

EXPANSION

**MEDIA
KIT**

2023

CONTENT

01 BRAND

02 LETTER FROM THE EDITOR

03 AUDIENCES

04 PRODUCTS

05 ORIGINALS

06 FRANCHISES

07 EVENTS

08 EDITORIAL CALENDAR

09 CONTACT



BRAND DESCRIPTION

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

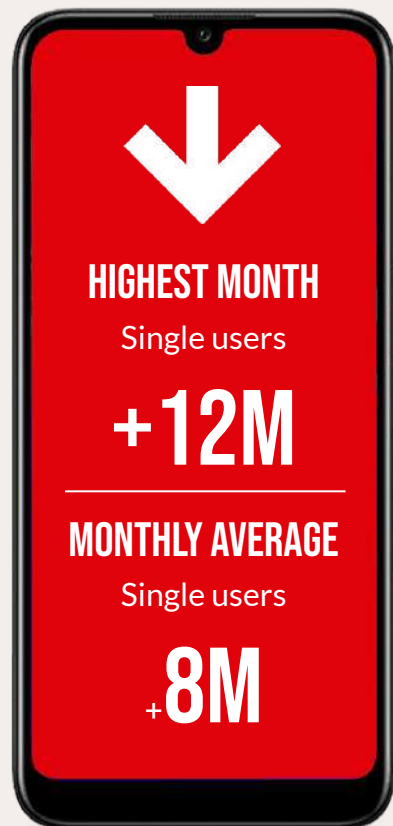
100%

• OWN DISTRIBUTION

POINT OF SALES:

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

PLATFORMS / TOTAL AUDIENCE

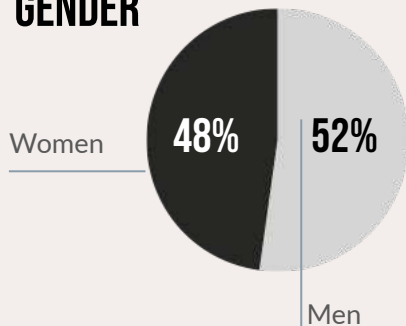


PRINT PROFILE

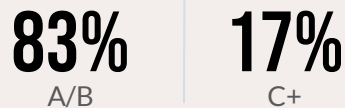
Print run	Pass along	Frequency	Coverage	Subscribers	Readers
54K	4.3	Monthly	National	32K	232,200

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.

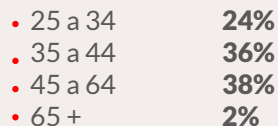
GENDER



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**

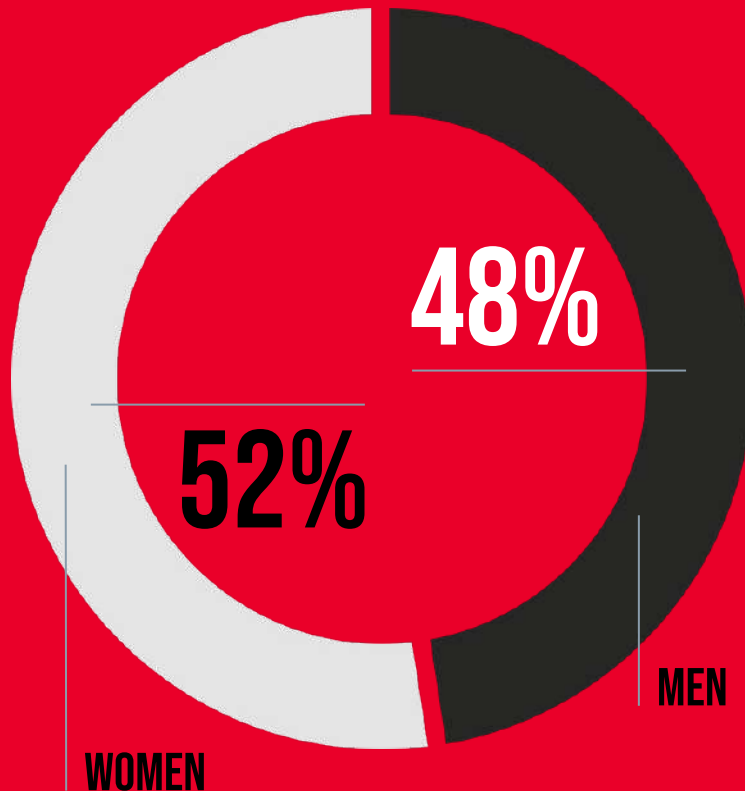
Page views: **+15M**

*Consolidated data
Google Analytics

AGE

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

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

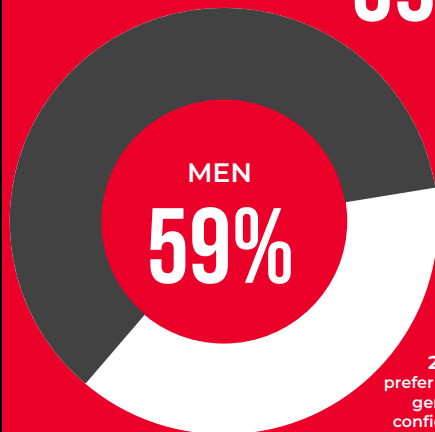
LISTENERS: 2.4 M

PLAYS: 4.6 M

FOLLOWERS

24K

AUDIENCE



WOMEN
39%

MEN

59%

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

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

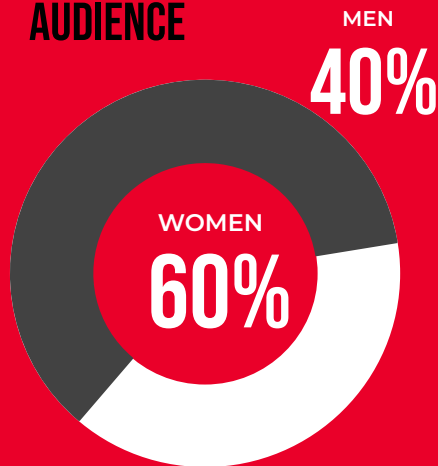
% PER PLATFORM

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

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

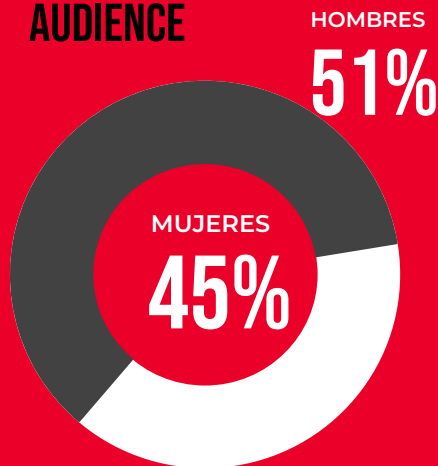
% PER PLATFORM

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

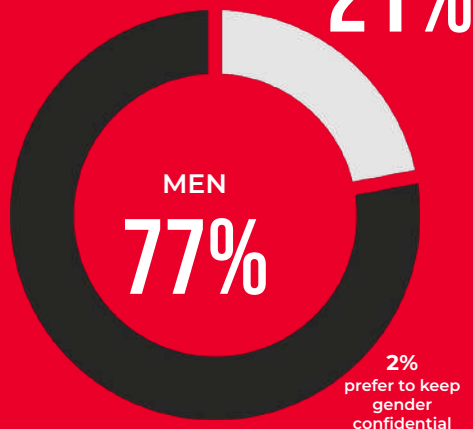
LISTENERS: 236 K

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

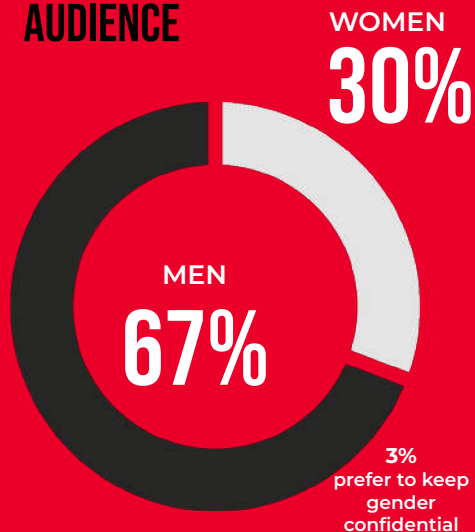
LISTENERS: 737 K

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

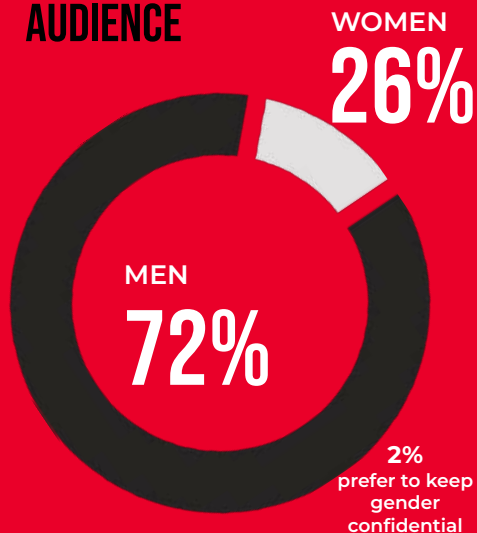
LISTENERS: 208 K

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**

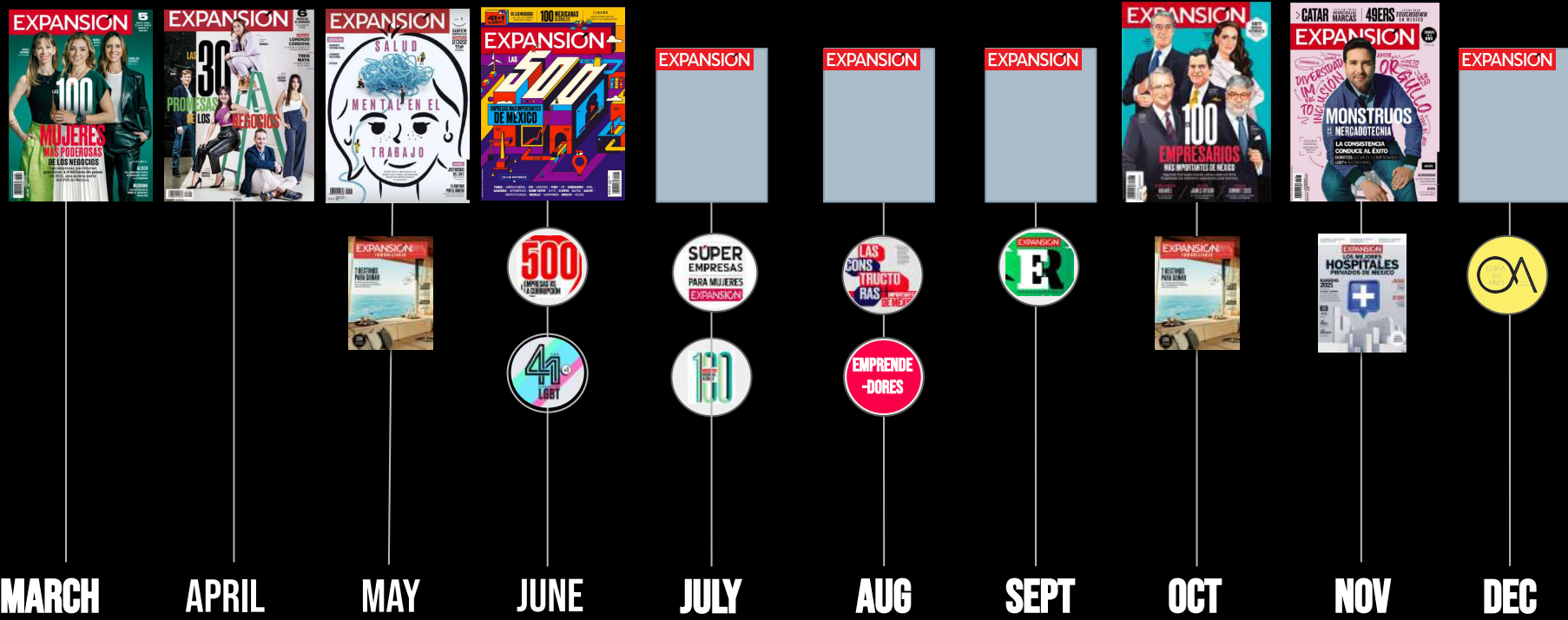
- **671K plays**



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

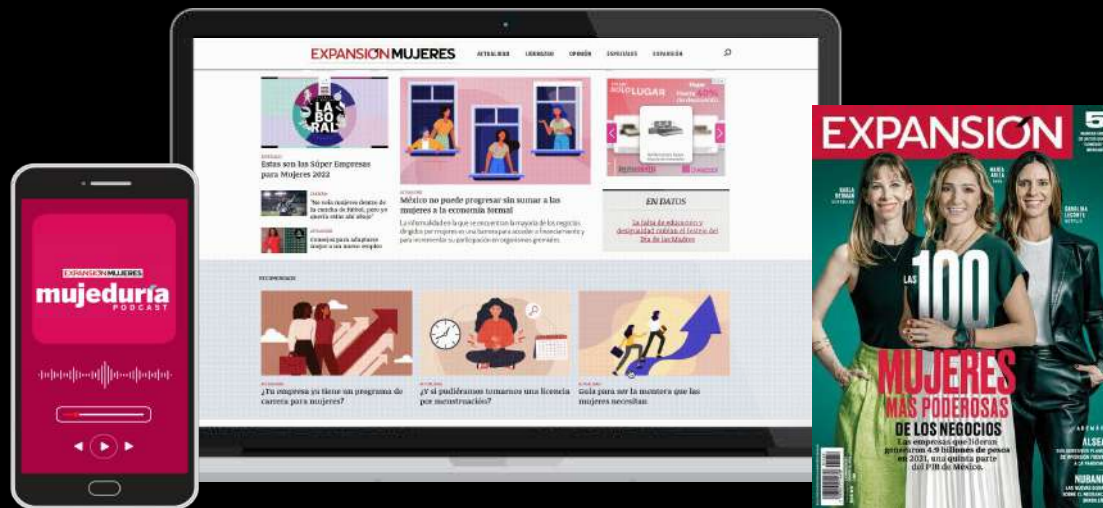
➤ ACELERANDO EL FUTURO

MEXICO CITY /
9 FEB



EXPANSIÓN
MUJERES
➤ SUMMIT
2023
^

Expansión Mujeres is a platform where business leaders fight to overcome the gender gap in the industry.



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

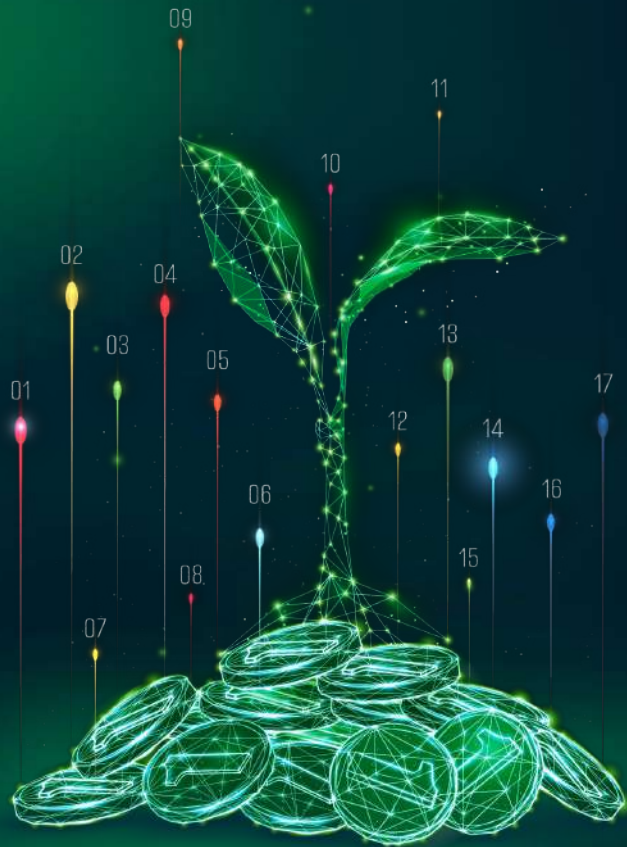
**MAY
21**

**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

COMMERCIAL DIRECTOR

Alejandro Manrique

amanrique@grupoexpansion.com

COMMERCIAL EVENTS HEAD

Karla Turban

kturban@grupoexpansion.com

MARKETING HEAD & BUSINESS TRANSFORMATION

René Flores

rflores@grupoexpansion.com

CONTACTO DE VENTAS

publishing@grupoexpansion.com

Tel. 55 9177 4100 / 4300