

MEDIA KIT  
ELLE

(2024)  
(MX)

ELLE

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is for **INDEPENDENT, INTELLIGENT** and **ENERGETIC INDIVIDUALS** who  
**LOVE FASHION, BEAUTY** and **LIFESTYLE**.

**ELLE** highlights issues relevant to everyone and strives to be democratic, innovative, diverse and inclusive.

**IT IS YOUNG BUT, WITH HISTORY. IT HAS BEEN A TREND-SETTER IN MEXICO FOR 30 YEARS.**

**ELLE IS THE WORLD'S LARGEST FASHION MAGAZINE**, a brand that **INSPIRES** to **EXPLORE** and **CELEBRATE STYLE** in different forms.

**THE CONTENT** is **PROVOCATIVE, INCLUSIVE, INNOVATIVE, DIVERSE**, but it is also aspirational and approachable.



**ELLE** speaks to heavy social media users: **GENERATION Z** and **MILLENNIALS**, but never losing the focus on previous generations.

**WE ARE TREND SETTERS** and **TRAILBLAZERS** in what we do. We are the brand in the segment that produces the most **LOCAL AND CUSTOM-MADE CONTENT** (90%), for readers and business partners.

The quality of our product competes at an **INTERNATIONAL LEVEL**, winning multiple medals from the **SOCIETY OF PUBLICATION DESIGNERS** and with honorable mentions every year.

# INSIGHTS ON MARKET LEADERSHIP



ADVERTISING SHARE  
**32%**

In media of the segment

Source: Benchmarking, advertising page count in magazines of the segment:  
ELLE, Vogue and Harper's Bazaar (December 2023).



# EDITOR'S LETTER



ELLE is one of the leading global media in fashion, beauty and lifestyle, it has 45 editions around the world and one of them is Mexico. And in 2024 we celebrate 30 years in this country.

In our market, we are at the forefront in all aspects, from the topics we cover to the aesthetics that we have been changing and adapting to what people want to see in media today.

ELLE has consistently established itself as a strong and consistent brand in our country. It is at the top-of-mind of our readers because we have managed, for some time now, to do more than just a magazine, we are a multiplatform media that works with you in all content channels, from our print and digital editions, the website, social media, and the podcast, to video of all kinds.

We have evolved as a media that cares about bringing fashion, beauty, lifestyle, pop culture, diversity, sustainability and feminism to the table, breaking standards in different disciplines.

For us, 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 every day, making it very clear that fashion is for everyone. We want to accompany you in your life and in your decisions, always helping you to be the best version of yourself.

The team that creates this brand is committed to make a difference. We hope to achieve this and inspire you on every platform.

Dearly,  
**CLAUDIA CÁNDANO**

# PRINT AUDIENCE

77%  
23%  
73%  
27%

A/B  
C+  
WOMEN  
MEN

33%  
21%  
33%  
13%

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

47% are single  
21% have graduate studies  
33% works in the administrative  
area and general management



Readers who are single and **young**, with graduate studies, follow **trends**, are **leaders** and express themselves through their **own style**, they are the first to try new products and have the **latest in fashion, beauty and technology**.

Source: Ipsos EGM



## **SHARE OF SUBSCRIBERS**

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

## **POINTS OF SALE**

Sanborns, La Comer, City Market,  
Fresko, HEB, Chedraui Selecto,  
Chedraui A/B

## **STRATEGIC SEEDING**

Club Premier Aeroméxico  
Lounges, Salones Amex  
AICM, Salas Beyond AICM

## **READERS**

**234.000**

## **PRINT RUN**

**65.000**

**NATIONAL DISTRIBUTION  
MONTHLY FREQUENCY**



# DIGITAL AUDIENCE



## HIGHEST MONTH

UNIQUE USERS  
**+2.3M**  
SESSIONS  
**+2.7M**  
PAGE VIEWS  
**+3M**

## MONTHLY AVERAGE

UNIQUE USERS  
**+710K**  
SESSIONS  
**+897K**  
PAGE VIEWS  
**+1.1M**

## AGE

**25%** 18 TO 24  
**33%** 25 TO 34  
**18%** 35 TO 44  
**11%** 45 TO 54  
**7%** 55 TO 64  
**4%** 65+

## GENDER

**74% WOMEN**  
**26% MEN**



The main interests of our audience are:

**66% ENTERTAINMENT / 55% SHOPPING / 53% GASTRONOMY**  
**49% BEAUTY & WELLNESS / 47% LIFESTYLE**

Purchase intent:

**20% WOMEN'S CLOTHING AND ACCESSORIES**  
**12% EDUCATION / 12% FINANCIAL SERVICES**  
**10% EMPLOYMENT**  
**9% TRAVEL AND HOTELS**  
**8% HOME & GARDEN**



# SOCIAL MEDIA AUDIENCE

**f FACEBOOK**  
**+785K**

**📷 INSTAGRAM**  
**+426K**

**PODCAST LISTENERS**  
**+56K**

**🐦 TWITTER**  
**+597K**

**▶ YOUTUBE**  
**+22K**



# PRODUCTS



## DIGITAL

Digital article, Pro article, Infographics, Mailing,  
Standard display, Rich media and Premium rich  
media,  
Video  
Social Media  
Branded Content

## PODCAST

Sponsorships and content integration  
in **Hablemos de Moda: ELLE Podcast**

## EVENTS:

DigitELLE Awards  
ELLE Beauty Gang

## PR

Influencer marketing  
Bespoke projects according to brands'  
needs

## MAGAZINE

Traditional pages  
Inserts  
Branded Content  
Creativities

# ORIGINALS



The first fashion videopodcast in Mexico with **Claudia Cándano** and **Jordi Linares**, discussing in a relaxed manner the iconic moments in the world of fashion and pop culture.

The podcast in video format, sometimes with guests, addresses current issues such as the awards season and some other timeless topics in the fashion industry.

# HARLEMOS DE MODA

ELLE PODCAST



# HABLEMOS DE MODA

ELLE PODCAST

GENERAL TOP CHART  
OF APPLE PODCAST

GENERAL TOP CHART  
ON SPOTIFY

28K  
FOLLOWERS

GENERAL DATA

79K  
LISTENERS

873K  
PLAYS

AUDIENCE

77%  
WOMEN

22%  
MEN

AGE

0-17 2%

18-22 8%

23-27 27%

28-34 34%

35-44 23%

45-59 8%

MONTHLY AVERAGE  
10,000 LISTENERS | 25,000 PLAYS

TOP COUNTRIES  
MEXICO - UNITED STATES  
- SPAIN - ARGENTINA - COLOMBIA

AVERAGE PER EPISODE  
1,300 LISTENERS | 2,000 PLAYS



PREMIOS  
**DiGiTeLLe**  
by ELLE

**JUNE**

We are aware that nowadays, digital content sets trends and is the most important influencing tool there is, and that there are many personalities in the different digital platforms, influencing mainly younger audiences.

**ELLE** recognizes these digital leaders who positively impact and move the society of **Mexico** and its surroundings in different categories, making this an annual franchise where all creators of valuable content will want to get featured.





# ELLE BEAUTY GANG

**OCTOBER**

**ELLE Beauty Gang** is ELLE's new original event, which aims to bring bebELLEs closer to live and explore new trends in the world of beauty.

This product will consist of a day of beauty and skincare experiences: activations of participating brands, master classes, workshops with beauty experts, meet & greet with editors and try out booths.





# ELLE TURNS 30!

**2024**

We're making ELLE's 30th anniversary an unprecedented event, celebrating throughout the year with different actions, activities, parties and more.

Stay tuned!



# EDITORIAL CALENDAR (2024)



**JANUARY (WELLNESS)**

**FEBRUARY (LOVE FOR MEXICO)**

**MARCH (WOMEN'S MONTH)**

**APRIL (GREEN ISSUE)**

**MAY (GEN Z)**

**JUNE (PRIDE)**

**JULY (DIGITELLE + SUMMER)**

**AUGUST (ELLE SCHOOL)**

**SEPTEMBER (MEXICO)**

**OCTOBER (FASHION ISSUE)**

**NOVEMBER (WEDDINGS)**

**DECEMBER (HOLIDAYS)**

# (PRINT) SPECS



## (DOUBLE PAGE)

**CUT.** 42 X 27.5 CM  
(16.5 X 10.8 INCH)

**BLEED.** 43 X 28.5 CM  
(16.9 X 11.2 INCH)

**BOX.** 41.0 X 26.5 CM  
(16.1 X 10.4 INCH)

## (SINGLE PAGE)

**CUT.** 21 X 27.5 CM (8.2 X 10.8 INCH)

**BLEED.** 22 X 28.5 CM (8.6 X 11.2 INCH)

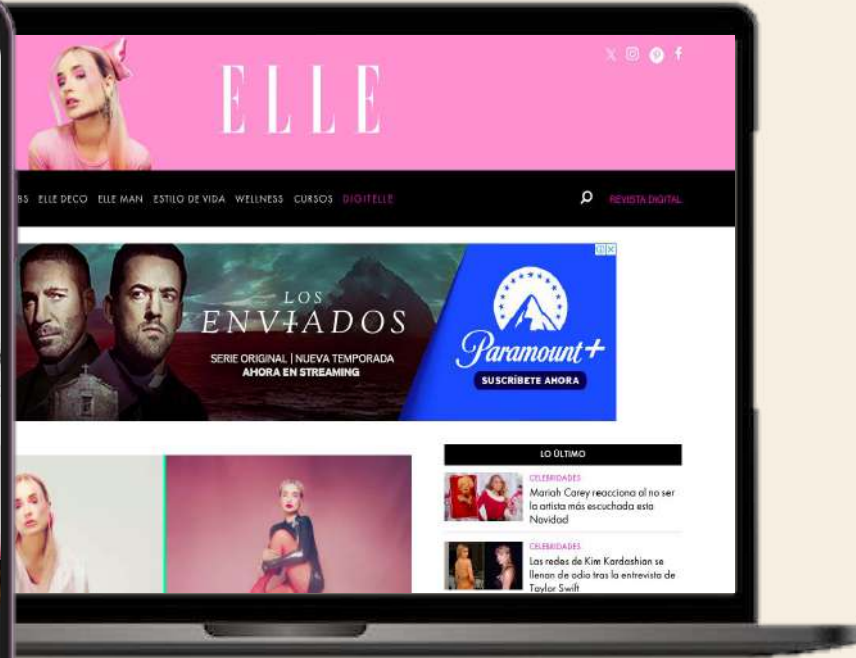
**BOX.** 20 X 26.5 CM (7.8 X 10.4 INCH)



# (DIGITAL) SPECS

**CONTENT**  
**DISPLAY ADS**  
**SPECIAL ACTIONS**  
**SOCIAL MEDIA**  
**PROGRAMMATIC**

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



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