

EXPANSION

politica

MEDIA
KIT

2023

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BRAND DESCRIPTION

EXPANSION **politica**

Communicates and analyzes the country's political agenda through strategic, profound and inclusive information that generates discussion and encourages debate of ideas

Mexico City, 2022.

In **Expansión Política** we firmly believe that rigorous journalism it's rewarded with credibility and trustworthiness from the readers and consumers of all our content.

Since the beginning of this brand, we have acquired the commitment to honor the record of integrity and solidity that gives the experience of more than 50 years of **Expansion**, in the coverage of economic and business issues, to take it to the political, national and social field.

Without leaving behind the legacy and adding freshness, dynamism and diversification for new audiences, in **Expansión Política** we consolidate the commitment to make known the most important events in the country, which generates conversation among citizens, with a look that helps them to understand better and contribute to the public discussion.

Less than three years since its birth, our brand has broken through to have a place among the main digital native media and today we aspire to be a benchmark to explain what happens in the country.

We believe in and defend the democratic Rule of Law and public policies that promote economic development, accountability and transparency to prevent corruption and defend inclusion, equality and diversity. Around all this, we focus our editorial proposals.

In times of polarization, we are convinced that an independent, balanced journalism that listens to all voices, contributes to a better understanding and moves away from the noise that avoids discussions and listens to proposals to solve the most urgent problems.

Our commitment is to keep working and always listening so as to be better for you each day

EXPANSION politica

209 K



574 K



AUDIENCE

TOTAL

4M

Single Users
Monthly Average

EXPANSION **politica**

Ages between 28 to 64 years old, 24 to 34 years old the ones who we impact the most



With constant professional and academic development



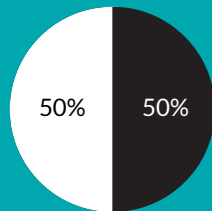
With a high socioeconomic status



Interested in:
current events related to political, social and cultural issues



Living in the main cities of the country



Women

Men

**We seek a
balanced
target**

TARGET

**General
Audience**

Private Sector
(entrepreneurs and SMEs)

Public Actors



Clients

USERS

- Public actors and red circle
- Entrepreneurs and SMEs
- General audience

ADVERTISING

- RI clients interested in target
- Government agencies
- Media agencies
- Portals/tools: MSN, Taboola



Collaborators

- Public actors
- Public officials
- Legislators
- Civil Society
- Organizations
- Columnists
- News agencies
- Sources of information
- "Sisters companies" from Grupo Expansión

Higher Months

+6M

Single
users

+9M

Sessions

+11M

Page
views

Monthly Average

+4M

Single
users

+6M

Sessions

+7M

Page
views

DIGITAL PROFILE

+ RSSS

Age

● 15%
18-24

● 17%
25-34

● 18%
35-44

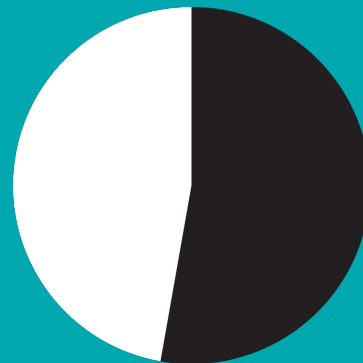
● 18%
45-54

● 18%
55-64

● 18%
65+



Gender



● Male
45%

● Female
55%

Custom Projects

Creating customized proposals
based on customer needs.

*We adapt to its objectives and make a
comprehensive strategy to be able to fulfill
them.*

PRODUCTS

ORIGINALS

Sponsorship and content integration



• DISPLAY

Standard, Reach media 6
reach media premium



• NEWSLETTER

Box banner
integration



• VIDEO

Fb Live: Politics
and other facts



• PODCAST

Politics and
other facts



• BRANDED CONTENT

Sponsorships and
content integration

EXPANSION **política**

PODCAST

Top News

Spotify

#7

Top
Chart
Apple

#57

With **Viri Ríos** and **Carlos Regidor**, political analysts, and **Mariel Ibarra** political table editor from *Expansión*.

In their weekly episodes you will find conversations that put public life to debate to try to understand the current political status in Mexico.



ORIGINALS

AUDIO

EXPANSION
POLÍ
TICA
Y OTROS DATOS

EXPANSION

politica

PODCAST

GENERAL DATA

FOLLOWERS

12 Mil

LISTENERS

208 Mil

PLAYS

330 Mil

AUDIENCE



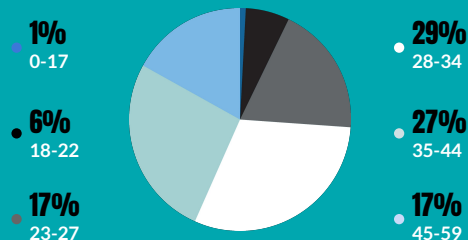
26%



72%

2% choose not to tell their gender

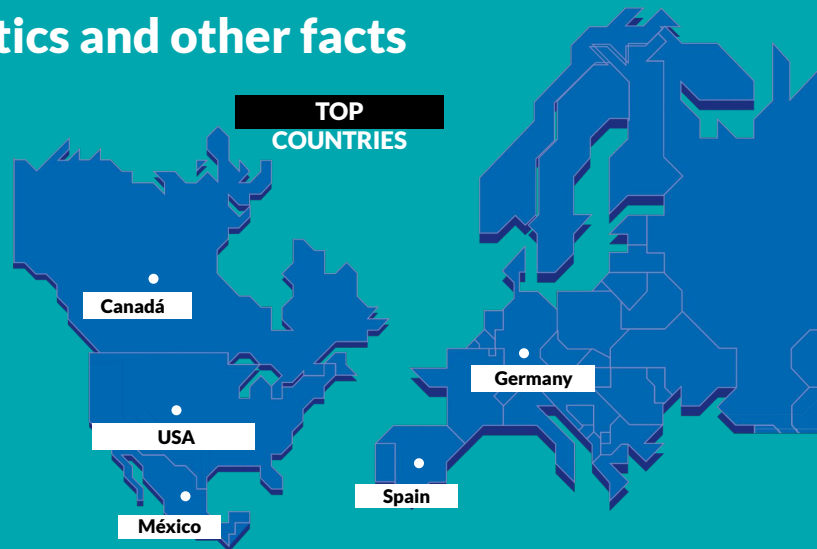
AGES



PUBLIC LIFE TO DEBATE

Politics and other facts

TOP COUNTRIES



DEVICES



Android	87%
IOS	12%
Web	8%



JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
-1st, State of Mexico and Coahuila process begins -13th, setting spending caps -On 14th, they begin pre campaigns -19th, deadline for registering common candidacy for states. -Trial against García Luna begins - Relief of A. Zaldívar, SCJN. -On January 20th Joe Biden completes his second year at the White House	-On the 12th, ending of pre-campaigns . -In Mexico, it will be three years since the beginning of the COVID-19 pandemic, on the 28th. -Day 20th. Third report of the ASF. -Begins Ordinary Period.	-It is one year since the inauguration of the AIFA.	-Campaigns begin on April the 3rd. They will last 59 days. First debate to the states. -Lorenzo Córdova's period ends at the INE, Ciro Murayama and Adriana Favela (possible reduction from 11 to 7). -Presentation of the Public Account on the 30th.	-Second debate on local campaigns.	-Electoral Sunday, 4th of June -First partial delivery of the ASF report. -Ordinary period ends.
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
-1st July: fifth anniversary of the triumph of López Obrador. -It is 1 year since the inauguration of the Dos Bocas Refinery.	-Deadline for candidates' resignations -Relays discussions of the directors boards presidencies of both Houses.	-Starts Ordinary Period -Message by delivery of report. -Presentation of the Economic Package for 2024. -STARTS ELECTORAL PROCESS 2024 -Summit Expansión.	-On the 31st, the Income Law must be approved. -Second report delivery of the ASF -Day 4th. State of Mexico's inauguration	-15th limit day for 2024 Expenses' Budget approval	- 1st. AMLO will serve five years in power. -Coahuila's inauguration -Maya's Train inauguration -Start of pre-campaigns for the Presidency (inter-party)

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