



aire

AEROMEXICO

M E D I A K I T

2023



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BRAND

LETTER FROM EDITOR

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AIRE HAS BEEN THE TRAVEL REFERENCE OF THE MOST IMPORTANT DESTINATIONS IN MEXICO AND THE REST OF THE WORLD.

FOR MORE THAN 100 ISSUES WE HAVE BEEN THE INFLIGHT MAGAZINE LEADING BRAND AND INSIDER IN THE TRAVEL AND TOURISM INDUSTRY.

WE HAVE POSITIONED OURSELVES AS THE BRAND THAT BEST PERFORMS LIFESTYLE CONTENT FOR TRAVELLERS.

WE CARRY LINES OF LIFE, GASTRONOMY, TRAVEL, ENTERTAINMENT, LUXURY, FASHION AND BEAUTY.

WE HAVE PRESENCE WITHIN THE QUIÉN AND EXPANSIÓN MAGAZINES —LEADING TITLES IN THEIR SEGMENTS—, WHICH WILL BE DISTRIBUTED IN THE CLASE PREMIER CABIN AND PREMIER LOUNGES, IN ADDITION TO THE TRADITIONAL DISTRIBUTION POINTS FOR THESE TITLES.

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**WE CREATE IMAGINARY TRIPS FOR THOSE WHO
ARE ALREADY TRAVELING**

On **aire** we are flying towards a new era, with different channels and content that will fully connect with Aeroméxico's passengers during all of their travel stages. We have presence inside Quién and Expansión magazines —leading titles in their segments—that are distributed in Clase Premier cabins and Premier Lounges, in addition to the traditional distribution points for these titles.

True to our essence, in these pages readers will find stories from travelers experienced by the team, news, trends, gastronomic and lifestyle recommendations, to create unique and memorable itineraries.

WE ARE READY FOR ONE MORE YEAR, FLYING VERY HIGH.

Issa Plancarte
EDITOR-IN-CHIEF



FOR ALL AEROMEXICO PASSENGERS.

600

REGULAR
FLIGHTS

56

NATIONAL
DESTINATIONS

67

INTERNATIONAL
DESTINATIONS

100

TICKET SALES
OFFICES



9

PREMIER LOUNGES
AT THE MAIN AIRPORTS
IN MEXICO

CARRIES MORE THAN
**23.3 MILLION
PASSENGERS**

DOMESTIC DESTINATIONS
MORE THAN
3.7 MILLION
IN BUSINESS CLASS

FLEET OF OVER
**300
AIRCRAFT**

NATIONAL DISTRIBUTION

Quién

465K
READERS

120K
PRINT RUN

25K
PRINT SUBSCRIBERS



EXPANSION

232K
READERS

54K
PRINT RUN

32K
PRINT SUBSCRIBERS

DISTRIBUCIÓN QUIÉN Y EXPANSIÓN

PUNTOS DE VENTA

SANBORNS
LA COMER
FRESKO
CITY MARKET
AEROPUERTOS
HEB
CHEDRAUI SELECTO
CHEDRAUI A/B
STARBUCKS
VIPS

PUNTOS DE DISTRIBUCIÓN

SALONES CENTURION
AMEX AICM

SALONES BEYOND
(BANAMEX) AICM



100%

DISTRIBUCIÓN PROPIA



FALTA TRADUCCIÓN

S O C I A L M E D I A



FACEBOOK

+5K



TWITTER

+3K

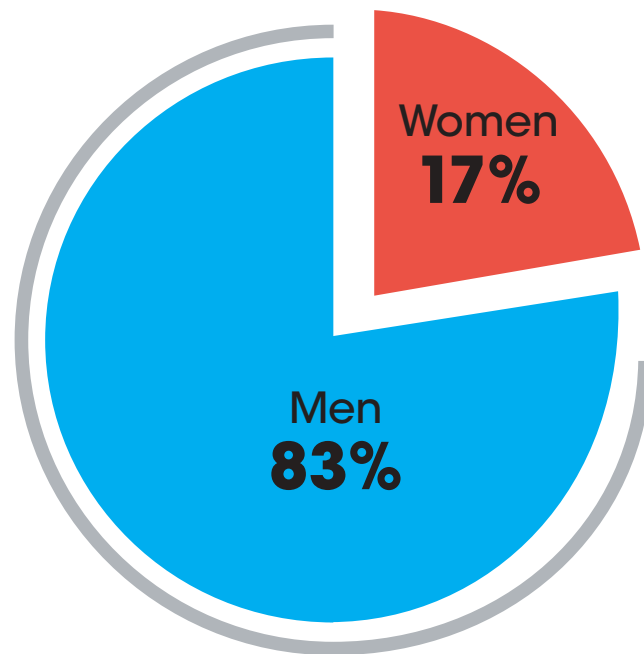


INSTAGRAM

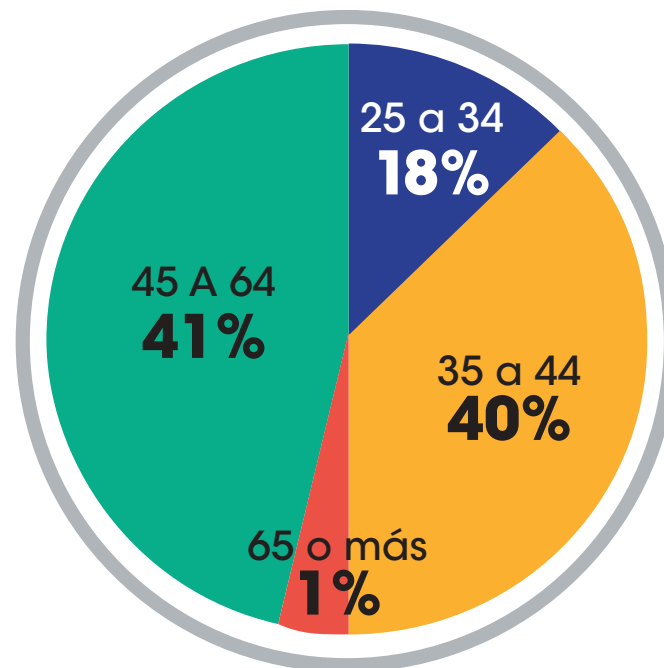
+8K

Readers with executive positions who travel not only for business but also for leisure. While in flight, they like to read the onboard magazine.

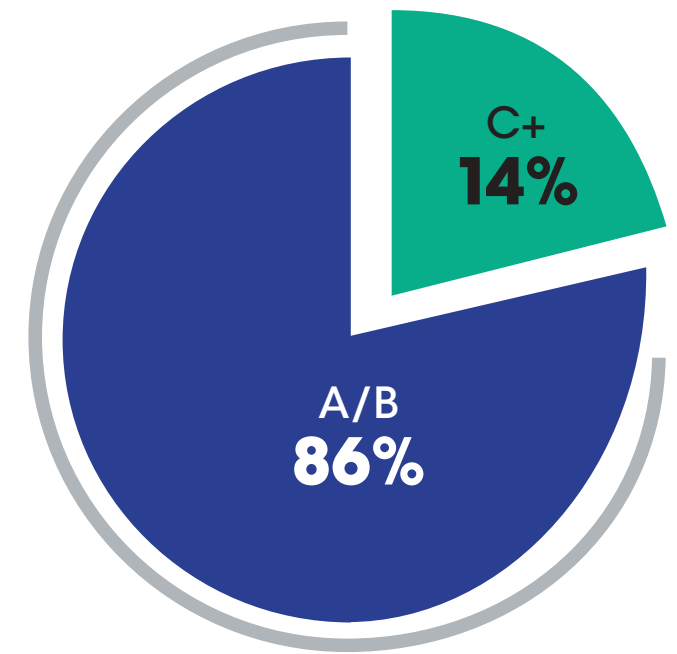
G E N D E R



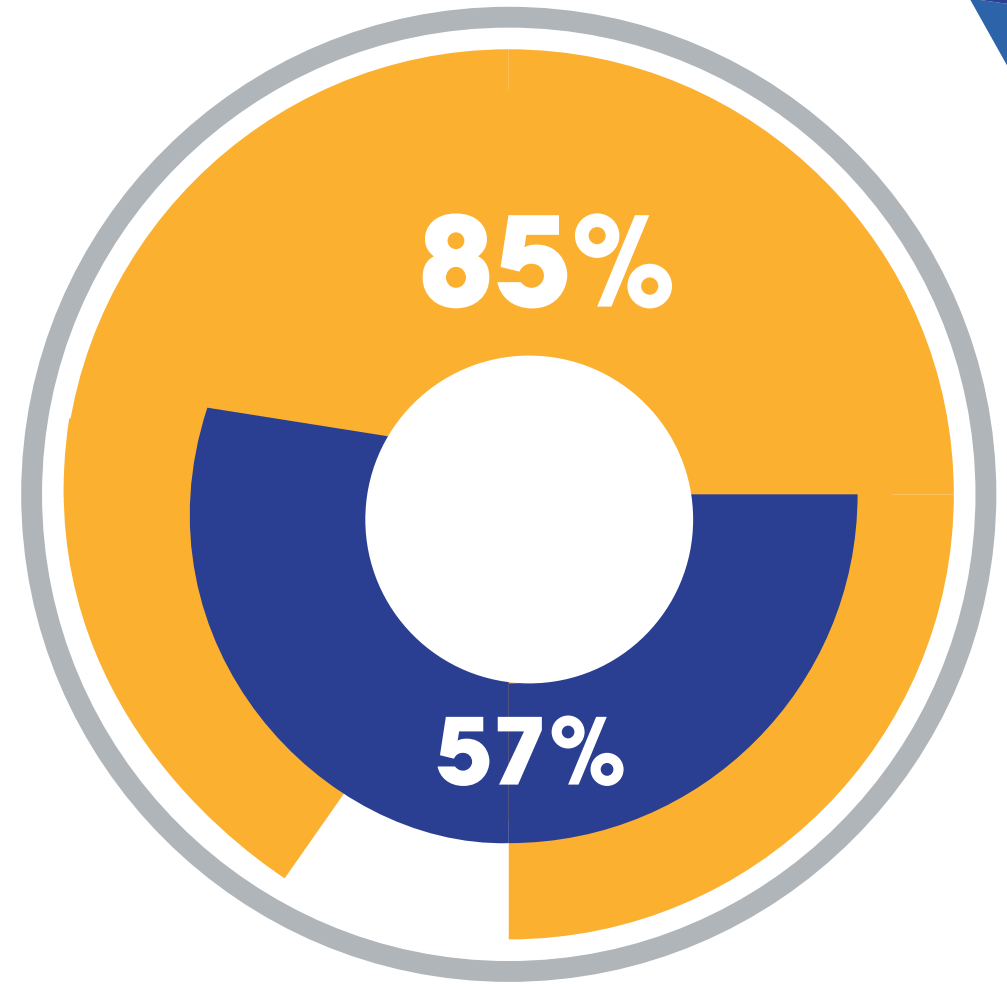
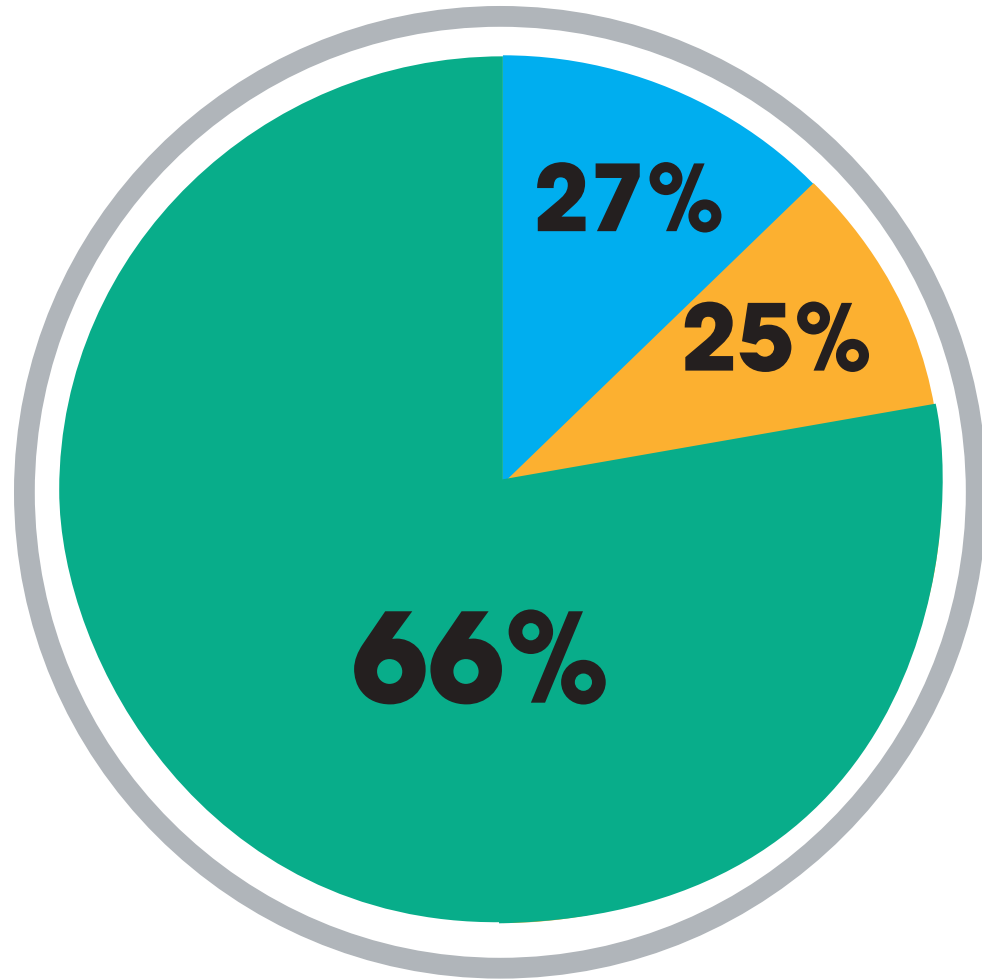
A G E



S E S



- * **66%** are married
- * **27%** have children
- * **25%** hold graduate degrees



- * **85%** travel at least once a year
- * **57%** are medium and heavy travel users

MAGAZINE

- Traditional pages
- Instets
- Creativity
- Branded Content

PR

- Influencer marketing
- Convocation

MADE-TO-ORDER PROJECTS

- ACCORDING TO THE NEEDS OF THE BRAND
 - Custom-made creation proposals based on the client's needs. We adapt to their objectives and create a comprehensive strategy to fulfill them. From print and digital content creation to a positioning strategy, events, or experiences with industry key players, among others.



CALENDARIO EDITORIAL

Quién

▶ JANUARY

Wellness Spas en Suiza, productos de skincare y grooming, power foods

▶ FEBRUARY

Art (Roma) Musts de visita de museos en Roma (previo a apertura ruta de Aeroméxico)

▶ MARCH

Mexico City Guía CDMX (por Tianguis Turístico CDMX)

▶ APRIL

Kid´s Destinos para familias, 100 años Disney

▶ MAY

Interiorismo Marcas de diseño de interiores

▶ JUNE

Green Iniciativas para

▶ JULY

Summer Escapes familiares para disfrutar el verano

▶ AUGUST

Pet friendly Guías para viajar con mascotas y hoteles pet friendly

▶ SEPTEMBER

Gourmet Destinos gastronómicos en México, chefs y productores

▶ OCTOBER

Honeymoon Destinations Rutas para viajes de destino inolvidables

▶ NOVEMBER

Europe Rutas para descubrir joyas ocultas en Europa

FALTA TRADUCCIÓN



CALENDARIO EDITORIAL

EXPANSION

▶ JANUARY

Snow Guía de ski en Colorado

▶ FEBRUARY

Tech (Japón) Guía de tecnología japonesa

▶ MARCH

Fotografía Destinos idílicos para amantes de la fotografía

▶ APRIL

Running Destinos para maratonistas, equipo para todo tipo de runner

▶ MAY

Automovilismo Marca destinos para fórmula

▶ JUNE

Arquitectura Rutas para descubrir iconos arquitectónicos de la mano de arquitectos mexicanos

▶ JULY

Wild Turismo extremo y de aventura

▶ AUGUST

Drinks Guía de bares, cocteles, bartenders

▶ SEPTEMBER

México Rutas para descubrir joyas ocultas en nuestro país

▶ OCTOBER

Arquitectura Rutas para descubrir iconos arquitectónicos en México y el mundo, curado por los mejores arquitectos mexicanos

▶ NOVEMBER

Gift guide Nuestra guía de regalos para cualquier tipo de viajero

FALTA TRADUCCIÓN



DIGITALS

https://adcatalog.grupoexpansion.com/

The screenshot shows a web browser window with the URL adcatalog.grupoexpansion.com. The main heading is "MULTIMEDIA CREATIVE CATALOG" in large red and black letters. Below it is the "EXPANSION PUBLISHING" logo. A section titled "NUESTRAS MARCAS:" lists various brands: EXPANSION, Quién, ELLE, LIFE AND STYLE, EMAN, ELLE DECORATION, EXPANSION política, Obras, aire, Accent, and Tee. Below this, it states "EXPERTOS EN CONTENIDO E INTERACCIÓN CON LOS USUARIOS" and "SUMAMOS **BROADCASTING** INNOVACIÓN EN AUDIO Y VIDEO". A section titled "CONOCE EL CATÁLOGO DE PRODUCTOS:" lists categories: CONTENT, DISPLAY ADS, ACCIONES ESPECIALES, REDES SOCIALES, and PROGRAMMATIC, each with a downward arrow. At the bottom, it says "NUESTROS MEDIKIT 2021" and provides contact information: "CONTACTO: marketing@grupoexpansion.com | clientes@grupoexpansion.com".

PRINT



SINGLE PAGE
CUT: 21 x 27.5 cms.
OVERSHOOT: 22 x 28.5 cms



DOUBLE PAGE
CUT: 27.5 x 42 cms.
OVERSHOOT: 43 x 28.5 cms
BOX: 24.5 x 38.5 cms



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TO SEE ALL GROUP EXPANSIÓN MEDIA KITS HEAD TO:

<https://grupoexpansion.com/media-kits/>

Digital edition available for download at

aeromexico.com