

Conversión

A Publicar - B2Bportales publication



Total access to the
Latin American
Converting Industry

MEDIA PLANNER 2010



Cooperating Media of
CONLATINGRAF
The Latin American Graphic
Arts Industry Confederation

Editorial Partner of
FLEXO
ESPAÑOL

BPA
WORLDWIDE
BUSINESS

PUBLICAR
portales

CLIENT-CENTRIC SOLUTIONS TO INCREASE YOUR ROI* IN LATIN AMERICA

PRINT MAGAZINE

Increase your brand recognition and sales conversions throughout the 20 Latin American countries reached by our BPA Worldwide audited print magazine circulation

DIGITAL MAGAZINES

All print advertisers are also featured in the digital version of the publication, which emphasizes your exposure among print subscribers and expands your reach to digital-only magazine subscribers. Take advantage of our dynamic animated ads, videos and live URL/email links to engage and convert Web savvy users into paying customers

NEWSLETTERS

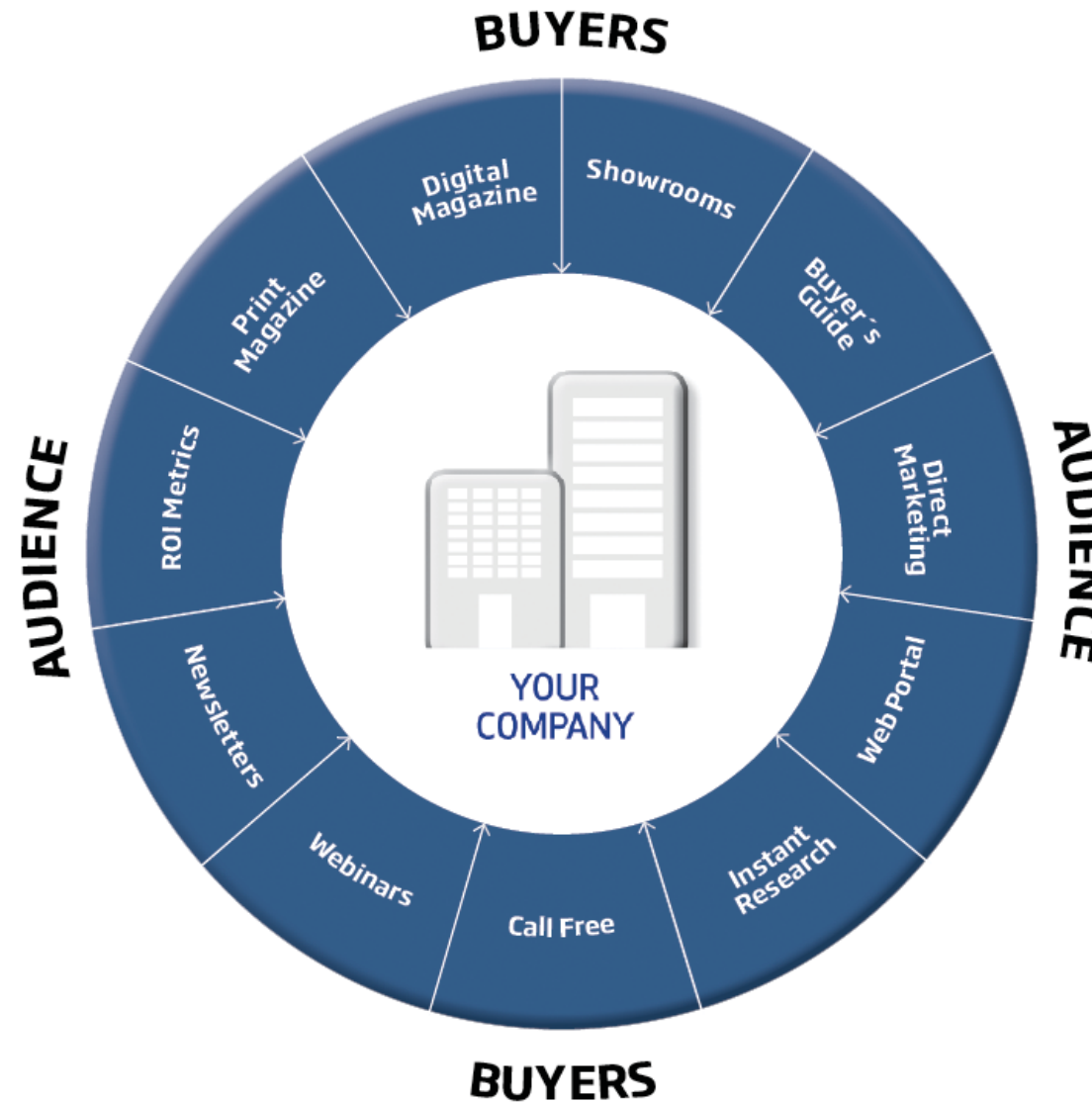
Increase your brand recognition and generate traffic through your corporate site. Generate bona fide leads through our Supplier News Module (SNM)

SHOWROOMS

Deploy customized-to-Latin America product catalogs in Spanish and/or Portuguese and obtain an array of benefits that will increase your Brand recognition and site traffic, converting visitors into customers

BUYER'S GUIDES

Convert leads to sales from visitors in search of suppliers by product categories, or by company names, and increase your results of being found, and contacted, with an upgrade to an enhanced listing (new in 2010!)



(NEW) ROI* METRICS

View and download traffic stats and RFI lead information from all our multimedia products in a centralized, user friendly online reporting system

(NEW) WEBINARS

Deploy new-product presentations to convert visitors into customers via our Supplier Sponsored Webinars, or increase your brand recognition and leads by sponsoring our Publisher Webinars

(NEW) CALL FREE

Enable internet visitors to contact you directly by phone, for free, to increase your chances to convert prospects into buying customers

INSTANT RESEARCH

Deploy customized Buying Intention, Market Share, or Quality Evaluation surveys to gather marketing intelligence and uncover unique market opportunities, generate leads and better align your sales and marketing communications efforts in Latin America

WEB PORTAL

Build brand recognition, generate traffic through your site and convert bona fide RFIs (i.e. Requests for Information) into customers

DIRECT MARKETING

Tackle specific target niches by industry activity, subscriber title and/or country per our BPA Worldwide audit breakdown, using our "Personalized" Covers, Info-Letters, print magazine Wrap-Arounds and/or E-mail blasts, or by delivering 1:1 communications through our catalog/insert mailing services

* Return on Investment

PERMANENT CONTENT FEED	Flexible Packaging		PRINT MAGAZINE							
	<ul style="list-style-type: none"> Advances in retortable packaging Innovations in printing presses Developments in multilayer films <ul style="list-style-type: none"> Pouch making machinery Technological innovations in co-extrusion <ul style="list-style-type: none"> Resins and additives Latest developments in polymers for flexible packaging 		Month / Issue	Closing Date	General Technical Emphasis	Special Reports & Directories	Competitive Intelligence (Permanent Column)	Show Specials	Show Coverage and/or Bonus Distribution	
			<ul style="list-style-type: none"> Advances in shrink sleeves New materials for labels Narrow web presses advances Variable data printing solutions Finishing and decorating equipment for labels 	Feb/Mar Vol. 19 Issue 1	Jan 29/10	<ul style="list-style-type: none"> Digital printing for packaging and labels Intelligent integrated networks for packaging and labels production 		Lean Manufacturing	<ul style="list-style-type: none"> Show Previews: <ul style="list-style-type: none"> FTA/FFTA Annual Forum Label Summit Latin America '10 	Graphics of The Americas '10 Miami Beach, FL, USA Feb. 25 - 27
			<ul style="list-style-type: none"> Advances in cardboard presses In-line finishing technologies <ul style="list-style-type: none"> New cardboard materials Die cutting and folding gluing machinery Enhancement technologies 	Apr/May Vol. 19 Issue 2	Mar 05/10	Advances in rotogravure presses and equipment	Directory of Distributors: Listing of Agents, Distributors and Local Offices for direct contact between buyers & local suppliers	Competitive Strategies for Family Owned Converting Companies	Exhibitor Product Showcase: Label Summit Latin America 2010	FTA/FFTA Annual Forum 2010 Las Vegas, NV, USA May 2 - 5 Label Summit Latin America 2010 Mexico City, Mexico May 11 - 12
			<ul style="list-style-type: none"> Recycling systems Biopolymers and other degradable materials New environmentally friendly materials <ul style="list-style-type: none"> Trends in sustainable packaging Latin American success case studies Standards, metrics and environmental management systems (ISO) <ul style="list-style-type: none"> Legislation 	Jun/Jul Vol. 19 Issue 3	May 03/10	Web Guiding and control systems	Folding Carton Converters in Latin America: Industry performance and business outlook	Niche-market growth opportunities for converters	Show Preview: Label Expo Americas '10	Expo Pack 2010 Mexico City, Mexico June 22-25
			<ul style="list-style-type: none"> RFID technologies Latest developments in holograms Printed electronics Intelligent and smart packaging <ul style="list-style-type: none"> Anti-microbial packaging Latin American success case studies 	Aug/Sep Vol. 19 Issue 4	Jul 02/10	What is new in Offset Presses	Flexible Packaging Converters in Latin America: Industry performance and business outlook	Corporate environmental strategies and legislation for converters	Show Preview: CPP Converting '10 Exhibitor Product Showcase: Label Expo Americas '10	Label Expo Americas 2010 Rosemont, IL, USA Sep 14 - 16
			<ul style="list-style-type: none"> Developments in flexographic printing presses <ul style="list-style-type: none"> Flexographic inks MIS systems at the flexographic company <ul style="list-style-type: none"> CtP solutions for flexography Success case studies 	Oct/Nov Vol. 19 Issue 5	Aug 31/10	<ul style="list-style-type: none"> Slitting/Rewinding Technologies Latest developments in MIS systems for the converting plant 	Labels Converters in Latin America: Industry performance and business outlook	The Latin American Converting Company in a Global Business Environment		CPP Converting Chicago, IL, USA Oct. 31 - Nov. 4
			Dec 10/Jan 11 Vol. 19 Issue 6	Nov 24/10	2011 Source Book/Buyer's Guide Directory of machinery, equipment and consumables for the Latin American converting 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					
MEDIA MIX		ONLINE MEDIA								
		Format	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			6X per year - every other month				
		General Newsletter	Latest news and technical articles for the converting industry			24X per year - every two weeks				
		Flexible Packaging Converting Newsletter	News and articles about Flexible Packaging Technologies, Trends and Markets			12X per year - once a month				
		Labels and Narrow Web Newsletter	News and articles about Labels and Narrow Web Technologies, Trends and Markets			12X per year - once a month				

A. PRINT AD SPECS

Resolution: 300 ppi (pixels per inch)
Color: CMYK
Fonts: Subset Embedded 100%. Native 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

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"
1/4 Square (2 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
Standard or Newsletter Banner: 150x60 pixels, max. weight 10K
Please include "clicktag" and "getURL" code

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ROI METRICS

WEB STATS

NEWSLETTER*



- 24 bi-weekly mailings per year
- 3,777 average page-views per issue
- 2,239 average unique visitors per issue
- 847 average clicks per issue
- Click through rate (CTR): 22%

DIGITAL MAGAZINE*



- 6 issues per year
- 17,078 average page-views per issue
- 761 average unique visitors per issue
- 171 average clicks per issue

WEB PORTAL*



- 12,671 average subscribers
- 25,171 average page-views per month
- 12,986 average total visits per month
- 11,376 average unique visitors per month

BUYER'S GUIDE*



- 193 clicks on web site icon per month
- 39 clicks on phone number icon per month
- 23 clicks on contact email icon per month
- 10 clicks on fax number icon per month

SHOWROOMS*

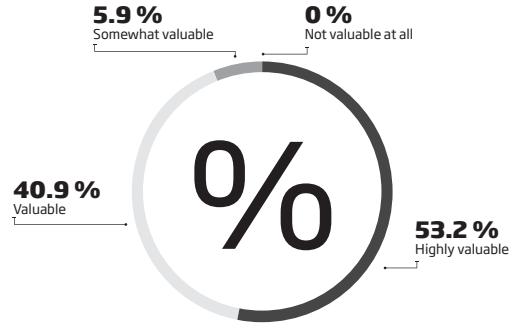


- 125 page-views per month
- 77 total visits per month
- 57 unique visitors per month
- 2.20 Ave. page-views x unique visits per month

PRINT MAGAZINE READER SATISFACTION SURVEY*

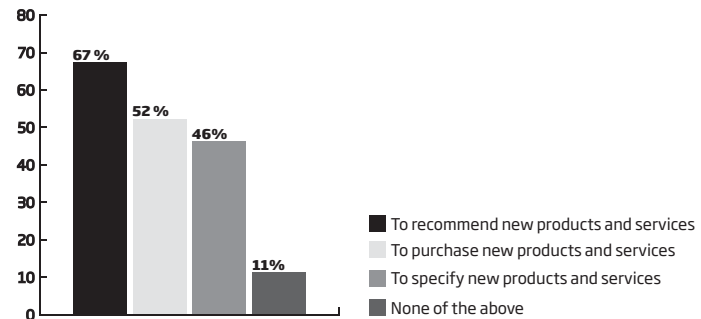
1. How valuable do you find Conversion?

R: 94% of subscribers find the publication valuable and highly valuable



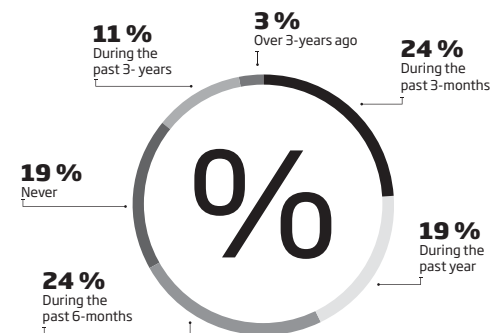
2. What is your participation in the purchasing process within your company?

R: 89% of subscribers are involved in the purchasing process



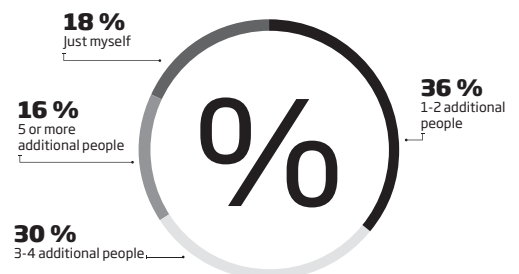
3. When was the last time you recommended, specified and/or bought a product/service you read about in Conversion?

R: 67% of subscribers have recommended, specified and/or purchased products featured in the magazine in the past year



4. On average, how many people in your organization read your copy?

R: 82% of subscribers report pass along readership of 2 or more co-workers per copy



A. PRINT AD RATES (GROSS)

4-COLOR DISPLAY RATES		4-6X	1-3X		
1 Full page		\$3,900	\$4,200		
1/2 Page Island		\$2,850	\$3,050		
1/2 Page		\$2,650	\$2,850		
1/3 Page		\$1,850	\$2,000		
1/4 Page		\$1,550	\$1,650		
1/6 Page		\$1,350	\$1,450		
2 Page spread		\$7,050	\$7,600		
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		\$4,480	\$4,850		
Inside Back Cover		\$4,290	\$4,650		
Back Cover		\$4,680	\$5,050		
Center Spread (Earned rate plus)		\$630	\$680		
Other positions (Earned rate plus)		\$180	\$200		
CLASSIFIED RATES - B&W		4-6X	1-3X		
1col x 1"		140	170		
1col x 2"/ 2col x 1"		240	310		
1col x 3"/ 3col x 1"		370	430		
1col x 4"/ 2col x 2"		480	580		
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					\$730
EPS: Equivalent to a 1/4-page 4C ad					\$975

SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS		
1. Alphabetical Listings	1X	
Yellow Highlighting	160	
4-Color Logo	230	
2. Product Category Listings (Price per Unit)		
Platinum Listing Package	\$1,420	
Gold Listing Package	\$1,200	
Silver Listing Package	\$320	
SPECIAL INDUSTRY-SEGMENT REPORT SPONSORSHIP		
Includes sponsorship mention, logo, first full-page 4C ad in the section	\$5,050	
DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL		Price/Unit
"Personalized" Twin Magazine Cover + Inside Front Cover ad		\$2.45
"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		\$0.95
Inserts (mailing only): 4-Page / 4C / 90 gram / standard / postage & handling		\$0.60
Personalized 1/2 wrap-around over cover glued to advertisers' ad		\$0.97
1/2 wrap-around over cover glued to advertisers' ad		\$0.65

B. INTERNET AD RATES (GROSS)

DIGITAL MAGAZINE		4-6X	1-3X
Theme Tab		\$110	\$130
Flash animated ads		\$380	\$400
Digital magazine sponsorship		\$530	\$560
Audio/Video (up to 5 mega - heavier files require a customized quote)		\$100	\$120
SHOWROOMS		12 Mo/each	6Mo/each
Basic Showroom		\$590	\$690
Audio/Video Options (up to 5 mega - heavier files require a customized quote)		\$80	\$100
Setup fee basic showroom (1X charge)		\$300	
BUYER'S GUIDE ENHANCED LISTINGS		12 Mo/each	6Mo/each
Add logo and 50 word description		\$150	\$185
Audio/Video Options (up to 5 mega - heavier files require a customized quote)		\$80	\$100
WEBINARS		Basic Fee	Fee x Visitor
Supplier Sponsored Webinars: Supplier provides speaker & content/Publisher provides IT Platform & audience		\$3,500	\$10
Publisher Webinars: Publisher provides speaker & content/Supplier participates in promotional campaign		\$1,250	--

BANNERS & SUPPLIER NEWS MODULES (SNM)		24X/each	12 Mo/each	6Mo/each	3Mo/each
Portal: Headline banner (468x60 pixels / 20k Animated)			\$300	\$350	\$400
Portal: Standard banner (150x60 pixels / 10k Animated / 3k Static)			\$150	\$200	\$250
Horizontal Newsletters: Headline banner (468x60 pixels / 20k Animated)	\$400	\$450	\$500	\$550	
Horizontal Newsletters: Standard banner (150x60 pixels / 10k Animated / 3k Static)	\$200	\$250	\$300	\$350	
Vertical Newsletters: Headline banner (468x60 pixels / 20k Animated)		\$300	\$350	\$400	
Vertical Newsletters: Standard banner (150x60 pixels / 10k Animated / 3k Static)		\$200	\$250	\$300	
Horizontal & Vertical Newsletters: Supplier News Modules	\$350	\$400	\$450	\$500	
E-MAIL ADVERTISING		1X			
E-mail Advertising		\$0.45	Per e-mail delivered		
Setup Fee (one-time):		\$100			
Distributor e-mail blast		\$750	Includes setup		
VIDEOS - COMBO RATES		Rate per month-issue/each			
		Any one	Any two	All three	
Showroom		\$80	\$56	\$48	
Online Buyer's Guide Enhanced Listing		\$80	\$56	\$48	
Digital Magazine *		\$100	\$70	\$60	
Discount			30%	40%	
* Based on 6X program					

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

BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

COUNTRY BREAKDOWN PER BPA JUN '09 AUDIT		
	BPA Qualified	Percent
NORTH AMERICA		
United States Of America	93	0.8%
Mexico	3,051	27.7%
Subtotal	3,144	28.6%
CARIBBEAN		
Cuba	16	0.1%
Dominican Republic	91	0.8%
Puerto Rico	41	0.4%
Subtotal	148	1.3%
CENTRAL AMERICA		
Costa Rica	144	1.3%
El Salvador	138	1.3%
Guatemala	172	1.6%
Honduras	49	0.4%
Nicaragua	25	0.2%
Panama	43	0.4%
Subtotal	571	5.2%
SOUTH AMERICA		
Argentina	1,689	15.4%
Bolivia	100	0.9%
Brazil	815	7.4%
Chile	711	6.5%
Colombia	1,857	16.9%
Ecuador	358	3.3%
Paraguay	91	0.8%
Peru	749	6.8%
Uruguay	169	1.5%
Venezuela	598	5.4%
Subtotal	7,137	64.9%
TOTAL QUALIFIED CIRCULATION	11,000	100.0%

ACTIVITY / TITLE BREAKDOWN PER JUN '09 BPA AUDIT		
BUSINESS/INDUSTRY	BPA Qualified	Percent
1. Corrugated Boxes and Cardboards	470	4.3%
3. Folding Cartons	522	4.7%
4. Flexible Packaging	2,796	25.4%
5. Labels Tags and Adhesive Tape	1,071	9.7%
7. Unprinted Rolls/Sheets: Paper/Cardboard/Film and Foil	2,469	22.4%
8. Cardboard Tubes Packaging and Drums	21	0.2%
9. Pulp Packaging	2	0.0%
10. Paper and Office Products	1,014	9.2%
11. Sanitary and Tissue Products	162	1.5%
12. Manufacturers of Machinery	296	2.7%
13. Suppliers of Machinery	315	2.9%
14. Manufacturers of Raw Material	644	5.9%
15. Suppliers of Raw Material	949	8.6%
16. Educational Centers, Associations and Libraries	269	2.4%
17. Others Allied to the Field	0	0.0%
TOTAL QUALIFIED CIRCULATION	11,000	100.0%

CONVERSION is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 12 magazines and web portals covering several sectors. **B2Bportales'** Latin American BPA-audited databases reach over 214,800 key professionals from Mexico down to Argentina. Its parent company, **Carvajal S.A.**, is a 106 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.

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June 2009 Statement:
11,000 Qualified Subscribers

REGISTERED EMAIL COUNT		
PRINT MAG	DIGITAL MAG	NEWSLETTER
8,421	9,460	8,689

Note: Does not include opt-outs