

**EXPANSION**

**MEDIA  
KIT**

**2023**

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## BRAND DESCRIPTION

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# MORE THAN 50 YEAR OF HISTORY

WE'RE THE MEXICAN  
MULTIPLATFORM MEDIA THAT  
OVERTAKES AND INFLUENCES THE  
ECONOMIC, ENTREPRENEURIAL,  
AND PUBLIC POLICY AGENDA  
THROUGH STRATEGIC SIGHTS THAT  
HELP MAKE THE BEST BUSINESS  
DECISIONS.



# LETTER FROM THE EDITOR

Since 1969, Expansión has been the chronicler of the economic, entrepreneurial, and political history of our country. First, in the pages of the magazine, and years later, on our website, podcasts, videos, events, and social media, the names of those who have given the true shape of what Mexico is today have been portrayed. A fiercely independent, informative, rigorous, and entertaining media is a pillar and a bulwark for anyone who wants to keep abreast of what is happening in a world that no longer stops for a single moment. Expansión not only communicates the present time, but analyzes, challenges, quantifies and spreads it to their readers and audiences mostly through the narratives of those who make decisions today, and from who will turn into the main characters of the future.

Those of us who are part of Expansión, we're proud of the legacy that we keep building with high quality work that characterizes us in each aspect of our midst.

From the search for information to the branding, quality and ethics rule our work. Proof of it is that we maintain ourselves as the leaders of economic and business information in Mexico, but we are also one of the ten media companies with more digital traffic in the country, according to Comscore. And our multimedia products occupy the first place in the different evaluation rankings in the market.

Our environment has changed dramatically over the last few years; we're coming through moments of economic and political definition of great impact that will shape the following decades. Once more, Expansión will be the best chronicler of our time.

**Gonzalo Soto**

Director Editorial de Expansión

# MARKET LEADER



Source: Monitoring the count of advertising pages in magazines of the business segment: Expansion, High Level, Entrepreneur and Forbes

RECOGNITION  
ADVERTISING SHARE

47%

BUSINESS  
MEDIA

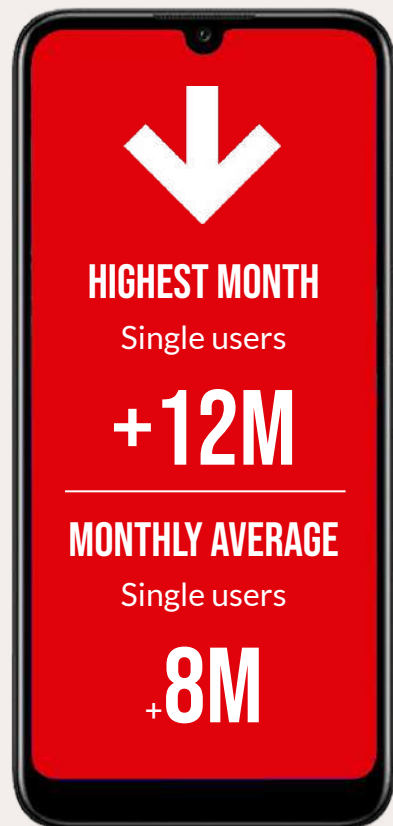
100%

• OWN DISTRIBUTION

POINT OF SALES:

- Sanborns
- La Comer
- Aeropuertos
- City Market
- Fresko
- Heb
- Vips
- Chedraui

# PLATFORMS / TOTAL AUDIENCE

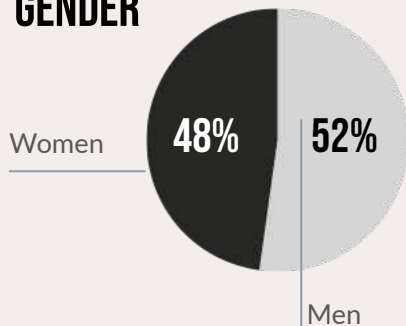


# PRINT PROFILE

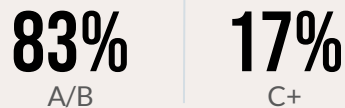
Print run	Pass along	Frequency	Coverage	Subscribers	Readers
54K	4.3	Monthly	National	32K	232,200

Readers with a **high executive profile** are leaders within their companies. They are looking for an international business perspective and a financial approach with the latest technology.

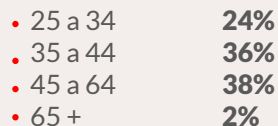
## GENDER



## NSE



## AGE



21%

count with a postgraduate degree

94%

are executives

76%

consider the latest technology crucial for the success of their business

# DIGITAL PROFILE

## HIGHEST MONTH

Single Users: **+12M**

Sessions: **+17M**

Page views: **+21M**

## MONTHLY AVERAGE

Single Users: **+8M**

Sessions: **+12M**

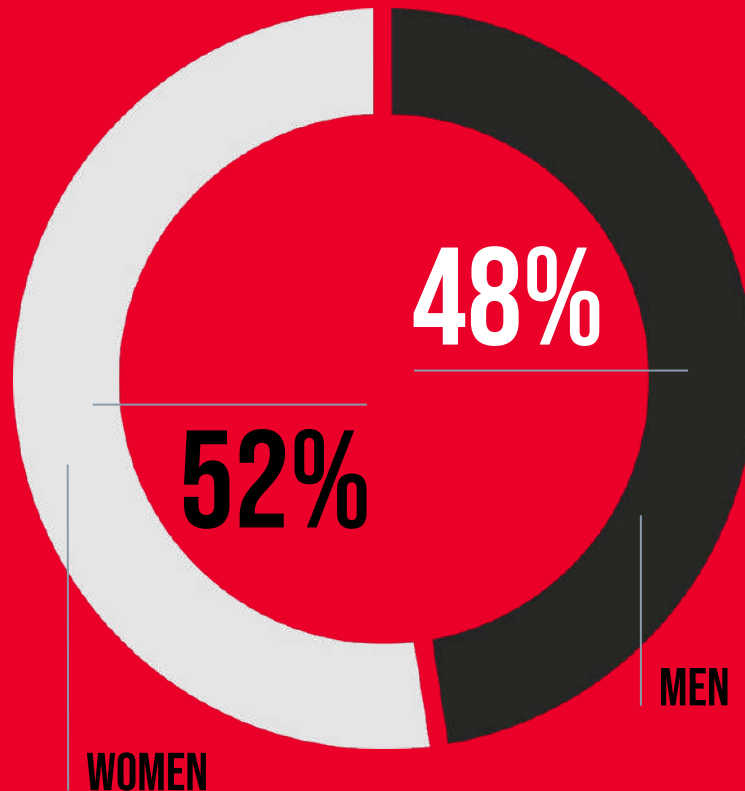
Page views: **+15M**

\*Consolidated data  
Google Analytics

### AGE

18-24	<b>17%</b>
25-34	<b>21%</b>
35-44	<b>17%</b>
45-54	<b>18%</b>
55-64	<b>17%</b>
65+	<b>10%</b>

## GENDER





# DIGITAL PROFILE

## MAIN INTERESTS

91%

Shopping



84%

Sports & fitness



84%

Food



69%

News & politics



55%

Lifestyles & Hobbies



46%

Traveling



46%

Entertainment



17%

Financial services



8%

Cars



7%

Education



7%

Job



## PURCHASE INTENT



16%

Financial services

15%

Business services

8%

Employment

8%

Education

8%

Consumer electronics

4%

Telecom

# PRODUCTS

## DIGITAL

→ **Display standard, richmedia y richmedia premium**

→ **Video**

→ **Original Video**

Sponsorships and content integration on The Money Night Show y Health Café

→ **Social media**

→ **Branded content**

→ **Newsletter**

→ **Podcast:** Sponsorships and content integration on Cuéntame de Economía, GeekHunters, Expansión Daily.

→ **Audio**

Mentions Top Expansión y Top Expansión Tecnología

## PROJECTS CUSTOM-MADE

### According to your brand needs

Creating tailor-made proposals based on customer needs.

*We suit ourselves to help you reach out your goals while making a comprehensive strategy, from the creation of print and digital content to positioning strategies, events or experiences with Key Players from the industry, among others.*



## MAGAZINE

→ **Traditional media**

→ **Inserts**

→ **Creativity**

→ **Branded Content**

## EVENTS

→ **Comprehensive packages**

# EXPANSION DAILY PODCAST

LO QUE HAY  
QUE SABER

CON  
**MACA CARRIEDO**  
Y **JAVIER GARZA**



ESCUCHA EL PODCAST EN:



Spotify



Apple Podcasts

amazon music

## ORIGINALS / AUDIO

### EXPANSIÓN DAILY

**Maca Carriedo** y **Javier Garza**, a millennial and a Gen X chat -sarcasm included- about the most important news of the day. In **Expansión** we think reality can be a little bit too much sometimes, that's why we choose to spread the news in a digestible but well-founded way about what needs to be known.

## PRODUCTS



### GENERAL INFORMATION

LISTENERS: 2.4 M

PLAYS: 4.6 M

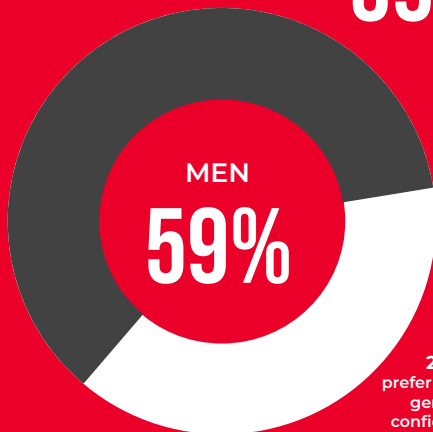
### FOLLOWERS

# 24K

### AUDIENCE

WOMEN

## 39%



2%  
prefer to keep  
gender  
confidential

### AGES

18-24	17%
25-34	21%
35-44	17%
45-54	18%
55-64	17%
65+	10%

### TOP COUNTRIES

- MEXICO
- UNITED STATES
- CANADA
- GERMANY
- COLOMBIA
- SPAIN

### DEVICES

ANDROID

## 49%

IOS

## 36%

SMART SPEAKER

## 3%

OTHERS

## 12%

Available in:



Spotify



Google Podcasts



deezer



Apple Podcasts



amazon music

**himalaya**

EXPANSION

# THE MONEY

*Night Show*

PRESENTADO POR:



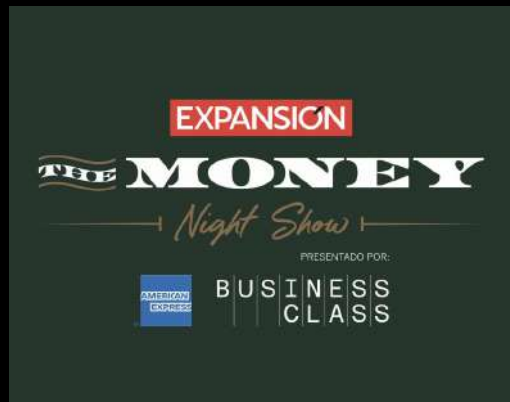
BUSINESS  
CLASS

ORIGINALS  
AUDIO & VIDEO

## EXPANSIÓN THE MONEY NIGHT SHOW

**Night Show type** video program which discusses money and business in a fresh, dynamic and laid-back way, bringing together artists and important figures from the executive world.

# PRODUCTS



1ST SEASON / MAY 2022

10 EPISODES

## PLAYS

YOUTUBE	82,011
DAILYMOTION	30,581
AUDIO	49,520
FACEBOOK	4,536,319

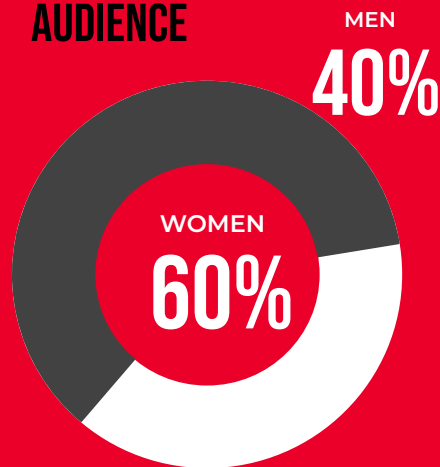
## % PER PLATFORM

YOUTUBE	2%
DAILYMOTION	1%
AUDIO	1%
FACEBOOK	96%

## AGES

18-24	3%
25-34	15%
35-44	33%
45-54	27%
55-64	14%
65+	7%

## AUDIENCE



## DEVICES

MOBILE

82%

DESKTOP

11%

TV

5%

TABLET

2%

Available in:



# EXPANSION HEALTH CAFÉ

VIDEO PODCAST

**ORIGINALS**  
**AUDIO & VIDEO**

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## **EXPANSIÓN HEALTH CAFÉ**

This video-podcast analyzes the current and future situation of the healthcare sector at national and international levels with the intention of boosting its development potential.

## PRODUCTS



1ST SEASON / MAYO 2022

10 EPISODES

## PLAYS

YOUTUBE	13,404
DAILYMOTION	586,210
AUDIO	9,899
FACEBOOK	1,431,860

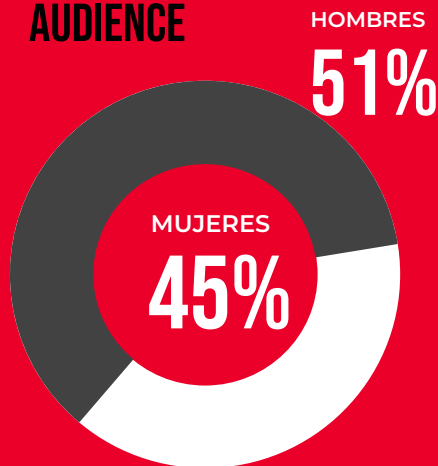
## % PER PLATFORM

YOUTUBE	1%
DAILYMOTION	28%
AUDIO	1%
FACEBOOK	70%

## AGES

18-24	7%
25-34	16%
35-44	26%
45-54	25%
55-64	21%
65+	5%

## AUDIENCE



## DEVICES

MOBILE

61%

DESKTOP

33%

TV

3%

TABLET

5%

Available in:





## PRODUCTS



## GENERAL INFORMATION

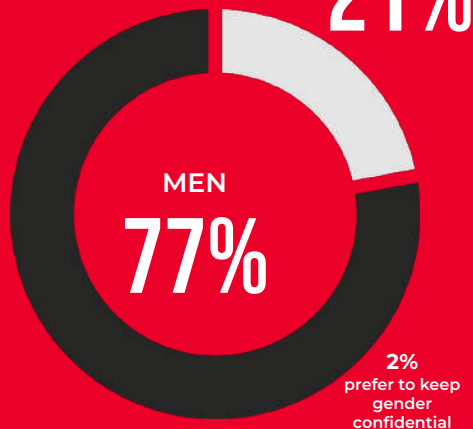
LISTENERS: 236 K

PLAYS: 570 K

## FOLLOWERS

# 18 K

## AUDIENCE



## AGE

0-17	1%
18-22	6%
23-27	20%
28-34	31%
35-44	29%
45-59	11%

## TOP COUNTRY

- MEXICO
- COLOMBIA
- CHILE
- DOMINICAN REPUBLIC
- ARGENTINA
- UNITED STATES

## DEVICES

### MOBILE

# 91%

### TABLET

# 2%

### WEB

# 5%

Available in:



Spotify



Google Podcasts



deezer



Apple Podcasts

amazon music

himalaya

## PRODUCTS



## GENERAL INFORMATION

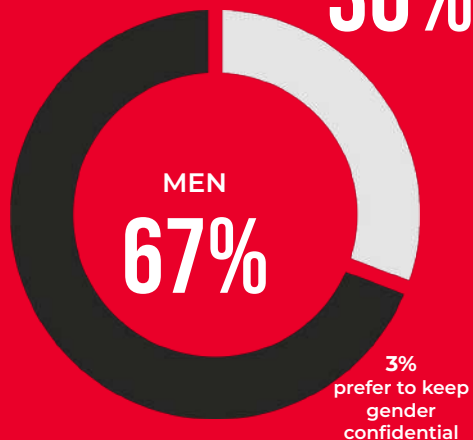
LISTENERS: 737 K

PLAYS: 1.3 M

## FOLLOWERS

# 79 K

## AUDIENCE



## AGE

0-17	1%
18-22	13%
23-27	30%
28-34	31%
35-44	17%
45-59	6%

## TOP COUNTRIES

- MEXICO
- UNITED STATES
- COLOMBIA
- CHILE
- PERU

## DEVICES

### MOBILE

# 90%

### TABLET

# 2%

### WEB

# 7%

Available in:



## PRODUCTOS



### DATOS GENERALES

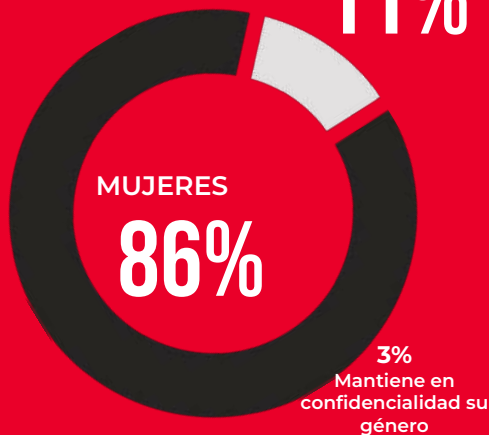
LISTENERS: 76 K

PLAYS: 230 K

### FOLLOWERS

9 K

### AUDIENCIA



### EDADES

0-17	1%
18-22	4%
23-27	13%
28-34	29%
35-44	33%
45-59	18%

### TOP PAÍSES

- MÉXICO
- ESTADOS UNIDOS
- COLOMBIA
- PERÚ
- ARGENTINA

### DISPOSITIVOS

ANDROID

13%

IOS

61%

WEB

26%

Disponible en:



Spotify



Google Podcasts



deezer



Apple Podcasts

amazon music

himalaya

## PRODUCTS



## GENERAL INFORMATION

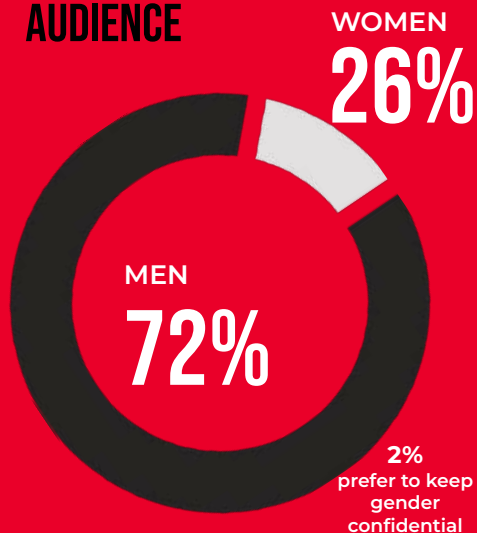
LISTENERS: 208 K

PLAYS: 330 K

## FOLLOWERS

# 12 K

## AUDIENCE



## AGE

0-17	1%
18-22	6%
23-27	17%
28-34	29%
35-44	27%
45-59	17%

## TOP COUNTRIES

- MÉXICO
- ESTADOS UNIDOS
- CANADÁ
- ALEMANIA
- ESPAÑA

## DEVICES

ANDROID

# 87%

IOS

# 12%

WEB

# 8%

Available in:



Spotify



Google Podcasts



deezer



Apple Podcasts

amazon music

himalaya



## TOP EXPANSIÓN

Daily top stories' summary from Expansión.

- **Top business podcast Spotify #6**
- **Top podcast Spotify 124**

- **197K** plays



## TOP EXPANSIÓN TECNOLOGÍA

The most important news of the day by the tech round table.

- **Top news podcast Spotify #30**

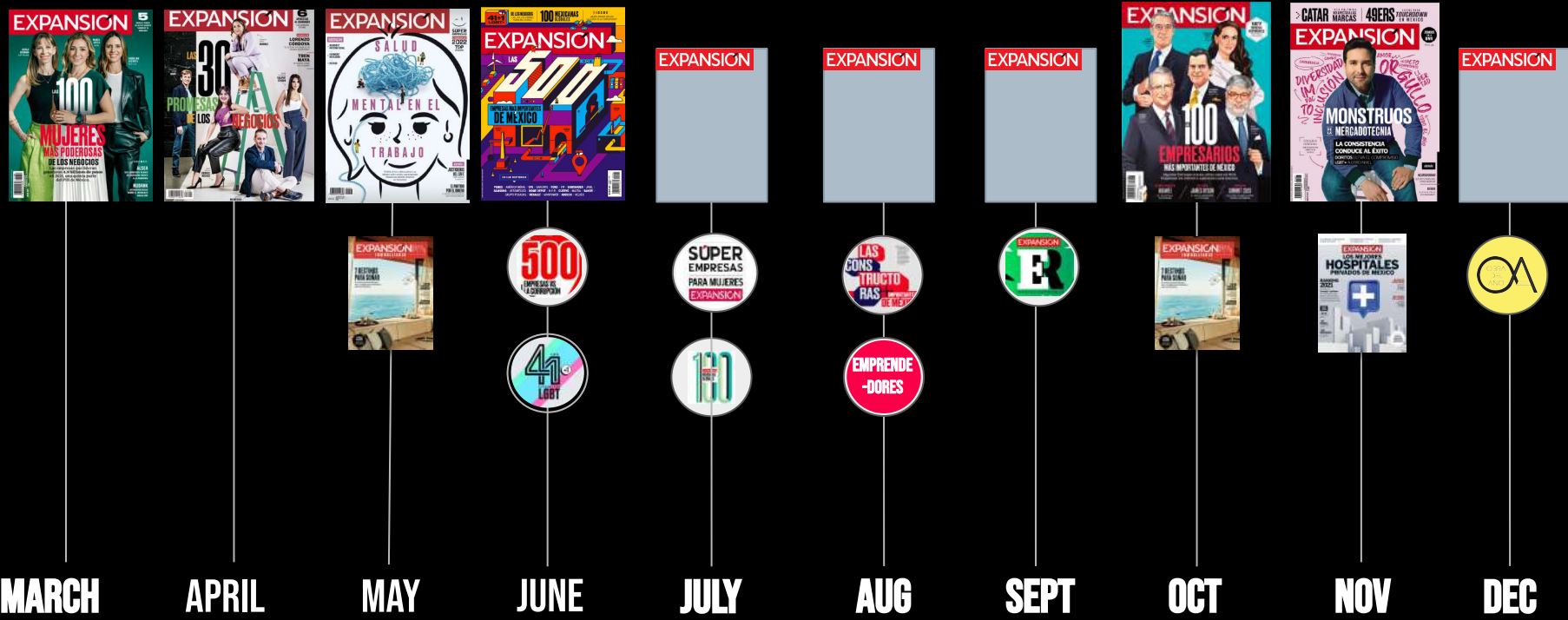
- **671K** plays



## POLÍTICA Y OTROS DATOS

With Viri Ríos and Carlos Bravo Regidor, political analysts, and Mariel Ibarra, political editor from Expansión. In their weekly episodes you will find conversations that will put public life under debate to try to understand the political current affairs of Mexico.

- **Top news podcast Spotify #7**
- **Top chart Apple #57**



\*calendar subject to change

# FRANCHISES



## 100 MUJERES PODEROSAS

Annually recognizes women who hold the most responsible positions in companies in our country: entrepreneurs, CEO, sales, marketing, finances, communication, operations.



## 30 PROMESAS DE LOS NEGOCIOS

Recognizes the new generation of men and women leaders in their fields, whose ideas not only translate into new business opportunities, but are making a real difference by innovating with a purpose and social responsibility.



## SÚPER EMPRESAS

Franchise dedicated to human resources, which offers the ranking of the best places to work in Mexico, divided into three categories and made in collaboration with **Top Companies**. More than 180 companies participate each year.

# FRANCHISES



## LAS 500 EMPRESAS MÁS IMPORTANTES DE MÉXICO

**Our most recognized ranking**, which offers the list of the most important companies in the country. The rating is determined by the sales obtained by the companies the previous year.



## LOS 100 EMPRESARIOS MÁS IMPORTANTES DE MÉXICO

**Ranking that lists the most important entrepreneurs in the country.** Those who have stood out for the creation and consolidation of companies that are on the road to success.



## MONSTRUOS DE LA MERCADOTECNIA

**Recognizes the best campaigns of the year**, and those responsible for them, chosen by a jury of experts in the field.



# EVENTS

# 2023 CALENDAR



\* Los meses de algunos eventos pueden variar

EVENTS

# ➤ ACELERANDO EL FUTURO

MEXICO CITY /  
9 FEB



EXPANSIÓN  
MUJERES  
➤ SUMMIT  
2023  
^

[illegible]

# EVENTS



## PROMOTE EQUAL OPPORTUNITIES

with equitable remuneration

## PROMOTE EDUCATION

as the key to boost competition and skills

## GIVE PRIORITY TO HEALTH, SECURITY AND WELLNESS

of the female community

BY DALIA EMPOWERMENT

## BUILD CONFIDENCE AND POWER

in public and private leadership

## EMPOWER IN ALL AREAS

from men and women collectively

# PILLARS



**BUSINESS  
FORUM**

CDMX

**FEB  
9**

**POWERFUL  
WOMAN DINNER**

**MARCH  
2023**

**RUN**

3K, 5K Y 10K

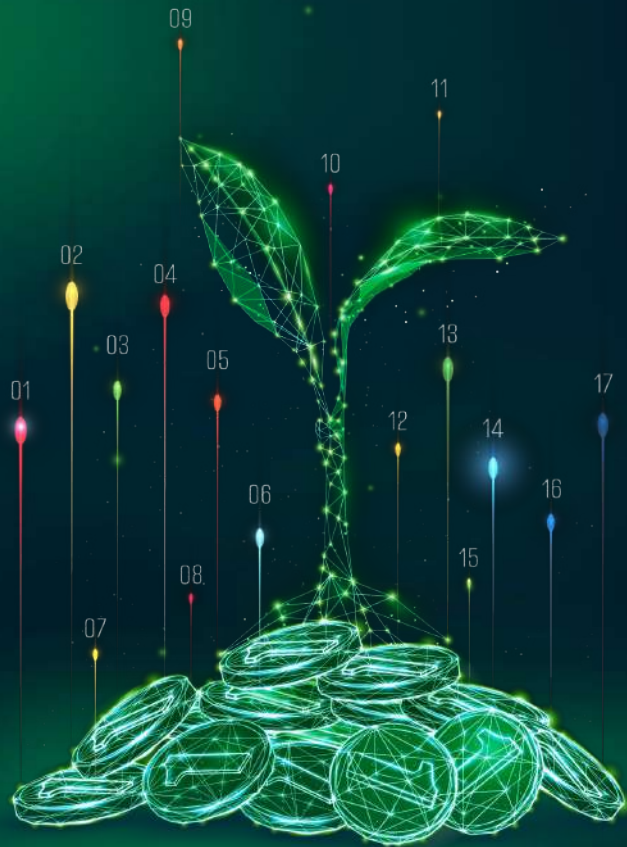
**MAY  
21**

**TOUR  
UNIVERSIDADES**

**2023**

**A PLATFORM FOR WOMEN AND MEN IN THE  
BUSINESS WORLD.**

EVENTS



EXPANSION

SUMMIT

REINVENCIÓN  
SOSTENIBLE

# EVENTS

EXPANSION  
SUMMIT



Expansión Summit it's a face-to-face and digital event where ideas, activities and discussions take place between the most important entrepreneurs and public actors in order to build well-being solutions and growth for Mexico and its positioning as the main character on a global scale.

In 2022, after two years of digital broadcast, Expansión Summit came back as a face-to-face event, which took place in Centro Citibanamex September 14th.



# EVENTS

3

DAYS OF DIGITAL AND  
FACE-TO-FACE EVENT

25

HOURS OF LIVE B  
ROADCAST

108

NATIONAL AND  
INTERNATIONAL SPEAKERS

44

CONFERENCES AND  
BOARDS

1.2K

ATTENDANTS

255K

PEOPLE REACHED THE  
LIVE BROADCAST

# EXPANSION SUMMIT



Nouriel Roubini  
Economista y presidente ejecutivo de  
Roubini Macro Associates



# EVENTS



**MEDIA RETURNED  
TO SUMMIT**



**POSTS ON  
EXPANSIÓN'S  
SOCIAL MEDIA**



**REACH IN THE  
PREVIOUS CAMPAIGN**



**REACH IN THE LIVE  
BROADCAST COVERAGE  
OF THE EVENT**



**TOTAL VIEWS**

# EXPANSIÓN SUMMIT



Andrés Conesa  
CEO de Aeroméxico



**(PROJECT OF THE YEAR)**

## CONTEXT

Since 2003 Obra del Año has recognized the most outstanding architecture and construction projects.



**WINNER**  
**OBRA DEL AÑO**  
**2022**

**ARENA GNP.**  
**GUERRERO**

# AWARD CEREMONY

## WHAT DO WE RECOGNIZE?

**7** categories plus La Obra del Año, one of these categories was presented by ELLE Decoration.

Through 4 moments the evaluation of the projects is made until reaching the award event.

- CALL / JUNE
- JURY SELECTION / JULY
- QUALIFYING ROUND / AUGUST
- PEOPLE'S CHOICE / OCTOBER



**AWARD CEREMONY 2022**  
**VENUE: REFORMA 180 /**  
**MEXICO CITY**

An event dedicated to recognizing the best projects of the year that brings together the community of Revista Obras.

## WHO 'S ATTENDING?

**250 GUEST**

ARCHITECTS/ DEVELOPERS/ CONTRACTORS/  
DESIGNERS/ DECORATORS /

# 2023 CALENDAR

## EXPANSION

### ● JANUARY

. Climate change and its impact on business.

### ● FEBRUARY

. The future of young people in Mexico.

### ● MARCH

. The 100 most powerful business woman in Mexico.

### ● APRIL

. The 30 promises of business.  
Special print Energía 360.

### ● MAY

. Súper empresas.  
. Special print: executive education.  
. Supplement: Expansión Inmobiliario

### ● JUNE

. The 500 most important enterprises of Mexico. Special print & web:  
. 500 against corruption// 41+1 LGBT + businesses

### ● JULY

. The 100 global mexicans  
. Special print & web: Super empresas para mujeres

### ● AUGUST

. Entrepreneurs.  
. Cover to define.  
. Special print & web: Energía 360.

### ● SEPTEMBER

. Cover to define.  
. Special print & web: responsible enterprises.  
. Special print & web: The most important building companies.

### ● OCTOBER

. The 100 most important entrepreneurs of Mexico.  
. Special print & web: industry.  
. Supplement: Expansión Inmobiliario.

### ● NOVEMBER

. Monstruos de la mercadotecnia y agencias transformadoras.  
. Special print & web: private investment.  
. Supplement: The best private hospitals in Mexico

### ● DECEMBER

. Special print & web: Obra del Año +Elle Decoration.  
. Special print & web: Energía 360

# CONTACT

# EXPANSION



► Para conocer todos los mediakits de Grupo Expansión, ingresa aquí: <https://grupoexpansion.com/media-kits/>

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