

internet & magazine

# el empaque

A B2Bportales Publication

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

Strategic Latin American  
Partners of:

**packworld**  
.com

**B2BPORTALES**  
A GARVAJAL COMPANY

# Media Planner 2009

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

# 4 Ways to Deliver Top Quality Content...



- 4 Issues per year
- 20,000+ BPA Worldwide Audited Subscribers
- Pan regional Coverage in Latin America: Mexico, Central & South America and the Spanish Caribbean
- 13-years serving the Latin American packaging industry



- 4 Issues per year
- 1,020+ average unique visitors per issue
- 21,120+ average page-views per issue
- 210+ average click-throughs per issue



- 24 biweekly issues per year
- 2,890+ average unique visitors per issue
- 4,890+ average page-views per issue
- 840+ average click-throughs per issue
- Click-through rate (CTR): 17%



- 4,390+ subscribers
- 5,300+ average unique visitors per month
- 7,200+ average total visits per month
- 18,260+ average page-views per month

Note: Digital magazine stats based on introductory period between March-July '08 (2 issues only). E-newsletters and Portal stats based on activity from June '07 through July '08

## ...ONE TRUSTED SOURCE OF INFORMATION!

*"The published information is always updated and helps us generate discussions in our company about product definitions and key processes of the industry."*

**Juan Ignacio Lema Suárez**  
Purchasing Executive  
Nacional de Chocolates, Colombia

*"El Empaque has been very helpful in the development of new packaging designs and the technological re-conversion of our company."*

**Gasán Channan**  
Plant Manager  
SM Pharma, Venezuela

*"I have a client that was looking for a machine to pack chocolates. This machine was not manufactured in my country (Peru). I recommended him a supplier that appeared in El Empaque Buyer's Guide. The client was very satisfied and I always give advice to him."*

**Marco Rojas Zegarra**  
Technical Manager  
Tecnomec Solutions, Peru

*"El Empaque publishes excellent articles and keeps us informed about new technologies and new suppliers."*

**Andrés Patiño Arias**  
Engineering Manager  
Industria Licorera de Caldas, Colombia

| Month/Issue     | Closing Date | Emphasis on Markets   | Specialty Emphasis on Equipment  | Special Focus/ Trends   | Special Country Focus                | Show Reports & Special Directories  | Event Coverage and/or Bonus Distribution   |
|-----------------|--------------|---|--|---|--------------------------------------|---|--|
| Mar/April '09   | Jan 23/09    | * Food Packaging<br>* Cosmetic Packaging                        | * Hot filling technologies<br>* Multipacking technologies<br>* Filling, capping and induction sealing  | * Brand protection and anti-counterfeiting technologies<br>* Protective Packaging   | * Brazilian Packaging Technologies   | <b>Show Preview:</b><br>Fispal Tecnología Expo Pack<br><br><b>Directory of Distributors:</b><br>Listing of Agents, Distributors and Local Offices for direct contact between buyers & local suppliers | <b>IPACK-IMA '09</b><br>Milan, Italy<br>Mar 24-28, 2009<br><b>Envase Perú '09</b><br>Lima, Peru<br>May 14-16, 2009   |
| Jun/Jul '09     | Apr 20/09    | * Healthcare / Pharmaceutical Packaging<br>* Beverage Packaging | * Case Erecting/Packing/Sealing<br>* Form/Fill/Seal and Bagging<br>* Metal detection and checkweighing | * Latest developments in sustainable packaging<br>* Controls and integration at packaging lines   | * Mexican Packaging Technologies     | <b>Show Preview:</b><br>Pack Expo International '09<br><b>Show Preview:</b><br>AndinaPack '09   | <b>Fispal Tecnología '09</b><br>Sao Paulo, Brazil<br>June 16 - 19, 2009<br><b>Expo Pack Mexico '09</b><br>Mexico City, Mexico<br>Jun 23-26, 2009   |
| Sep/Oct '09     | Aug 03/09    | * Personal Care Packaging<br>* House-hold products packaging    | * Palletizing Technologies<br>* Closing and caps devices<br>* Marking, coding and labelling            | * Trends in packaging design<br>* Retortable packaging  | * Argentinian Packaging Technologies | <b>Show Report:</b><br>Pack Expo International '09  | <b>PackPrint '09</b><br>Chicago, Illinois, USA<br>Sep. 11-16, 2009<br><b>Envase Argentina '09</b><br>Buenos Aires, Argentina<br>Sept. 22-25, 2009<br><b>Pack Expo International '09</b><br>Las Vegas, NV, USA<br>Oct. 5-7, 2009<br><b>AndinaPack '09</b><br>Bogota, Colombia<br>Nov. 3-6, 2009 |
| Dec '09/Jan '10 | Nov 13/09    | * Smart and active packaging<br>* Aseptic Packaging             | * Labelling Systems<br>* Digital printing solutions<br>* Aseptic filling solutions                     | <b>2009-2010 Source Book &amp; Buyer's Guide</b><br>See the Print Rates section of this Media Kit for information on special packages designed to augment your presence in this important issue |                                      |   |  |

### 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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Latin America's Packaging  
Publication for 13 years!

## YOUR TOTAL COMMUNICATIONS PARTNER IN LATIN AMERICA!

### Print Magazine

Top-quality technical and business content delivered 4X per year to 20,050 packaging 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. Personalize your message using the subscriber's name and/or title; the company name, activity and/or size (based on number of employees); and/or the name of the country where the company is located.

### 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 your product catalog. Distribute your NEW catalog in Spanish 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.elempaque.com/productcatalog](http://www.elempaque.com/productcatalog)

## A. PRINT AD RATES (GROSS)

| 4-COLOR DISPLAY RATES | 4X      | 3X      | 2X      | 1X      |
|-----------------------|---------|---------|---------|---------|
| Full page             | \$5,320 | \$5,540 | \$5,920 | \$6,160 |
| 2/3 Page              | \$4,105 | \$4,279 | \$4,580 | \$4,770 |
| 1/2 Page Island       | \$3,780 | \$3,930 | \$4,190 | \$4,360 |
| 1/2 Page              | \$3,530 | \$3,670 | \$3,910 | \$4,070 |
| 1/3 Page              | \$2,670 | \$2,780 | \$2,970 | \$3,090 |
| 1/4 Page              | \$2,180 | \$2,260 | \$2,410 | \$2,500 |
| 1/6 Page              | \$1,850 | \$1,920 | \$2,020 | \$2,100 |
| 2 Page Spreads        | \$8,015 | \$8,345 | \$8,915 | \$9,275 |

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

| SPECIAL POSITION RATES<br>(Including 4-Color Charges) | 4X      | 3X      | 2X      | 1X      |
|---|---------|---------|---------|---------|
| Inside Front Cover                                    | \$5,940 | \$6,390 | \$6,930 | \$7,700 |
| Inside Back Cover                                     | \$5,470 | \$5,880 | \$6,370 | \$7,080 |
| Back Cover  | \$6,175 | \$6,640 | \$7,200 | \$8,000 |
| Center Spread (Earned rate plus)                      | \$560   | \$600   | \$650   | \$720   |
| Other positions (Earned rate plus)                    | \$160   | \$170   | \$180   | \$190   |

| CLASSIFIED RATES B&W | 4X    | 3X    | 2X    | 1X    |
|----------------------|-------|-------|-------|-------|
| 1col x 1"            | \$120 | \$140 | \$170 | \$180 |
| 1col x 2"/ 2col x 1" | \$270 | \$300 | \$330 | \$370 |
| 1col x 3"/ 3col x 1" | \$410 | \$450 | \$500 | \$550 |
| 1col x 4"/ 2col x 2" | \$540 | \$590 | \$660 | \$730 |

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

## B. INTERNET AD RATES (GROSS)

| DIGITAL MAGAZINE<br>(Rates per Issue per Unit)                           | 4X*   | 2X*   | 1X    |
|--|-------|-------|-------|
| Theme Tab  | \$90  | \$110 | \$130 |
| Flash animated ads   | \$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>                                    | \$300 |       |

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

| INFOFILES                           | each  |
|-------------------------------------|-------|
| Equivalent to a 1/6 of a page 4C ad | \$800 |

| SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS |               |                |                |
|---------------------------------------|---------------|----------------|----------------|
| <b>ALPHABETICAL LISTINGS</b>          | <b>1X</b>     |                |                |
| Yellow Highlighting                   | \$170         |                |                |
| 4-Color Logo                          | \$280         |                |                |
| <b>PRODUCT CATEGORY LISTINGS</b>      | <b>6+ Ads</b> | <b>3-5 Ads</b> | <b>2-1 Ads</b> |
| Platinum Listing Package              | \$1,820       | \$2,030        | \$2,250        |
| Gold Listing Package                  | \$1,530       | \$1,700        | \$1,890        |
| Silver Listing Package                | \$330         | \$360          | \$390          |

| DIRECT MARKETING PROGRAMS<br>INCLUDING LIST RENTAL  | Price/Unit |
|---|------------|
| "Personalized" Magazine Covers + Inside Front Cover ad  | \$2.45     |
| "Personalized" Info-Letter (2-sided): Standard / 4C / 90 gram / 100% variable digital print & postage       | \$1.50     |
| "Personalized" Info-Letter (1-sided): Standard / 4C / 90 gram / 100% variable digital print & 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                               | \$0.33     |
| 1/2 Wrap-around over cover glued to advertisers' ad   | \$0.65     |

| CD/DVD INSERTS WITH OPTIONAL<br>"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*<br>(150 x 60 Pixels / Animated = 6K / Static = 3K) | 12Mo. | 6Mo.  | 3Mo.  |
|--|-------|-------|-------|
| Side banner  | \$135 | \$190 | \$250 |

| NEWSLETTER ADVERTISING*<br>(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       | \$0.45 | 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**

## CIRCULATION BREAKDOWN

### Geographical Breakdown

| North America            | BPA           | ACT%          |
|--------------------------|---------------|---------------|
| United States Of America | 46            | 0.2%          |
| Mexico                   | 7,656         | 38.2%         |
| <b>Subtotal</b>          | <b>7,702</b>  | <b>42.4%</b>  |
| Caribbean                |               |               |
| Cuba                     | 22            | 0.1%          |
| Dominican Republic       | 110           | 0.5%          |
| Puerto Rico              | 141           | 0.7%          |
| Trinidad And Tobago      | 0             | 0.0%          |
| <b>Subtotal</b>          | <b>273</b>    | <b>1.4%</b>   |
| Central America          |               |               |
| Costa Rica               | 321           | 1.6%          |
| El Salvador              | 201           | 1.0%          |
| Guatemala                | 173           | 0.9%          |
| Honduras                 | 126           | 0.6%          |
| Nicaragua                | 83            | 0.4%          |
| Panama                   | 154           | 0.8%          |
| <b>Subtotal</b>          | <b>1,058</b>  | <b>5.3%</b>   |
| South America            |               |               |
| Argentina                | 3,030         | 15.1%         |
| Bolivia                  | 187           | 0.9%          |
| Brazil                   | 1,027         | 5.1%          |
| Chile                    | 545           | 2.7%          |
| Colombia                 | 2,915         | 14.5%         |
| Ecuador                  | 474           | 2.4%          |
| Paraguay                 | 206           | 1.0%          |
| Peru                     | 1,145         | 5.7%          |
| Uruguay                  | 660           | 3.3%          |
| Venezuela                | 828           | 4.1%          |
| <b>Subtotal</b>          | <b>11,017</b> | <b>54.9%</b>  |
| <b>Grand Total</b>       | <b>20,050</b> | <b>100.0%</b> |

### Business/Industry

|   | Total Qualified | Percent of Total |
|---|-----------------|------------------|
| Meat Poultry Seafood                    | 1,185           | 5.9%             |
| Fruits Vegetables (Fresh Canned Frozen) | 679             | 3.4%             |
| Grains Seeds Beans Flour Nuts           | 793             | 4.0%             |
| Cereals Breakfast Foods                 | 181             | 0.9%             |
| Baked Goods Cookies Crackers Pasta      | 360             | 1.8%             |
| Confectionery Products Sugar            | 664             | 3.3%             |
| Dairy Products                          | 455             | 2.3%             |
| Beverage Non Alcoholic                  | 755             | 3.8%             |
| Beverage Alcoholic                      | 343             | 1.7%             |
| Soups Sauces Condiments                 | 305             | 1.5%             |
| Fat Oils                                | 155             | 0.8%             |
| Pet Foods Animal Foods                  | 89              | 0.4%             |
| Other Food And Beverage Products        | 4,078           | 20.3%            |
| Pharmaceuticals Medical Products        | 952             | 4.7%             |
| Cosmetics Toiletries Baby Products      | 339             | 1.7%             |
| Plastic Rubber Products                 | 1,304           | 6.5%             |
| Petrochemicals                          | 582             | 2.9%             |
| Soap Household Cleaners                 | 152             | 0.8%             |
| Chemicals Paints Adhesives              | 937             | 4.7%             |
| Apparel Textiles                        | 162             | 0.8%             |
| Consumer Electronics                    | 46              | 0.2%             |
| Toys Games Sporting Goods               | 69              | 0.3%             |
| Paper Printer Products Office Supplies  | 819             | 4.1%             |
| Metal Glass Wood Products               | 433             | 2.2%             |
| Electronic Equipment                    | 324             | 1.6%             |
| Educational Centers Associations Libra  | 273             | 1.4%             |
| Packaging Services                      | 1,752           | 8.7%             |
| Packaging Machinery                     | 661             | 3.3%             |
| Agent/Representative/Distributor        | 1,203           | 6.0%             |
| <b>Total Qualified Circulation</b>      | <b>20,237</b>   | <b>100.0%</b>    |



**Source:**  
BPA Worldwide  
June 2008 Statement

**Number of registered  
e-mail addresses:  
16,631+**

EL EMPAQUE 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 el empaque visit [www.empaque.com/mediakit/sales\\_reps](http://www.empaque.com/mediakit/sales_reps)

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