



# 2024 MEDIA KIT

## MUNDO EXPO PACK

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



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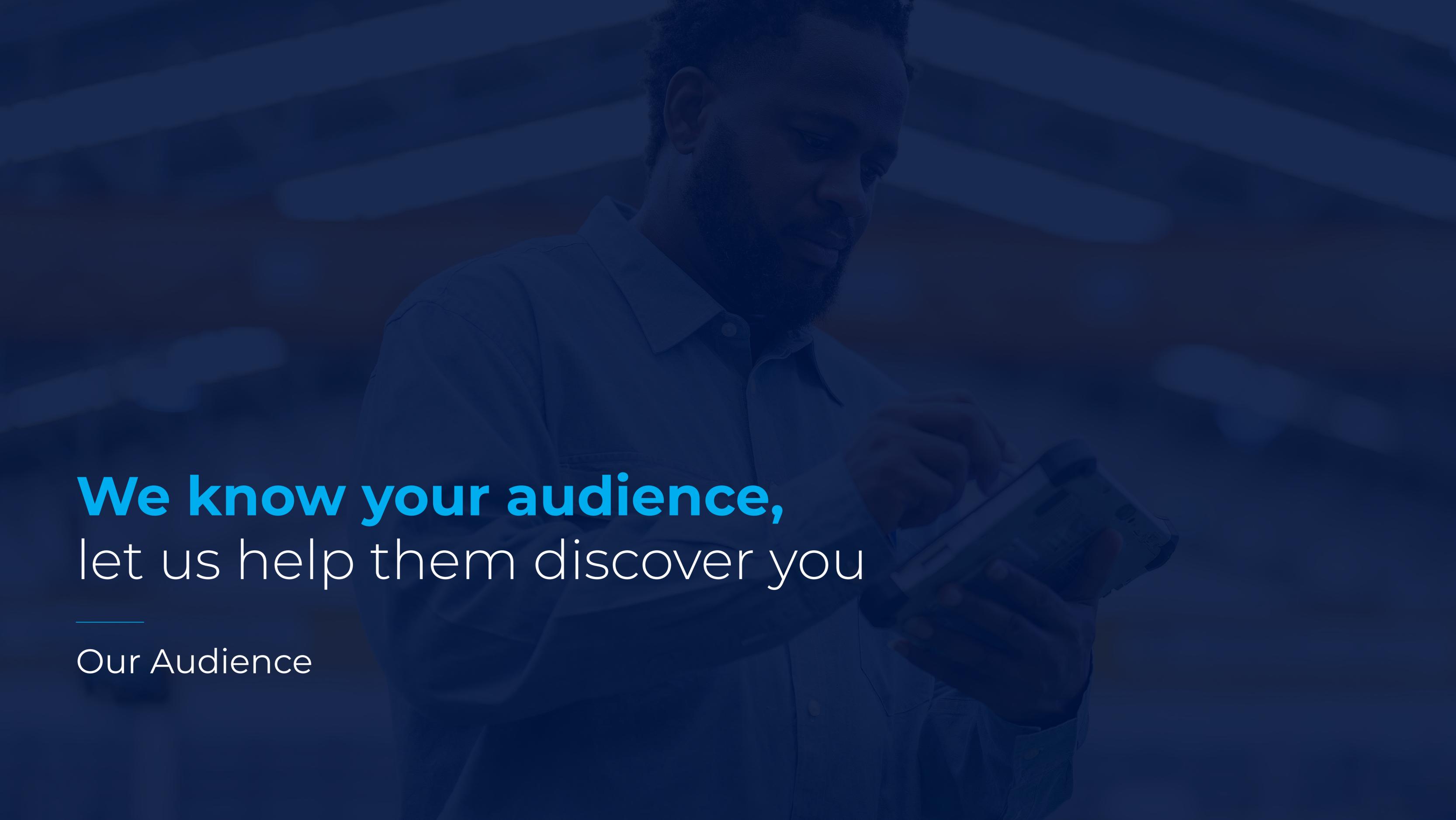
# ABOUT US

Mundo EXPO PACK is a publication of PMMI Media Group, a market-leading B2B media company that produces information for packaging and processing professionals.

PMMI Media Group publications include Packaging World, ProFood World, Healthcare Packaging, OEM, Mundo EXPO PACK and Contract Manufacturing and Packaging

PMMI Media Group is owned by PMMI, The Association for Packaging and Processing Technologies, a trade association representing more than 1000 North American manufacturers and suppliers of packaging and processing equipment, components, and materials. PMMI further unites the industry as produce of the world-class PACK EXPO portfolio of trade shows.





**We know your audience,**  
let us help them discover you

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Our Audience

# AUDIENCE BREAKDOWN

## Industries

Packaging

Processing

Automation

## Job Duty

CEO/Gen Mgr/Other Senior Mgmt



Engineering



Production/Operations/Quality



Procurement



Package design or development



Logistics/Supply chain management



Plant management



## Company Size

250+ employees



51-250 employees



11-50 employees



1-20 employees



## Circulation

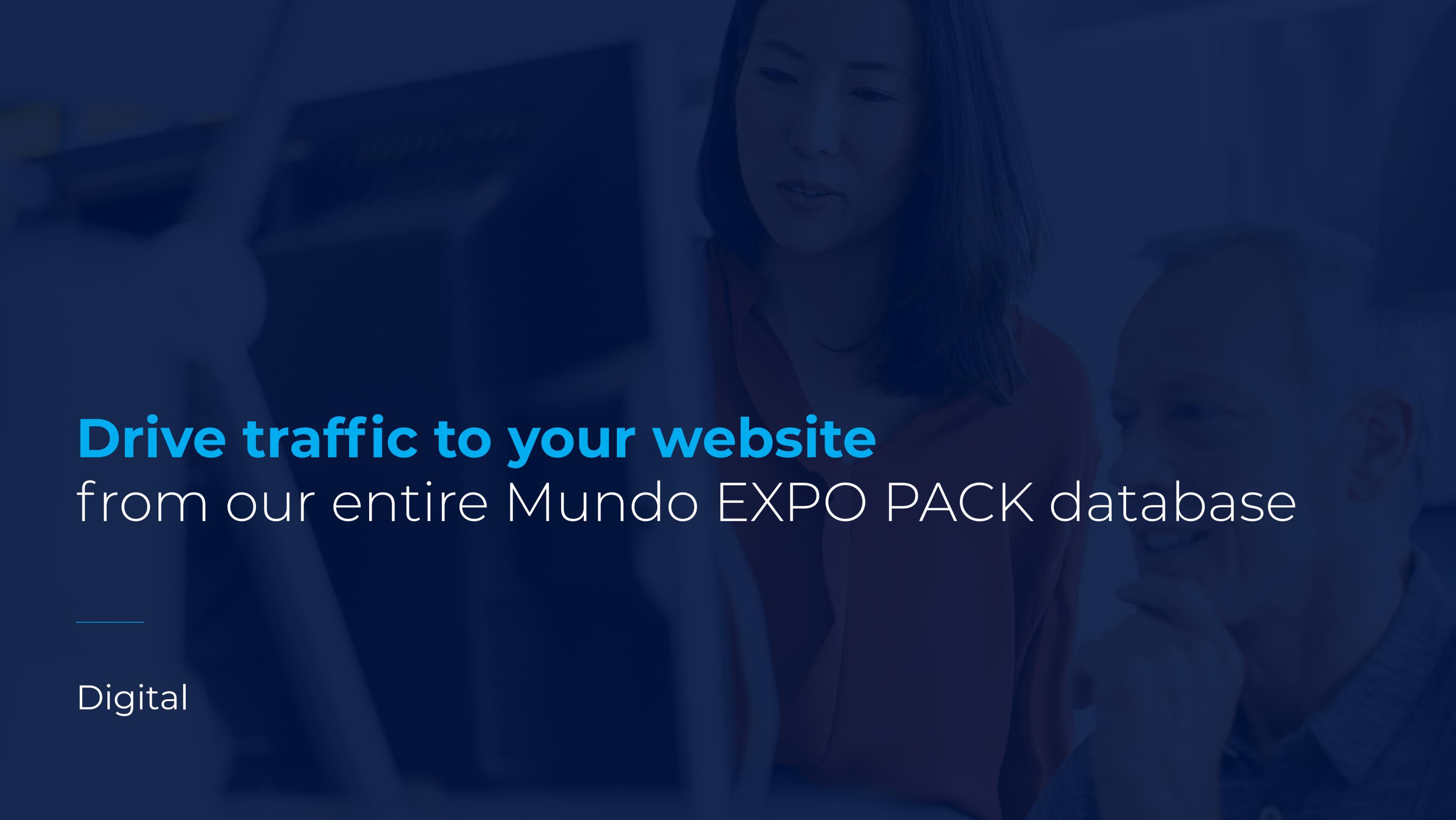
Engaged Email Subscribers - 71K

Monthly Web Visitors - 11K

Print Distribution - 11K

Events - 20K

\* Subscribers can choose more than one category. Total is more than 100%.



**Drive traffic to your website**

from our entire Mundo EXPO PACK database

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Digital

# DIGITAL OFFERINGS

## Email

Mundo EXPO PACK emails reach over 71,000 engaged Latin American packaging and processing professionals. Choose from a variety of content types to reach this exclusive audience.

- **Newsletters**

Mundo EXPO PACK offers single and multi sponsor newsletters featuring industry-focused content from our experienced editorial team.

- **Sponsored Email**

Let your content take center stage while leveraging Mundo EXPO PACK's audience and authority. Utilize one of our templates or supply your own HTML to promote your video, whitepaper, or other content.

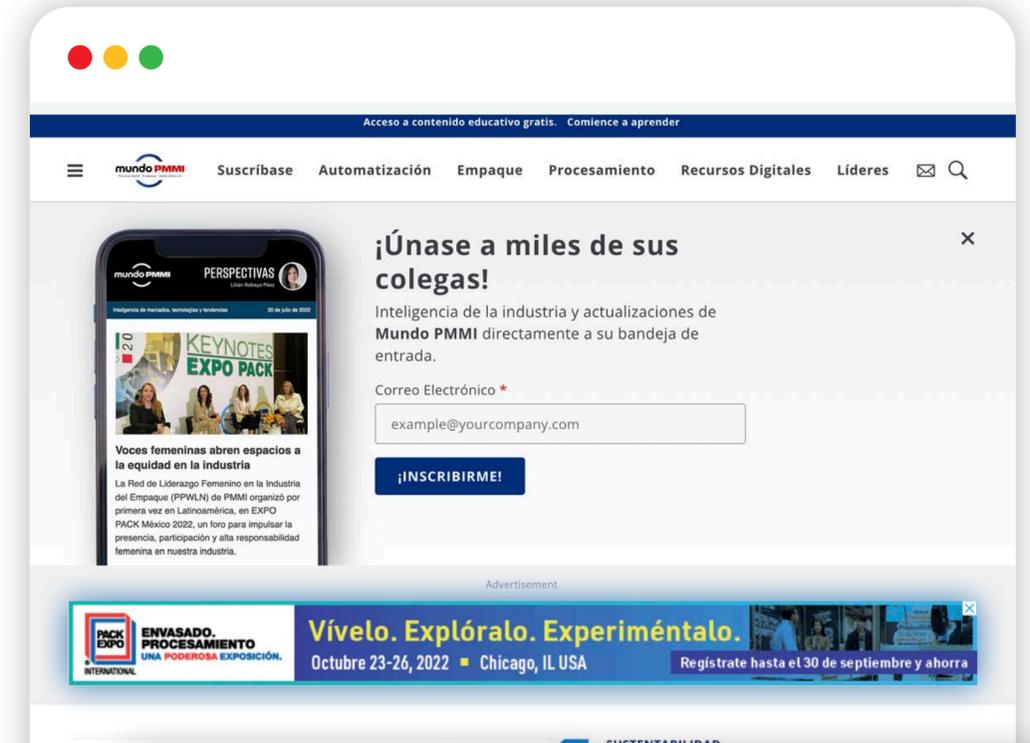


# DIGITAL OFFERINGS

## Website Ads

Promote awareness of your brand across Mundoexpopack.com and a network of more than 100,000 verified websites.

- **Mundo EXPO PACK Website**  
Reach your target audience with highly visible ads across Mundoexpopack.com. Choose from traditional banner ads or native ads, featuring your content within our editorial stream.
- **PMMI Audience Network Targeted**  
Refine your targeting and extend your message with PMMI Audience Network advertising. Leverage our first-party database of PMMI Media Group subscribers and EXPO PACK attendees to define your target audience by industry, role, or buying interest and reach them through banner, native, or video pre-roll ads across the web.

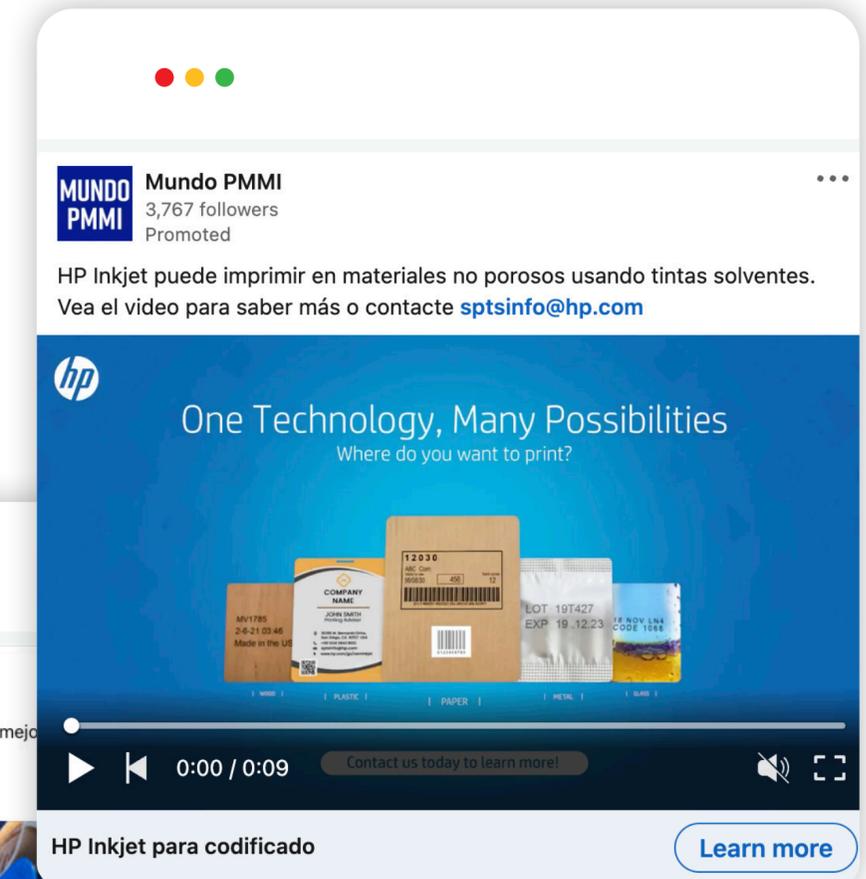


# DIGITAL OFFERINGS

## Social Media

### Targeted

Further extend your message utilizing the PMMI Audience Network across social media platforms. We create and manage your Facebook or LinkedIn campaign and build the target audience of your choosing directly from our first-party database. In addition to direct click throughs, you'll receive contact details for anyone who likes, comments, or shares your ad content.





**Drive engagement** with high-value content, from the most-interested audience

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Content

# CONTENT OFFERINGS

## Webinars

Align your brand with the hottest topics in the industry and engage prospects when you sponsor or host a webinar with Mundo EXPO PACK.

- **Mundo PMMI Webinar**

Tap into our industry expertise and vast database of B2B end users when you sponsor a Mundo EXPO PACK webinar. All you need to do is supply a logo and company overview that will be featured during the webinar.

- **Supplier Webinar**

Position your company as a thought leader when you lead your own webinar—supported by one of our expert editors. Plus, enjoy multi-channel promotion to boost attendance including newsletters, dedicated emails, web ads on Mundopackexpo.com and social media campaigns.

Quarter	Topic
Q1	Robotics at the End-of-Line and its Impact on Packaging Operations in Latin America
Q2	Unveiling the Future of E-Commerce Packaging: Strategies for Success
Q3	How Artificial Intelligence (AI) is Transforming the Packaging Industry?
Q4	How are Latin American CPGs Preparing their Packaging for the Challenges of a New Legislative Landscape?



**Create brand awareness** and  
**drive booth traffic** when you  
reach attendees before and after  
the show

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Trade Show

# TRADE SHOW OFFERINGS

If you exhibit at EXPO PACK, our exclusive show products let you target current and prospective attendees before and after the show.

- **Show Issue**

Leverage your exhibit at EXPO PACK and reach packaging and processing professionals in Latin America with the Mundo EXPO PACK Show Issue—featuring printed pre-show planner and exhibitor profiles

- **Newsletters**

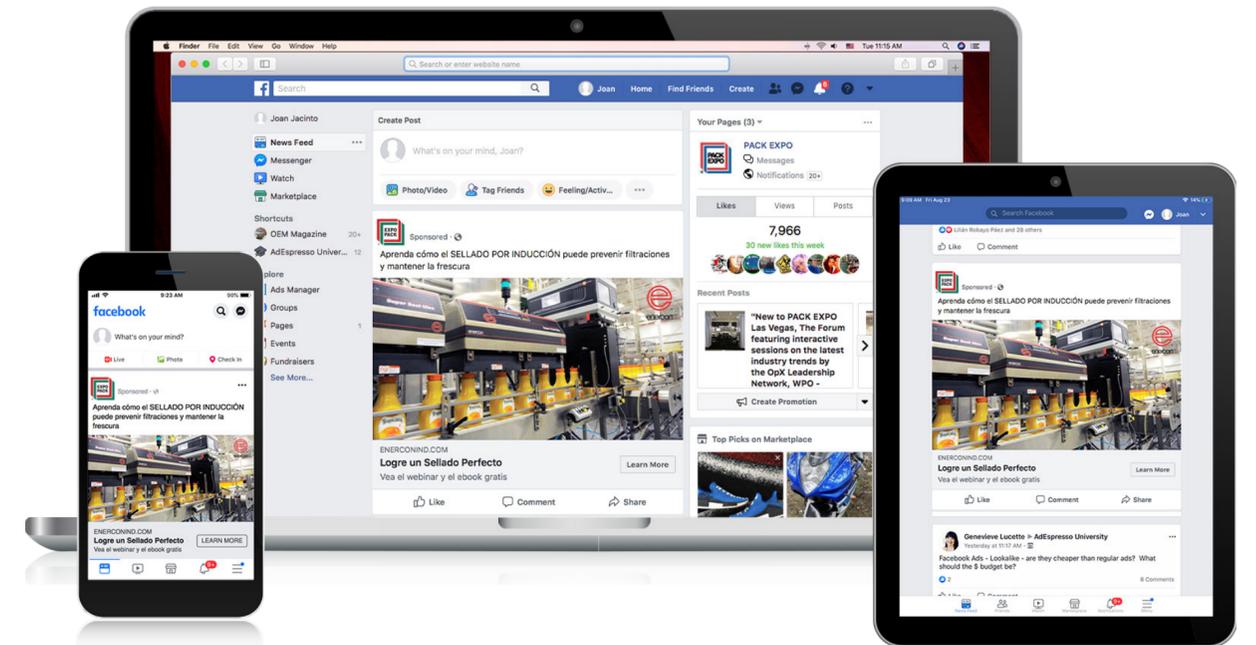
Reach attendees before and after the show through single or multi-sponsored newsletters

- **Social media**

Target pre-registered attendees before the show through Facebook and LinkedIn ads

- **Web sponsorships**

Build awareness for your exhibit among pre-registered attendees via online display ads or 15-second video pre-roll ads as pre-registered attendees browse their favorite websites



# PMMI Media Group Events

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Industry events produced by PMMI Media Group

## SPONSORSHIP PROSPECTUS

## ATTENDEE PROFILE

Food & Beverage Manufacturers

70%

Company size over 250 employees

47%

CEO/Gen Mgr/Other Senior Mgmt

27%

[www.PACKEvolution.com](http://www.PACKEvolution.com)

\*Data reflective of 2023 attendee registrations as of 10/20

## 2023 Attendee Companies



## TOP REASONS TO SPONSOR

Branding & Awareness



Thought Leadership



Networking & Lead Generation



Showcase Products & Solutions



Develop Relationships



**A multi-channel, year-round program** creating brand awareness and driving traffic to your website

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Líderes en Latinoamérica



## Líderes en Latinoamérica

This multi-channel, year-round program completes your 2024 marketing plan.

### • Key Features

Buyers of packaging and processing solutions won't miss you when your listing and profile are promoted through:

- Mundoexpopack.com homepage Líderes en Latinoamérica featured listing linking to a full company profile (choose to be listed in up to 3 categories)
- Listing displayed alongside all Mundoexpopack.com editorial associated with your product category
- Product ad and print profile in the exclusive 2024 Buyer's Guide
- If you're an EXPO PACK exhibitor, be seen in the May 2024 Show Issue (print ad and company profile)
- Access to real-time profile views and clicks





# **Track and manage** campaign and content metrics

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Lead Management Tools

# LEAD MANAGEMENT TOOLS

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



## Leadworks

Lead management, campaign performance, reporting and more.



## Converge

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



## Scout

Track buyers on your website after the click.



## Content Engagement Reports

Profile engagement metrics, content performance and more.



For additional information on how our audience and products can serve your marketing goals, please contact:

[sales@pmmimediagroup.com](mailto:sales@pmmimediagroup.com)

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

**Packaging World**

**ProFood World**

**Healthcare Packaging**

**OEM**

**Mundo EXPO PACK**

**Contract Manufacturing and Packaging**

**PMMI Media Group**

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**[PMMIMediaGroup.com](http://PMMIMediaGroup.com)**

**For information on PMMI  
trade shows, visit [PMMI.org](http://PMMI.org)**

