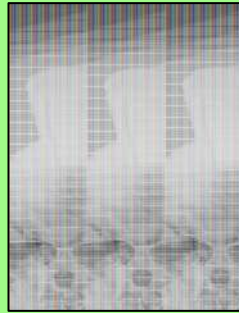


**MEDIA KIT
ELLE**

**(2023)
(MX)**

ELLE
MEXICO

INDEX



BRAND 01 **EDITORIAL LETTER** 02 **AUDIENCES** 03
PRODUCTS 04 **ORIGINALS** 05 **EVENTS** 06
EDITORIAL CALENDAR 07 **SPECS** 08 **CONTACT** 09





ELLE is for **INDEPENDENT, ENERGETIC AND INTELLIGENT PEOPLE** who **LOVE FASHION, BEAUTY AND LIFESTYLE**.

ELLE points out relevant issues for everyone, looking to be democratic, diverse, groundbreaking and inclusive.

YOUNG, BUT WITH HISTORIC. ELLE HAS MORE THAN 25 YEARS SETTING TRENDS IN MEXICO.

ELLE IS THE LARGEST FASHION MAGAZINE IN THE WORLD, a brand that seeks to explore and celebrate **STYLE** in different aspects.

Its content is **PROVOCATIVE, INCLUSIVE INNOVATIVE AND DIVERSE**, but also aspirational and accessible.

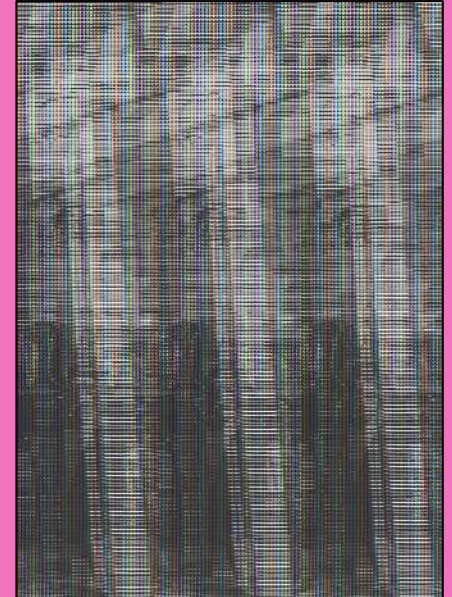




ELLE speaks to heavy social media users: **GEN Z** and **MILLENNIALS**, without losing focus on older generations.

ELLE SETS TRENDS, and **PIONEERS** on what it does. It is the brand with the most (90% more) **LOCAL AND CUSTOM MADE CONTENT** for readers and commercial allies.

ELLE's product quality sits **ON A WORLDWIDE LEVEL**, with multiple acknowledgments from **PUBLICATION DESIGNERS SOCIETY**, with honorable mentions each year.



LEADERSHIP INSIGHTS ON THE MARKET



ADVERTISING SHARE

32%

In its segment

Source: Track, page count of magazines
segment: ELLE, Vogue and Harper's Bazaar



EDITORIAL LETTER



ELLE is one of the largest worldwide media in beauty, fashion, and lifestyle, it has 45 editions globally and one of them is in Mexico.

We're the spearhead of our industry in all aspects, from issues we talk about, to aesthetic we've been changing and adapting to what people want to see.

ELLE has been a strong and consistent brand in Mexico. It's at the top of mind of our readers because we've achieved, for a long time now, being more than a magazine; we create a multiplatform media that sticks throughout all of its content channels, from digital and print editions, website, social media, podcast, and all type of video formats.

ELLE's evolution implies talking and reflecting about fashion, beauty, lifestyle, pop culture, diversity, sustainability, and feminism, breaking standards on different disciplines.

We are all part of this world and we want you to feel related to our content, we want to be useful for you. We want to represent more people everyday, making clear that fashion is for everyone. We want to accompany you in your life and decisions, always contributing so that you can be the best version of yourself.

The team that makes this brand is willing to make a difference; we hope to accomplish and inspire you on every platform.

With Love,
CLAUDIA CÁNDANO

PRINT AUDIENCE



Source: Ipsos EGM 2019

77%
23%
73%
27%

A/B
C+
WOMEN
MEN

33%
21%
33%
13%

LESS THAN 24 YEARS OLD
25 TO 34 YEARS OLD
35 TO 44 YEARS OLD
45 TO 64 YEARS OLD

47% ARE SINGLE
21% ARE POSTGRADUATE
33% WORKS AT AN
ADMINISTRATIVE AREA AND/OR
DIRECTIVE POSITION

Young single readers, with postgraduate level, who follow **trends**; they're leaders and express themselves through their **own style**. They're the first ones to try new products and own **the latest in fashion, beauty and tech**.

PRINT AUDIENCE

PARTICIPATION IN SUBSCRIBERS

43%	Mexico City
20%	Rest of the country
14%	State of Mexico
4%	Nuevo León
4%	Puebla
6%	Guerrero
9%	Jalisco

STRATEGIC SEEDING

Salones Club Premier
Aeroméxico, Inditex eShop,
Salones Amex AICM, Salas
Beyond AICM, Hospital
Español, Hospital Angeles
del Pedregal

READERS

234.000

PRINT RUN

65.000

**NATIONAL DISTRIBUTION
MONTHLY FREQUENCY**

SALES POINTS

Sanborns, La Comer, City Market,
Fresko, HEB, VIPS (TBD), Starbucks
(TBD), Chedraui Selecto, Chedraui
A/B, Puestos de
periódicos, Aeropuertos

DIGITAL AUDIENCE



HIGHEST MONTH

SINGLE USERS

+1.5M

SESSIONS

+1.2M

PAGE VIEWS

+1.5M

MONTHLY AVERAGE

SINGLE USERS

+710K

SESSIONS

+897K

PAGE VIEWS

+1.1M

AGES FROM ___ TO

25%

18 TO 24

33%

25 TO 34

18%

35 TO 44

11%

45 TO 54

7%

55 TO 64

4%

65+

GENDER

74.07% FEMININE
25.93% MASCULINE

DIGITAL AUDIENCE



The main interests of our audience are::

60% ENTERTAINMENT / 55% SHOPPING / 53% GASTRONOMY
49% BEAUTY & WELLNESS / 47% LIFESTYLE

With shopping mentions:

20% WOMEN'S APPAREL AND ACCESSORIES
12% EDUCATION / 12% FINANCIAL SERVICES
10% JOB
9% TRAVEL AND LODGING
8% HOME AND GARDENING



SOCIAL MEDIA AUDIENCE



f FACEBOOK
+765K

📷 INSTAGRAM
+384K

PODCAST LISTENERS
+56K

🐦 TWITTER
+601K

▶ YOUTUBE
+22K



PRODUCTS

DIGITAL

- Display
- Digital post, pro article, infographic, mailing
- Standard, Rich Media, and Rich Media Premium
- Video
- Social Network
- Branded Content

PODCAST

- Sponsorships & content integration
- in **Hablemos de Moda: ELLE** podcast

EVENTS

- Integrated packages



PR

- Influencer marketing
- Custom-made projects according to your brand needs.

MAGAZINE

- Traditional pages
- Inserts
- Branded Content
- Creativity



ORIGINALS



HARIEMOS DE MODA

ELLE PODCAST

The first fashion videopodcast in Mexico with **Claudia Cándano** and **Jordi Linares**, talking with a relaxed tone about the most iconic fashion world moments and pop culture.

The videopodcast, sometimes with special guests, addresses conjunctural subjects like awards season and other timeless from the fashion industry.



HABLEMOS DE MODA

ELLE PODCAST

GENERAL TOP CHART
FROM APPLE PODCAST

GENERAL TOP CHART
FROM SPOTIFY

GENERAL INFORMATION

23K
FOLLOWERS

56K
LISTENERS

597K
PLAYS

AUDIENCE

72%
WOMEN

26%
MEN

AGES

0-17 2%

18-22 15%

23-27 34%

28-34 31%

35-44 13%

45-59 4%

MONTHLY AVERAGE

10,000
LISTENERS

24,000
PLAYS

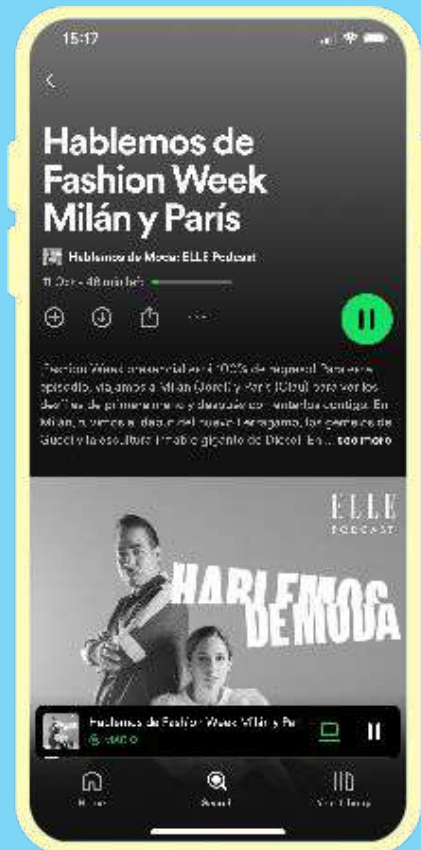
TOP COUNTRIES

MEXICO - UNITED STATES
- SPAIN - ARGENTINA - COLOMBIA

AVERAGE PER EPISODE

1,300
LISTENERS

2,000
PLAYS



LIVE SESSIONS

HABLEMOS DE MODA



Through **LIVE SESSIONS** from **HABLEMOS DE MODA**, our editors speak about fashion trends in an exclusive forum to approach fashion lovers and video podcast listeners, in a more dynamic way.

These happenings will take place in different venues, **WITH TAILOR MADE EXPERIENCES IN WHICH THE AUDIENCE** can interact with luxury brands

There will be various live sessions throughout the year



PREMIOS
DigitELLE
by ELLE

JULY

Digital content establish trends and its one of the most important influence tool that exists. Different Mexican figures in all platforms, generate positive impact, mostly in younger audiences.

ELLE will award digital leaders that impact in a positive way, and move society in different categories, making this an annual franchise in which all valuable content creators will want to assist.



EDITORIAL CALENDAR

2023

JANUARY (MENTAL HEALTH ISSUE)

- *FASHION: Luxury brands that link fashion and mental health*
- *ACTUELLE: Mental health role models in the fashion industry: Cara Delevingne, Selena Gómez, Lady Gaga.*
- *AGENDA: Podcasts recommendations and other stuff that talk about mental health*
- *BEAUTY: Anxiety on a neuroscience level.*

FEBRUARY (ART ISSUE)

- *FASHION: Link fashion and art*
- *BEAUTY: Artsy makeup, nails.*
- *ACTUELLE: The relationship between art and fashion*
- *SHOOT: Cartier recreating still-life from El Prado*

MARCH (WOMEN'S MONTH)

- *CREATORS: Female leaders like Maya Zapata and other women that fight for equality*
- *FASHION: Gender and inclusion*
- *TREND REPORT: 2023 trends*
- *BEAUTY: Makeup for everyone*

APRIL (GREEN ISSUE)

- *SPECIAL: Sustainability in everything: fashion, beauty, travel, etc.*
- *SOCIETY: Movement discrediting art as a global warming protest*
- *BEAUTY: Sustainable brands report*
- *TRAVEL: What to do to become a sustainable traveler*

MAY (GEN Z)

- *CREATORS: New talents, recruit talent*
- *GEN Z: Their vision, their interests, what they consume*
- *Tiktokers*
- *SOCIETY: How Gen Z sees maternity*
- *FASHION: Aesthetic Gen Z*

JUNE (PRIDE)

- *PROUD HUMANS*
- *FASHION: Inclusive history*
- *MY COMING OUT STORY*
- *BEAUTY REPORT: How do they guide you and support you in Mexico through your process. Sexual health.*
- *SOCIETY: LGBT movie reference in Apple TV*
- *CHARACTERS: Drag photoshoot*



JULY (SUMMER ISSUE TAKEOVER)

- *FASHION: So much summer.*
- *BEAUTY: Cool products*

AUGUST (ELLE COLLEGE)

- *SOCIETY: I was traumatized after high school*
- *ACCESSORIES:*
- *FASHION BASICS*
- *BACK TO SCHOOL*
- *DENIM*
- *SKIN CARE*
- *FASHION: Photoshoots related to back to school*

SEPTEMBER (MEXICO)

- *Local talent*
- *FASHION: Mexican designers*
- *SPECIAL: watches and accessories*

OCTOBER (FESTIVELLE)

- *CREATORS: Women in music*
- *FASHION: dressed to perform, looks that a girl band would wear on stage*
- *FASHION: music icons and how their looks consolidated them*

NOVEMBER (BRIDAL)

- *Trash the dress*
- *BEAUTY LOOKS FOR WEDDING (bride and guests)*
- *NAIL ART*
- *DESTINATION WEDDINGS*
- *SUSTAINABLE WEDDINGS*
- *FASHION: Wedding night, lingerie*



DECEMBER (HOLIDAYS)

- *MAKEUP ARTIST AND (her/his/their) FAVORITE PRODUCTS*
- *SECRET SANTA*
- *FASHION: The happiest season with cool holiday looks*
- *SHOPPING: Local gifts guide*

DIGITAL CALENDAR

2023

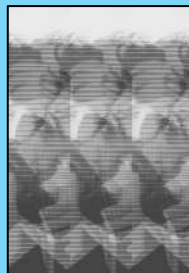


JANUARY (MENTAL HEALTH)
FEBRUARY (ART ISSUE/ AWARDS SEASON)
MARCH (WOMEN'S MONTH)
APRIL (GREEN ISSUE)
MAY (GEN Z/MOMS)
JUNE (PRIDE)




JULY (SUMMER)
AGUSUST (ELLE COLLEGE)
SEPTEMBER (LOCAL TALENT)
OCTOBER (MUSIC/HALLOWEEN)
NOVEMBER (BRIDAL)
DECEMBER (HOLIDAYS)

SPECS




PRINT



(DOUBLE PAGE)

-  CUT. 42 X 27.5 CM
-  GIT REBA. 43 X 28.5 CM
-  BOX. 41.0 X 26.5 CM

(SINGLE PAGE)

-  CUT. 21 X 27.5 CM
-  GIT REBA. 22 X 28.5 CM
-  BOX. 42 X 26.5 CM

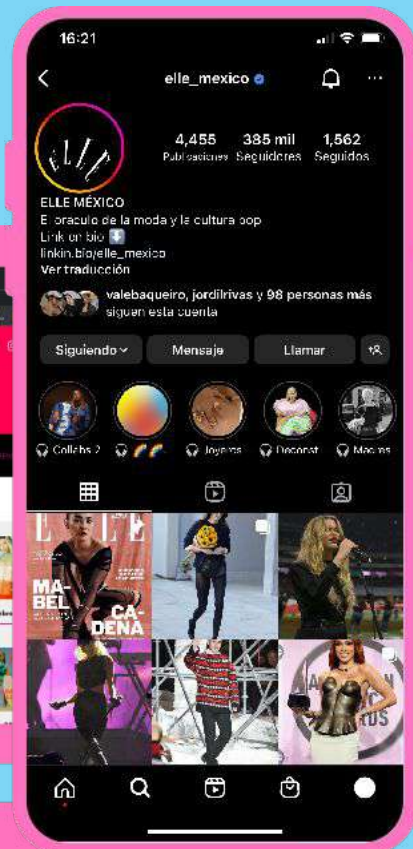
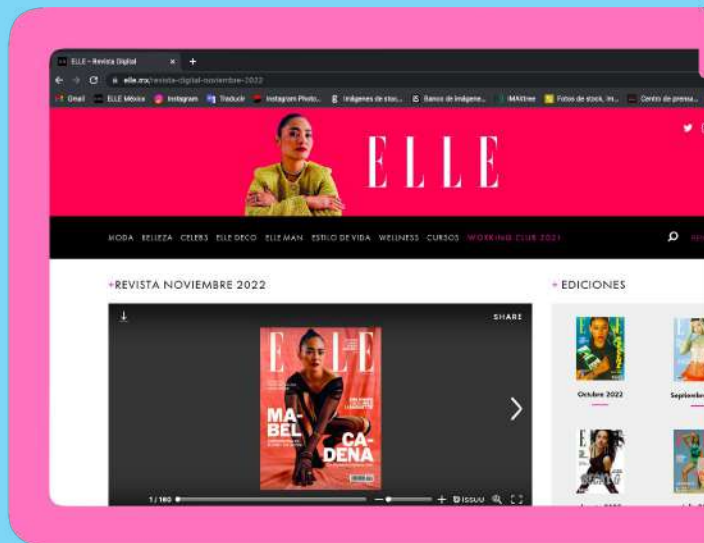


SPECS

DIGITAL

CONTENT
DISPLAY ADS
SPECIAL ACTIONS
SOCIAL MEDIA
PROGRAMMATIC

ad catalog: <https://adcatalog.grupoexpansion.com/T>



CONTACT

ALEJANDRO MANRIQUE

**AMANRIQUE@GRUPOEXPANSION.COM
(COMMERCIAL DIRECTOR)**

KARLA TURBAN

**KTURBAN@GRUPOEXPANSION.COM
(HEAD DE EVENTOS)**

SALES EMAIL

PUBLISHING@GRUPOEXPANSION.COM

**(TO LEARN MORE ABOUT OTHER GROUP EXPANSION Media KITS
CLICK HERE://GRUPOEXPANSION.COM/ MEDIA-KITS/)**