

Quién

MEDIA KIT 2023 MEDIA KIT 2023





INDEX

01

Brand

02

Editorial Letter

03

Audience

04

Products

05

Originals

06

Events

07

Calendar

08

Specs

09

Contact



BRAND

For more than 20 years, we've been the leading brand and *insiders* in the life and trajectory of social figures.

We also have been ranked as the best performing brand in **journalism from the heart.**

We carry lifelines, gastronomy, traveling, politics, entertainment, news, luxury, fashion, and beauty. We have the biggest premium site for lifestyle and social life in Mexico.

Proudly, we are **the first segment brand**, and the only figure and lifestyle publication to receive a national journalism award.



EDITORIAL LETTER



Quién was first published in 2000. Since the beginning it positioned itself as the reference to better understand the most important national and international figures. At that point, Quién understood people, and whoever appeared in our magazine was someone who had to be tracked.

Today, **Quién** still manages to be the undisputed leader in figure and lifestyle journalism. A community of more than 6 million everyday followers from different platforms and social networks, where we're definitely the spearhead.

María Torres Clausell
General Editor Quién

AUDIENCE

Modern men and women, interested in various subjects such as gastronomy, fashion, culture, politics, beauty, art, entrepreneurship, monarchy, entertainment, and traveling, regardless of their occupation or marital status.

• Has it's own spirituality • Wants to contribute to society with conscience • Looks for its emotional and physical well-being • Creates community • Supports and encourage those around her • She is proud of her country and its talent





AUDIENCE

456,000
readers

120,000
Print run



25,000
Print subscribers

5M
single users



+3M
followers



AUDIENCE

Digital PROFILE



HIGHEST MONTH

4.8M
single users

7.7M
sessions

10.7M
page view

MONTHLY AVERAGE

4M
single users

6M
sessions

9M
page view

USERS BY AGE

AGE	SINGLE USERS	TOTAL PERCENTAGE
35-44	3,391,967	20%
45-54	3,377,871	20%
25-34	3,094,139	18%
55-64	2,920,530	17%
65+	2,248,181	13%
18-24	2,165,001	13%

AUDIENCE

DIGITAL PROFILE

AUDIENCE RELATED TO SUBJECTS LIKE:

64%
News and politics

59%
Entertainment

58%
Gastronomy

50%
Lifestyle

45%
Fitness

44%
Shopping

42%
Beauty & wellness

AUDIENCE WITH PURCHASE INTENT:

19%
Fashion and accessories

15%
Financial services

12%
Home & deco

11%
Traveling & lodging

10%
Cars

9%
Employment





AUDIENCE

PRINT PROFILE



89%

*socioeconomics status: upper
middle class*

87%

family women

76%

women

28%

works DG

24%

men

21%

entrepreneur woman

AUDIENCE

PRINT PROFILE

GEOGRAPHICAL DISTRIBUTION

NEWSSTAND

49%

CDMX

15%

México state

8%

Jalisco

8%

Nuevo León

20%

Rest of the country

SUBSCRIBERS

52%

CDMX

15%

México state

5%

Jalisco

3%

Nuevo León

26%

Rest of the country

POINT OF SALE

Sanborns
La Comer
Fresko
City Market
Airports
HEB
Chedraui Selecto
Chedraui A/B
Starbucks
Vips

DISTRIBUTION POINTS

Aeroméxico Airplanes

Premier Aeroméxico
and Premier Class
Lounges

Centurion Lounges
AMEX AICM

Halls Beyond
(BANAMEX) AICM





AUDIENCE



SOCIAL NETWORK



+871K
followers



+1.3M
followers



+700K
followers



+172K
followers

PRODUCTS

DIGITAL

Display

*Standard, Rich Media
and Rich Media Premium*

Video

Original video:

Sponsorship and content incorporation

Social Network

Branded Content



PRINT

Traditional Pages

Inserts

Creativity

Branded content

EVENTS

Comprehensive Packages

31 Women that we Love

MexBest

Quién 50

PR

Atelier Quién

(Influencer Marketing and callings)





ORIGINALS

Original video products that have been placed inside our public. Through MexBest's & Quién Descubre video podcast we take the entertainment, the best of gastronomy and Mexican hotels, to millions of readers and followers of our social media.



VIDEO PODCAST

We seek to interview the best chefs and hoteliers in Mexico, transmitting their passion and life story through 40 minute episodes.

VIDEO

Recommendations guide in video format on what places to visit and getting to know about the hotel, gastronomic and lifestyle world.

31

MUJERES
que **AMAMOS**

EVENT

31 mujeres que amamos celebrate those outstanding women that with their stories, inspire us to keep working for a world with equal opportunities, and for a Mexico we can be even more proud of. Thanks to their talent, passion and dedication, they build new horizons and generate a significant change to their country and their environment.

+35M
*media impacts and
digital campaign*

MARCH
2023



MEX BEST Quién

The hotel and gastronomy industries have evolved into a complementary level that maximizes the experiences for those who travel and the ones who consider themselves as *foodies*.

MexBest is the only platform that brings together and recognizes the best of both industries in Mexico in just one place, evaluating hand in hand with a jury of experts from different categories and awarding the best of each one in a three-day-unique-experience.

+50M

*media impacts and
digital campaign*

AUGUST

2023



MEX BEST Quién

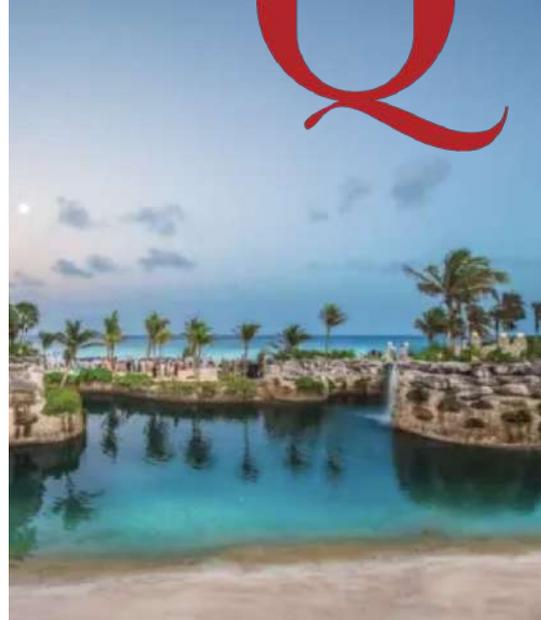
EVOLUTION

In 2023, MexBest transforms into a

360° PLATFORM

We'll rely on *video series*, custom-made *booklets* from different states of Mexico (destinations), before and after event prints section, as well as the same award ceremony inside a three-day adventure.

We seek that this culinary and hotel recognition live as an always on format throughout the year.



Quién 50

For more than 13 years, **Quién** has recognized those figures that thanks to their hard work put Mexico's name on top, showing that with dedication and commitment they can break frontiers and overcome obstacles.

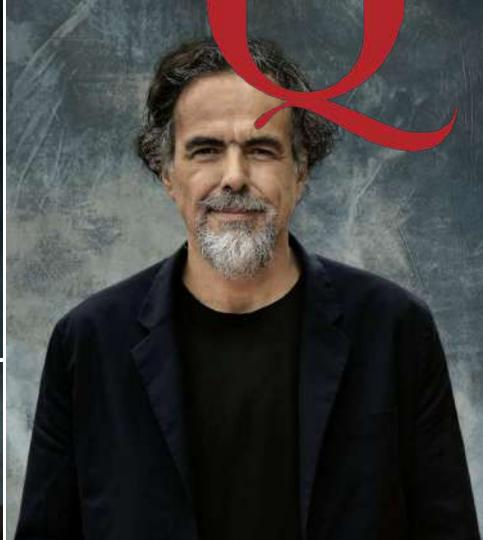
These men and women impact on a positive way in different disciplines, such as *Mentes Disruptivas*, *Huella Verde*, *Agentes de Cambio*, *Motores de la Cultura*, *En el Reflector*, *En el Olimpo*, *Titanes del Negocio*, *Veladores de México* and *Trayectoria*.

+70M

*media impacts and
digital campaign*

NOVEMBER

2023



CALENDAR

2023



JAN

Wellness special
Start the year with
the right foot.



APR

Kids special digital
and print
Green special print



JUL

The hottest men
Summer special



OCT

Brides special
digital and print.



FEB

Art Issue
Valentine's Day gift
card



MAY

Mother's Day gift
guide digital and
print



AUG

MexBest
Traveling/Best
destination special
digital



NOV

Quién 50
Digital and print



MAR

31 Mujeres que
Amamos
Digital and print
Oscar's
special-digit



JUN

Pride/My coming
out story
Graduations
Parents special digital
and print



SEP

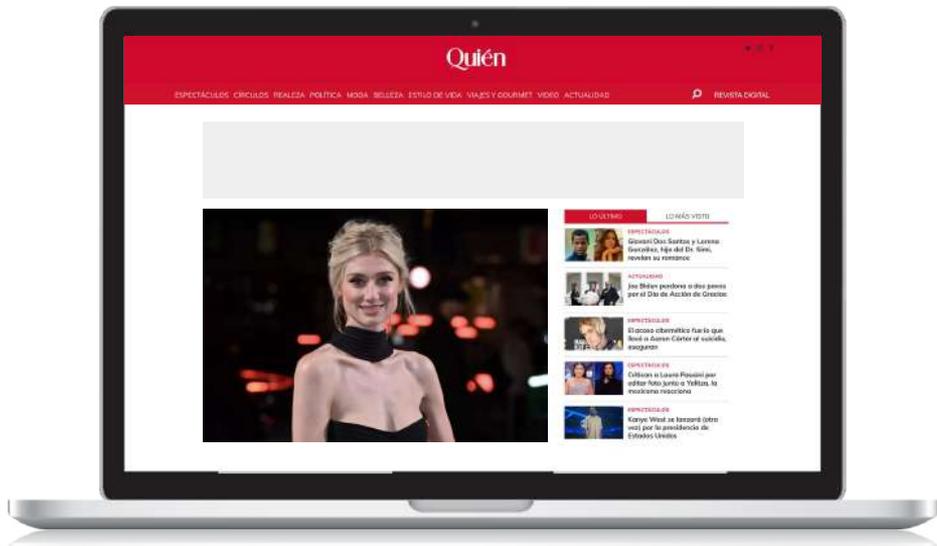
Style issue:
Trends and style
print



DIC

The best of the year
Christmas gift
guide

SPECS DIGITAL



Content

Display Ads

Special Action

Social media

Programmatic

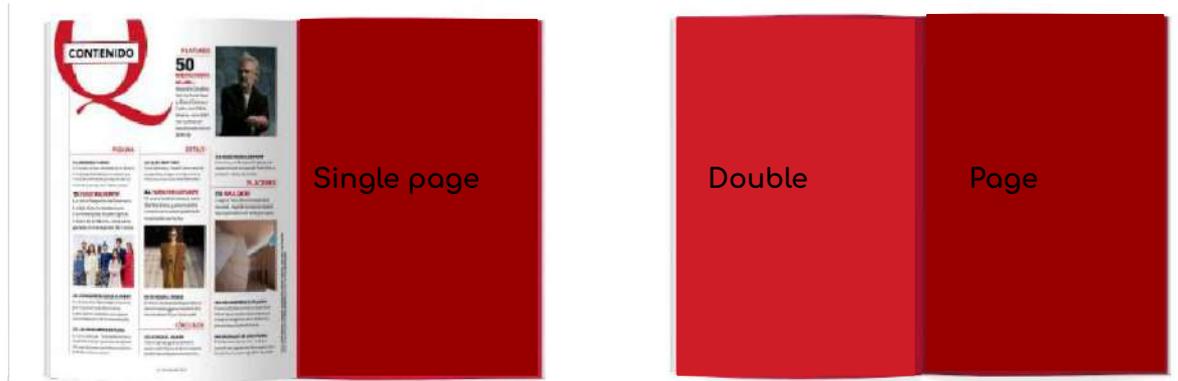


CHECK AD CATALOG



SPECS PRINT

- Files identified with client's specific name
- High resolution images with CMYK color model
- EPS, JPG, PDF or TIFF.
- Include cut lines
- Embedded fonts or text converted to curves.
- Direct inks or Pantone in CMYK conversion.
- Reserve 5 mm. (medium) in case of continuous texts on the loin.
- Continuous images between loins, consider breakers 5 mm loins.



Rebase	22 X 28.5 cm
Cut	21 X 27.5 cm
Box	20 X 26.5 cm

Rebase	43 X 28.5 cm
Cut	42 X 27.5 cm
Box	41 X 26.5 cm

MAGAZINE

Aire, inside **Quién**, with distribution in Clase Premier and Salones Premier from Aeromexico.



600
Regular flight

56
Domestic destination

67
International destination

100
Office sales

9
*Salones Premier
On Mexico's main
airports*

23.3M
Passengers carried

+3.7M
*Clase Premier
passengers*

+300
Aircraft fleet



EDITORIAL LETTER



In **Aire** we're flying into a new era, with different channels and content that will fully connect to Aeromexico's passengers in all of their travel stages. We have a presence inside Quién and Expansión magazines- leading titles in their segments that are distributed in Premier Class cabins and Premier Lounges, in addition to the traditional distribution points of these titles.

Faithful to our core, in these pages, readers will find travelers' tales experienced by the team, news, trends, culinary recommendations and lifestyle, to create unique and unforgettable schedules.

We're prepared for one more year, flying really high.

Issa Plancarte

Editor



CONTACT

ALEJANDRO MANRIQUE

COMMERCIAL DIRECTOR

amanrique@grupoexpansion.com

FERNANDA BALBUENA

ASSISTANT COMMERCIAL DIRECTOR

fernanda.balbuena@grupoexpansion.com

KARLA TURBAN

HEAD DE EVENTOS

kturban@grupoexpansion.com

SALES

publishing@grupoexpansion.com

To learn more about other Grupo Expansión
Media Kits Click here.

[**Enter here**](#)

"© 2023 Derechos Reservados, Expansión, S.A. de C.V. El contenido de este documento fue elaborado por colaboradores de Expansión, S.A. de C.V., y/o sus empresas filiales, subsidiarias o socios comerciales, por lo que el texto, las imágenes, gráficas y/o bases de datos incluidos, se encuentran protegidos por la Ley Federal del Derecho de Autor; cualquier reproducción del contenido de este documento sin la autorización de sus autores, incurrirá en infracciones administrativas y/o delitos".