





OVERVIEW

BRAND | EDITOR'S LETTER | AUDIENCE | CALENDAR PRODUCTS | SPECS | CONTACT

ELLE MAN is a manual for all those wishing to **TURN THEIR STYLE INTO PERSONAL EXPRESSION** and those up-to-date with what's happening in pop culture around the world.

We analyze and select fashion trends, must-have luxury items, and test out the best-working grooming products. We cover personalities who push us to make a difference with their contributions to contemporary culture.

We seek inspiration in people with the best style in order to guide you on topics of fashion, watches, lifestyle, grooming, wellness, and more, and take you through different situations.

ELLE MAN is for a non-conformist generation that questions everything, that has an active lifestyle, who get involved in social causes, are involved all kinds of activities and have a more fluid and open sexuality.





ELLE MAN MEDIA KIT 2022 CARTA DEL EDITOI

EDITOR'S LETTER

ELLE Man emerged as a supplement that came together for a few months with **ELLE** magazine. Then, for a few years it disappeared and in 2020 it reappeared as an **ELLE** special with J. Balvin on the cover.

In 2021, despite the pandemic, due to the needs of the audience we decided to make it an independent brand. A brand for the deconstructed man. For the man who has no prejudices and who knows that fashion evolves with the needs of a society.

ELLE Man is all about the new masculinity, having no style limits and experimenting. Experiment through clothing, makeup, trends and the new style icons that have emerged with the new generation. When you read us we want to inspire you to expand your horizons, to try things that you didn't know were allowed. We want you to feel included and happy to have a new platform that is different from all the ones out there. Our content is for you to shape to your personality.

ELLE Man is whatever you want it to be.

With love,



PROFILE

TARGET

MEN ABC+

25 TO 45 YEARS OLD

We speak to a MILLENIAL and GENERATION Z audience through our pages and different media, without leaving out previous generations that blazed the trail for what we see today. We're interested in getting to know and dialogue with new generations and their way of conceiving of the world.





PRINT AUDIENCE

READERS **234.000**

PRINT RUN **65.000**

PASS ALONG **3.6**

SPECIAL DISTRIBUTION TO EXPANSION SUBSCRIBERS

NATIONAL DISTRIBUTION

POINTS OF SALE Sanborns, Walmart, Superama, La Comer, City Market, Fresko, HEB, VIPS, Newsstands

STRATEGIC SEEDING
Barbería Capital, Inditex
eShop, Hospital Español,
Hospital Ángeles del
Pedregal, Ermenegildo
Zegna



HIGHEST MONTH

UNIQUE VISITORS

SESSIONS

PAGE VIEWS +19K

MONTHLY AVERAGE

UNIQUE VISITORS

SESSIONS

PAGE VIEWS +14K

EDITORIAL CALENDAR

APRIL

- -Trends in fashion and grooming special.
- -Guide to shopping in Mexico.

JULY

- -Summer special.
- -The men we admire for their style.

OCTOBER

- -Trends in fashion and grooming special.
- -Reinventing the basics of men's fashion.

DECEMBER

- -Shopping grooming.
- -Jewelry and watches special.



EDITORIAL TOPICS

(GENERAL)

FASHION: We present photo editorials that inspire readers by taking them to new worlds.

ÉL ES ELLE: Designers, creators, and other figures who are style icons to their personal style.

FASHION FOCUS: We know fashion is found on the street. We're finding more and more trends that serve as inspiration.

WATCHES: Because this accessory never goes out of style and is also a great investment.

SHOPPING: Our selection of grooming and self-care products.



PRODUCTS



<u> 2021</u>

ELLE MAN CHANNEL IN ELLE.MX

EDITIONS

APRIL JULY OCTOBER DECEMBER



ELLE MAN MEDIA KIT 2022 SPECS

PRINT SPECS SPREAD



CUT: 21 X 27.5 CM / 8.26 X 10.82 INCHES

OVERSHOOT: 22 X 28.5 CM / 8.66 X 11.22 INCHES

BOX: 41.0 X 26.5 CM / 16.14 X 10.43 INCHES

SINGLE PAGE

CUT: 21 X 27.5 CM / 8.26 X 10.82 INCHES

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- AD CATALOG: HTTPS://ADCATALOG.GRUPOEXPANSION.COM/

- -CONTENT -DISPLAY ADS -SPECIAL ACTIONS -SOCIAL MEDIA -PROGRAMMATIC



SPECS