



Sports Illustrated™

MÉXICO

MEDIA KIT

2026

Canelo Álvarez
Cover of
Sports Illustrated
México / No. 1
April 2025

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Santi Giménez
Cover of
Sports Illustrated
México / No. 2
May 2025



BRAND ESSENCE



Isaac Del Toro
Cover of
Sports Illustrated
México / No. 3
July 2025

PILLAR

Publishing / Sports

EMOCIONAL NEEDS

To **meet the needs of passionate sports fans** who want to feel closer to the teams, personalities, and sports they love.

OUR PROMISE

Media:

Bring sports fans closer to the best and most comprehensive coverage and analysis of their favorite sports—all in one place.

Events & Experiences:

Create memorable experiences that allow **sports fans to live the passion** of their favorite sports, connecting them in unique ways with athletes, personalities, and major sporting events.



VALUE FOR BRANDS

Connect with an engaged, passionate audience that is easily segmentable based on the sports, events, and personalities they follow.

OUR YEAR

2026

- Golf Tournament
- SI México Race
- SI México Awards

COMMUNITY

Passionate Sports Fans

AUDIENC PROFILE



AUDIENCE PROFILE

The audiences across SI Mexico's different products are defined by the intersection of three key factors: age, socioeconomic level, and their relationship with sports.

AGE

Baby boomers

10%

Millennials

50%

Gen X

25%

Gen Z

15%

SEL

A/B

C+

C

C-

RELATIONSHIP WITH SPORTS

✓ Athletes
Lifestyle
Passion

✓ Inspiration
Social Connection



01.

THE SPECTATOR

They enjoy the excitement of sports from the comfort of their homes, at viewing parties, or in bars. They consume all types of events—from soccer matches to tennis tournaments—placing greater value on the viewing experience than on actively practicing the sport.

Value: Ideal for visually driven content and large-scale events, such as live broadcasts or highlights.



02.

THE ATHLETE

They practice sports recreationally or professionally, embracing a lifestyle centered on physical activity, nutrition, and discipline. They seek inspiration and learning from elite athletes.

Value: Ideal audiences for educational content, sports clinics, and performance-focused products, as well as proprietary sporting events and competitions.



Loyal fans of a team or athlete who follow them in every competition, celebrate their victories, and endure their defeats. Their passion is closely tied to their personal identity.

Value: A key audience for official merchandise and memorabilia campaigns.



Sports are an opportunity to socialize, spark conversations, or create a great plan. They enjoy sports in a balanced way and stay informed through sports media and influencers, occasionally attending live events.

Value: Ideal for accessible content, top stories, and sporting events with a strong social component.



They follow sporting events driven by trends and cultural relevance. They are interested in lifestyle, athletes' looks, and the connections between sports and pop culture.

Value: Ideal consumers for lifestyle content and collaborations with fashion and technology brands.

ECOSYSTEM & PRODUCT

Didi Gregorius
Sports Illustrated
México / No. XX
XXX 2025

PHOTO: Dato pendiente



ECOSYSTEM & PRODUCT

EVENTS MASS • EXCLUSIVE

- Parties
- Forums
- Broadcasts
- Experiences



DIGITAL EDITORIAL • CONTENT



- Social Media
- Podcast
- Website
- Coverage

MAGAZINE SUBSCRIPTIONS • NEWSSTAND

- Edition • Print • Digital



CONTENT PILLARS



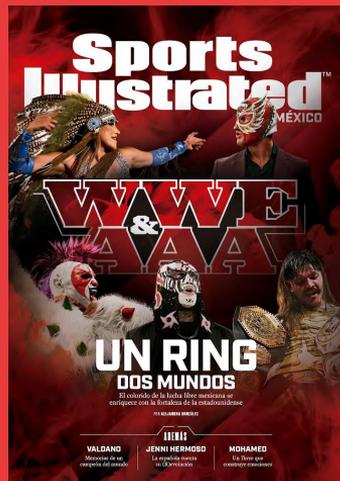
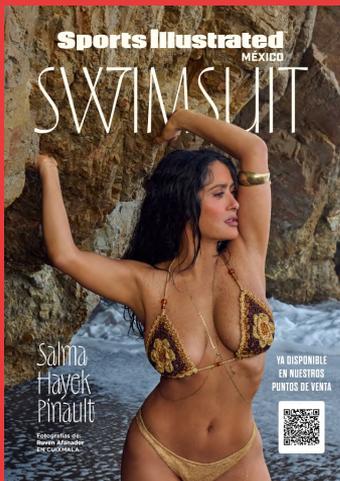
Lorena Ochoa
Sports Illustrated
México / No. 1
April 2025

PHOTO: Diego Álvarez

EDITORIAL CONTENT PILLARS

**SPORTS
LIFESTYLE
LUXURY**

**FASHION
CONSUMPTION
WELLNESS**





Sports Illustrated™

MÉXICO

2026

DELIVERY:
BIMONTHLY

- February
- April
- June
- August
- October
- December

FORMAT:
PRINT

PRINT FORMAT:
**COFFEE TABLE
MAGAZINE**

INITIAL PRINT RUN:

65,000

DISTRIBUTION:

- Sanborns,
- HEB,
- Aero Boutique
- Chedraui,
- Urgens

EDITORIAL CALENDAR 2026

FEBRUARY 2026

• **COVER:** Raúl Jiménez y Edson Álvarez rumbo al Mundial

JUNE 2026 (World Cup Edition)

• **COVER:** Ilustración Estadio Azteca vestido de fiesta

OCTOBER 2026

• **COVER:** Alex Kirk, el catcher estrella de la MLB

APRIL 2026

• **COVER:** Checo Pérez y su vuelta a F1

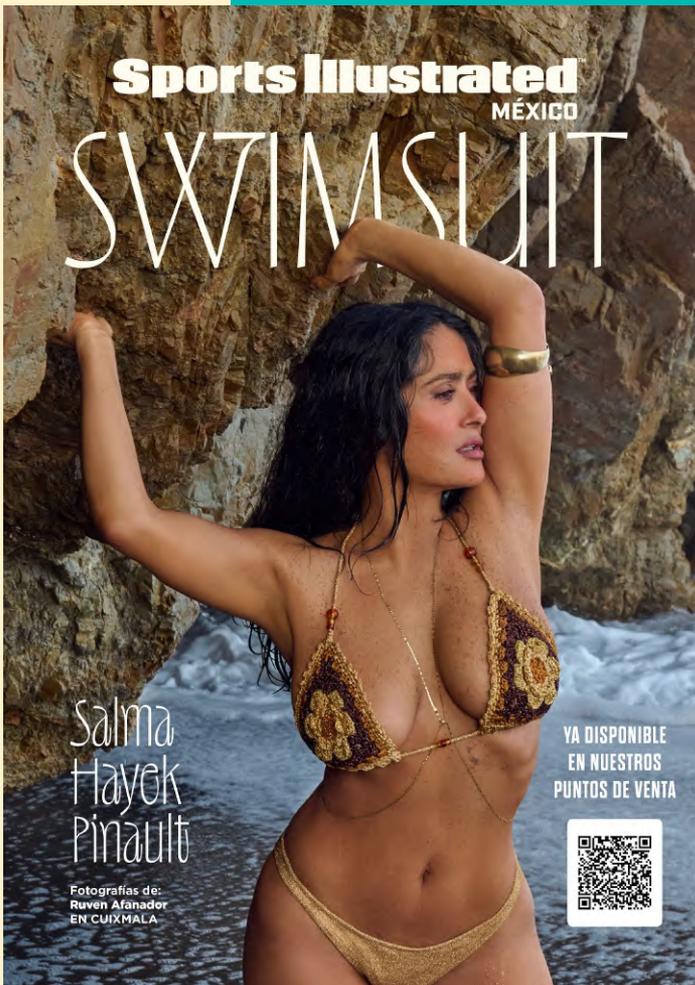
AUGUST 2026

• **COVER:** Personaje del año SI

DECEMBER 2026

• **COVER:** Diana Flores, el poder femenino

*The covers mentioned are preliminary proposals and subject to confirmation. They may be adjusted or modified as publication dates approach, depending on editorial planning and talent availability.



Sports Illustrated™
MÉXICO

SWIMSUIT

2026

DELIVERY:

• July 2026

INITIAL PRINT RUN:

10,000

PRINT FORMAT:

**COFFEE TABLE
MAGAZINE**

DISTRIBUTION:

- Sanborns,
- HEB,
- Aero Boutique
- Chedraui,
- Urgens

**THE MOST SUCCESSFUL SPORTS ILLUSTRATED MÉXICO
PRODUCT IN ITS LAUNCH YEAR**



REBASE | 22 X 28.5 cm
CORTE | 21 X 27.5 cm
CAJA | 20 x 26.5 cm



REBASE | 43 X 28.5 cm
CORTE | 42 X 27.5 cm
CAJA | 41 x 26.5 cm

DIGITAL ECOSYSTEM

X
@SI_MXOficial



Website
SportsIllustrated.mx

Facebook
/SportsIllustrated.Mexico/



Youtube
@SportsIllustrated.Mexico

Instagram
@SportsIllustrated.Mexico



TikTok
@SportsIllustrated.Mexico



SPORTS ILLUSTRATED MÉXICO VS. COMPETITORS



MORE SPORTS

We will go beyond soccer and connect with audiences around sports that receive less media coverage.



LIFESTYLE

We will cover the lifestyle surrounding sports, closely following areas such as fashion, music, gaming, wellness, and more.



COMMUNITY

We will maintain a close connection with our SI community across multiple formats, including events, digital platforms, podcasts, and the print magazine.



OTRAS PERSPECTIVES

Our content will explore sports disciplines and the world of sports through new lenses, such as lifestyle and business.



NEW RELATIONSHIPS

We will build relationships across the worlds of wellness, entertainment, and business to create differentiated products and events for our community.





**Sports
Illustrated**
MEXICO

MEDIA KIT 2026

WORLD CUP 2026

 **GRUPO
EXPANSION**

WORLD CUP-DRIVEN PLAN FOR SPORTS ILLUSTRATED MÉXICO

OUR WORLD CUP PERSPECTIVE WILL BE:

CLOSE AND GLOBAL

Close enough to deliver in-depth coverage of everything happening at a World Cup hosted by Mexico, while maintaining a global perspective to tell the stories of the largest World Cup in history.

CROSS-PLATFORM

Leveraging the strength of Grupo Expansión's diverse perspectives—economy, politics, lifestyle, and entertainment.

IN-DEPTH AND APPROACHABLE

Rigorous in our reporting, always paired with a friendly tone that resonates with younger audiences.



EVENTS

**André-Pierre
Gignac**
Sports Illustrated
México / No. 3
July 2025

PHOTO: Alfredo Moya/Jam
Media/Getty Images



TORNEO DE GOLF



“More than 9 years as a must-attend event in high-level business networking”

With a strong focus on executive networking, the Grupo Expansión Golf Tournament brings together CEOs, senior leaders, and key executives in an exclusive setting that blends a passion for golf with entertainment and meaningful networking.



DEPORTES · NETWORKING · ESTILO DE VIDA · HIGH-END

TBD **MAY**

Wednesday
Welcome dinner
Acuarima

Thursday
Breakfast Acuarima
Tournament Club de Golf Avándaro

Brunch for guests
Lunch & Awards Centro de convenciones Hotel Avándaro
Closing Party Centro de convenciones Hotel Avándaro



Hotel y Club de golf Avándaro

- CEO's y C-level executives
- Decision Makers
- Entrepreneurs
- High-Level Leaders

166
GOLFERS

+500
GUESTS
brunch + party

Profile:
AB+ 35-65 y/o

Campaign · Social Media · Website · Print · OOH

Sports Illustrated™ MÉXICO LA CARRERA

BEST OF THE BEST

Best of the Best 2026 inaugura el año mundialista en México y marca el arranque oficial del calendario de eventos rumbo al Mundial de Fútbol. En un año donde el deporte domina la conversación global, esta carrera se posiciona como el punto de partida de las grandes experiencias y celebraciones deportivas del país.

Nacida de la alianza entre Sports Illustrated México y Asdeporte, Sports Illustrated México: La Carrera Mundial reúne a los mejores corredores de 2025: los más rápidos, constantes y disciplinados.

En 2026, la carrera evoluciona. Mantiene su ADN de mérito y excelencia —con acceso por clasificación, constancia o invitación editorial— y suma una nueva distancia de 3 millas, abriendo la experiencia a más corredores, como el Mundial abre la fiesta a todo el mundo.

El resultado: una carrera única, exclusiva en esencia, inclusiva en celebración, y diseñada para honrar lo mejor del deporte y la comunidad.



SPORTS · MASS · FAMILY · LIFESTYLE

**TBD
MAR**



REFORMA

More than a race: It's an experience that combines running, lifestyle, community, and sustainability.

Sports Illustrated México La Carrera: Best of the Best is an iconic event on Mexico's sporting calendar. Supported by Asdeporte, it brings together the country's top runners for a unique experience of sport, community, and personal achievement, celebrating both professional athletes and amateur runners alike.

Focus: Wellness, exclusivity, and your ultimate training partner for the Mexico City Marathon.

**3,500
RUNNERS**

1,750 per distance

PROFILE:

**B,C+,C
18-38
y/o**

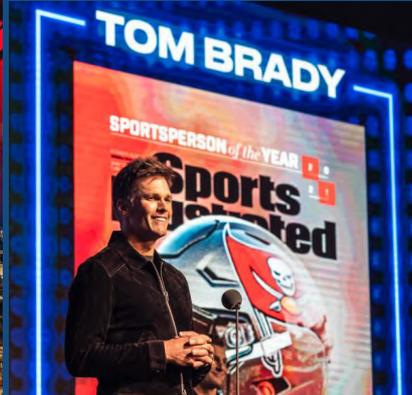
Campaign · Social Media · Website · Print · OOH · PR & alliances



“The Big Night of Sports Stars”

The Sports Illustrated México Awards celebrate the most outstanding figures in Mexican sports.

The event blends the glamour and excitement of sports with a gala dinner, live performances, and awards that honor excellence, dedication, and the inspiration that drives the sports industry.



FORUM · NETWORKING · LIFESTYLE · SPORTS

TBD
OCT

- Outstanding Athletes
- Entrepreneurs in the Sports Sector
- Opinion Leaders
- Representatives from Partner Brands and Industries

400
ATTENDEES

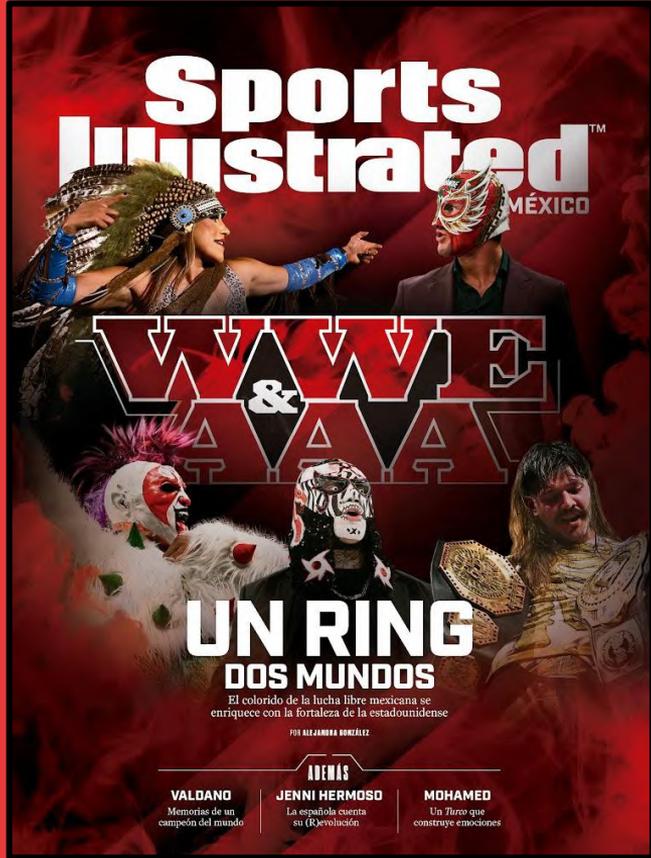
PROFILE:
A/B
25-65
y/o

70M
IMPACTS



TBD

Campaign · Social Media · Website · Print · OOH · PR & alliances



PRODUCTS

DIGITAL

- Digital Specials
- Standard Display
- Rich Media y Premium Rich Media
- Video
- Social Media
- Branded Content
- Newsletter

PRINT

- Tradicional Pages
- Inserts
- Creative Units
- Branded Content

EVENTOS

- Integral Packages

SPECIAL PROJECTS

- Tailored to Your Brand's Needs

DIRECTORY

SALES

ventas@grupoexpansion.com

Alejandro Leal

COMMERCIAL DIRECTOR

aleal@grupoexpansion.com

Carla Font

COMMERCIAL DIRECTOR RI

cfont@grupoexpansion.com

Roberto Caballero

COMMERCIAL DIRECTOR

roberto.caballero@grupoexpansion.com

Pablo Campo

HEAD OF INTERNATIONAL SALES AND AGENCIES

pablo.campo@grupoexpansion.com

Diego Elvira

HEAD OF EVENTS

diego.elvira@grupoexpansion.com