

internet & magazine

# Conversion

de películas, foil, papel y cartón

A B2Bportales Publication

Total access to the  
**LATIN AMERICAN**  
Converting Industry

Cooperating Member  
**CONLATINGRAF**  
The Latin American Association of  
the Industry Conferences

Editorial Partner of  
**FLEXO**  
ESPAÑOL

**BPA**  
BOARD OF  
BUSINESS

**B2BPORTALES**  
A CARVAJAL COMPANY

# Media Planner 2009

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

# 4 Ways to Deliver Top Quality Content...



- 6 Issues per year
- 12,700+ BPA Worldwide Audited subscribers
- Pan regional Coverage in Latin America: Mexico, Central & South America and the Spanish Caribbean
- 17-years serving the Latin American package printing and converting industry



- 6 Issues per year
  - 544 average unique visitors per issue
  - 13,650 average page-views per issue
  - 160 average click-throughs per issue
- \* Stats from Feb - Sep '08



- 24 biweekly issues per year
  - 2,790+ average unique visitors per issue
  - 4,760+ average page-views per issue
  - 960+ average click-throughs per issue
  - Click-through rate (CTR): 20%
- \* Stats from Jun 07-Sep '08



- 11,797 average subscribers
  - 13,000+ average unique visitors per month
  - 15,700+ average total visits per month
  - 29,000+ average page-views per month
- \* Stats from Jan-Sep '08

## ...ONE TRUSTED SOURCE OF INFORMATION!

*"Reading Conversión is an enriching experience at any level, since it allows me to be updated about all the technological innovations of the industry, especially in flexo processes."*

**Carlos Vicente Farietta Castro**  
Production Manager  
Intalpel S.A., Colombia

*"In Conversión magazine I have found tips that have worked very well in the daily tasks performed at the production plant."*

**Gonzalo Rábago**  
Quality Manager  
Envases Microonda S.A. de C.V., Mexico

*"Conversión keeps me informed about what happens in the converting industry."*

**Agapito Alipio**  
Manager of Productive Unit # 3  
Peruplast, Peru

*"Conversión is an excellent tool to keep us updated about the converting industry trends."*

**Diego Fernando Fernández B**  
Gerente Comercial  
Suprapak S.A., Colombia

| Month/Issue                   | Closing Date | General Technical Emphasis   | Specialty Technical Emphasis   | Industry Survey & Special Reports  | FTA-FLEXO Español Supplement   | Sustainability In Packaging (New Section)                             | Specials On Technological Trends  | Show Reports  | Event Coverage and/or Bonus Distribution  |
|-------------------------------|--------------|--|--|--|--|---|---|---|---|
| Feb/Mar<br>Vol. 18 Ed. 1      | Jan 09/09    | Latest advancements in digital printing technologies for packaging   | <b>Flexible Packaging:</b><br>How to successfully implement a project on retortable packaging<br><b>Labels and narrow web:</b><br>Interesting developments in shrink sleeves<br><b>Folding Carton:</b><br>Advances in finishing technologies (hot and cold foil stamping, embossing, etc.) |  | * Implementing a certificate of analysis and statistical process control for flexo<br><br>* Flexographic Image Reproduction Specifications and Tolerances, FIRST | Latin American success case study on a sustainable packaging solution | Innovations in print electronics for packaging and labels   | <b>Show Preview:</b><br>* Label Summit Latin America 2009<br>* Annual FTA/FFTA Forum 2009 | <b>Graphics of the Americas 2009</b><br>Miami Beach, Florida, USA<br>Feb 26 - 28, 2009  |
| Apr/May<br>Vol. 18 Ed. 2      | Feb 23/09    | New dimensions on rotogravure printing   | <b>Labels and narrow web:</b><br>Advancements in adhesive materials<br><b>Flexible Packaging:</b><br>Innovative technologies in slitting/rewinding<br><b>Folding Carton:</b><br>Digital solutions for structural and graphic design of folding carton                                      | <b>Directory of Distributors:</b><br>Listing of Agents, Distributors and Local Offices for direct contact between buyers & local suppliers | * <b>Color science:</b><br>Methods of measuring and communicating<br><br>* Why flexo should embrace G7   | Environmentally friendly manufacturing practices                      | Recent solutions on smart packaging   | <b>Show Preview:</b><br>CMM International 2009  | <b>Label Summit Latin America 2009</b><br>Sao Paulo, Brazil<br>April 28 - 29, 2009<br><b>FTA/FFTA Annual Forum 2009</b><br>Orlando, Florida, USA<br>May 4 - 5, 2009 |
| Jun/Jul<br>Vol. 18 Ed. 3      | Apr 24/09    | Latest developments in lamination and coating  | <b>Flexible Packaging:</b><br>Developments in multilayer and high-barrier packaging<br><b>Labels and Narrow Web:</b><br>What is hot in narrow web presses?<br><b>Folding Carton:</b><br>Finishing techniques for adding value  | <b>Folding Carton Converters in Latin America:</b><br>Industry performance and business outlook  | * Special on flexographic presses<br><br>* The future of EB in flexographic printing   | Recent innovations in bioplastics for packaging                       | Revolutionary advances in plastic materials for flexible packaging                                    | <b>Show Preview:</b><br>PackPrint / Print 2009  | <b>CMM International 2009</b><br>Rosemont, USA<br>Jun 2 - 4, 2009<br><b>Expo Pack 2009</b><br>Mexico City, Mexico<br>Jun 23 - 26, 2009                              |
| Aug/Sep<br>Vol. 18 Ed. 4      | Jun 26/09    | Innovations in CTP systems   | <b>Flexible Packaging:</b><br>Biomaterials, biodegradable materials<br><b>Labels and Narrow Web:</b><br>Solutions in VDP and relational marketing<br><b>Folding Carton:</b><br>Developments in folder/glue   | <b>Flexible Packaging Converters in Latin America:</b><br>Industry performance and business outlook  | * Sustainable platemaking<br><br>* How inks fit into your sustainability program   | Recent developments in recycling technologies                         | Revolutionary security, brand protection and anti-counterfeiting technologies in packaging and labels | <b>Show Special:</b><br>Packprint /Print 2009   | <b>Packprint 2009 / Print 2009</b><br>Chicago, USA<br>Sep 11 - 16, 2009   |
| Oct/Nov<br>Vol. 18 Ed. 5      | Aug 24/09    | Intelligent integrated networks for packaging and labels production  | <b>Labels and narrow web:</b><br>Security technologies for labels (RFID, conductive inks, etc.)<br><b>Flexible Packaging:</b><br>Latest developments in waterbased inks<br><b>Folding Carton:</b><br>Recent advances in in-line diecutting   | <b>Labels Converters in Latin America:</b><br>Industry performance and business outlook  | * In-line flexo for folding carton<br><br>* <b>Narrow and mid-web films:</b><br>Everything you need to know  | Latest developments in environmentally friendly ink solutions         | Revolutionary technologies to attract consumers at the shelves  | <b>Show Special:</b><br>Andina-Pack 2009<br>CPP Converting 2009                           | <b>CPP Converting 2009</b><br>Las Vegas, USA<br>Oct 5 - 7, 2009<br><b>Andina-Pack 2009</b><br>Bogota, Colombia<br>Nov 3 - 6, 2009                                   |
| Dec 09/Jan 10<br>Vol. 18 Ed.6 | Nov '06/09   | <b>2010 Source Book/Buyer's Guide &amp; 2010 Industry Forecast</b><br><b>Directory of Machinery, equipment and consumables for the Latin American converting industry</b><br>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 |  |  |  |   |   |   |   |

### A. PRINT AD SPECS

**Resolution:** 300 ppi (pixels per inch)  
**Color:** CMYK  
**Fonts:** Subset Embedded 100%. Natives Files should be sent with the fonts used or the fonts converted into curves.  
**OPI:** Do not use OPI (Open Prepress Interface)  
**Acceptable software and file media:** Photoshop, InDesign, QuarkXpress, Page Maker, Illustrator, Acrobat Professional. You can upload your files into our FTP site, please compress the fonts, or send them in CD/DVD.  
**For FTP instructions please contact:**  
[production@b2bportales.com](mailto:production@b2bportales.com)

| AD SIZES                       | cm             | Inches               |
|--------------------------------|----------------|----------------------|
| Double page spread (Trim size) | 41 x 27.5 cm   | 16 5/16" x 10 27/32" |
| 1 Page (Trim size)             | 20.5 x 27.5 cm | 8 1/16" x 10 27/32"  |
| 1/2 Vertical                   | 8.6 x 25.5 cm  | 3 3/8" x 10 1/32"    |
| 1/2 Horizontal                 | 18.5 x 12.7 cm | 7 1/16" x 5"         |
| 1/2 Island                     | 11.8 x 19.1 cm | 4 5/8" x 7 1/2"      |
| 1/3 Vertical (1 column)        | 5.7 x 25.5 cm  | 2 1/4" x 10 1/32"    |
| 1/3 Horizontal (3 column)      | 18.5 x 8.6 cm  | 7 1/16" x 3 3/8"     |

| AD SIZES                  | cm             | Inches           |
|---------------------------|----------------|------------------|
| 1/3 Square (2 column)     | 11.8 x 12.7 cm | 4 5/8" x 5"      |
| 1/4 Vertical (1,5 column) | 8.6 x 12.7 cm  | 3 3/8" x 5"      |
| 1/4 Vertical (1 column)   | 5.7 x 19.1 cm  | 2 1/4" x 7 1/2"  |
| 1/4 Horizontal (3 column) | 18.5 x 6.5 cm  | 7 1/16" x 2 3/8" |
| 1/4 Square (2 column)     | 11.8 x 9 cm    | 4 5/8" x 3 9/16" |
| 1/6 Vertical (1 column)   | 5.7 x 12.7 cm  | 2 1/4" x 5"      |
| 1/6 Horizontal (2 column) | 11.8 x 6.5 cm  | 4 5/8" x 2 3/8"  |

Safety Margins for Full Page bleed ads: Must be increased at least +1/4" (or +0.5 cm) from trim size on all sides. Texts must also be at least -1/4 (or -0.5 cm) from the trim size for a safety margins.

### B. INTERNET AD SPECS

**Portal Headline Banner:** 468x60 pixels, max weight 20K  
**Newsletters Headline Banner:** 468x60 pixels, max. weight 20K  
**Regular or Newsletter Banner:** 150x60 pixels, max. weight 10K  
**Please include "clicktag" and "getURL" code**

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17-Years Serving  
Latin America!

## YOUR TOTAL COMMUNICATIONS PARTNER IN LATIN AMERICA!

### Print Magazine

Top-quality technical and business content delivered 6X per year to 12,717 BPA audited converters professionals across 20 countries in Latin America!

### E-Magazine

Reach an increasing number of internet savvy subscribers who find in our digital magazine a more dynamic and interactive reading experience. Deploy powerful messages that include Flash animated ads with optional voice messages, add video messages to your ads and/or enhance your lead capture via live URL and email links in your print ads.

### E-Mail Advertising

Reach all or a targeted segment of our subscriber list via **"personalized"** email messages. Capture qualified online sales leads via the inclusion of live links or reply options that generate call-to-action.

### E-Showrooms

NEW VIDEO OPTIONS!

Create a fully customized mini-site to cater specifically to Latin America by featuring the product portfolio chosen for the region and by communicating to this market in the local language spoken: Spanish and/or Portuguese. The Showroom features up to 30 products including photos or **videos**, brief descriptions and downloadable spec-sheets per product; a trade show calendar page; a newsroom page to feature up to 5 press releases; a company profile page including a history of your company, a photo or optional **video** and contact information that includes your entire Latin American sales network; and an RFI/RFQ module that captures all the needed information for proper lead follow-up.

### "Personalized" Magazine Covers

Reach all or a targeted segment of our subscriber list with a **"personalized"** message in the cover of the magazine. This product includes a "personalized" inside-front cover ad, both featured on a twin-cover overlaid on top of the magazine covers to reach your selected audience.

### "Personalized" Info-Letters

Produce 4-color one-to-one marketing pieces using the power of **"personalization"**, and deliver them inserted in the magazine to a selected audience, based on the subscriber's title, country and company activity and/or size.

### Product Catalog Inserts in Spanish

A turn-key solution to create powerful and fully customized product catalogs to cater specifically to the Latin American markets. The service includes translation, production layout, printing and distribution of the product catalog. Distribute your catalog to the full circulation or to a targeted audience, based on your company needs.

Overruns are available for collateral marketing activities.

### Market Research Services

**Instant Research** allows you to uncover unique market opportunities in the region by launching E-market surveys among our entire subscriber list, or to a targeted segment based on your needs. **Instant Research** will help you better understand your company's position in Latin America by implementing Branding, Market Share and/or Buying Intention surveys, customized to the specific needs of your company.

For detailed information on our product portfolio contact your Sales Representative or visit:

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

## A. PRINT AD RATES (GROSS)

| 4-COLOR DISPLAY RATES | 6X      | 3X      | 1X      |
|-----------------------|---------|---------|---------|
| Full page             | \$4,400 | \$4,780 | \$5,170 |
| 1/2 Page Island       | \$2,910 | \$3,150 | \$3,420 |
| 1/2 Page              | \$2,730 | \$2,970 | \$3,210 |
| 1/3 Page              | \$1,890 | \$2,050 | \$2,210 |
| 1/4 Page              | \$1,670 | \$1,810 | \$1,950 |
| 1/6 Page              | \$1,440 | \$1,540 | \$1,640 |
| 2 Page Spreads        | \$8,190 | \$8,950 | \$9,730 |

| OTHER COLOR COMBINATIONS   | PMS  | 3C or less |
|----------------------------|------|------------|
| Applicable markup/discount | +10% | -10%       |

| SPECIAL POSITION RATES<br>(Including 4-Color Charges) | 6X      | 3X      | 1X      |
|---|---------|---------|---------|
| Inside Front Cover                                    | \$5,240 | \$5,910 | \$6,550 |
| Inside Back Cover                                     | \$4,820 | \$5,420 | \$6,030 |
| Back Cover  | \$5,450 | \$6,140 | \$6,820 |
| Center Spread (Earned rate plus)                      | \$630   | \$710   | \$780   |
| Other positions (Earned rate plus)                    | \$180   | \$200   | \$210   |

| CLASSIFIED RATES B&W | 6X    | 3X    | 1X    |
|----------------------|-------|-------|-------|
| 1col x 1"            | \$140 | \$170 | \$180 |
| 1col x 2"/ 2col x 1" | \$240 | \$310 | \$350 |
| 1col x 3"/ 3col x 1" | \$370 | \$430 | \$520 |
| 1col x 4"/ 2col x 2" | \$480 | \$580 | \$690 |

| CLASSIFIED RATES - COLOR | 1 COLOR | 2 COLORS | 3 COLORS | 4 COLORS |
|--------------------------|---------|----------|----------|----------|
| Applicable markup        | 10%     | 15%      | 20%      | 25%      |

| INFOFILES                           | each  |
|-------------------------------------|-------|
| Equivalent to a 1/6 of a page 4C ad | \$730 |

## B. INTERNET AD RATES (GROSS)

| DIGITAL MAGAZINE<br>(Rates per Issue per Unit)                           | 6X*   | 3X*   | 1X    |
|--|-------|-------|-------|
| Theme Tab  | \$90  | \$110 | \$130 |
| Flash animated ad  | \$360 | \$380 | \$400 |
| Digital Magazine sponsorship   | \$500 | \$530 | \$560 |
| Audio/Video<br>(up to 5 mega - heavier files require a customized quote) | \$80  | \$100 | \$120 |

| SHOWROOM*<br>(Banner: max size 770x80 pixels / 50k animated gif file)* | 12Mo.        | 6Mo.  |
|--|--------------|-------|
| Basic Showroom   | \$450        | \$550 |
| Audio/Video (up to 5 mega - heavier files require a customized quote)  | \$80         | \$100 |
| <b>Set up Fee (one time charge)</b>                                    | <b>\$300</b> |       |

| HEADLINE ANIMATED BANNERS*<br>(468 x 60 Pixels / 12K) | 12Mo. | 6Mo.  | 3Mo.  |
|---|-------|-------|-------|
| Headline banner                                       | \$270 | \$355 | \$450 |

### SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS

| ALPHABETICAL LISTINGS     | 1X      |         |         |
|---------------------------|---------|---------|---------|
| Yellow Highlighting       | \$160   |         |         |
| 4-Color Logo              | \$230   |         |         |
| PRODUCT CATEGORY LISTINGS | 6+ Ads  | 3-5 Ads | 2-1 Ads |
| Platinum Listing Package  | \$1,420 | \$1,580 | \$1,760 |
| Gold Listing Package      | \$1,200 | \$1,330 | \$1,480 |
| Silver Listing Package    | \$320   | \$350   | \$360   |

### SPECIAL REPORT SPONSORSHIP

|   |         |
|---|---------|
| Includes sponsorship mention, logo, first full-page 4C ad in the section, plus brochure and letter directed at each company featured in the sponsored report. | \$6,300 |
|---|---------|

### DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL

|   | Price/Unit |
|---|------------|
| "Personalized" Magazine Covers + Inside Front Cover ad  | \$2.45     |
| "Personalized" Info-Letter (2-sided): Standard / 4C / 90 gram / 100% digital print & postage            | \$1.50     |
| "Personalized" Info-Letter (1-sided): Standard / 4C / 90 gram / 100% digital print & postage            | \$0.90     |
| Inserts (turn-key): 4P / 4C / 90 gram / standard / translation / layout / printing / postage & handling | \$1.00     |
| Inserts (mailing only): 4P / 4C / 90 gram / standard / postage & handling                               | \$0.33     |
| 1/2 Wrap-around over cover glued to advertisers' ad   | \$0.65     |

### CD/DVD INSERTS WITH OPTIONAL "PERSONALIZATION" OF PAPER JACKET

|   | Price/Unit |
|---|------------|
| CD - Includes CD burning and stamping, non-variable data printing over 90-gram paper jacket and postage   | \$3.05     |
| CD - Includes CD burning and stamping, variable data printing over 240-gram paper jacket and postage      | \$8.25     |
| DVD - Includes DVD burning and stamping, non-variable data printing over 90-gram paper jacket and postage | \$6.64     |
| DVD - Includes DVD burning and stamping, variable data printing over 240-gram paper jacket and postage    | \$11.84    |

### SIDE BANNERS\*

| (150 x 60 Pixels / Animated = 6K / Static = 3K) | 12Mo. | 6Mo.  | 3Mo.  |
|---|-------|-------|-------|
| Side banner                                     | \$135 | \$190 | \$250 |

### NEWSLETTER ADVERTISING\*

| (Banner Sponsorship)   | 24X   | 12X   | 6X    | 3X    |
|--|-------|-------|-------|-------|
| Headline & Subject<br>(468x60 pixels/12K Animated)                           | \$315 | \$380 | \$450 | \$530 |
| Message Body<br>(150x60 pixels / 6K Animated or 3K Static)                   | \$245 | \$270 | \$325 | \$380 |
| Supplier News Modules<br>(Include logo, title, text, photo and contact info) | \$245 | \$270 | \$325 | \$380 |

### E-MAIL ADVERTISING

|                          |        |                      |
|--------------------------|--------|----------------------|
| E-mail Advertising       | \$0.50 | Per e-mail delivered |
| Setup Fee (one-time):    | \$100  |                      |
| Distributor e-mail blast | \$750  | Includes setup       |

\* FULL PAYMENT MUST BE RECEIVED BEFORE LAUNCH OF INTERNET ADVERTISING PROGRAM  
A 20% SURCHARGE WILL BE APPLIED FOR NON-PRINT ADVERTISERS

## BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

### Geographical Breakdown

| North America            | BPA           | ACT%          |
|--------------------------|---------------|---------------|
| United States Of America | 98            | 0.8%          |
| Mexico                   | 3,858         | 30.3%         |
| <b>Subtotal</b>          | <b>3,956</b>  | <b>31.1%</b>  |
| Caribbean                |               |               |
| Cuba                     | 16            | 0.1%          |
| Dominican Republic       | 79            | 0.6%          |
| Puerto Rico              | 42            | 0.3%          |
| <b>Subtotal</b>          | <b>137</b>    | <b>1.1%</b>   |
| Central America          |               |               |
| Costa Rica               | 182           | 1.4%          |
| El Salvador              | 165           | 1.3%          |
| Guatemala                | 194           | 1.5%          |
| Honduras                 | 67            | 0.5%          |
| Nicaragua                | 34            | 0.3%          |
| Panama                   | 53            | 0.4%          |
| <b>Subtotal</b>          | <b>695</b>    | <b>5.5%</b>   |
| South America            |               |               |
| Argentina                | 1,780         | 14.0%         |
| Bolivia                  | 100           | 0.8%          |
| Brazil                   | 875           | 6.9%          |
| Chile                    | 732           | 5.8%          |
| Colombia                 | 2,196         | 17.3%         |
| Ecuador                  | 428           | 3.4%          |
| Paraguay                 | 103           | 0.8%          |
| Peru                     | 794           | 6.2%          |
| Uruguay                  | 216           | 1.7%          |
| Venezuela                | 705           | 5.5%          |
| <b>Subtotal</b>          | <b>7,929</b>  | <b>62.3%</b>  |
| <b>Grand Total</b>       | <b>12,717</b> | <b>100.0%</b> |

### Business/Industry

|   | Total Qualified | Percent of Total |
|---|-----------------|------------------|
| Corrugated Boxes and Cardboards                       | 1,119           | 8.8%             |
| Folding Cartons                                       | 686             | 5.4%             |
| Flexible Packaging                                    | 3,610           | 28.4%            |
| Labels Tags and Adhesive Tape                         | 1,271           | 10.0%            |
| Unprinted Rolls/Sheets: Paper/Cardboard/Film and Foil | 1,774           | 13.9%            |
| Cardboard Tubes Packaging and Drums                   | 49              | 0.4%             |
| Pulp Packaging  | 19              | 0.1%             |
| Paper and Office Products                             | 1,427           | 11.2%            |
| Sanitary and Tissue Products                          | 314             | 2.5%             |
| Manufacturers of Machinery                            | 344             | 2.7%             |
| Suppliers of Machinery                                | 343             | 2.7%             |
| Manufacturers of Raw Material                         | 638             | 5.0%             |
| Suppliers of Raw Material                             | 844             | 6.6%             |
| Educational Centers, Associations and Libraries       | 279             | 2.2%             |
| Others Allied to the Field                            | 0               | 0.0%             |
| <b>Total Qualified Circulation</b>                    | <b>12,717</b>   | <b>100.0%</b>    |



Source:  
BPA Worldwide  
June 2008 Statement

Number of registered  
e-mail addresses:  
**13,892+**

CONVERSION is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 13 magazines and web portals covering several sectors. B2Bportales' Latin American BPA-audited databases reach over 190,000 key professionals from Mexico down to Argentina. Its parent company, Carvajal S.A., is a 105 year-old Latin American multinational leader in publishing, printing and packaging, with over 20,000 employees in 17 countries. For more information, visit [www.b2bportales.com](http://www.b2bportales.com).

For more information on conversion visit [www.conversion.com/mediakit/sales\\_reps](http://www.conversion.com/mediakit/sales_reps)

## SALES REPRESENTATIVES



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