

THINK LIKE A NEW MAN

LIFE AND STYLE

MEDIA KIT
(2024)



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BRAND

LIFE AND STYLE TAKES ONE STEP FURTHER IN ITS DEVELOPMENT PROCESS. FROM ITS **4 PLATFORMS**, INCLUDING THE **LUXURY MAGAZINE, WEBSITE, SOCIAL MEDIA AND DIGITAL SPECIALS**, WE CREATE A 360 PRODUCT, PAVING THE WAY FOR A NEW ERA FOR THE BRAND.

WE SEEK TO START CONVERSATIONS ABOUT THE ISSUES THAT MATTER TO ITS AUDIENCES SUCH AS **SUSTAINABILITY, INCLUSION, WELLNESS, ARTS AND CULTURE.**

NEW FORMATS AND VISIONS CONVERGE TO CONSOLIDATE THE IDENTITY OF A TITLE THAT BEATS TO THE PULSE OF THE TIMES.



EDITOR'S LETTER

"WHAT DO YOU ENJOY MOST ABOUT YOUR JOB?" IS ONE OF THE QUESTIONS PEOPLE ASK ME QUITE FREQUENTLY. IN FACT, THERE ARE MANY THINGS THAT I ENJOY AND THAT MOTIVATE ME TO WORK ON EACH COVER, —DIGITAL OR PRINTED—, EACH ARTICLE AND EACH PAGE OF THE MAGAZINE AS SOMETHING UNIQUE AND ONE-OF-A-KIND. SOMETIMES IT'S THE LEARNING OPPORTUNITY THAT'S IN FRONT OF ME, THE CHANCE TO MEET AND TALK TO PEOPLE I ADMIRE, TO TRAVEL TO A PLACE I'VE ALWAYS WANTED TO VISIT, OR BEING A MEDIUM FOR PEOPLE TO DISCOVER SOMETHING THAT SURPRISED ME AND SEEMED VALUABLE TO ME. HOWEVER, THERE IS ONE THING THAT MIGHT STAND ABOVE ALL THESE REASONS AND THAT IS THAT NO DAY IS LIKE THE ONE BEFORE, WHICH TRANSLATES INTO COUNTLESS OPPORTUNITIES TO IMAGINE STORIES TO TELL AND NEVER GETTING BORED.

2024 PRESENTS ITSELF AS A BLANK CANVAS TO GIVE FREE REIN TO OUR CREATIVITY AND TURN INTO REALITY ALL THOSE IDEAS THAT ARE ALREADY IN OUR MINDS. THE ENTIRE *LIFE AND STYLE* TEAM IS READY TO SEARCH FOR AND FIND THE PEOPLE WHO WILL DEFINE THE YEAR, THE LAUNCHES THAT WILL BECOME NEW CLASSICS IN FASHION AND BEAUTY, TO SHOWCASE THE DESTINATIONS YET TO BE DISCOVERED BY THE MOST EXPERIENCED TRAVELERS, TO TASTE THOSE DISHES AND DRINKS THAT ARE WELL WORTH THE WAITING LIST AND, FOR ANOTHER YEAR, TO CREATE A SPACE FOR DIVERSITY AND INCLUSION, ART AND CULTURE, SUSTAINABILITY AND TRENDS IN THE FIELDS OF HEALTH AND WELLBEING. WE ARE MORE THAN EXCITED AND READY TO WELCOME THE NEW YEAR, AS WE HAVE SET OURSELVES A CLEAR PURPOSE: TO DO BETTER EVERY DAY, CONFIDENT THAT MUCH OF WHAT WE HAVE BEEN IMAGINING FOR MONTHS WILL FINALLY TURN INTO REALITY.

PEDRO AGUILAR

AUDIENCE

CHARACTERISTICS

-A **COSMOPOLITAN** AND **SOPHISTICATED** MAN, WHO HAS ACHIEVED **PROFESSIONAL SUCCESS** OR IS ON HIS WAY TO DO SO, AND IS INTERESTED IN LIFESTYLE RELATED SUBJECTS.

-HE IS INTERESTED IN LUXURY BRANDS, FASHION, TRAVEL, CARS, GASTRONOMY, TECHNOLOGY, WATCHES, GROOMING AND SPORTS.

-HE HAS A **HIGH ECONOMIC STATUS**

READER'S PROFILE

- EMANCIPATED
- ENTREPRENEUR EAGER FOR SUCCESS
- BOLD AND CHALLENGING
- AWARE OF THE LATEST TRENDS
- EXPERIENTIAL



PRINTING: **65.000**
SUBSCRIBERS: **12.000**
PASS ALONG: **3.6**
TOTAL AUDIENCE: **234.000**

GENDER:
65% MEN
35% WOMEN
SES: **A/B 80%, C+ 20%**

AGE:
34% 45-64
33% 35-44
33% 25-34

PRINT AUDIENCE



33% HAS GRADUATE STUDIES

73% WORKS IN EXECUTIVE POSITIONS

DIGITAL AUDIENCE

DIGITAL

REACH

UNIQUE USERS:

+2,000,000

VISITS:

+3,000,000

AGE:

15% 18 TO 24

21% 25 TO 34

21% 35 TO 44

22% 45 TO 54

13% 55 TO 64

8% 65+

ENDER:

20% women

80% men

HIGHEST MONTH

UNIQUE USERS:

512K

VISITS:

703K

MONTHLY AVERAGE

UNIQUE USERS:

437K
G

VISITS:

609K

SOCIAL MEDIA

FACEBOOK:

240K

INSTAGRAM:

44.9K

TWITTER:

24.6K



DIGITAL PROFILE

PURCHASE INTENTION

CARS: **27%**

FINANCIAL SERVICES: **11%**

EMPLOYMENT: **5%**

TRAVEL: **8%**

CONSUMER ELECTRONICS: **6%**

TELECOM: **3%**

MAIN INTERESTS

TECHNOLOGY: **33%**

NEWS & POLITICS: **32%**

ENTERTAINMENT: **46%**

SPORTS: **39%**

TRAVEL & LIFESTYLE: **30%**

MUSIC: **34%**

DISTRIBUTION

DISTRIBUTION:
NATIONAL

TEMPORALITY:
QUARTERLY



STRATEGIC ALLOCATION

SALONES PREMIER
AEROMÉXICO AND CLASE
PREMIER
SALONES CENTURION AMEX
AICM
SALONES BEYOND (BANAMEX)
AICM

DISTRIBUTION

POINTS OF SALE

SANBORNS

AIRPORTS - STORES

CDMX AREA T1 Y T2,

MONTERREY,

GUADALAJARA.

HEB

CHEDRAUI SELECTO

FRESKO

CITY MARKET





LUXURY MAGAZINE

PRINTING: **+65,000** PASS ALONG: **3.6**

SPECS
SOFTCOVER COPIES

MEASUREMENT **21 X 27.5 cm (8.2 × 10.8 inch)**

208 PAGES

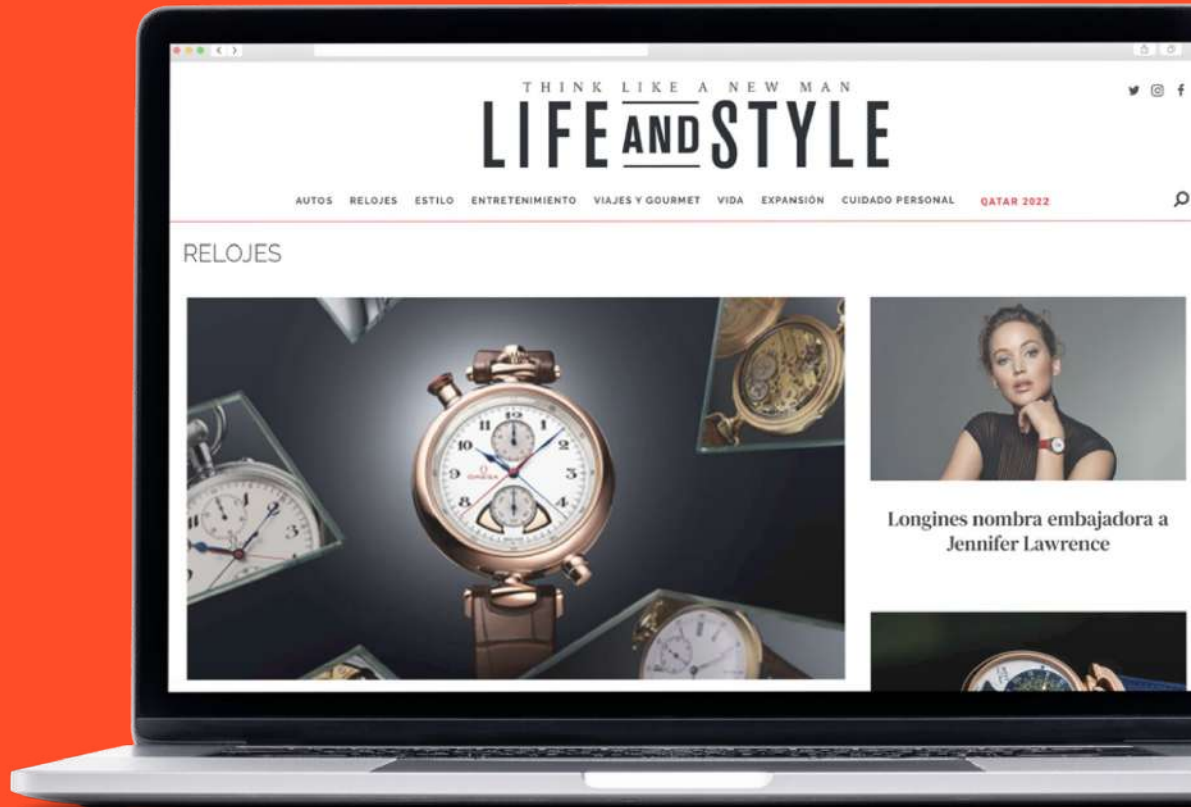
104 COUCHE PAGES 115 GRS

104 BOND PAGES 105 GRS

WEBSITE

DIGITAL PLATFORM WITH
INTERESTING CONTENT FOR MEN

SECTIONS: CARS, WATCHES,
LIFESTYLE, ENTERTAINMENT,
TRAVEL AND GOURMET, LIFE



DIGITAL SPECIAL

EVERY MONTH, **LIFE AND STYLE** PRESENTS DIGITAL SPECIALS FEATURING **RELEVANT PERSONALITIES** OF THE CURRENT SUBJECTS.

USING ALL THE RESOURCES THAT **DIGITAL PLATFORMS** HAVE TO OFFER: **VIDEOS, GALLERIES, AUDIOS, QUICK INTERVIEWS.**

THESE SPECIALS ARE GREAT OPPORTUNITIES FOR **BRAND INTEGRATIONS.**



PRODUCTS

DIGITAL

STANDARD DISPLAY,
RICH MEDIA AND PREMIUM RICH
MEDIA
VIDEO
SOCIAL MEDIA
BRANDED CONTENT
NEWSLETTER

MAGAZINE

TRADITIONAL PAGES
INSERTS
CREATIVITIES
BRANDED CONTENT



EVENTS

INTEGRATED PACKAGES

BESPOKE PROJECTS

IN LINE WITH YOUR BRAND NEEDS

THE IDEAL PLATFORM FOR THE CONTEMPORARY MAN



1. WEBSITE
2. WEBSITE (4 ISSUES)
3. WEEKLY NEWSLETTER
4. DIGITAL SPECIAL
5. PRINT, DIGITAL AND OOH CAMPAIGNS

EDITORIAL CALENDAR

PRINT



MARCH

TREND REPORT
SPRING/SUMMER
ART AND DESIGN SPECIAL
WOMEN'S VOICES, A
CELEBRATION OF WOMEN'S
DAY

JUNE

GAME CHANGERS
FALL/WINTER TREND REPORT
CAR SPECIAL

SEPTEMBER

WATCHMAKING REPORT
PRIDE SPECIAL
FATHER'S DAY GIFT GUIDE

NOVEMBER

BEST OF THE BEST 2024
CHRISTMAS GIFT GUIDE
TRAVEL SPECIAL FOR 2025

*This calendar is subject to change without prior notice.

EDITORIAL CALENDAR DIGITAL

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JANUARY

WELLNESS SPECIAL
TECHNOLOGY NEWS

FEBRUARY

SUPER BOWL SPECIAL
LOVE AND SEX SPECIAL
VALENTINE'S DAY GIFT GUIDE

MARCH

OSCAR AWARDS 2024
SPRING/SUMMER 2024 TRENDS
WOMEN'S VOICES, A CELEBRATION OF WOMEN'S DAY

APRIL

EARTH DAY: SUSTAINABILITY SPECIAL
WATCHMAKING NEWS 2023

MAY

MOTHER'S DAY GIFT GUIDE

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LIFE&STYLE

EDITORIAL CALENDAR

DIGITAL



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JUNE

SUMMER TRIPS
LGBTQ+ PRIDE SPECIAL

JULY

PARIS 2024 OLYMPIC GAMES SPECIAL
SUMMER BODY

AUGUST

GOURMET SPECIAL
DRINKS SPECIAL

SEPTEMBER

FALL/WINTER 2024 TRENDS
GAME CHANGERS 2024

OCTOBER

MENTAL HEALTH SPECIAL
FORMULA 1 SPECIAL

NOVEMBER

MEN'S DAY SPECIAL

DECEMBER

BEST OF THE BEST 2024
CHRISTMAS GIFT GUIDE

SPECS

SIMPLE PAGE:

- CUT: 21 X 27.5 CMS (8.2 X 10.8 INCH)
- BLEED: 22 X 28.5CMS (8.6 X 11.2 INCH)
- BOX: 20 X 26.5 CM (7.8 X 10.4 INCH)

DOUBLE PAGE:

- CUT: 42 X 27.5 CMS (16.5 X 10.8 INCH)
- BLEED: 43 X 28.5 CMS (16.9 X 11.2 INCH)
- BOX: 41 X 26.5 CMS (16.1 X 10.4 INCH)



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