE**

TECNOLOGÍA DEL PLÁSTICO magazine reaches 13,500 plastics 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**

	BPA Qualified	Percent
<b>NORTH AMERICA</b>		
United States	42	
Mexico	4,737	
<b>SUB TOTAL</b>	<b>4,779</b>	<b>35.4%</b>
<b>CARIBBEAN</b>		
Cuba	26	
Dominican Republic	56	
Puerto Rico	22	
<b>SUB TOTAL</b>	<b>104</b>	<b>0.8%</b>
<b>CENTRAL AMERICA</b>		
Costa Rica	124	
El Salvador	87	
Guatemala	158	
Honduras	35	
Nicaragua	24	
Panama	25	
<b>SUB TOTAL</b>	<b>453</b>	<b>3.3%</b>
<b>SOUTH AMERICA</b>		
Argentina	1,651	
Bolivia	134	
Brazil	207	
Chile	619	
Colombia	2,966	
Ecuador	379	
Paraguay	67	
Peru	1,451	
Uruguay	149	
Venezuela	541	
<b>SUB TOTAL</b>	<b>8,164</b>	<b>60.5%</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,500</b>	<b>100%</b>

**REGISTERED COUNT FOR E-MAIL PROMOTION**

PRINT & DIGITAL

**25,078**

**TITLE BREAKDOWN**

	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Corporate Management	3,225	23.9 %
B. Operations Management	4,683	34.7 %
C. Operations Personnel	2,299	17.0 %
D. Administrative Management	3,199	23.7 %
E. Other Functions Government/ Library Copies	94	0.7 %
<b>TOTAL</b>	<b>13,500</b>	<b>100 %</b>

**BUSINESS AND INDUSTRY BREAKDOWN**

	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Injection Transformation	3,926	29.1 %
B. Extrusion Transformation	3,433	25.4 %
C. Blow Molding Transformation	846	6.3 %
D. Thermoforming Transformation	558	4.1 %
E. Rotational Molding	253	1.9 %
F. Other Types of Plastic Transformation	374	2.8 %
G. Manufacturers of Machinery for Plastic Industry	402	3.0 %
H. Suppliers of Machinery for Plastic Industry	601	4.4 %
I. Manufacturers of Raw Materials for Plastic Industry	867	6.4 %
J. Suppliers of Raw Materials for Plastic Industry	1,089	8.0 %
K. Mold Manufacturers	374	2.8 %
L. Plastic Recycling	632	4.7 %
M. Educational Centers, Associations and Libraries	145	1.1 %
<b>TOTAL</b>	<b>13,500</b>	<b>100 %</b>

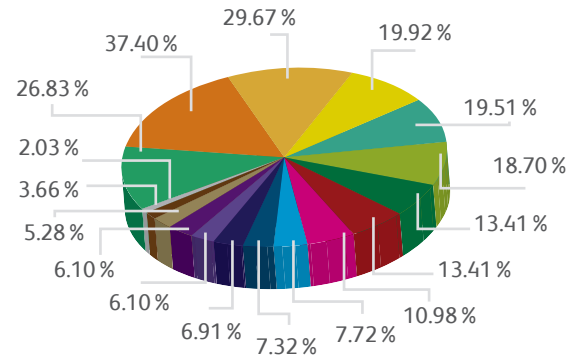


## 2012 CAPITAL INVESTMENT SURVEY RESULTS:

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

#### Which markets does your company serve?

- Industrial products - 37.40 %
- Flexible packaging - 29.67 %
- Construction products - 19.92 %
- Rigid packaging - 19.51 %
- Household products - 18.70 %
- Autoparts - 13.41 %
- Agriculture products - 13.41 %
- Toys - 10.98 %
- Textiles - 7.72 %
- Stationary (School and office) products - 7.32 %
- Furniture - 6.91 %
- Medical products - 6.10 %
- Additive, concentrated and/or compounds production - 6.10 %
- Appliances - 5.28 %
- Electronic products - 3.66 %
- Foam packaging - 2.03 %
- Other type of products - 26.83 %



\*BASE: 246 Participants

#### What kind of equipment/machinery does your company have currently?

EQUIPMENT/MACHINERY	PERCENT
Hydraulic injectors	39.0%
Recycling systems	29.7%
Mold manufacturing Shop	26.8%
Extrusion - Blowing Machines	19.9%
Finishing Equipment	18.7%
Blowing film extruders	17.5%
Pipes and profile extruders	14.6%
Thermoforming machines	13.8%
Injection - Blowing machines	12.2%
Solid sheet extruders	9.8%
Electric or hybrid Injectors	8.9%
Compound manufacturing machinery	8.1%
Rotomolding machinery	6.9%
Injection - Drawn - Blowing Machinery	5.3%
Extruders of Flat Web	5.3%
Compression and transfer presses	4.1%
Extruders of foam sheets	4.1%

\*BASE: 246 Participants

**2012 CAPITAL INVESTMENT SURVEY RESULTS:**

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

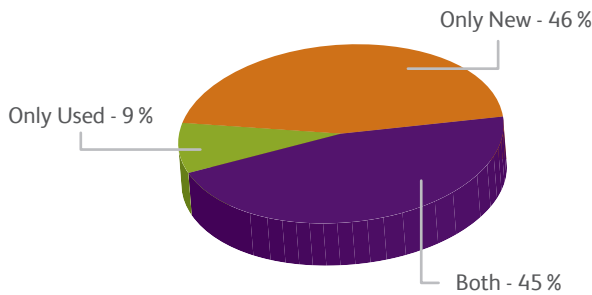
In which of the following machine categories does your company plan to invest in the next 12 months, and how many units do you plan to buy? (Multiple Choice).

Categories	Yes	Units
Auxiliary equipment	30.49%	171
Extrusion lines	30.08%	172
Molds and components for molds	26.02%	182
Recycling systems	21.14%	194
Hydraulic injectors	19.92%	197
Electric or hybrid injectors	11.38%	218
Machinery for bottle blowing and recessed bodies	10.16%	221
Thermoforming Systems	6.91%	229
Rotomolders	6.50%	230
Machinery for compound manufacturing	6.10%	231
Does not plan to invest	15.85%	--
<b>TOTAL</b>		<b>2,045</b>

- Auxiliary equipment and Extrusion Lines reported the highest buying intention with 30.49% and 30.08% of the sample respectively.
- Molds and Component for Molds (26.02%), Recycling systems (21.14%) and Hydraulic Injection (19.92%) also showed positive numbers.

\*BASE: 246 Participants

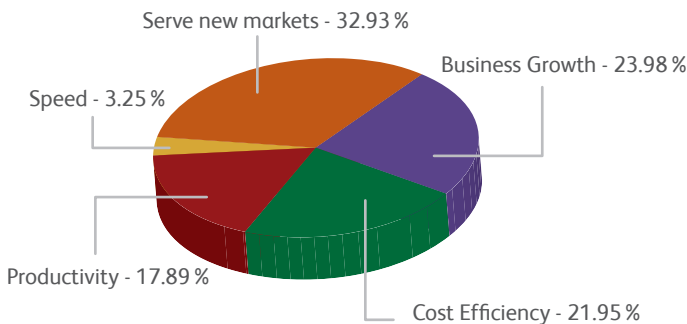
**In 2012 do you plan investing in new and/or used equipment? (Multiple Choice).**



- 46% of the sample that will invest in 2012 will acquire only "new" equipment vs. 9% that will buy only "used" equipment.
- 45% of the sample will invest a combination of new and used equipment.

\*BASE: 207 Participants

**Which is the main reason to buy plastics transformation machinery in your company?**



- 32.93% of the sample buys plastic transformation machinery mainly to serve new markets, followed up by Business Growth with 23.98%.

\*BASE: 246 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
- Vertical Editions: Recycling & Sustainability, Blow Molding and Thermoforming
- 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**

Attn: **Mr. Edmundo Aragon**  
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Mr. Aragon,



**SEMINARS & WEBINARS** — Personal / Virtual Interaction & Lead Generation**SEMINARS****NPE 2012 – Seminar in Spanish. Plastics Trends, Opportunities, and Technologies.**  
April 2-3, 2012 Orlando, Florida USA

Tecnología del Plástico and Conversión 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.

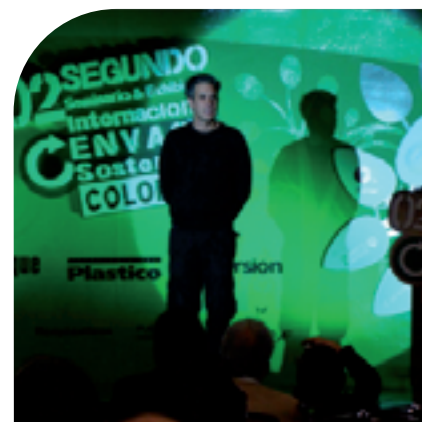
Our exclusive commercial exhibit includes a limited number of leading companies whose technological value-offer is directly related with the sustainability issues discussed in the conference program. This format allows our attendees to perceive our exhibitors as an extension of the knowledge-base they 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

**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.

Tecnología del Plástico 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.

For more information on the sponsorship opportunities, please refer to page 13.

Contact your sales representative ASAP to book the limited number of available sponsorships: [www.plastico.com/mediakit/sales\\_reps](http://www.plastico.com/mediakit/sales_reps)

<b>Injection Molding</b>	<ul style="list-style-type: none"> <li>Market Focus: Medical applications</li> <li>Special Applications: GIT &amp; WIT Co-Injection, Foamed Injection</li> <li>Molds and components</li> <li>Packaging Injection molding applications</li> <li>Machinery: Electrical &amp; Hybrid Technology</li> </ul>
<b>Extrusion</b>	<ul style="list-style-type: none"> <li>Blown Film &amp; Cast Film Extrusion Equip</li> <li>Machinery &amp; Peripheral Equip. for producing Pipes &amp; Profiles</li> <li>WPC: Machines, additives and applications update</li> <li>Screws, Heads and Post-Extrusion Equipment</li> </ul>
<b>Blow Molding Rotomolding Thermo-forming Recycling</b>	<ul style="list-style-type: none"> <li>Case Studies</li> <li>New Technologies</li> <li>Business Opportunities</li> <li>Practical Applications</li> </ul>
<b>Auxiliary Equipment</b>	<ul style="list-style-type: none"> <li>Material Handling Equipment</li> <li>Hotrunner Systems</li> <li>Drying</li> <li>Automation</li> <li>Plastic Welding</li> </ul>
<b>Materials</b>	<ul style="list-style-type: none"> <li>Additives, Processing aids and Property Modifiers</li> <li>Resins for Rigid Packaging</li> <li>Reinforced Resins</li> <li>Resins for Flexible Packaging</li> </ul>
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>Global Awards and Nominations</li> <li>Energy Efficiency</li> <li>Post-Industrial and Post-Consumer Recycling</li> <li>Biopolymers: Developments &amp; Commercial Applications</li> </ul>
<b>Other Processes</b>	<ul style="list-style-type: none"> <li>PET Processing</li> <li>Compounding</li> </ul>

PRINT MAGAZINE								
Month / Issue	Closing Date	Technical Focus	Zoom (Practical tips)	Market approach	Applied technology	Special Reports & Directories	Show Specials	Show Coverage and/or Bonus Distribution
Feb/Mar Vol 27-01	23-Jan	<ul style="list-style-type: none"> <li>Injection Molding: Special Applications</li> <li>Material Handling Equipment</li> </ul>	Drying	Automotive Industry	PET Processing	Directory of Distributors: Listing of Agents, Distributors and Local Offices for direct contact between buyers & local suppliers	Preview: • NPE 2012 Exhibitor Product Showcase: • NPE 2012	
Apr/May Vol 27-02	7-Mar	<ul style="list-style-type: none"> <li>Film &amp; Sheet Extrusion</li> <li>Hotrunner Systems</li> </ul>	Recycling	Packaging	Injection Molding	Latin American Rigid Plastic Packaging Manufacturers: Industry Performance & Business Outlook	Preview: • Expo Plast 2012 • Chinaplas 2012 • Plast 2012	<ul style="list-style-type: none"> <li>NPE 2012 April 2 - 5, 2012 Orlando, FL, USA</li> <li>Expo Plast 2012 May 23 - 26, 2012 Lima, Peru</li> </ul>
Jun/Jul Vol 27-03	14-May	<ul style="list-style-type: none"> <li>Compounding</li> <li>Drying systems for various types of resin</li> </ul>	Welding	Medical Industry	Blow Molding	Latin American Sheet & Film Processors: Industry Performance & Business Outlook	Preview: • Argenplas 2012 • Expo Pack 2012	<ul style="list-style-type: none"> <li>Argenplas 2012 Buenos Aires, Argentina June 18 - 22, 2012</li> <li>Expo Pack 2012 Mexico City, Mexico June 26 - 29, 2012</li> </ul>
Aug/Sep Vol 27-04	16-Jul	<ul style="list-style-type: none"> <li>Molds &amp; Components</li> <li>Biopolymers</li> </ul>	Energy efficiency	Electrics & Electronics	Thermoforming	Engineering Plastics Applications in Latin America: Markets, Potential Development and New Projects	Preview: • Euromold Brasil • Colombiaplast - Expoempaque	<ul style="list-style-type: none"> <li>Euromold Brasil, Joinville, SC, Brazil August 20 - 24, 2012</li> <li>Autoparts Manufacturing Seminar Mexico - Dates TBD</li> <li>Colombiaplast-Expoempaque Bogota, Colombia October 1 - 5, 2012</li> </ul>
Oct/Nov Vol 27-05	10-Sep	<ul style="list-style-type: none"> <li>Injection: Electrical &amp; Hybrid Machines</li> <li>Wood Plastics Composite Extrusion</li> </ul>	Purging / Color management	Consumer Products	Recycling	TOP 10 new technologies in 2012		Sustainable Packaging Seminar Bogota, Colombia Nov. 7-8, 2012
Dec 12/Jan 13 Vol 27-06	23-Nov	2013 Source Book/Buyer's Guide Directory of machinery, equipment and consumables for the Latin American plastics industry 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.						

### PRINT SUPPLEMENTS

Issue	Closing	Topic
April/May	7-Mar	Blow Molding
June/July	14-May	Thermoforming
Aug/Sept	16-Jul	Recycling

### ONLINE MEDIA

Media	Description	Frequency
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	Every other month (6X/year)
Industry Newsletter	Latest news and technical articles for the plastics industry	12X per year - once a month
Product Focus Newsletter	Latest products and tradeshow technology previews for the plastics industry	12X per year - once a month
Recycling & Sustainability Newsletter	News and articles about environmental trends related with the plastics industry	12X per year - once a month
Blow Molding Newsletter	News and articles about materials, machinery and trends for this industry	12X per year - once a month
Thermoforming Newsletter	News and articles about materials, machinery and trends for this industry	12X per year - once a month

For more information contact our editorial department  
Editor-in-Chief: Maria Natalia Ortega - e-mail: [nortega@plastico.com](mailto:nortega@plastico.com)

## PRINT RATES (GROSS)

4-COLOR DISPLAY RATES	4-6X	1-3X		
1 Full page	\$ 5,730	\$ 6,130		
2/3 Page	\$ 4,610	\$ 4,930		
1/2 Page Island	\$ 4,190	\$ 4,480		
1/2 Page	\$ 3,760	\$ 4,020		
1/3 Page	\$ 2,840	\$ 3,040		
1/4 Page	\$ 2,340	\$ 2,500		
1/6 Page	\$ 2,000	\$ 2,140		
2 Page Spreads	\$ 10,390	\$ 11,120		
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	\$ 6,310	\$ 6,840		
Inside Back Cover	\$ 6,020	\$ 6,520		
Back Cover	\$ 6,580	\$ 7,110		
Center Spread (Earned rate Plus)	\$ 750	\$ 780		
Other positions (Earned rate plus)	\$ 220	\$ 250		
CLASSIFIED RATES - B&W	4-6X	1-3X		
1 col x 1"	\$ 210	\$ 230		
1 col x 2" / 2col x 1"	\$ 380	\$ 410		
1 col x 3" / 3col x 1"	\$ 580	\$ 640		
1 col x 4" / 2col x 2"	\$ 770	\$ 820		
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	\$ 960			
EPS: Equivalent to a 1/4-page 4C ad	\$ 1,430			
SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS				
1. Alphabetical Listings	1X			
Yellow Highlighting	\$ 160			
4-Color Logo	\$ 240			
2. Product Category Listings (Price per Unit)	1-3X			
Platinum Listing Package	\$ 1,940			
Gold Listing Package	\$ 1,530			
Silver Listing Package	\$ 370			
SPECIAL INDUSTRY-SEGMENT REPORT SPONSORSHIP				
Includes sponsorship mention, logo, first full-page 4C ad in	\$ 7,110			
INDUSTRY SEGMENT SUPPLEMENTS (Blow molding, Thermoforming & Recycling)	1X FOLIO cover section			
Full-page ads	\$ 1,330 \$ 1,600			
1/2-Page ads	\$ 1,010			
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:</b>	<b>12 Mo/each</b>			
<b>ENHANCED LISTINGS &amp; SHOWROOMS</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	
Horizontal Newsletters: Headline banner (468x60 pixels / 12k Animated)	\$ 510	\$ 570	\$ 640	\$ 690
Horizontal 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	
Vertical Newsletters: Headline banner (468x60 pixels / 12k Animated)	\$ 390	\$ 440	\$ 510	
Vertical Newsletters: Standard banner (150x60 pixels / 6k Animated / 3k Static)	\$ 250	\$ 320	\$ 390	
Horizontal & Vertical 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"

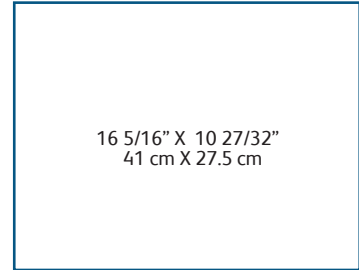
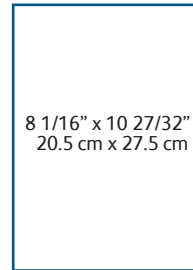
## PRINT DISPLAY AD SIZES

One Page (Trim Size)

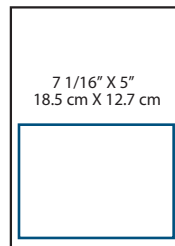
Double Page Spread (Trim Size)

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

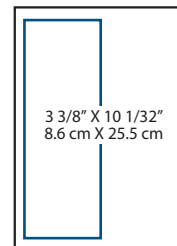
**Bleed Page**  
 Increase at least + 1/4" (or +5mm) from trim size on all sides.



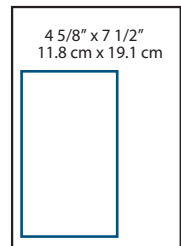
1/2 Page Horizontal (3 columns)



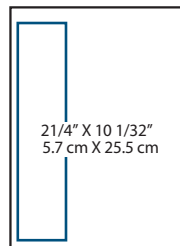
1/2 Page Vertical (1.5 columns)



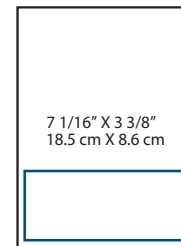
1/2 Page Island



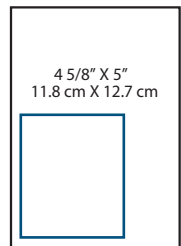
1/3 Page Vertical (1 column)



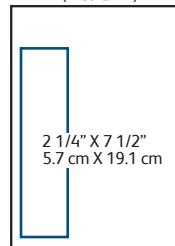
1/3 Page Horizontal (3 columns)



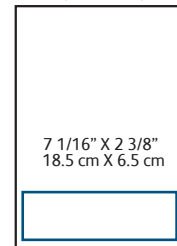
1/3 Page Square (2 columns)



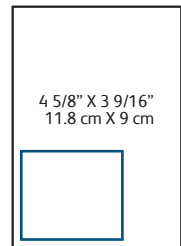
1/4 Page Vertical (1 column)



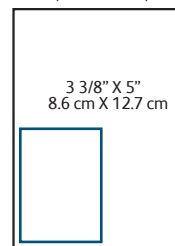
1/4 Page Horizontal (3 columns)



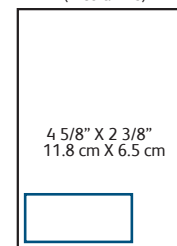
1/4 Page Square (2 columns)



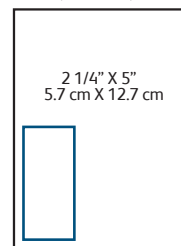
1/4 Page Vertical (1.5 columns)



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 plastic industry throughout Latin America via Tecnología del Plástico and in Colombia via its directory Catálogo del Empaque. B2B also reaches various sectors in Latin America via 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.



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