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# MEDIA KIT

## 2023



# NOSOTROS

In this age of vast opportunities in the digital world, **AirTrade World** has continually created a large community of worldwide contacts that collaborate with us to strengthen our positioning by following the right path to hit the desired market niche.

As a Strategic Communication Company, our DNA is to **create relevant content** that supports the decision-making process for the companies.

Therefore, we directly **collect the voice of industry leaders**, subject matter experts that shows to our audience vast options to penetrate the market an increase the possibilities to generate new leads and, as result, the generation for **new business opportunities**.

We appreciate the interest you have granted us and **we are at your service** to help you setting the best communication strategy ever, get in touch with us and **we will support you**.

Marcos Rosales  
**CEO**



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# WE ARE PRESENT AT THE MOST IMPORTANT TRADE SHOWS



**SAUDI**  
INTERNATIONAL  
AIRSHOW



HYBRID  
**KOBE**



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# WE HAVE CREATED IMPORTANT ALLIANCES



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# OUR CONTENT GUIDE LINES

Guiding to play in a competitive business environment, to be a link capable of creating transversal business opportunities.

**BUSINESS**

High technology content to offer the innovation that the industry needs to know.

**TECHNOLOGY**

To be part of the industry, it is necessary to follow up on certifications and regulations at national and international level.

**NORMATIVITY**

Contact and link with educational institutions in Mexico to know the evolution of the educational offer in the country.

**EDUCATION**



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# OUR PRESENCE



## INTERNATIONAL

SAUDI ARABIA  
BRAZIL  
CANADA  
SPAIN  
FRANCE  
JAPAN  
EUA  
COLOMBIA  
PERU



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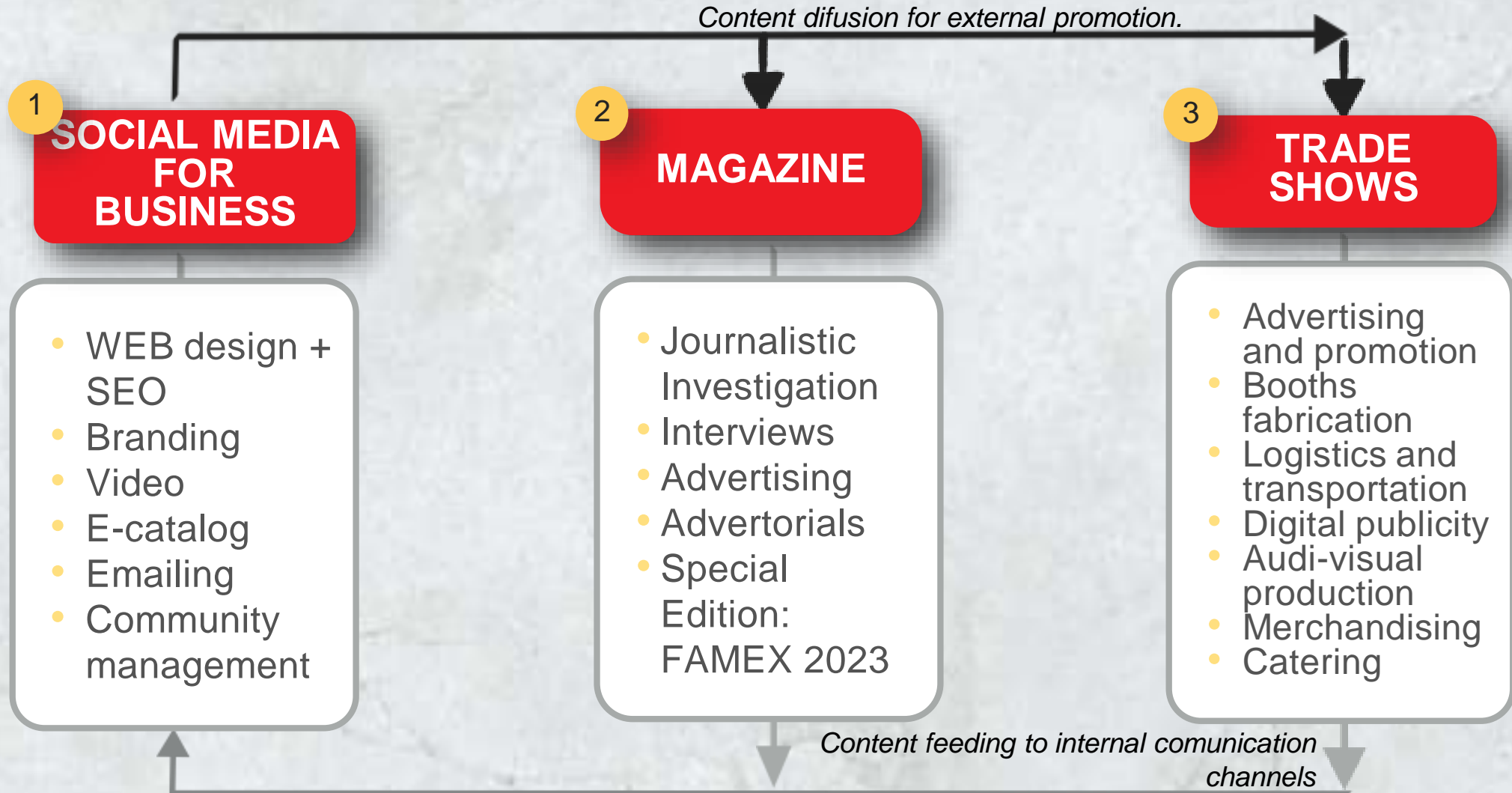


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# OUR SERVICES



**INTEGRATION TO ACCELERATE DE PHYSICAL AND DIGITAL PRESENCE**



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# SOCIAL MEDIA FOR BUSINESS

The pandemic showed that to be in the game and position yourself it is essential to have a **digital strategy**.

The basis for creating a comprehensive image of your company is taking advantage of all the tools at your fingertips: **SEO positioning, social media and ads**.

With this, we generate valuable content for your audiences, from internal channels that ensure a message aligned with your corporate philosophy to the global digital universe.



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# MAGAZINE

It offers a first approach to external exposure, where you control the message you want to communicate, approaching audiences that have not had direct contact with you.

- Thanks to the great reach that we have in the market, **we are the means that the sector consults to stay updated and make decisions, in such a way that your image and that of your company find the target audience for the offer of your services and products.**



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# TRADE SHOWS

Achieve international recognition with this **business platform** and build successful business relationships between manufacturers, distributors and users. We help you to integrate the entire strategy for your physical participation and business meetings.

**Trade shows imply an integration** of all units: they represent a hybrid space, between face-to-face and virtual, which must be supported by your digital media, followers and contacts generated through business events and our magazine.



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**What strategy does your company  
need?**

We help you create the ideal plan for your  
needs.

**CONTACT**

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