#QuiénEsQuién
Quién sets the trend in the Mexican lifestyle market.
Influential people of high purchasing power.
Our audience crosses generations, including parents and children.

Reader Profile
- 81% of our audience has an University academic level or higher
- More than 85% enjoys going shopping
- More than 93% looks for opportunities to better prepare professionally
- More than 83% travels for pleasure
- 80% consider themselves up-to-date with technological advances
- 80% purchases luxury items
- 70% exercises regularly
- More than 60% regularly indulges themselves with beauty treatments
- More than 60% has an interest in financial and investment topics
Platforms

(Audience data)

Website (UU):
+5.4 millones

Pageviews: 15,000,000
Unique Users: 5,400,000

Total Audience
+8,400,000

Monthly Unique Users
Source: Google Analytics
Audience

- Monthly Frequency
- +456,000 Audience
- +120,000 Print Run
- +3.8 Pass Along
- +25,000 Subscribers
REPORT: Academy Awards

SPECIAL: 31 Women We Love

REPORT: Academy Awards

ISSUE: 421
COVER DATE: 1-Jan
REPORTS: Art Basel Miami. Starting 2019

ISSUE: 422
COVER DATE: 1-Feb
REPORTS: Gift Guide Valentine's Day
The most attractive couples.

ISSUE: 423
COVER DATE: 1-Mar
SPECIALS: 31 Women We Love
REPORTS: Academy Awards
TRENDS: High-end Watches Geneva
**October**

**ISSUE:** 430  
**COVER DATE:** 1-Oct  
**REPORTS:** Weddings  
Quién: the events that Quién has covered  
**TRENDS:** Bridal: everything for your wedding. Pink October. Jewelry

**November**

**ISSUE:** 431  
**COVER DATE:** 1-Nov  
**REPORTS:** Home Design: the best in the country and the hottest trends. The Most Chic Travel Destinations: a special with the hottest places for your holiday vacations  
**TRENDS:** Watches

**December**

**ISSUE:** 432  
**COVER DATE:** 1-Dec  
**SPECIALS:** Influencer’s Night  
**TRENDS:** GADGETS CARS
DIGITAL

1. Standard display, richmedia and premium richmedia.
2. Video.
3. Social Media.
4. Branded Content.
5. Newsletter.

PRINT

1. Traditional Pages
2. Inserts.
3. Print Creativities.
4. Branded Content.

EVENTS

1. 360 packages.

TAILOR-MADE PROJECTS
(According to your brand’s needs)

INFLUENCER MARKETING
Tailor-made Projects
### STANDARD DISPLAY

<table>
<thead>
<tr>
<th>Format</th>
<th>Measurements</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxbanner</td>
<td>300x250</td>
<td>$13</td>
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<tr>
<td>Halfpage</td>
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<tr>
<td>Billboard</td>
<td>970x250</td>
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<tr>
<td>Superbanner</td>
<td>970x90</td>
<td></td>
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<tr>
<td>Leaderboard</td>
<td>728x90</td>
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<tr>
<td>Mobile high banner</td>
<td>320x100</td>
<td></td>
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<tr>
<td>Mobile standard banner</td>
<td>320x60</td>
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### RICH MEDIA

<table>
<thead>
<tr>
<th>Format</th>
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<tbody>
<tr>
<td>Boxbanner Richmedia</td>
<td>320x50</td>
<td>$19</td>
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<tr>
<td>Halfpage Richmedia</td>
<td>300x600</td>
<td></td>
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<tr>
<td>Billboard Richmedia</td>
<td>970x250</td>
<td></td>
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<tr>
<td>Leaderboard Richmedia</td>
<td>720x90</td>
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<tr>
<td>Superleaderboard Richmedia</td>
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<tr>
<td>Mobile high banner Richmedia</td>
<td>320x100</td>
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<tr>
<td>Mobile standard banner Richmedia</td>
<td>320x50</td>
<td></td>
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<tr>
<td>Floor Ad</td>
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<tr>
<td>Take Over</td>
<td>995x650</td>
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<tr>
<td>Interstitial</td>
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### PREMIUM RICH MEDIA

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<tr>
<td>Interscroller</td>
<td>320x480</td>
<td>$15</td>
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<tr>
<td>Reveal banner</td>
<td>320x100 / 320x480</td>
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<tr>
<td>Native Ad</td>
<td>300x250</td>
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<tr>
<td>Interactive Ad</td>
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### VIDEO

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<tbody>
<tr>
<td>Pre-roll</td>
<td>640x360 (vast)</td>
<td>$21</td>
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<td>In-article</td>
<td>640x360 (vast)</td>
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<tr>
<td>In-Feed</td>
<td>640x360 (vast)</td>
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<tr>
<td>Vertical Video</td>
<td>320x480</td>
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<tr>
<td>Interactive Video</td>
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### SOCIAL MEDIA

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<tr>
<td>Facebook</td>
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<td>$750</td>
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<tr>
<td>Twitter</td>
<td>N/A</td>
<td>$500</td>
</tr>
<tr>
<td>Instagram</td>
<td>N/A</td>
<td>$750</td>
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Examples

- **Article**
  - $4,500

- **Infographic**
  - $5,100

- **Photo gallery**
  - $4,800

- **Rich Article**
  - $5,400

- **Video**
  - Ask for Quote
<table>
<thead>
<tr>
<th>Rate</th>
<th>Description</th>
<th>Size (Cut)</th>
<th>Size (Overtake)</th>
<th>Price</th>
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<tbody>
<tr>
<td>$13,000</td>
<td>SINGLE PAGE</td>
<td>21 x 27.5 cm.</td>
<td>22 x 28.5 cm.</td>
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<tr>
<td>$26,000</td>
<td>DOUBLE PAGE SPREAD</td>
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<tr>
<td>$15,000</td>
<td>FRONT INSIDE COVER + FIRST PAGE SPREAD</td>
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<tr>
<td>$15,000</td>
<td>BACK INSIDE COVER</td>
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<td>22 x 28.5 cm.</td>
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<tr>
<td>$16,300</td>
<td>BACK COVER</td>
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<td>22 x 28.5 cm.</td>
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**CREATIVE SPECS:**
- Images in 300 dpi in CMYK
- Formats: PDF, JPG, EPS, TIFF
- Include cut lines
- Fonts embedded or text in curves
- Identify the file with the client name
- In spreads, in a continuous image, include a break for the binding of 5mm
- In cases of continuous texts that near the center, please reserve 5 mm per side.
A celebration of female empowerment, of the talent and drive of certain women that provoke admiration and inspiration.

Date: Tuesday, October 29, 2019
Attendees: 150
Platform that recognizes the 50 people that are transforming Mexico. Each year we select the personalities that with their talent, effort and passion are making history and creating new horizons.

Date: October 8, 2019
Attendees: 400
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To see all the Grupo Expansión Media Kit please access:
http://mediakit.grupoexpansion.mx/