

**MEDIA KIT**  
**ELLE DECORATION**

*(2023)*  
*(MX)*

**ELLE**  
DECORATION

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(ELLE DECORATION) is transformed in 2023.

We have been inspiring our audience of design, interior design, architecture, art and lifestyle lovers for some time now.

We will continue being a trend guide, but we will also become a timeless and collectible **BOOKAZINE**, with two ELLE Decoration print editions per year: Spring/Summer and Fall/Winter.

# EDITORIAL LETTER



**ELLE DECORATION MÉXICO** is a space to inspire our readers, to support their way of making magic in their own spaces with different combinations and styles. We are a platform where you can find a world of possibilities, translated into what for us is a place of peace, whether it is your home, your office, your kitchen, your bathroom, your terrace or your bedroom, but we would like you to have the freedom to live these places in your own way.

We want to be a source of ideas for readers, while supporting from the smallest designer or interior designer to large furniture conglomerate enterprises. Here you have the possibilities to generate

beauty from your perspective in order to live beautifully.

This year we'll have two bookazines that will be so worthwhile that you'll want them as an added decor element in your space. With these we would like to lead you through what for us is a passion and we are thrilled to share it with you.

Fondly,  
**CLAUDIA CÁNDANO**

# PRINT AUDIENCE



# 126.000

(READERS)

# 35.000

(PRINT RUN)

- 26% CDMX
- 24% REST OF THE COUNTRY
- 15% JALISCO
- 12% EDO. DE MÉXICO
- 11% PUEBLA
- 8% NUEVO LEÓN
- 4% QUERÉTARO

A/B 84%  
C+ 16%

73% WOMEN  
27% MEN

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(25 - 34 YEARS) 14%  
(35 - 44 YEARS) 32%  
(+45 YEARS) 54%

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Men and women, both professionals in architecture and industrial design who wish to live in style and better their environment. They have sophisticated taste, high purchasing power and an interest for architecture and interior design.



# DIGITAL AUDIENCE (+) SOCIAL MEDIA



## HIGHEST MONTH    AGE

(UNIQUE USERS)

**+17K**

(SESSIONS)

**+19K**

(PAGE VIEWS)

**+23K**

(18 - 24 YEARS)	9%
(25 - 34 YEARS)	17%
(35 - 44 YEARS)	15%
(45 - 54 YEARS)	27%
(55 - 64 YEARS)	21%
(65+ YEARS)	11%

## MONTHLY AVERAGE

(UNIQUE USERS)

**+6K**

(SESSIONS)

**+8K**

(PAGE VIEWS)

**+10K**

## SOCIAL MEDIA

**21.2K**

(INSTAGRAM)

# PRODUCTS

## DIGITAL.

Standard display, rich media  
and rich media premium

Video

Social media

Branded content

## PR.

Influencer marketing

Customized projects according to your  
brand's needs

## MAGAZINE.

Traditional pages

Inserts

Creativities

Branded content



# MOCKUP



AT QUAT ARCIPIIS EST, QUAM NO-  
BITATUR AM EIUS, NAM, ID EUM  
EST, SAE. NET ANT. RUM QUI DO-  
LORPO REMODI CUM UT OMNIAS  
EATUR, CONSEQUÉ VOLORIAECUS  
DOLORRO OPTASPIENIS EATI ODIS  
VOLESTIS SUNDUCITIA DOLORERO  
CONSEDIS MAGNATI OSSEQUAM,  
VOLORIBUS VENIMILIS INVENTUR,  
QUE NONE MA DENIMOSTOREM  
QUISCIMINUS.

ELLE  
DECORATION



# MOCKUP



# MOCKUP



# EVENTS

## PREMIOS ODA (+) ELLE DECORATION (NOVEMBER)



Since 2003 **Obra del Año (ODA)** has acknowledged the most outstanding projects in architecture and construction.

As from 2022, experts in interior design and design recognized by **ELLE DECORATION** join the awards.

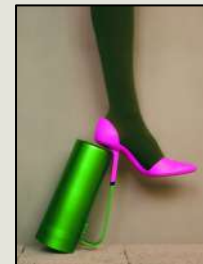
In-person awards ceremony to acknowledge **Work of the Year** and **ELLE Designer of the Year**.

It is an event where we gather architects, designers, interior designers, friends of the brand, students of related careers, industry opinion leaders and nominees, to enjoy a variety of moments and acknowledge talent in the industry.



# EDITORIAL CALENDAR

(2023)



## (SPRING - SUMMER)

- TERRACES AND GROUNDS
- COLOR TRENDS
- HOW TO EFFECTIVELY DECORATE YOUR BATHROOM WITH EVERYTHING YOU NEED?
- HOTELS THAT BRING PEACE
- WHERE TO BUY DECOR FOR YOUR HOME
- TREND REPORT SS2023
- STORAGE AND ORGANIZATION TIPS FOR DIFFERENT SPACES
- BEACH HOUSES AND SUMMER DESTINATIONS
- MEXICAN DESIGNERS WHO ARE SHAPING THE SCENE
- HOW TO DECORATE WITH ART

## (FALL - WINTER)

- KITCHENS AND TIPS FOR AMAZING TABLES
- KEY SPACES IN YOUR HOME (LIVING ROOM, LIVING ROOM, DINING ROOM, BEDROOM)
- TREND REPORT FW 2023
- WINTER DESTINATIONS NOT TO BE MISSED
- COTTAGES AND HOMES IN THE FOREST
- SHOPPING GUIDE OF OUR FAVORITES
- SEASONAL LIGHTING: OUR SELECTION OF LAMPS
- BEDROOM MAKEOVER IDEAS
- COZY LIVING: TRANSFORM YOUR SPACE
- THE TRENDS THAT ARE IMPACTING DESIGN AND HOW TO APPLY THEM
- LUXURY BRANDS AND THEIR COLLABORATIONS WITH DESIGNERS
- DESIGN HOTELS
- DESIGN FAIRS / FESTIVALS AROUND THE WORLD (SALONE, DESIGN MIAMI, ETC)

# SPECS

(PRINT)



(DOUBLE-PAGE SPREAD)

 CUT. 42 X 27.5 CM

 BLEED AREA. 43 X 28.5 CM

 BOX 41.0 X 26.5 CM

(SINGLE PAGE)

 CUT. 21 X 27.5 CM

 BLEED AREA. 22 X 28.5 CM

 BOX 21 X 26.5 CM

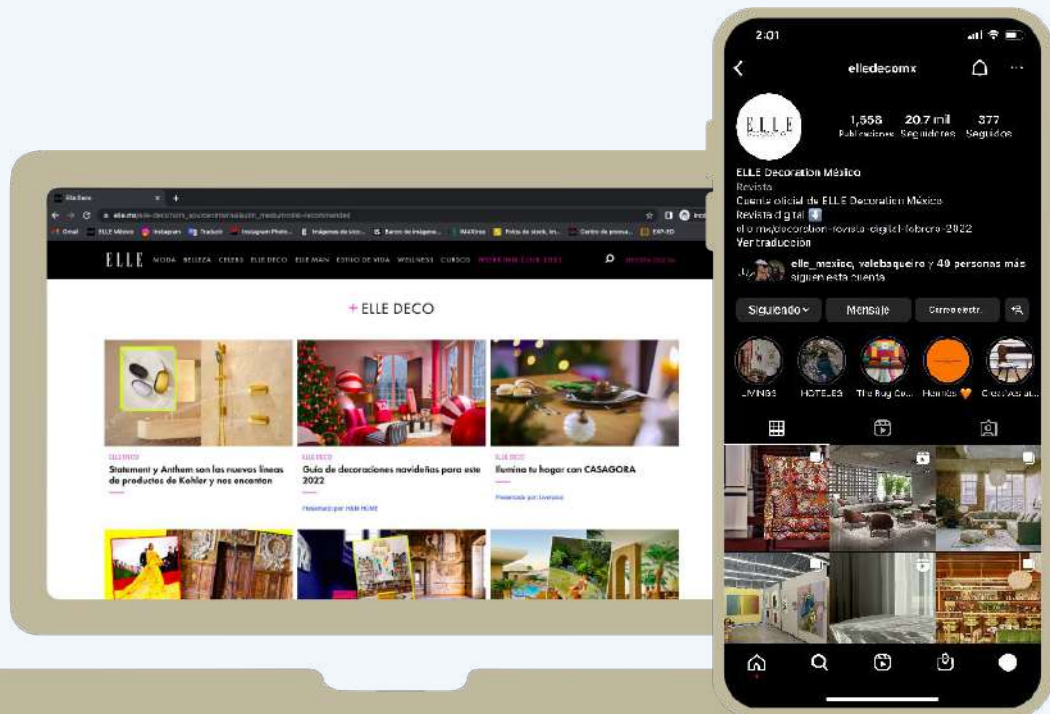


# SPECS

(DIGITAL)

CONTENT  
DISPLAY ADS  
SPECIAL ACTIONS  
SOCIAL MEDIA  
PROGRAMMATIC

[ad catalog: https://adcatalog.grupoexpansion.com/T](https://adcatalog.grupoexpansion.com/T)



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