

# Quién

**MEDIA KIT 2023 MEDIA KIT 2023 MEDIA KIT 2023 MEDIA KIT 2023 MEDIA KIT 2023 MEDIA KIT 2023 MEDIA KIT 2023**





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## 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, Quien 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*

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# 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	MONTHLY AVERAGE
4.8M <i>single users</i>	4M <i>single users</i>
7.7M <i>sessions</i>	6M <i>sessions</i>
10.7M <i>page view</i>	9M <i>page view</i>

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

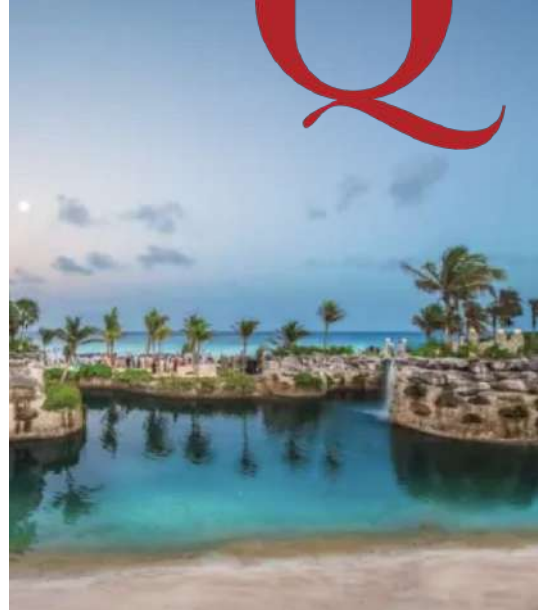
## EVOLUTION

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.





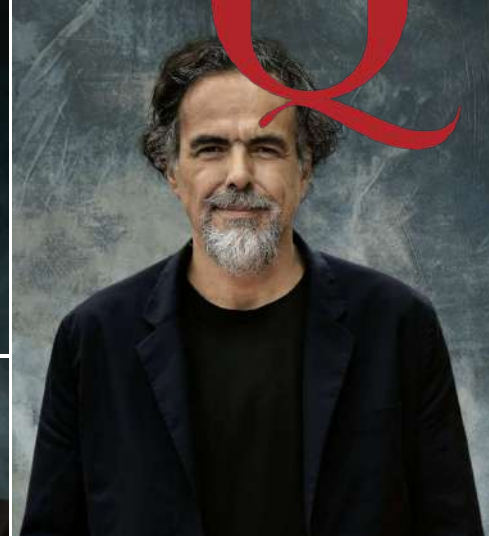
# Quién 50

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

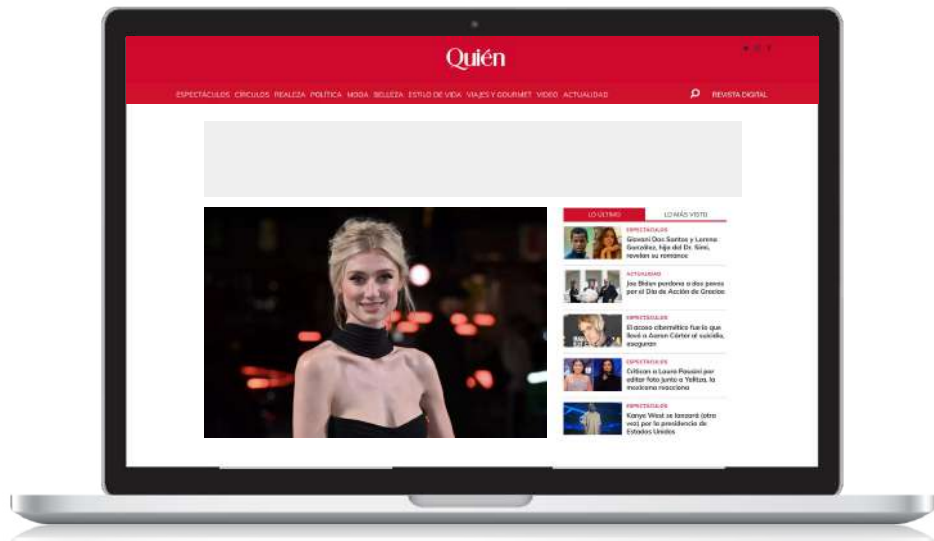


**SEP** Style issue:  
Trends and style  
print



**DIC** The best of the year  
Christmas gift  
guide

# SPECS DIGITAL



Content

Display Ads

Special Action

Social media

Programmatic



CHECK AD CATALOG

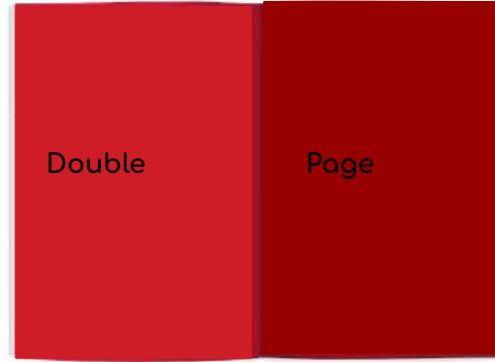


# SPECS PRINT

- 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.



Single page



Double

Page

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

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